

No.4/76/2012/DCH/P&E/RS/(3)  
Government of India  
Ministry of Textiles  
Office of the Development Commissioner for Handlooms  
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Udyog Bhawan, New Delhi  
Dated 17 March, 2017

**OFFICE MEMORANDUM**

**Sub: Engagement of retail stores for selling of India Handloom Brand (IHB) Products - reg.**

As per the partnership framework, the proposal of **M/s. Titan Company Limited (TANEIRA), Bangaluru** has been considered by the duly constituted committee and approved by competent authority for partnership framework for selling India Handloom Brand products in their four stores/outlet located at the following cities on the following terms and conditions:-

- (1) **M/s. Titan Company Limited (TANEIRA), 100 ft Road, Indiranagar, Bangaluru**  
Email ID – [shyamalar@titan.co.in](mailto:shyamalar@titan.co.in), Mob. No.-09845158567.

**Terms and conditions:-**

- I Set aside an exclusive area within your store for showcasing and selling IHB branded products only.
- II Only IHB branded products will be kept in this area.
- III The staff manning this area should be specially trained for knowledge on the individual products and their process of production so that they can explain the discerning customers. Training material will be provided by Development commissioner (Handlooms).
- IV Discourage consumers from asking for any discounts on IHB products by emphasizing on the quality and genuineness of the products coupled with the specific product features (fast and safe colours, use of natural fibers, usage of skin friendly dyes and zero defect products).
- V Include IHB in your communication/advertising plan in your local area to generate interest among consumers.
- VI Offer most favorable payment and other commercial terms to IHB product producers.

**Other terms**

- I This partnership will be reviewed after a period of two years for the sales achieved and commercial terms offered to handloom producers.
- II Either party will be at discretion to discontinue the arrangement notice of one month after which store will not use IHB logo.

2. You may please take immediate action for launching of retailing of IHB products at the above mentioned places. You may contact IHB cell of this office for assistance related to design of signage for your store fascia, contact details of handloom production agencies registered under IHB, social media promotion, public relations exercise etc. Details regarding IHB registered holders are also available at [www.indiahandloombrand.gov.in](http://www.indiahandloombrand.gov.in).



(M C Gupta)

Addl. Development Commissioner (Handlooms)

To

1. **M/s. Titan Company Limited (TANEIRA), 100 ft Road, Indiranagar, Bangaluru**  
Email ID – [shyamalar@titan.co.in](mailto:shyamalar@titan.co.in), Mob. No.-09845158567.
2. Incharge, India Handloom Brand Products Cell, WSC, Delhi.
3. All State Commissioner/Director, Incharge (Handlooms & Textiles)



(M C Gupta)

Addl. Development Commissioner (Handlooms)