



PRESS RELEASE
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A 365 Day Showcasing in India New Mantra to Boost Technical Textile and Nonwoven Industry

The BCH showroom located in the heart of India's capital is an interactive platform for the entire fraternity of Technical Textile and Nonwoven Industry. Serving not only as a showcase for display of products, this unique platform also serves as a marketing and an information platform, and a forum for communication and collaborative effort for all the stakeholders of the industry all round the year.

During the recent past, BCH showroom has been a major attraction through out the global Technical Textile & Nonwoven Industry. The first of its kind in the industry, BCH showcase drew a lot of magnetism from all the industry players who visited New Delhi, India during various Textile related events and other activities in past six months. Eminent personalities from the industry along with those from the ministry have visited this unique display platform to gain a better insight into the world of Technical Textiles and Nonwovens.

“In emerging markets like India the situation is more or less such that potential customers need to be created more than found. This is mainly due to lack of awareness of hi-tech products in the field of Technical Textiles and Nonwovens. Moreover, showcasing products at BCH will give a company an opportunity to do more than what it was already doing.” said Mr. Samir Gupta, MD, BCH.

Displaying not only the products of Corporate Member companies under various application areas of Technical Textiles, this unique showcase window also facilitates the exchange of information about the member company's product range, their scope of activities with their potential customers in foreign markets and the required technical information along with the enquiry generation with an active follow-up all year round.

BCH Showroom display brings its member's products right in front of their potential customers and helps improve their visibility in the market all 365 days of the year and thus shows, tells, teaches, and perhaps most importantly acts as a live selling tool. This showcase also provides extra media visibility to all its members and the industry through newsletters, website and events.

This showcase provides a one stop solution to industry stakeholders who want to promote their products to the right audience, advertise, interact, gain knowledge on market trends and seek support all year round.

For further information

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