



कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

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Regional Office: Bhadohi Carpet Expo Mart, Carpet City, Bhadohi, - 221409 (U.P.)

Regional Office: IICT Campus, Baghi Ali Mardan Khan, Nowshera, Srinagar - 190023 (J & K)

Website of Ministry of Textiles: www.texmin.nic.in

Ref.CEPC/HS-Brazil/2026

Dated: 17.03.2026

To,

All Members,
CEPC

Subject: Invitation to Participate in the Home Show, Brazil, 11-13 August 2026, Sao Paulo, Brazil.

Dear Members,

We are pleased to inform you that the **Carpet Export Promotion Council (CEPC)** is organizing participation in the **Home Show Brazil**, scheduled to be held from **11 to 13 August 2026 in São Paulo, Brazil**.

The exhibition serves as a significant international sourcing and networking platform, bringing together manufacturers, exporters, importers, wholesalers, and retail chains from Brazil and other countries to showcase a diverse range of products, including household goods, kitchenware, decorative items, and home décor. Since its inception in 2018, it has evolved into a key business hub attracting professional visitors such as importers, distributors, retailers, and e-commerce companies. With strong relevance for home décor and interior furnishing segments, the event presents a valuable opportunity for Indian handmade carpet exporters to introduce premium, design-rich, and sustainable products to the growing Latin American market.

Brazil, being the largest economy in the region with an expanding middle and upper-income consumer base, offers strong potential for such products, supported by rising demand in the retail and hospitality sectors. India's carpet exports to Brazil have also shown steady growth—from US\$ 14.62 million in 2023-24 to US\$ 15.41 million in 2024-25—indicating increasing acceptance of Indian handmade carpets.

Key export segments include tufted carpets and other textile floor coverings, and woven carpets. Participation in the exhibition will help further strengthen this momentum by enabling direct buyer-seller interactions and enhancing India's presence in the region.

CEPC invites expressions of interest (EOI) from interested member exporters to participate in the event. To facilitate planning and secure space with the fair organizer, members are requested to submit an EOI along with an advance of **₹25,000/- by 15.05.2026**

Details regarding participation are as follows:

S.no	Built-up (Sq M)	Participation Charges (Without Financial Assistance)	Indicative Subsidized Charges (Subject to Approval)
1	09	Rs. 2.10 Lakh	Rs. 1.00 Lakh
2	12	Rs. 2.80 Lakh	Rs. 1.50 Lakh

The Council has submitted a proposal under the **MSS Scheme** of the **Office of the Development Commissioner (Handicrafts), Ministry of Textiles**, seeking financial assistance. **Subject to approval**, the participation charges are expected to be greatly subsidized.

Interested members may submit their EOI using the link below and deposit ₹25,000/- as an advance towards participation.

[Click here to fill out the EOI Form](#)

[Click here to view the Bank Details](#)

Last date for submission of EOI and payment: 15.05.2026

For further information, please contact: Mr. Pawandeep Singh on 9971601805 or email pawandeep.singh@cepc.co.in, Exhibition@cepc.co.in

We encourage members to take advantage of this opportunity to expand their presence in the Latin American market.

Warm regards,

Dr. Smita Nagarkoti
Executive Director (Officiating)
Carpet Export Promotion Council (CEPC)

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