

RBSM Outcome Report (2022-2023)

1. Organisation Name	CAPEXIL
2(a). Name of Event/Activity	RBSM Specials, Visit of Importers to Centre
3. Purpose Of Event/Activity	To showcase Products' Strength of Indian Ceramic Tiles & Sanitaryware and other Ceramic Products including Production capacity / Process, R&D, Innovations with latest Technology Used, quality standard, export worthy packaging for variety of products including upcoming trending products, World class Factory setup etc. and to establish India as a reliable Global supplier of these products. Such promotional events are aimed to enhance our exports to the potential regions across the Globe
4. City	MORBI
5. Event Start Date	30/01/2023
6. Event End Date	03/02/2023
7. EC Approval (in brief)	23,00,000 Amount Approved with 20 Indian Exhibitors and 15 Foreign Buyers
8. Assistance Approved	23,00,000
9. Release of First Instalment(in Rs.)	11,50,000
10. 2nd Instalment. If any(in Rs.)	0
11. Remaining Amount Pending for release(in Rs.)	11,50,000
12. Brief Description of the event/activity	RBSM Specials were organised to visits manufacturing units of Indian Exporters mostly from the MSME sector based in and around Morbi dealing in Ceramic Tiles and Sanitaryware and other Sanitary Products. 14 Overseas Importing companies consisting 19 delegates from Russia, Azerbaijan, Brazil, Senegal, South Africa, Ghana & Mauritius were actively participated in the said event
13. Details of Indian Participants	
(i). Number of Participants	
(a). With MAI Support	27
(b). Without MAI Support	0
(c). Total	27
(ii). Efforts made to verify quality and credentials of participants	Since all the participants are members of CAPEXIL and regularly participating in various export promotional events of CAPEXIL, they are already verified.
(iii). Brief Profile of each participant along with Import Export Code (IEC) number(to be annexed)	Download Brief Profile

(iv). Participants' feedback (in brief)

(a).Positive Response

Almost all the participants given their positive response through their feedback since this type of factory visits has been 1st time organised by CAPEXIL in the history, none other trade body in Morbi cluster.

(b).Suggestion / Improvements indicated

1) Duration of the factory visits per group of Importer may be increased 2) Number of Importers per group may be 3/4 max 3) Frequency of such event may be increased by CAPEXIL 4) Total number of factories in a day may be decreased so that buyers should not feel exhausted 5) Total number of foreign importers may enhanced suitably subject to overall approval of the Ministry 6) More thrust to be given by the council to tap potential importers from the LAC Region

14. Details of Buyer / Visitors

(i). Number of Visitors / foreign buyers

14

(ii). Brief Profile of visitors / buyer

[Download Brief Visitors Buyers](#)

(iii).Visitors feedback(in brief)

1) 86% are satisfied, 7% are partially satisfied and 7% not mentioned about overall impression. 2) 50% indicated excellent, 43% Good and 7% average mentioned about arrangements made by CAPEXIL 3) Quality of Business 57% stated excellent and 43% good 4) 3/4 days visit is enough with more time in factory. Quality of food may be enhanced as per European standard

15. Business Generated

(I). Number of enquiries

228

(II). Number of MoUs negotiated (if any)

0

(III). Number of MoUs signed (if any)

0

(IV).No. of orders booked

9

(V).Total Business Generated (Rs. Lakh)

Rs. 429 la

16. If it is an export facilitation/promotion activity/event what was the output achieved vis-a-vis projected
- Projected : We may establish our strength and credentials of Indian Ceramic Tiles exporters by taking all Importers in the Centre's of excellence / production units in Morbi and thereby may increase our market share to all there region. We are sure that we may see the changes in export figure soon after the event is over. Achieved : As per our expectation we firmly believe that we have achieved our projected output as reflected in the feedback forms of overseas buyers as well as the Indian Exporters. Overseas buyers are very much happy after seeing the strength of Indian Ceramic Products in all respects.
17. If it is an export facilitation/promotion activity/event what was the outcome achieved vis-a-vis projected
- Projected : Eying on MSMEs who are having capital crunch, this event may encourage those units whenever we will take around 15 genuine importers to their premises. On the other hand Importers will see the strength, credentials, uniqueness etc. of Indian Ceramic Tiles and must be attracted on Indian suppliers. Physical presence of Importers and creditworthiness of Indian exporters will certainly give an impression to the overseas buyers. As a result our export may enhance considerably in those region. Achieved : Unlike as usual, within 10 days of the completion of the event, the Indian Ceramic Industry has already got confirmed orders around Rs.429 lakhs as reported to the Council. W further learnt that which are only trial orders and the export potential is many fold. We are quite assured that resulting into the said event, our export growth to the CIS, LAC & Africa region will advance substantially in near future.
18. Brief Note on Export potentials of the country / product (as per industry feedback)
- As per feedback submitted by the participants, Industry is very much positive about export potential of Indian Ceramic Products to Russia, Azerbaijan, Brazil, Senegal, South Africa, Ghana & Mauritius and expecting further growth of our export to those countries in coming months provided all other conducive circumstances and stable geopolitical conditions.

19. Outcomes analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc)

Since this was the 1st time in the history of Morbi that such Factory visits of group of overseas buyers organised by CAPEXIL, Industry is more than happy with the initiative and already started gaining benefits out of participation in this event. Moreover, overseas delegates are also happy with the manner in which CAPEXIL has organized and executed the said export promotional programme with structured B2B Interaction with the Indian Trade & Industry. Overall, this has been a successful event with the help of MoC&I and Industry is looking for more such event in coming days in accelerated. frequency .

20. Photo attached as evidence (colour photos to be enclosed)

[Download Attached Photo](#)

21 Reason for delay submission of Outcome report.

Due to non-receipt of Feedback form from the Indian Participants we could not submit the Outcome Report within deadline.