



दि प्लास्टिक एक्स्पोर्ट प्रमोशन कौन्सिल
(भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित)

THE PLASTICS EXPORT PROMOTION COUNCIL
(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

Ref.

Plexh/047/2020

03.09.2020

To

All Members / CoA Members

Re: LAUNCH OF PLEXCONCIL'S MOBILE APP

Dear All,

We are glad and excited to inform you about the launch of our **state-of-the art mobile app from PLEXCONCIL** called PLEXCONCIL MOBILE APP in an effort to further enhance our services to our members. Now, PLEXCONCIL will be able to assist you with all your industry related queries with a simple touch of a button.

We have three unique features on our app, besides the bare bones that are covered in every app. These are as listed below:

1. 24x7 Buyer-Seller Platform
2. Business Inquiries
3. Business Tools

24X7 Buyer-Seller Connect

- The Member has the opportunity to exhibit three products with all of the pertinent product descriptions.
- Member Login would be their IEC code and the app would generate an OTP on their official mobile number that is on the records of the council. This is an added security feature for the app.
- Once they upload the products, a process of image approval is done by the Plexconcil Administration team after which these will be hosted on the app to attract potential buyers.
- Member has the option to change the product showcase at anytime. This is however subject to approval of the backend team. This is to further control any malfunction and to ensure smooth operation of the app.

- An email notification will be sent to the Member with all the details of the Buyer expressing interest in the product range and this enables direct buyer/seller interaction.
- Buyers will also have the same login method which will be authenticated with an OTP to their mobile after which they can post the products which they are interested in. Upon generation of this list an industry-wise/drop-down is provided which will list out all the members/sellers in that particular product code/industry code for them to establish contact with.
- Plexconcil will get the details of the buyers who are registered.
- This platform will be accessible only to Members only.
- New Member Registration form is in order to evince expression of interest in becoming a member and the backend team will contact them directly.
- All the information about the criteria/fee/benefit is provided.

Business Inquiries:

- All business inquiries being received at the Council will be valid for a single session only for the Members and this again makes use of the login/OTP method.
- As of now even non-members are receiving this through the Plexconnect, but we are planning to bring these on the app making only members use/access the app in the future.
- The smooth transfer of business will enthruse new membership as well as aid in business enhancement for existing members.

Business Tools:

This will provide all the much needed ready reckoners for any exporter/members on their mobile app such as

1. MEIS Rates
2. Duty Drawback Rates
3. Plastic Industry HS Codes
4. Export Benefits
5. GST Finder
6. Currency Converter (Exchange Rate)
7. Foreign Trade Policy
8. Tariff
9. Important Notifications

A great Opportunity for Members to Promote Your Business on the PLEXCONCIL MOBILE APP

There are opportunities for you to promote your business on Plexconcil Mobile App through Banners, Scroll Ads, Seller Registration, Ads/Banners, and Buyer/Seller Connect. This will enhance your opportunities for more business both domestically and in the international market.

Please write to plexsr@plexconcil.org / research@plexconcil.org for any support or query on the same.

Download Now and Enjoy the Benefits having all the information at your fingertips!

Best regards

Sribash Dasmohapatra
Executive Director