

TEXVALLEY
PRICE-LESS MARKETPLACE

TAG | **TEXTILES**
EXPO | **ACCESSORIES**
GARMENT
EXPO

24,25,26
JULY 2023

Venue:
Texvalley, Erode, TN, INDIA.

Approved & Subsidized by



MSME

MICRO, SMALL & MEDIUM ENTERPRISES

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Ministry of MSME, Govt. of India







TEXVALLEY

PRICE-LESS MARKETPLACE

SOUTH INDIA'S LARGEST B2B EXPO
DIWALI & FESTIVE SEASONS

TAG | TEXTILES
EXPO | ACCESSORIES
GARMENT
EXPO

24, 25, 26 JULY 2023

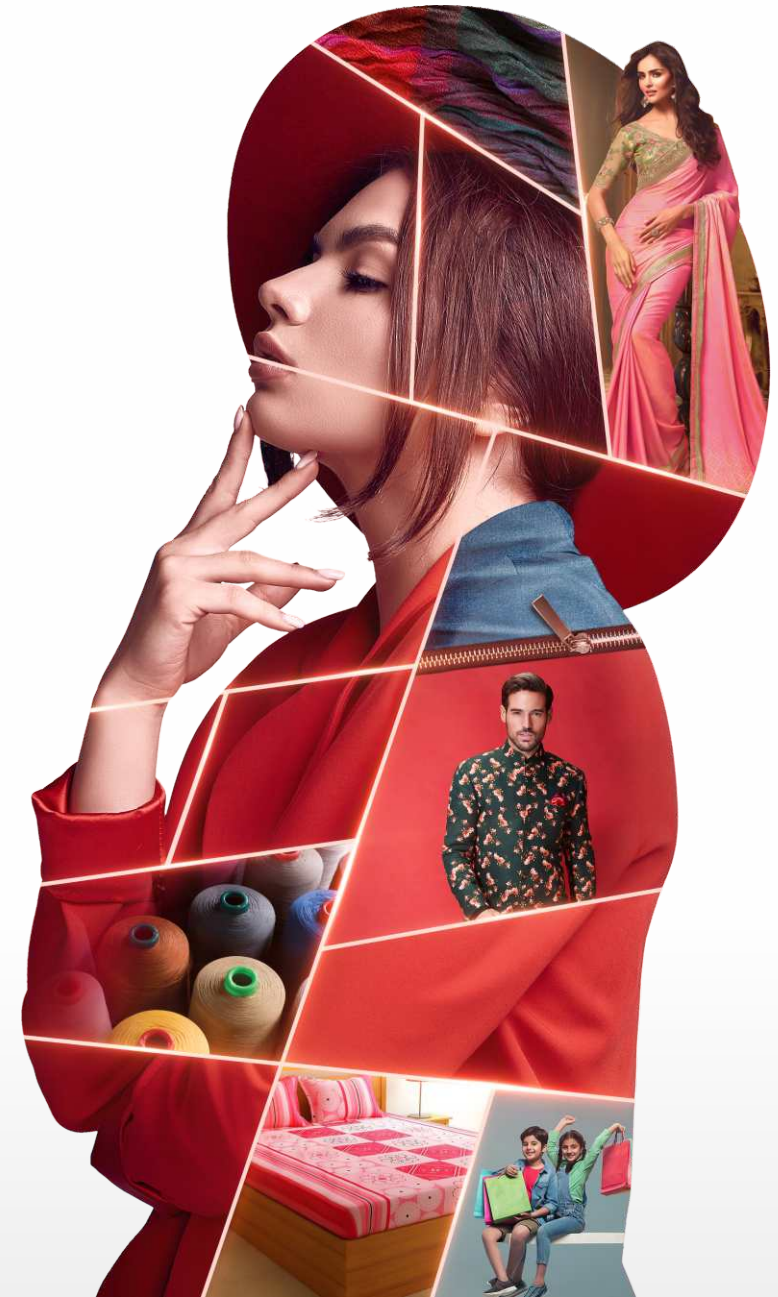
Conference | Fashion Show | Awards

Approved & Subsidized by



समर्थते जने
OUR STRENGTH • हमारी शक्ति
Ministry of MSME, Govt. of India

- ▲ GARMENTS ▲ SAREES ▲ HOME TEXTILES
- ▲ LADIES ▲ MENS ▲ KIDS & NEW BORN





ABOUT TAG EXPO

Bringing Together the Global Textile, Clothing and Accessories Markets!

TAG Expo 2023 is South India's Premier Expo, specializing in all kinds of Textiles, Garments, Accessories, and other Fashion Items.

TAG Expo is a Bi-Annual Event, that is organized & conducted at Texvalley, Erode, (Tamil Nadu), India. This is a great opportunity to network with the industry's leading Manufacturers & Buyers of Textiles, Accessories & Garment. TAG Expo provides visitors and exhibitors with a flood of Latest Trends, Fabrics & Fashion. Texvalley is an "Offline Marketplace" and is a perfect platform for bringing new business opportunity. This is a forum where the Textile, Accessories & Garment manufacturers show case their latest merchandise to the Buyers / Wholesalers / Agents from all over the world. The Event is attended by Merchandisers / Buyers of top leading brands & stores from across the globe.

TAG Expo kicks off the upcoming season with the up-to-date Trends & forecast of Fashion. Three days TAG Expo will have over 400 exhibitors (Manufacturers) and over who would gain from the Conference, Fashion Shows & Industry Awards ceremony.





HIGHLIGHTS

TEXVALLEY
PRICE-LESS MARKETPLACE

20
KEYNOTE
SPEAKERS

10
PANELISTS

5000+
BUYERS

150+
INDUSTRY
ASSOCIATIONS

400+
EXHIBITORS

5+
COUNTRIES
PARTICIPATING

TAG EXPO
AWARDS

TAG EXPO
FASHION
SHOW



TEXVALLEY
PRICE-LESS MARKETPLACE



Single Shop



Double Shop



Corner Shop



Inside Corridors

*ACTUAL PICTURES OF THE STALL FACILITY @ TEXVALLEY



EXHIBITORS @ TAG EXPO

TEXVALLEY
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- ▲ Mens Garments
- ▲ Womens Garments
- ▲ Kids Readymade Garments
- ▲ New Born Baby Products & Garments
- ▲ Fancy & Festive Sarees
- ▲ Wedding & Festive Collections
- ▲ Traditional Regional Wear Products
- ▲ Denim Garments
- ▲ Semi Formal Wears
- ▲ T-Shirts
- ▲ Inner wears
- ▲ Soft Toys
- ▲ Finished Fabric (Knit, Melange, Printed Dyed, Yarn Dyed, Natural Dyed, Non Woven, Sustainable)
- ▲ Home Textiles
- ▲ Kitchen Textiles
- ▲ Bedroom Co-Ordinates
- ▲ Retail Software Companies
- ▲ Retail Fit-out Companies
- ▲ Display Materials & Mannequins



WHO WILL VISIT TAG EXPO

TEXVALLEY
PRICE-LESS MARKETPLACE

- ▲ Multi Brand Outlets Buyers
- ▲ Boutique Shops
- ▲ Wholesalers & Distributors
- ▲ Marketing Agencies
- ▲ Retailers
- ▲ Domestic Brands
- ▲ Buying Houses
- ▲ Buying Agents
- ▲ Corporate Order & Uniform Buyers
- ▲ Hotel & Hospital Procurement
- ▲ Managers
- ▲ Large Format Stores
- ▲ Franchisees
- ▲ Online Brands
- ▲ Pan India Brands
- ▲ Members of Retail Association of India (RAI)



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HIGHLIGHTS OF TAG EXPO

Day 1

Conference and Seminar

Day 2

Fashion show to display new products and season designs

Day 3

Awards for Top brands and Market Leaders





FLOOR PLAN



- SPONSOR
- HOMETEX
- MENS
- LADIES
- KIDS & NEW BORN
- FACILITY



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TAG EXPO AWARDS

THE AWARD'S CATEGORIES

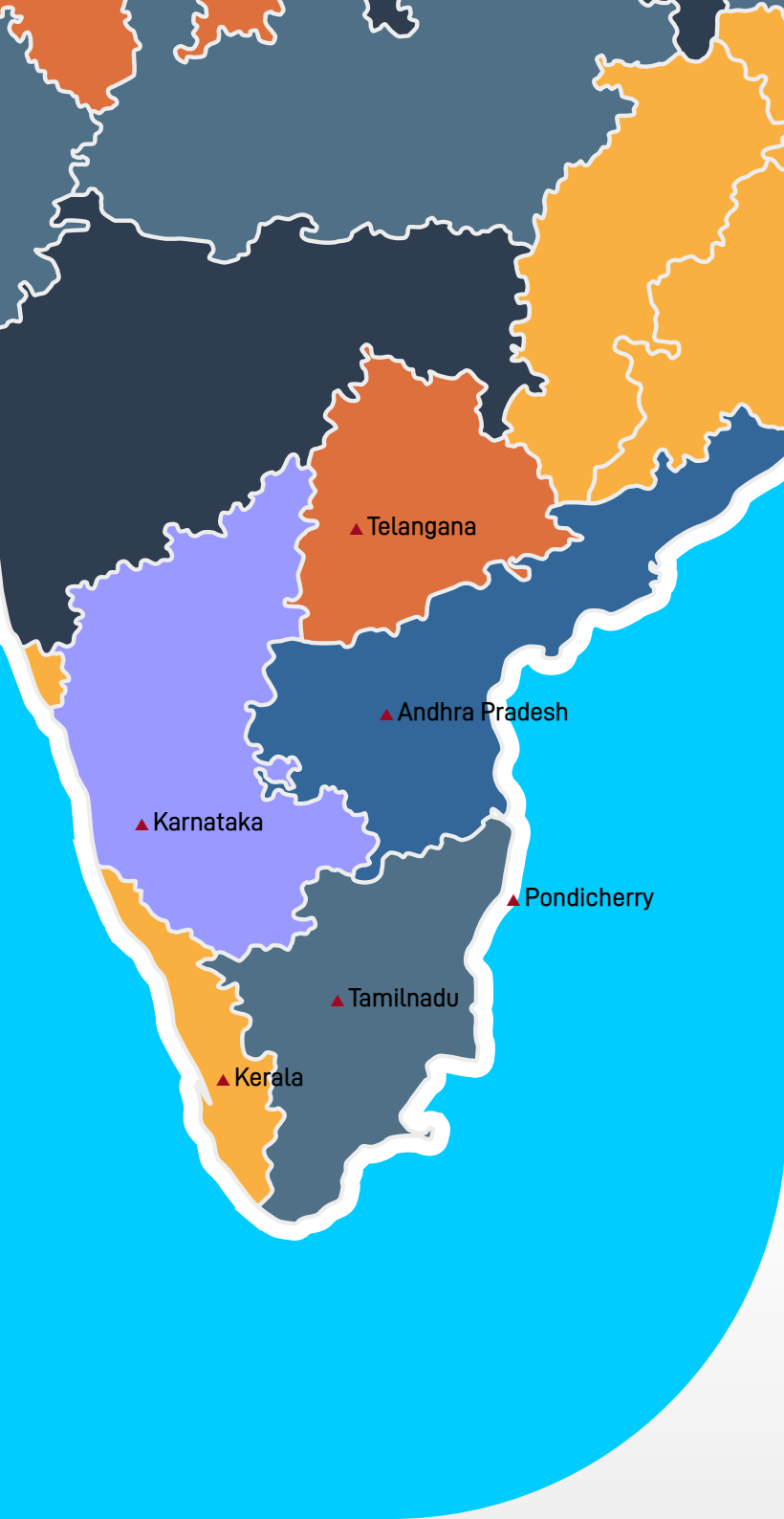
MOST ADMIRED

-  BRANDS
-  MARKETING CAMPAIGN
-  UPCOMING BRAND
-  MANUFACTURER
-  TEXTILE AGENT
-  GARMENTS AGENT
-  TEXTILE TRADER
-  GARMENTS TRADER
-  EXPORT HOUSE
-  BUYING OFFICE
-  LARGE FORMAT RETAILER
-  DEPARTMENTAL STORE
-  RETAIL STORE CHAIN



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TAG EXPO
**FASHION
SHOW**



TARGET AREAS & GEOGRAPHY

- ▲ Tamilnadu
- ▲ Pondicherry
- ▲ Kerala
- ▲ Andhra Pradesh
- ▲ Telangana
- ▲ Karnataka



IDENTIFYING AVENUES FOR PROMOTIONS

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ABOVE THE LINE



TELEVISION



PRINT MEDIA



FM RADIO



DIGITAL MEDIA

BELOW THE LINE



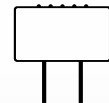
RAILWAY STATION
BRANDING



AIRPORT
BRANDING



BUS
BACK



OUTDOOR
HOARDING

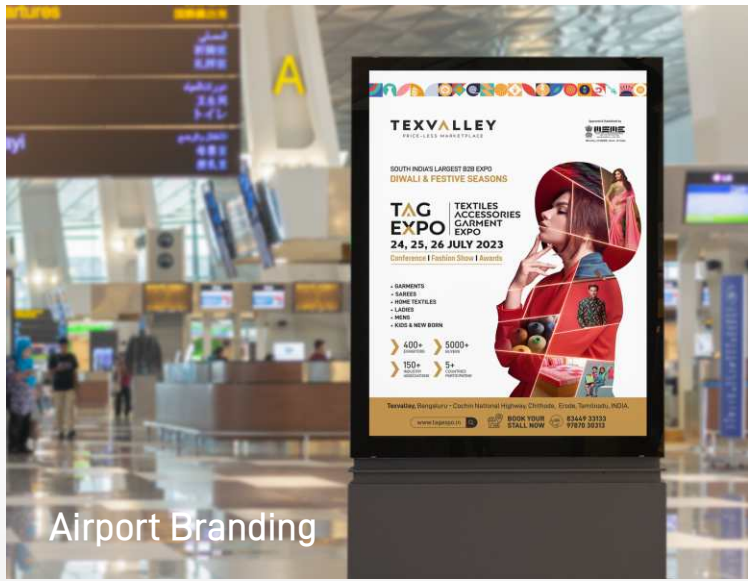


Hoarding

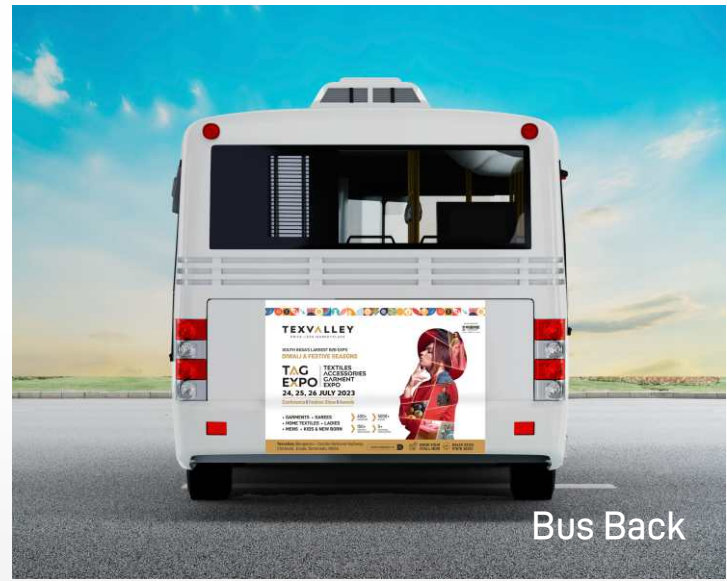


Mall Branding

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Airport Branding



Bus Back



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FM RELEASES





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PRINT MEDIA





DIGITAL PROMOTIONS

TEXVALLEY
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10
LAKHS
REACH



10
LAKHS
REACH



20
LAKHS
REACH



20
LAKHS
REACH



SPONSOR TIERS & ENTITLEMENTS

TEXVALLEY
PRICE-LESS MARKETPLACE

SPONSOR	TITLE SPONSOR	CO-SPONSOR	POWERED BY	SUPPORTED BY
	1	2	7	10
	1000000	600000	400000	250000
Stall Sizes	630 sqft (main atrium)	420 sqft (main atrium)	420 sqft (main atrium)	210 sqft (Permium location)
Newspaper Ads	YES	YES	YES	YES
Roadshow Handbill Distribution	YES	YES	YES	YES
Exhibitor Brochure	YES	YES	YES	YES
Buyer Brochure	YES	YES	YES	YES
Exhibitor Guide for Buyers	YES	YES	YES	YES
Conference Backdrop	YES	YES	YES	YES
Magazine Ad	YES	YES	YES	NO
Press Meet Backdrop	YES	YES	YES	NO
Buyer-Seller Meet Backdrop	YES	YES	YES	NO
Mall Entrance Arch	YES	YES	YES	NO
Zone Entrance Arch	YES	YES	YES	NO
Fashion Show Participation	YES	YES	YES	NO
Welcome Kit Bag	YES	YES	YES	NO
Fashion Show Pass Branding	YES	YES	YES	NO
Invitation	YES	YES	YES	NO
Brochure	YES	YES	YES	NO
Posters	YES	YES	YES	NO
Social Media Videos	YES	YES	YES	NO
Event Videos	YES	YES	YES	NO
Highway Hoardings	YES	YES	YES	NO
Railway Station Hoarding	YES	YES	YES	NO
Event Teaser Videos	YES	YES	NO	NO
ID Card Branding	YES	YES	NO	NO
Fair Participation Collaterals	YES	NO	NO	NO
Event Announcement by Emcees	YES	NO	NO	NO
Trophy	YES	NO	NO	NO
Fashion Show VIP Seats	8	6	4	2
Additional Lunch Coupon	6	4	4	2
Award Show Entry Pass	8	6	4	2
Venue Lighting Boards	10	6	3	



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	1	2	7	10
	1000000	600000	400000	250000
PROMOTIONS	TARGET TO REACH	AREA		
SMS Camapiagn	100000	Pan India		
Whatsapp Campaign	75000	South India		
Direct Visit	7500	South India		
Courier	20000	South India		
SOCIAL MEDIA				
Facebook & Instagram	20 Lakhs	125 Districts		
E-Mailers	100000	Pan India		
Youtube Channels	10 Lakhs Views	Pan India		



A BIG THANK YOU

to all our exhibitors, visitors, media, buyers & suppliers who came from across South India to participate TAG EXPO 2022

TEXVALLEY
PRICE-LESS MARKETPLACE

A GLIMPSE OF TAG EXPO - 28, 29, 30 AUGUST 2022





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A GLIMPSE OF TAG EXPO - 28, 29, 30 JANUARY 2023





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ASSOCIATES



The Karur Textile
Manufacturer Exporter's
Association



MEDIA SUPPORT BY



BUSINESS OF GARMENT FASHION
GARMENTLINE

**NUGARVOUR
EXPRESS**



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Bengaluru - Cochin National Highway, Chithode, **Erode**,
Tamilnadu, INDIA. | info@texvalley.info | www.texvalleyindia.com

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Mall Managed by:

