

Cash & Carry Centre at Moradabad

Grand Launch of Initiative by EPCH & Expo Bazaar

9th January 2026

1st Centre starts with Handicrafts, Home & Lifestyle Products and 3D Design Studio



Shri Kapil Dev Aggarwal, Hon'ble Minister of State (Independent Charge) for Skill Development and Vocational Education, Government of Uttar Pradesh inaugurating the 1st Cash & Carry Centre, in the presence of Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; Dr. Neeraj Khanna, Chairman, EPCH; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. Avdesh Agarwal, Chief Convenor, EPCH; Members of Committee of Administration, EPCH: Mr. Raj Kumar Malhotra, Mr. Ravi K Passi and Mr. Salman Azam; Mr. Najmul Islam, Patron, Moradabad Handicrafts Exporters Association; Mr. Rajesh Rawat, Executive Director, EPCH; and members of the Committee of Administration as well as leading exporters from the region

EPCH, in collaboration with Expo Bazaar - the cross-border e-commerce vertical of India Exposition Mart Limited, inaugurated the first state-of-the-art Cash & Carry Centre (CCC), along with a Design Studio and 3D Printing Services, at the EPCH Resource Centre, Moradabad, Uttar Pradesh on 9th January 2026. Moradabad Resource Centre Declared as 'Centre of Excellence' (CoE) for Skilling, 3D Design Studio attracts designers, exporters and artisans.

In a decisive step towards redefining India's handicrafts sourcing ecosystem, the Export Promotion Council for Handicrafts (EPCH) in collaboration with ExpoBazaar, a cross-border e-commerce vertical of India Exposition Mart limited, successfully inaugurated a state-of-the-art Cash & Carry Centre at EPCH Resource Centre, Moradabad, Uttar Pradesh. The initiative is new chapter in organised trade, offering streamlined access, transparency and structured sourcing for India's vibrant handicrafts, home and lifestyle products industry.

The inauguration ceremony was graced by Shri Kapil Dev Aggarwal, Hon'ble Minister of State for Skill Development and Vocational Education (Independent Charge), Government of Uttar Pradesh, as the 'Chief Guest' along with 'Guest of Honour' Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman, IEML and Dr. Neeraj Khanna, Chairman, EPCH.

The ceremony also saw the presence of Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. Avdesh Agarwal, Chief Convenor, EPCH; Members of Committee of Administration, EPCH: Mr. Raj Kumar Malhotra, Mr. Ravi K Passi, Mr. Prince Malik, Mr. Varun Sharma, Mr. Salman Azam, Mr. Zeeshan Ali, Mr. Naved Ur Rehman, Mr. Rohit Dhall, Mr. Simrandeep Singh Kohli, Ms. Rashim Duggal and Mr. Mohd. Junaid; Mr. Najmul Islam, Patron, Moradabad Handicrafts Exporters Association; Mr. Rajesh Rawat, Executive Director, EPCH; and COA members as well as leading exporters from the region.

Addressing the august gathering Shri Kapil Dev Aggarwal, Hon'ble Minister of State for Skill Development and Vocational Education (Independent Charge), Government of Uttar Pradesh commended EPCH and ExpoBazaar for creating a forward looking platform that directly supports exporters, artisans and young entrepreneurs in a



Above: Shri Kapil Dev Aggarwal, Hon'ble Minister of State (Independent Charge) for Skill Development and Vocational Education, Government of Uttar Pradesh, sharing addressing the august gathering at the inauguration



Dr. Neeraj Khanna, Chairman, EPCH (left), Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML (right), speaking on the occasion



The august gathering during the inauguration of Cash & Carry Centre at Moradabad Resource Centre, Moradabad, UP

city globally known as the "Metal Craft City of India". The Minister congratulated EPCH Moradabad Resource Centre for being declared as 'Centre of Excellence' (CoE) for skilling in metal craft, recognising EPCH's commitment towards artisan training, design innovation and market-led skill development programs. He also gave Skill Training Certificates to artisans who had successfully completed specialised training in contemporary metal craft techniques.

The Hon'ble Minister also commended Dr. Rakesh Kumar's tireless efforts in elevating Indian handicrafts to new heights through

visionary infrastructure, technology integration and market expansion initiatives that have transformed traditional clusters into globally competitive hubs. He urged all exporters present to share their field experience, market insights and practical knowledge with these trained artisans, emphasizing that such knowledge transfer would further strengthen Moradabad's handicraft ecosystem and enhance the global competitiveness of local craftsmanship.

Speaking on the occasion, Dr. Neeraj Khanna, Chairman, EPCH shared, "the Cash & Carry Centre in Moradabad is part of EPCH's broader vision to enhance ease of doing business and promote design-led, market-responsive growth in the handicrafts sector. The Cash & Carry Centre at Moradabad is designed as a one-stop sourcing destination which brings together a thoughtfully curated range of handicrafts, home décor, furnishings, giftware, lifestyle accessories, utility products and contemporary craft-led offerings".



Shri Kapil Dev Aggarwal, Hon'ble Minister of State (Independent Charge) for Skill Development and Vocational Education, Government of Uttar Pradesh, at the Cash & Carry Centre, Moradabad



"All products showcased at the Centre are sourced exclusively from Indian handicrafts manufacturer-exporters, crafts enterprises and established craft clusters from Moradabad, Noida, Agra, Jaipur, Saharanpur, Haryana, Delhi, Bhadohi, Sambhal, etc. ranging from accent furniture, home décor, jewellery, marble décor, rugs and carpets, textiles, kitchen accessories, and lamp lighting and many more products to include further. This diverse curation ensures authenticity, ethical sourcing and quality assurance while celebrating the country's diverse regional traditions, materials and artisanal techniques. The Centre bridges traditional craftsmanship with modern retail and sourcing requirements, creating a direct and meaningful link between artisans and the domestic & international trade fraternity, supporting sustainable livelihoods while aligning with evolving global market expectations," Dr. Khanna added further.

Echoing the sentiments, Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman, IEML said, "the opening of state-of-the-art Cash & Carry Centre in Moradabad and associated facilities marks an important milestone in our efforts to modernise the handicrafts ecosystem". He emphasised, '*Aap product do, main product market dunga*' - 'you provide the product, I will provide you the market through Expo Bazaar'. The initiative blends tradition with technology, strengthens infrastructure at the cluster level and supports market diversification by creating an organised platform that connects artisans and exporters directly with buyers".

Dr. Kumar further highlighted that the initiative will be integrated with warehousing, fulfillment and just-in-time delivery mechanisms, enabling faster market access for Indian handicrafts in both domestic and international markets, and laying the foundation for a modern, efficient and sustainable export value chain. He also shared, "adding a future-forward dimension, the Centre will also house a Design Studio supported by 3D printing facilities, aimed at nurturing young entrepreneurs, start-ups and first-generation business owners. This initiative will enable exposure to diversified product categories, global design trends, quality benchmarks, packaging norms, and buyer expectations encouraging innovation and informed decision-making within the handicraft's ecosystem."

Mr. Sagar Mehta, Vice Chairman, EPCH, said, "the Cash & Carry Centre is tailored to serve a wide spectrum of stakeholders, including retailers, wholesalers, domestic and international buyers, institutional buyers, interior designers, hospitality buyers, sourcing agents, MSMEs and young entrepreneurs. With a professionally managed buying and selling environment, the Centre ensures consistent product availability, transparent pricing and a reliable supply chain under one roof".

Mr. Avdesh Aggarwal, Chief Convenor, EPCH, said, "strategically located in Moradabad, globally renowned for its metal handicrafts and artisanal excellence, the Cash & Carry Centre further cements the city's position as a key domestic and international sourcing destination. Operating on a Cash & Carry model, the Centre enables buyers to select, purchase, and carry products instantly, making it an efficient wholesale-oriented platform that combines immediacy with scale. By offering ready stock, transparent pricing and direct access to Indian manufacturers, the EPCH-ExpoBazaar Cash & Carry Centre is poised to become a cornerstone of India's organised handicrafts trade, empowering both creators and commerce alike.

Mr. Rohit Dhall, Member of the Committee of Administration and Mr. Najmul Islam, Patron, Moradabad Handicraft Exporters Association, also shared their views on the occasion. ■