

II WEEK OF NATIONAL HANDLOOM EXPO'12 AT CHENNAI

The Development Commissioner for Handlooms under the Ministry of Textiles Government of India is organising the National Handloom Expos at Chennai every year.

National Handloom Expo 2012 has commenced on 10.2.2012 and it will continue till 5.3.2012 (25 days). It will be open from 11.00 a.m. to 9.00 p.m. Entry is free for all. Attractive discounts / rebates will also be allowed as usual. The State Apex Co-operative Societies and Primary Handloom Weavers' Co-operative Societies from Kashmir to Kanyakumari are participating in the Expo. This is an unique opportunity for the customers in and around Chennai with variety of genuine handloom products such as silk and cotton sarees, home furnishing, bedsheets and lot more will be available at one place. The wide range of designs and colours is the main attraction of this Expo.

In this National Handloom Expo, 110 Nos. of Handloom Weavers' Co-operative Societies from Kashmir to Kanyakumari. The exquisite and exclusive products produced by the Handloom Weavers of different States.

This event is sponsored by the Development Commissioner for Handlooms, New Delhi and organised by Co-optex- household name across India for genuine Handloom products. Co-optex has organised an exhibition of silk sarees from the year 1912 to 1992 obtained from the customers throughout Tamil Nadu. In the above exhibition Co-optex is giving awareness to the customers about the Silk care / storage and maintaining of silk products

Last year Expo was a big hit with over 3 lakh people visiting it and achieved sales of Rs.3.00 Crore. This year at least 5 lakh people are expected to visit the Expo 2012 and expected sales is Rs.5.00 Crore. In the National Handloom Expo'12 so far a sum of Rs.50.00 lakh sales is effected.

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