



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. No.: Plexh/Cir/497

Date: 02/08/2024

To,

All Members of Plexconcil

Dear Sir/Madam,

**Sub: Invitation to CII BrandEX 2024 (13th August 2024) : Elevate Your Brand and Boost Indian Exports**

We wish to inform you about The event "Confederation of Indian Industry (CII) called BrandEX" scheduled on August 13, 2024, at the Taj Mahal Hotel in New Delhi.

The event focuses on improving the branding of Indian exports, with the theme "Exploring Future Export Pathways."

The CII BrandEX 2024 event will discuss strategies for better branding of Indian exports to strengthen their global presence. The event will cover topics such as:

- Future export strategies
- Enhancing global brand identity
- Empowering Indian embassies and missions abroad to market Indian products
- Emphasizing quality, certification, and green exports

To participate in the forum interested members requested to register in the below link and also send confirmation to the Plexconcil at [anirudha@plexconcil.org](mailto:anirudha@plexconcil.org)  
<https://cam.mycii.in/ORNew/Registration.html?EventId=E000066548>

Please find attached pdf of Concept Note for your reference and the link of Programme Outline PDF is available at <https://shorturl.at/xxjha>

This is for your information and necessary action.

**The Plastics Export Promotion Council**

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Dynasty Business Park, B Wing, Ground Floor,

Andheri Kurla Road,

Andheri East, Mumbai - 400059 - India

Ph: +91 22 40170000

**CIN:U25200MH1955NPL009601**