



IMC Ladies' Wing
Presents

Exhibition 2015

A Mega Shopping Extravaganza
MUMBAI



Ladies' Wing, Indian Merchants' Chamber

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Dear Participant,

Greetings for the New Year from the Indian Merchants' Chamber - Ladies' Wing Mumbai

Set up in 1907, in the wake of 'Swadeshi Movement', to represent interests of Indian businesses, **Indian Merchants' Chamber (IMC) a vibrant Chamber of trade, Commerce and industry** is headquartered in Mumbai. The Chamber has more than 3000 members, comprising cross sections of the business community and has reached out to about 250,000 business establishments through its member associations.

IMC provides platform for interaction and business development and plays an advocacy role on wide range of matters affecting growth and development of businesses, represents interests of diverse sectors like banking and financial services, education, media, sports, entertainment, environment, energy, water resources, geographic indications and protection of interests of artisans, tourism, information technology, construction, etc. with special focus on Mumbai Infrastructure and Development.

IMC Ladies' Wing, established in 1966, gives special focus to women empowerment through entrepreneurial development for women. The wing has over 2000 women members, comprising a mix of entrepreneurs, professionals, corporate leaders, academicians, bankers, journalists, artists, social activists and homemakers.

IMC Ladies' Wing Exhibitions provide a platform to women entrepreneurs, in their initial stages of entrepreneurial development, to showcase their exemplary designing talents and entrepreneurial skills by displaying and marketing their products in domestic and international markets. International exhibitions have been held in Singapore, Dubai, London, Hong Kong and South Africa. It makes significant **contribution to social well being** and provides committed assistance for urban and rural projects focusing on education, healthcare, vocational training, sanitation, cleanliness and hygiene and socio-economical developmental projects, especially targeting women, youth and children to uplift the status of the society.

Today, we can proudly say that we have been highly successful in our endeavour.

With this ethos, I invite you to seek participation in one of our mega events; our exhibition on 3rd and 4th September 2015 at NSCI Stadium, Worli, Mumbai.

The selection process is through advance screening. The pricing, design, cut, innovation, neatness are some of the deciding factors. The quality and appearance are our main criteria's.

Social Media with its publicity & media exposure will enhance the image further.

It's a celebration to be proud of.

Please Note

- This exhibition is exclusively for women entrepreneurs who do not have retail outlets in Mumbai. The application should be made by the women entrepreneur herself. Proxies, in any manner, will not be permitted.
- The woman entrepreneur will have to be present, herself, at the stall during the exhibition days.
- Participants selected for Mumbai Exhibition will not be allowed to participate or display, exhibit or market their products in any other exhibitions or private shows two months prior to the Mumbai Exhibition. If so, the entire money will be forfeited.
- The products exhibited should be similar to what was shown at the time of screening by way of finish, pricing and quality, failing which the participant will be prohibited to exhibit at the exhibition and the stall fees will be forfeited.
- Participants can decorate the stalls as per their concept but the decor has to be restricted inside the stall area and not to be extended on the fascia or outside the stall.
- Matters related to screening and finalization of participants is at the sole discretion of the Screening Committee.

We, once again, look forward to welcoming you for our Mega Event, Our Exhibition 2015.

Kindly send the duly filled form along with registration fee to the Ladies' wing office.

You may contact the Ladies' Wing Office at 022-22046633 Ext. 132 / 605 / 614 / 627 for more information.

RSVP: Zarine Sanjana - 022-22046633 Ext. 627
Dolly Shah – 9820251185

Yours sincerely,
Shalini Pirmal

Vice President
IMC Ladies' Wing