

## Apparel Export Promotion Council

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### Sudhir Sekhri takes over as the new Chairman of AEPC

- *Immediate priority is to arrest the decline of RMG exports*
- *Will take necessary steps for product and market diversification & ESG compliance*

**25<sup>th</sup> January 2024: New Delhi/ Gurugram:** Shri Sudhir Sekhri, an Apparel industry veteran, has taken over as the new Chairman of Apparel Export Promotion Council (AEPC). Shri Sekhri has been into the business of Readymade Garment Manufacturing for more than four decades and is currently Managing Partner of Trendsetter International.

After taking over as the Chairman AEPC Shri Sekhri underlined, “My immediate priority is to look for ways and means to arrest the declining RMG exports witnessed over the last few months. I will work to strengthen the Council and ensure that adequate measures are taken for market and product diversification.” We will work shoulder to shoulder with the government and ensure smooth trade facilitation for our industry. Our target to reach 40 billion USD of RMG export by 2030 can be a reality and my duty is to take every possible step to reach this target, he added.

Sharing his vision for the industry Shri Sekhri stated, “We are into challenging times where the supply chain is realigning itself and alternatives for better sourcing destinations are continuously being explored. We can definitely capture some of the space left vacant by our competing countries. My vision is to see that every RMG manufacturing unit in India become ESG compliant and industry, government, and council work together to strengthen Made-in-India RMG products which are valued as quality products globally.” Bharat Tex Expo 2024 is a great step in this direction wherein we can showcase our strength across the entire textiles value chain, Chairman AEPC noted.

Shri Sudhir Sekhri completed his schooling from St Xavier’s High School, Delhi in 1971 and graduated in B.Sc. (Engg/Mechanical) from NIT, Kurukshetra, Haryana in 1976. Since an early age he has been a sports enthusiast. He represented his school cricket team during the last two years in school, represented his college cricket team for all 5 years, captained the college cricket team in the final year of college and represented the Kurukshetra University team as well.

After a 5-year stint in the family manufacturing & export business of electric welding equipment, he diversified into the manufacturing & export business of readymade

garments. He has been an Executive Committee member of Apparel Export Promotion Council (AEPC) since 1990, Chairman (Export Promotion Committee) of AEPC for several years and Vice Chairman, AEPC for the year 2022 & 2023.

He has been an Executive Committee member of the Garment Exporters & Manufacturers Association (GEMA) since its inception and is its current Senior Vice President. He has also been an Executive Committee member of Apparel Training and Design Center (ATDC) since 2014 and an Executive Member of Apparel Made-Ups Home Furnishing Sector Skill Council (AMHSSC) since 2023. He is also on the Board of Federation of Indian Export Organizations (FIEO).

Sudhir Sekhri is known for his philanthropy, benevolence and humanitarianism. He is one of the early donors to Dharamshila Cancer Foundation and Research Centre, an NGO that started North India's first state-of-the-art comprehensive cancer care and research centre. He is an annual contributor to Vivekanand Kendra Prathisthan to sponsor Child's Education program. He regularly donates to several Institutions involved in social causes viz Sewa Bharti, Durbal Divyang Kalyan Society, ISCKON, etc.