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CHENNAI APPAREL ASSOCIATION
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THIS
TRADE FAIR
IS APPROVED
BY
MINISTRY OF
MSME

Presents
Summer 22
Fashion



THE **22nd** APPAREL TRADE EXPO

9, 10, 11 March 2022

@ CHENNAI TRADE CENTRE

Nandambakkam, Chennai

THE MOST **AWAITED** APPAREL SHOW OF **SOUTH INDIA**



CHENNAI APPAREL ASSOCIATION
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OUTLINE

Every industry needs a strong bonding between its stakeholders, and for this a vibrant platform is required to create and maintain the bonding at all the times and levels.

Chennai Apparel Association (CAA) feels proud to be the creator of such a bonding between suppliers and retailers since 2006. The organising committees of Caa for the last 15 years, along with ever growing member strength, (500+ on date) has been breaking all records in terms of participants, retailer foot falls, and business volumes in its B2B expos. The trend will continue in the upcoming 22nd edition and beyond.

Vision : Once things normalise post pandemic restrictions, CAA plans to spread its wings and create pan India platforms for its members and followed up by international expos.

Goal for all : CAA committee is also in sync with the MSME unit of government an planning to support the members and participants at the expo to avail facilities and benefits provided by MSME sector for the growth of apparel industry. An interactive session with concerned officials regarding MSME benefits, GST, credit facilities etc. will also be conducted soon.

Your own : As you all know that CAA has already purchased property for its permanent office. With all your strong support CAA will move into its very own newly built office very soon.

It's Human : As a strong association, CSR (Corporate Social Responsibilities) activity had been of prime importance in the past and more so in the future as well and whenever needed and viable.

Bonding Fun : As we members come together for business related platforms, we are also passionate for joining ourselves in sportz activities and foreign tours, there by re-energise and bounce back with more vigour and enthusiasm.

TOGETHERNESS IS THE NEW NORMAL



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Opportunities for Your Brand's Exposure*

- ▶ **STALLS FOR PRODUCT DISPLAY**
- ▶ **BRANDING AT VENUE**
- ▶ **ADVERTISEMENT IN THE COFFEE TABLE BOOK**
- ▶ **PARTICIPATION IN FASHION SHOW**
- ▶ **PROMOTION @ THE ROAD SHOW**
- ▶ **PROMOTIONS IN VISITOR BAGS**
- ▶ **CALENDAR OF FINANCIAL YEAR 2022 - 2023**
- ▶ **GIFT HAMPERS TO RETAILERS**

This FAIR has been approved by Ministry of **MSME** Under promotion and Marketing scheme (PMS). All manufacturers participating in the fair can avail the subsidy under this scheme. Contact CAA for assistance in this regard.

MORE THE EXPOSURE - BETTER THE RESULTS

*Changes if any due to unavoidable reason will be informed accordingly.



HIGHLIGHTS OF

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CHENNAI APPAREL ASSOCIATION (CAA) is once again coming up with the BIGGEST Garment Fair of South India Covering a whopping, 1,15,000 sqft (hall 1/2/3) with 225 stalls and 400 Brands. This huge participation will certainly be a bounce back activity from the tough pandemic times.

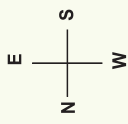
WHAT'S NEW : Inviting the retailers to grace the expo used to be a great challenge in the initial years, but now even the retailers wait for the CAA dates to be announced so that they can plan their schedule to visit the fair to order the latest in Fashion World. Innovation and out of the Box ideas are always the benchmark of CAA. This time road shows are being planned by CAA at prominent towns, such as Tirunelveli, Thanjavur, Pondy, Salem and Coimbatore. CAA will host a dinner party at the designated towns and invite the retailers for the March 9-11 event. Retailers will register themselves at the road shows and CAA will confirm their stay in Chennai during the Fair. Best part is that CAA will also invite participants to road shows so that they will have a change of one to one intro with retailers.

Other activities of invitation cards, social media promotion, personalised invitation Cards, media promotion & electronic media activities will be done in a more unique manner.

Now is the Time :-

Don't Relax! Check out the application form and other forms enclosed and send your confirmation to the concerned person mentioned in the respective forms.

JOIN US TO GROW TOGETHER



FLOOR PLAN



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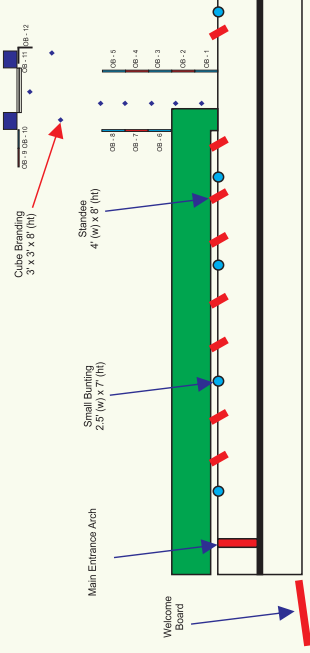
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- Outdoor Branding**
OB - 1 to OB - 41 - 12' (w) x 10' (ht)
- Food Court Branding**
FB - 1 to FB - 24 - 8' (w) x 8' (ht)
- Gate Branding**
GB - 1 to GB - 9 - 10' (w) x 8' (ht)

903 sqft - 1no.	516 sqft - 1 no.	387 sqft - 19nos.	193.5 sqft - 53 nos
645 sqft - 1no.	473 sqft - 1 no.	376.25 sqft - 4nos.	107.5 sqft - 5 no
645 sqft - 1no.	430 sqft - 4nos.	322.5 sqft - 22nos.	97 sqft - 1 no
645 sqft - 10no.	430 sqft - 4nos.	268.75 sqft - 39 nos	
537.5 sqft - 16nos.	414 sqft - 1no.	215 sqft - 36 nos	





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STALL PARTICIPATION CHARGES*

STALL ID		SQ.MTR	SQ.FT	RATE	GST 18%	AMOUNT
AMBASSADOR		84	903	4,50,000.00	81,000.00	5,31,000.00
WAGON R		60	645	3,40,000.00	61,200.00	4,01,200.00
WAVES		60	645	3,25,000.00	58,500.00	3,83,500.00
A		60	645	2,90,000.00	52,200.00	3,42,200.00
B		50	538	2,45,000.00	44,100.00	2,89,100.00
C		48	516	2,50,000.00	45,000.00	2,95,000.00
CC		44	472	1,85,000.00	33,000.00	2,18,000.00
D		40	430	2,10,000.00	37,800.00	2,47,800.00
DD		40	430	1,95,000.00	35,100.00	2,30,100.00
E		38.50	414	1,65,000.00	29,700.00	1,94,700.00
F		36	387	1,75,000.00	31,500.00	2,06,500.00
G		35	377	1,45,000.00	26,100.00	1,71,100.00
H		30	323	1,10,000.00	19,800.00	1,29,800.00
J		25	269	85,000.00	15,300.00	1,00,300.00
K		20	215	65,000.00	11,700.00	76,700.00
L		18	194	50,000.00	9,000.00	59,000.00
M		9	97	25,000.00	4,500.00	29,500.00
N		10	108	20,000.00	3,600.00	23,600.00

LALIT BHUTRA
9840046391

VIKRAM DHINGRA
9840116675

SHANTILAL GANDHI
9840204422

BHAVESH VEDANT
9962992299

JITU SHARMA
9840054847

KAMAL BISANI
8080809580

RAMESH BISANI
9444053250

C.AA. OFFICE
8144509090

* Refer Guidelines & Application forms for further Clarifications



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