

Mr Narendra Goenka takes over as new Chairman of AEPC

- **Says apparel exports to pick up further speed in 2022**

DELHI NCR, 17 Jan 2022: Mr Narendra Kumar Goenka, founder and Managing Director of **Texport Industries Pvt Ltd**, on Monday took charge of **Apparel Export Promotion Council (AEPC)** as its new **Chairman**. **Padma Shri Dr A Sakthivel** handed over the charge to him.

Assuming charge of the **Council** at its Executive Committee meeting held today, **Mr Goenka** said, "We are witnessing a robust growth in apparel exports. Going by the export orders in hand, this positive trend will further accelerate in the last quarter.

"Apparel exports were 22% up at \$1.46 billion in December 2021 from \$1.20 billion in December 2020. The same in the first nine months of this fiscal stood at \$11.13 billion, 35% more than \$8.22 billion in April-December 2020. The trend is getting stronger."

Mr Goenka said that this major turnaround in apparel exports was possible due to the highly efficient management by the government led by **Hon'ble Prime Minister Shri Narendra Modi** and the entrepreneurial spirit of the Indian apparel exporters.

Despite several disruptions in the global supply chain and demand, the Indian apparel industry demonstrated its resilience by gradually inching back to the pre pandemic growth path. By the end of this financial year, we will be looking at new targets, he said.

Mr Goenka, who is one of the largest apparel manufacturer-exporters in India, has been associated with the **Council** for more than two decades. His vision for a larger role for Indian apparels on the world stage brought him close to supporting the **Council**.

He was the **Vice Chairman** of the apex body of Indian apparel exporters before taking charge as **Chairman, AEPC**. He has assured of all efforts to bring positive change in the sector, find new markets for Indian apparels and boost growth in exports.

Mr Goenka appreciated the proactive approach, leadership and constant support extended to the apparel industry by **Hon'ble Minister for Textiles, Industry and Commerce Shri Piyush Goyal** and **Hon'ble Minister of Finance Smt Nirmala Sitharaman**.

"I am thankful to the government for having taken several initiatives to strengthen the apparel sector in the last two years. The government has taken measures which include RoSCTL scheme, ECLGS scheme, financial restructuring packages for MSMEs, and investment enhancement schemes like PLI, National Technical Textile Mission (NTTM), and Pradhan Mantri Mega Integrated Textile Region & Apparel Park (PM-MITRA).

"With global demand picking up gradually and industry reporting handsome orders in hand, apparel exports are likely to pick up in 2022. We need to strongly focus on efforts

for promoting Brand India taking suitable measures to ensure sustainability and other social compliances,” **Mr Goenka** said.

The new **Chairman** stated that **AEPC** has been constantly looking forward to making efforts towards enhancing exports in both traditional and emerging export markets. “India has been facing duty disadvantages against competitors like Bangladesh, Cambodia, Turkey, Pakistan and Sri Lanka in the major overseas destinations. Fast-tracked FTAs can give India a level playing field in these markets,” he added.

Mr Goenka assured the member-exporters of the **Council** that he will be in regular consultation with them while formulating plans and working in coordination with the government for the betterment of the apparel industry and apparel exporters.
