

**asw**

**BLR '25**

**2-3 July**

PRESENTED BY

 **APPAREL  
RESOURCES**

**INDIA'S PREMIER  
SOURCING SHOW**

# we're india's premier sourcing show.

Apparel Sourcing Week (ASW) is India's Premier Sourcing Show, a pivotal platform uniting fashion retail and manufacturing professionals. Beyond offering networking and showcasing opportunities, ASW serves as a hub for industry discussions and knowledge sharing. With a focus on transparency and direct connectivity, ASW facilitates business interactions that align with the changing needs of the global apparel market, projected to reach US \$ 1.94 trillion by 2027.

GLOBAL APPAREL  
RETAIL MARKET

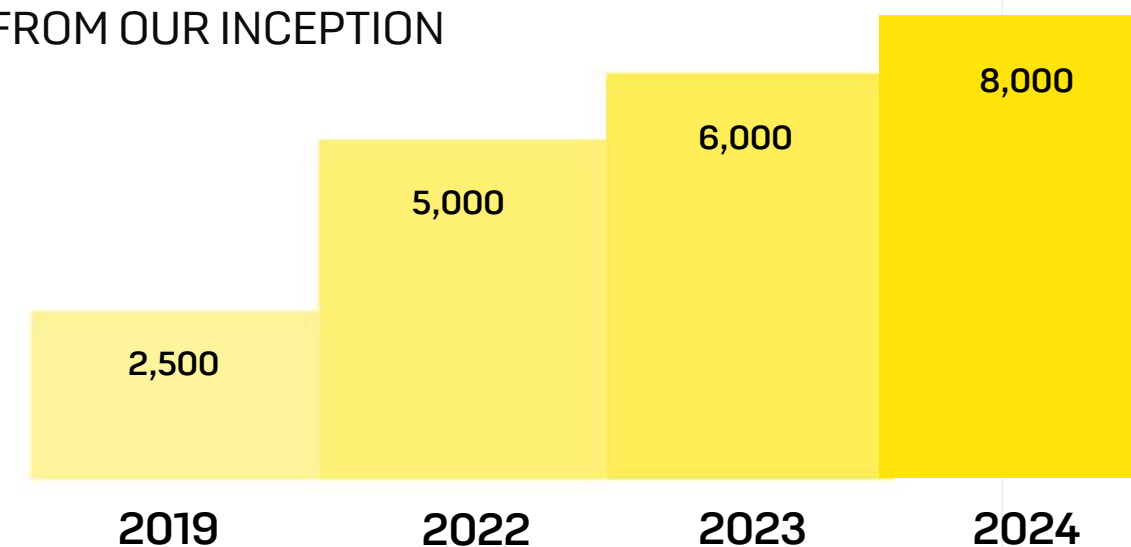
US \$ 1.74  
TRILLION  
2024

US \$ 1.94  
TRILLION  
2027

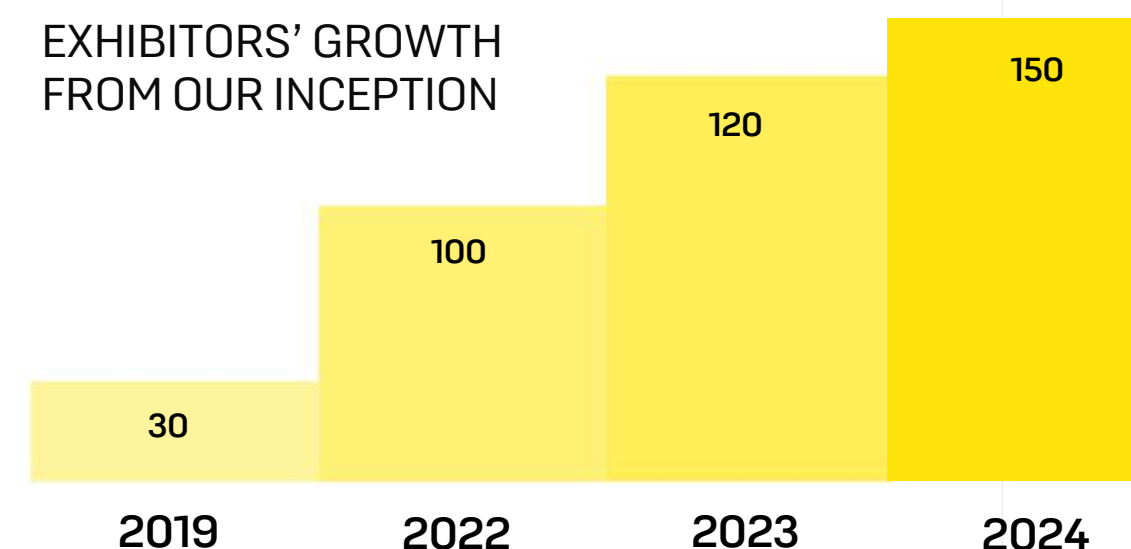
# asw over the years, has grown with you.

Over the course of the past 6 years, ASW has witnessed a remarkable growth trajectory, evident in the huge rise of both visitors and exhibitors. In 2019, ASW drew participation from 2500 visitors and hosted 30 exhibitors. Fast forward to 2022, and the event experienced a substantial surge, welcoming 5000 visitors and accommodating 100 exhibitors. This upward trend continued in 2023 and 2024, with ASW reaching new heights by attracting 6000 and 8000 visitors, respectively and hosting an impressive 120 and 150 exhibitors, respectively. The significant expansion in both visitor attendance and exhibitor participation tells the growing popularity and importance of ASW within the fashion fraternity. The increasing numbers reflect not only the event's ability to attract a diverse audience but also its capacity to provide a valuable platform for exhibitors to showcase their innovations and ideas.

VISITORS' GROWTH  
FROM OUR INCEPTION



EXHIBITORS' GROWTH  
FROM OUR INCEPTION



# expand your network. grow your business with 4Cs.

## CONNECT

Dive into a vibrant community where fashion enthusiasts, industry maestros, retailers, buyers and creators unite. Forge connections that go beyond business – build relationships that last a lifetime.

## CREATE

Immerse yourself in the artistry of fashion. ASW is not just a showcase; it's a celebration of creativity. Be inspired by the makers, fuel your imagination and craft the extraordinary.

## COLLABORATE

Break the mold, innovate and join hands with like-minded pioneers. ASW is your canvas for collaboration – where ideas sync in and magic unfolds. Together, let's redefine the future of fashion!

## CELEBRATE

Let the spotlight shine on your achievements! ASW is not just an event; it's a grand celebration of milestones, innovations and the spirit of the industry. Your success story deserves to be told and applauded.

# asw is bigger & better than ever.

Apparel Sourcing Week 2025, set to take place on 2-3 July 2025 in Bengaluru, has been envisioned as India's leading sourcing show for the continually expanding fashion retail and manufacturing sector. The event is poised to host over 300 apparel and textile manufacturers unveiling their latest products, with more than 50 sponsors and partners from allied industries showcasing innovative solutions for the benefit of over 15,000 visiting brands and retailers.

Additionally, the event will feature more than 150 speakers engaging in discussions on the future of fashion through over 25 panel sessions. The shift to 2025 further emphasises the ongoing commitment of Apparel Sourcing Week to provide a platform for industry players to connect, showcase advancements and explore the evolving landscape of the fashion sector.

EXHIBITORS

250+

COUNTRIES

10+

VISITORS

15K+

SPEAKERS

100+

# asw is so much more than an expo.

## EXPERT SESSIONS

We invite industry's best to conduct expert panel sessions on topics that cover the fashion trends and tid bits.

## TEA & TALK

Collaboration takes centre stage with coffee & tea available throughout the event.

## GALA NIGHT

A celebration of business and new connections, with entertainment, drinks and dinner.



# hear from our sponsors.



“ We are here at ASW 2024 and our experience so far has been great. We are able to meet our interesting clients and a lot of new people and we are able to connect with them and have a talk with them, sharing our insights about the E-CLO system.”

Uthara Radhakrishnan  
Specialist | 3D Design & Implementation  
CLO Virtual Fashion



“It’s been a wonderful experience being a sponsor and an exhibitor at Apparel Sourcing Week. This is a good place for us to meet with our prospective customers and show them what is new from Adobe Substance 3D that is applicable to the world of apparel, textile and footwear design.”

Sharrom Yezdegardi  
Head of Enterprise Growth, 3D &  
Immersive INDIA, Adobe



“This is the first time the company is participating in the Apparel Sourcing Week. This is a great platform. We had a wonderful day meeting with our clients and also connecting with prospective and like-minded people. It is exciting we can bring across digital platforms bringing in change in apparel industries of India.”

Lena Lim  
Co-Founder And CCO, Browzwear





# celebrating our past sponsors.

DIGITAL  
TRANSFORMATION  
PARTNER



NETWORKING  
PARTNER



SUSTAINABILITY  
PARTNER



GOLD  
PARTNER



LANYARD &  
BADGE  
PARTNER



TREND  
PARTNER



MERCHANDISE  
PARTNER



PACKAGING  
PARTNER



SESSION PARTNER



PRESENTATION PARTNER



# meet the leaders who shared their knowledge.



**Sankar Chatterjee**  
CEO, Decathlon India



**Shankar Raman**  
COO, Aquarelle India



**Sandeep Golam**  
Director of Operations,  
Armana Group



**Ashmeer Sayyed**  
CRO, DaMENSCH



**Siddharth Lulla**  
Principal Intellectap



**Kumar Prashant**  
Team Head - Apparel  
Production, Puma Group



**Arun Bhatt**  
Senior Director - Sourcing  
and Quality, Pepe Jeans



**Anand C Nirna**  
Director - Sourcing,  
Data Analytics,  
Myntra



**Aashray Thathai**  
Head of Strategy &  
Business Development,  
FA Home and Apparel  
Ltd.



**Deepak Dsouza**  
Production Director (SW  
Asia), Decathlon



**Amit Mishra**  
SVP & Head - Sourcing,  
QA, PD, Max Fashion



**Renuka Hardasani**  
AVP -Sourcing & Product  
Development Bestseller-  
Vero Moda



**Manish Bharati**  
Chief Business Officer  
Raymond



**Vikram Singh**  
Senior VP- Sourcing  
DBS Lifestyle

partner with us, start  
a conversation.

FEATURE YOUR BRAND

SHOWCASE YOUR PRODUCTS

GENERATE DEMAND

**DON'T MISS YOUR OPPORTUNITY TO GET NOTICED.**

# showcase your brand, connect with buyers.

**INR 4,80,000\***

Each of the exhibitors are hand-picked and have a strong reputation in the international market and are keen to work in India. The event will provide an innovative platform to see latest innovations in tech and understand how tech can help you increase your profits, reduce your costs, all the while improving the customer experience. The above rate includes:

- 12 sqm Built-up booth, Company Fascia, Wall-to-Wall Carpet, 2 Electrical Outlets (5A/220V), a Table, 3 Chairs and Lighting
- Lunch on both days of the event
- Gala Networking Dinner on the first night
- Tea/ Coffee/ Juices/ Cookies/ Fruits - All Day Long



	PRESENTING PARTNER	EVENT POWERED BY	REGISTRATION PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	SESSION PARTNER
<b>COST</b>	<b>95 Lacs + GST</b>	<b>75 Lacs + GST</b>	<b>25 Lacs + GST</b>	<b>18 Lacs + GST</b>	<b>12 Lacs + GST</b>	<b>8 Lacs + GST</b>	<b>6 Lacs + GST</b>
<b>Branding &amp; Promotions (Pre-Show):</b> Branding communication on main event website, collaterals	<b>90%</b>	<b>80%</b>	<b>65%</b>	<b>65%</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>
<b>Branding &amp; Promotions (Pre-Show):</b> Logo mention in all our press releases	✓	✓	✓	✓	✓	✓	✓
<b>Branding &amp; Promotions (Pre-Show):</b> Multiple social media mentions leading up to the event	<b>10</b>	<b>8</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>
<b>Branding &amp; Promotions (Pre-Show):</b> Introduction as our Partner in our press releases	✓	✓	✗	✓	✗	✗	✗
<b>Branding &amp; Promotions (Pre-Show):</b> Introduction of the speaker in the form of a video on our social media platforms	✓	✓	✗	✓	✗	✗	✓
<b>Speaker Promotion (Pre-Show):</b> Speaker profile and picture on website & agenda	✓	✓	✗	✓	✗	✗	✓
<b>Exclusive Deliverables:</b> Official tag of your choice	✗	✗	✗	✓	✓	✓	✗
<b>Exclusive Deliverables:</b> Booth space	<b>24 SQM</b>	<b>6 SQM</b>	<b>6 SQM</b>	<b>6 SQM</b>	<b>6 SQM</b>	<b>Desk Space</b>	✗
<b>Exclusive Deliverables:</b> Data of all visitors, delegates, exhibitors & speakers	✓	✓	✗	✗	✗	✗	✗

	PRESENTING PARTNER	EVENT POWERED BY	REGISTRATION PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	SESSION PARTNER
<b>COST</b>	95 Lacs + GST	75 Lacs + GST	25 Lacs + GST	18 Lacs + GST	12 Lacs + GST	8 Lacs + GST	6 Lacs + GST
<b>Exclusive Deliverables:</b> Advertisement in Show Catalogue	✓ Back Cover	✓ Front Inside Cover	✓	✓	×	×	×
<b>Exclusive Deliverables:</b> Business Meetings	3	2	×	1	×	×	×
<b>Exclusive Deliverables:</b> VIP Lounge Access	✓	✓	✓	✓	✓	✓	✓
<b>Exclusive Deliverables:</b> Conference Passes	10	8	4	4	2	2	2
<b>Exclusive Deliverables:</b> Client Passes	20	15	10	8	6	5	×
<b>Exclusive Deliverables:</b> Speaking Opportunity at Panel	✓	✓	×	✓	×	×	✓
<b>Exclusive Deliverables: 10 min</b> Product Presentation Opportunity	✓	✓	×	✓	×	×	✓
<b>Branding &amp; Promotions (On-Ground):</b> Corporate AV to be played in between sessions of the event	✓	✓	✓	✓	✓	✓	✓
<b>Branding &amp; Promotions (On-Ground):</b> Main stage keynote slot	✓	✓	×	×	×	×	×

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<b>COST</b>	95 Lacs + GST	75 Lacs + GST	25 Lacs + GST	18 Lacs + GST	12 Lacs + GST	8 Lacs + GST	6 Lacs + GST
<b>Branding &amp; Promotions (On-Ground):</b> Buntings	5	4	×	3	2	1	×
<b>Branding &amp; Promotions (On-Ground):</b> Logo announcement by MC before every session	✓	✓	✓	✓	✓	✓	✓ Only before the powered by session
<b>Branding &amp; Promotions (On-Ground):</b> Logo inclusion on the main stage slides	✓	✓	×	✓	✓	✓	✓
<b>Networking:</b> One-to-one engagement	✓	✓	✓	✓	✓	✓	✓
<b>Post-Show Coverage:</b> Video/Media byte from the Head of the organisation	3 min video byte	2 min video byte	1 min video byte	1 min video byte	1 min video byte	1 min video byte	×
<b>Post-Show Coverage:</b> Website Interview	✓	✓	×	×	×	×	×
<b>Post-Show Coverage:</b> Brand acknowledgment in post-show report in magazines & website	✓	✓	✓	✓	✓	✓	✓
<b>Post-Show Coverage:</b> Brand feature on the website	✓	✓	×	×	×	×	×

# premium plans to choose from.

## DELEGATE KIT PARTNER

### INR 5 LACS

- All delegate kits to be branded with your logo as sponsor and to be distributed to all the delegates
- Kit Docket to be branded

## LANYARD AND BADGE PARTNER

### INR 10 LACS

- Printed with your company logo to brand you as sponsor and to be distributed to all attendees, speakers, exhibitors and VIPs

## LUNCHEON PARTNER

### INR 5 LACS

- From Lunch Coupons to Lunch area branding will be done for the partner; Emcee mention during conference

## PEN PARTNER

### INR 3 LACS

- Printed with your company logo to brand you as event partner (Material to be supplied by the partner)





# meet the team behind the event.

## SPONSORSHIP

### MAYANK MOHINDRA

Director, Apparel Resources  
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mmohindra@apparelresources.com

## EXHIBITOR SUPPORT

### RENU MOHINDRA

Managing Director, Apparel Resources  
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## CONFERENCE & DELEGATIONS

### ASHISH KUMAR

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exhibitors@apparelresources.com

see you in 2025. stay  
tuned for more.



**asw**  
BENGALURU

visit [www.apparelsourcingweek.com](http://www.apparelsourcingweek.com) for more info.