PRESS INFORMATION BUREAU
पत्र सूचना कार्यालय
GOVERNMENT OF INDIA
भारत सरकार

Assam Tribune, Guwahati
Sunday 15th March 2015, Page: 8
Width: 8.51 cms, Height: 15.71 cms, a4, Ref: pmin.2015-03-17.11.18

Silk Mark Expo gets under way in Dibrugarh

STAFF CORRESPONDENT

DIBRUGARH, March 14 – The Silk Mark Expo organised by the Silk Mark Organisation of India under the Central Silk Board, Government of India got under way at Anvik Lawns in Khalihamari from Friday. The aim of the expo is to popularise silk mark labels and ensure that the silk mark gains further credibility and recognition.

The expo will conclude on March 17. The expo being held under the Guwahati chapter of Silk Mark Organisation of India (SMOI) and was inaugurated by the Deputy Commissioner MS Manivannan.

SMOI is managed by eleven chapters across the country under the strict supervision of corporate office in Bangalore spreading awareness about silks of India striving relentlessly to protect the genuine interest of the silk consumers, to act as the front line tool for the generic promotion of silk, to build a brand equity for Indian silk internationally and to become the common thread to connect all stakeholders together and take care of the interest of all sections of the silk value chain.

Mamata B Sarma, Executive, Silk Mark Organisation of India and Assistant Director of Regional Office, Central Silk Board said that the expo will provide a platform for everyone to experience the premium silk products showcased under one roof by 31 silk mark members and authorised silk mark users across the country. "Silk Mark was introduced in the year 2004 to set right this condition of the natural silk products in the market for the benefit of the silk industry.

It is one of the proactive initiatives of SMOI to solve the problem of adulteration of silk products with that of cheaper fibres, so that the consumers get the pure silk products they ask for in the market. Over the years SMOI has evolved and spearheaded awareness of pure silk with Silk Mark," she said.

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Telegraph, Kolkata
Monday 16th March 2015, Page: 9
Width: 16.81 cms, Height: 10.37 cms, a4, Ref: pmin.2015-03-17.24.25

Leather eyes two-fold growth

A STAFF REPORTER

Calcutta, March 15: The domestic leather industry expects to grow to $26 billion by 2017-18, driven by growth in manufacturing.

According to the members of the Indian Leather Products Association (ILPA), the size of the industry, including exports, is around $12 billion at present.

"Of the industry size of $12 billion, around $7 billion comes from exports and $5 billion from domestic sales," said Tapan Nandi, former president of the ILPA.

According to Nandi, the industry expects domestic sales to grow to $12 billion and exports to $14 billion by 2017-18.

The leather association members said a large part of the domestic sales would come from small and medium producers and alternative retail channels such as e-commerce.

Dependence on local sources for raw animal hide is also set to decrease with the lifting of duty on imports. The industry has welcomed the decision of the Centre to identify leather among the top 25 sectors for the Make In India programme.

The government had recently cut the excise duty on leather footwear, priced above Rs 1,000, to 6 per cent from 12 per cent, which is expected to boost sales.

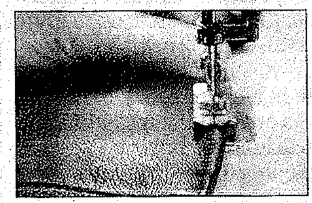
The ILPA expects Bengal's share in exports to grow in the coming years. The state contributes to more than 50 per cent of the exports, mainly comprising footwear and bags.

"Our state is the leader in the export of finished leather goods and we would like to continue growing," said Satyabrata Mukherjee, president of the ILPA.

The association has set up a training school at the leather goods park at Bantala to address the need for skilled labour.

The ILPA has announced that it would hold its annual fashion show in eastern India on March 14.

GROWTH STRATEGY



Aiming big

- Leather industry seen to grow to $26bn by 2017-18
- Domestic sales to grow to $12bn and exports to $14 bn

Fillip factors

- Leather among the top 25 sectors for Make In India programme
- Import of raw leather made duty-free
- Excise duty on leather footwear, priced above Rs 1,000, cut to 6% from 12%
- Small and medium firm and e-retail to be key

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Business Standard, Delhi
Tuesday 17th March 2015, Page: 7
Width: 6.16 cms, Height: 3.94 cms, a4, Ref: pmin.2015-03-17.31.87

New CMD of National Textile Corporation

PC Vaish, has assumed charge of the CMD of National Textile Corporation (a 'Schedule A Company'). A Chartered Accountant by profession, Mr Vaish has an extensive experience spanning over 33 years in State Government, Cooperative Sector and Central PSU. Prior to this he was serving as Director (Finance) in NTC since December, 2011.

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Financial Express, Delhi
Tuesday 17th March 2015, Page: 4
Width: 6.35 cms, Height: 5.44 cms, a4, Ref: pmin.2015-03-17.33.42

Sutlej Textiles gets nod to acquire Birla Textile Mills

KK Birla Group flagship company Sutlej Textiles & Industries has received the approval from its board of directors to acquire Birla Textile Mills at Baddi in Himachal Pradesh. Birla Textile Mills is a unit of Chambal Fertilisers & Chemicals. "The board of directors has approved the purchase of Birla Textile Mills, located at Baddi in Himachal Pradesh, as a going concern from Chambal Fertilisers & Chemicals, on slump sale basis," the company said.

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Business Standard, Delhi
Tuesday 17th March 2015, Page: 16
Width: 6.16 cms, Height: 14.99 cms, a4, Ref: pmin.2015-03-17.31.123

PRICE CARD

As on March 16	International		Domestic	
	Price	%Chg#	Price	%Chg#
METALS ($/tonne)				
Aluminium	1,744.0	-7.0	2,515.5	-8.1
Copper	5,860.0	-8.3	7,339.6	-6.9
Nickel	13,850.0	-14.1	16,398.7	-9.8
Lead	1,792.0	-7.5	2,101.6	0.4
Tin	17,405.0	-14.5	21,732.2	-8.2
Zinc	2,000.5	-6.6	2,674.7	-6.6
Steel-HRC	421.0	-16.5	624.9	-6.0
Gold ($/ounce)	1,155.1*	-3.5	1,294.4	-4.9
Silver ($/ounce)	15.6*	-0.7	17.8	-6.5
ENERGY				
Crude Oil ($/bbl)	52.9*	-10.6	58.5	1.3
Natural Gas ($/mmBtu)	2.7*	-25.4	2.7	-26.4
AGRI COMMODITIES ($/tonne)				
Wheat	174.3	-17.4	264.4	0.7
Maize	172.5*	-13.0	207.6	12.6
Sugar	368.2*	-4.0	436.4	-4.9
Palm oil	632.5	0.0	819.4	4.8
Rubber	1,808.1*	16.0	2,023.7	12.5
Coffee Robusta	1,712.0*	-11.6	1,982.2	-14.3
Cotton	1,336.9	1.4	1,405.7	-4.1

*As on Mar 16, 15 1800 hrs IST, #.Change Over 3 Months
Conversion rate 1 USD = 62.81& 1 Ounce = 31.1032316 grams.

Notes:

1) International metals, Indian basket crude, Malaysia Palm oil, Wheat LIFFE and Coffee Karnataka robusta pertains to previous days price.
2) International metal are LME Spot prices and domestic metal are Mumbai local spot prices except for Steel.
3) International Crude oil is Brent crude and Domestic Crude oil is Indian basket.
4) International Natural gas is Nymex near month future & domestic natural gas is MCX near month futures.
5) International Wheat, White sugar & Coffee Robusta are LIFF E future prices of near month contract.
6) International Maize is MATIF near month future, Rubber is Tokyo-TOCOM near month future and Palm oil is Malaysia FOB spot price.
7) Domestic Wheat & Maize are NCDEX future prices of near month contract, Palm oil & Rubber are NCDEX spot prices.
8) Domestic Coffee is Karnataka robusta and Sugar is M30 Mumbai local spot price.
9) International cotton is Cotton no. 2-NYBOT near month future & domestic cotton is MCX Future prices near month futures.

Source: Bloomberg

Compiled by BS Research Bureau

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Myntra, Jabong eye Fatter Margins for Fitter Books

Cos prefer pvt fashion labels over other brands

Rasul.Bailay@timesgroup.com

New Delhi: Fashion and lifestyle brands that have seen online sales zoom are staring at order cancellations and inventory pile-ups as the nation's top fashion e-tailers, Myntra and Jabong, are pushing fatter-margin private labels and brands with which they have exclusive arrangements.

After burning thousands of crores in discounts and other promotions to lure buyers, India's online retailers are working on costs and margins as pressure builds on them to turn profitable. While they have already starting cutting down on discounts, selling more of their own brands could quicken the efforts.

Industry executives say private label fashion and accessories offer margins as high as 55-65%, compared with 30-40% from selling other brands.

Pressure from Investors ▸▸ 17

Fashion Parade

₹527 CRORE Jabong's Sales in 2013-14 (Figure was ₹4.6 crore in 2011-12)

₹441 CRORE Myntra's Sales in 2013-14 (Figure was ₹67.1 crore in 2011-12)

₹3,720 CRORE Amount spent by e-tailers on discounting products during 3 months around Diwali

55-65% Margins offered by pvt labels fashion & accessories to e-tailers

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Width: 12.56 cms, Height: 10.56 cms, a4, Ref: pmin.2015-03-17.52.11

Pressure from Investors

▸▸ From Page 1

"Now they are buying much less than they had forecasted," said the managing director of an Indian apparel and lifestyle brand. "I think, gravity is finally entering and they are having the feel of the gravity as they are under pressure to make profit."

A person familiar with Jabong's plans said the company is reducing orders by as much as 30% at a time when online sales of fashion apparel are growing.

Its plan is to push its own private labels and brands that have exclusive deals with them, this person added. "Brands are our partners. We work very closely in partnership with them to improve sales, stock management and brand visibility," a company spokesperson said, without answering specific questions on order cancellations in an emailed response to ET. Myntra declined to comment.

Funding from deep-pocketed foreign investors had helped online retailers give deep discounts. Retail industry experts estimate that online retailers could have spent more than Rs 3,720 crore only in discounting products during the three months around last Diwali, the main shopping season in the country. Investors now want the companies to focus on profitability even as there are talks of some of them mulling public listing.

Some e-tailers have collectively decided to bring down discounts through coupons to the global average of 20% from as high as 40% in a year's time, ET had reported earlier this month.

Several top executives of Indian and foreign brands ET spoke to said the cancellations have started to take effect. These executives spoke on the condition of anonymity, as they didn't want the comments to affect their businesses with the e-tailers or weren't authorised to talk to the media.

"For example, if they had ordered 100 pieces, they are now only taking delivery of 70, that too in a delayed manner," said the chief executive of a brand that sells on both Myntra and Jabong.

"This essentially means we will see a correction and cancellations of about 20% orders. Such drops only happen when there is a slowdown."

He said his brand, in turn, has started cancelling orders to its own suppliers.

Several others said they could be staring at huge inventory pile-up, as they have placed orders with their vendors based on earlier orders from both Myntra and Jabong.

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Hindustan Times, Delhi
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National Handloom Expo held

National Handloom Expo is an initiative of the office of Development Commissioner for Handlooms, Ministry of Textiles, Government of India through National Handloom Development Corporation (NHDC) Ltd to provide direct access to the handloom weavers to market their products to consumers in various cities of India.

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MINT, Delhi
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HIMACHAL PRADESH UNIT

Chambal Fertilisers to sell Birla Textile Mills to Sutlej Textiles

BY P.R. SANJAI & MANISH BASU

MUMBAI/KOLKATA

Chambal Fertilisers and Chemicals Ltd on Monday said in a regulatory filing that its board had over the weekend approved a proposal to sell its textile business to **Sutlej Textiles and Industries Ltd** for an undisclosed price.

The unit—Birla Textile Mills—generated ₹396 crore in revenue on capacity utilization of 96% and ₹42.94 crore in pre-tax profit in fiscal 2014.

The unit, located at Baddi in Himachal Pradesh, is to be sold on a standalone basis, or without being carved out of the company.

The terms of the sale are being finalized, the two companies separately said in stock market filings on Monday.

Chambal Fertilisers, predominantly a producer of farm inputs, is jointly controlled by the families of the three daughters of the late K.K. Birla—Shobhana Bhartia, Nandini Nopany and Jyotsna Poddar.

Shobhana Bhartia is chairperson of HT Media Ltd, the publisher of *Mint*.

Sutlej Textiles is controlled by the Nopany family.

Sutlej Textiles' shares gained 1.48% or ₹5 to close at ₹343 each on BSE in a flat market, while Chambal Fertilisers' shares closed almost unchanged at ₹65.70 each.

Meanwhile, the Nopany family has started reorganizing its business interests, which range from sugar to textiles.

On Saturday, the group released a press statement saying it had been decided to create four listed companies and separate the sugar mills in Bihar from the ones in Uttar Pradesh because their business dynamics are "vastly different".

Oudh Sugar Mills Ltd and Upper Ganges Sugar Industries Ltd are to be restructured to enhance stakeholders' value.

Simultaneously, food processing, tea and other businesses of the group such as textiles are to be brought under separate companies on the advice of consultants.

Shares of Upper Ganges jumped 20% to ₹40.80 each on the BSE, while Oudh Sugar gained 18.55% to close at ₹20.45 each.

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