

STRENGTHENING INDIAN TEXTILES IN GLOBAL MARKETS

Bharat Tex 2025 is set to be the world's largest textiles and apparel exhibition, bringing together industry leaders, innovators, and policymakers to showcase India's strength in sustainability, innovation, and global textile excellence. Co-chairman **Bhadresh Dodhia** talks about innovations and expectations from the event.



Bhadresh Dodhia

Chairman, Manmade & Technical Textiles Export Promotion Council (MATEXIL)
Co-chairman of Bharat Tex 2025

“Bharat Tex 2025 aims to create a more expansive and inclusive platform, further showcasing the strength of India's textile and clothing sector and its potential to become the global textile hub.”

How will Bharat Tex 2025 differ from its inaugural edition? What new features or initiatives can attendees look forward to this year?

Bharat Tex 2025 is set to surpass its inaugural edition by introducing new features and expanding its scale. The event will take place from February 14 to 17, 2025, at Bharat Mandapam, New Delhi, and from February 12 to 15, 2025, at India Expo Centre & Mart, Greater Noida.

Over 5,000 exhibitors and 6,000 international buyers from more than 110 countries are expected to participate, marking a significant increase from the previous edition.

Building on the success of the inaugural event, Bharat Tex 2025 will host over 60 knowledge sessions covering key themes such as trade, investment and policy, sustainability, innovation, and technology. These sessions will provide invaluable insights from industry experts, policymakers, and thought leaders.

The second edition will also feature dedicated pavilions on sustainability, circularity, and digitisation, along with interactive fabric testing zones, product demonstrations, and masterclasses by experienced craftsmen. These sessions will emphasise global trends in sustainable and innovative textile practices.

Additionally, cultural and fashion showcases will offer attendees live demonstrations, cultural performances, fashion presentations, designer and brand exhibitions, and sustainability workshops. These events will highlight India's rich textile heritage and contemporary fashion scene.

With these enhancements, Bharat Tex 2025 is poised to further establish itself as a premier international platform for showcasing India's textile industry and fostering global collaborations.

What were the key insights and takeaways from the previous edition, and how have they influenced the planning and execution of Bharat Tex 2025?

The inaugural Bharat Tex 2024 provided several key insights that have significantly influenced the planning and execution of Bharat Tex 2025.

Increased Participation of Foreign Buyers: Bharat Tex 2024, as the inaugural edition, successfully attracted over 3,000 buyers from more than 100 countries, a major achievement that positioned India as a global textile

hub. This success has encouraged the organisers to set an ambitious goal for Bharat Tex 2025, aiming to increase participation to over 6,000 buyers from more than 110 countries.

Strong Interest in Sustainability and Innovation: Sustainability emerged as a critical theme in the previous edition, with dedicated pavilions and discussions on sustainable practices. The overwhelming interest in this contemporary and widely discussed topic highlighted the growing industry focus on sustainability, circularity, digitisation, and innovation.

To build on this momentum, Bharat Tex 2025 will further enhance its focus on these key areas, expanding the scope of its knowledge sessions and inviting a more diverse pool of national and international experts to discuss these crucial subjects.

By integrating these insights, Bharat Tex 2025 aims to create a more expansive and inclusive platform, further showcasing the strength of India's textile and clothing sector and its potential to become the global textile hub.

Could you elaborate on the concept of Reverse Buyer-Seller Meets? Which major countries are expected to participate in this year's trade event as buyers?

Bharat Tex is now widely recognised as the world's largest textiles and clothing exhibition.

This year, buyers from various countries, including the United States, the European Union, the United Kingdom, Türkiye, Japan, South Korea, Russia, and Middle Eastern nations such as the UAE and Saudi Arabia, are expected to participate in Bharat Tex 2025. Additionally, buyers from Bangladesh, Vietnam, Australia, and several African countries will also be in attendance.

What will be the central themes or areas of focus at Bharat Tex 2025? Are there any sectors or innovations being highlighted?

The central themes and areas of focus at Bharat Tex 2025 will include:

Sustainability and Circularity:



There will be a significant emphasis on eco-friendly innovations, including water-efficient dyeing processes, organic cotton farming, and zero-waste design techniques. The knowledge sessions will feature in-depth discussions on the need for sustainable practices within the industry, highlighting how businesses can achieve profitability and growth while maintaining environmental responsibility.

Technological Advancements:

Bharat Tex 2025 will showcase the latest textile machinery and equipment, highlighting innovations in spinning, weaving, dyeing, printing, and finishing technologies. The event will emphasise the crucial role of technology in shaping the modern textile industry.

Additionally, the event will place a strong focus on technical textiles, sustainable fashion, and renewable energy, further reinforcing Bharat Tex 2025 as a leading global platform for innovation and industry advancements.

What kind of response are you anticipating from participants, exhibitors, and buyers for this edition? How do you envision its impact, especially on India's textile industry?

Bharat Tex 2025 is expected to be a game-changer, further strengthening the presence of Indian textiles in global markets. The event is anticipated to receive an overwhelmingly positive response from participants, exhibitors, and buyers, as it has gained significant traction and is now recognised as the world's largest exhibition for textiles and clothing, covering the entire value chain.

Expected Impact on India's Textile Sector:

- **Surging Demand for Indian Textile Products** – Countries such as the United States, the United Kingdom, Japan, and European nations are expected to show increased interest in sourcing from India. This will further establish India as a preferred sourcing destination alongside China, Bangladesh, and Vietnam.
- **Opportunities for Collaboration** – Indian textile companies will gain opportunities to partner with global brands seeking reliable and sustainable manufacturing solutions.
- **Boost to the 'Make in India' and 'Atmanirbhar Bharat' Initiatives** – The event will align with government-led efforts to promote domestic manufacturing and self-reliance in the textile sector.
- **Enhancing India's Global Visibility in Sustainable and Innovative Textiles** – Bharat Tex 2025 will showcase India as a leader in sustainable textile production and cutting-edge innovations.
- **Encouraging Greener Technologies** – The event will serve as a platform to inspire Indian manufacturers to adopt eco-friendly and resource-efficient technologies.
- **Accelerating India's Export Growth** – Bharat Tex 2025 could act as a catalyst in achieving India's textile and apparel export target of \$100 billion by 2030.

With these anticipated outcomes, Bharat Tex 2025 is poised to reinforce India's position as a global textile powerhouse, driving growth, innovation, and sustainability in the industry. **FF**