



SPICES BOARD

(Ministry of Commerce & Industry Govt. of India)
Sugandha Bhavan
N.H.By-pass
P.B.No. 2277
Palarivattom P.O.
Kochi - 682 025, India

स्पाइसेस बोर्ड

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)
सुगन्ध भवन
एन.एच.बाईपास
पी. बी. नं. 2277
पालारिवट्टम पी.ओ.
कोच्ची - 682 025, भारत

No: PUB-SPR/0002/2020-PUBLICITY / 1149

26th October 2021

Dear Sir/Madam,

Greetings from Spices Board India!

As you are aware, in spite of the troubling times on account of COVID-19, the Indian spice industry performed exceptionally well and has passed the historic mark of exports worth 4 billion USD during 2020-21, as per DGCIS data. The global demand for spices is increasing and this provides an opportunity to the Indian spice industry to increase its spice exports further and thereby earn valuable foreign exchange. Being the largest player in the global spice industry, it's high time we made the most of the opportunities available.

Spices Board is very happy to introduce an exclusive 3D Virtual platform 'Spice Xchange India', a 24x7 B2B digital platform for the use of Indian spice exporters to reach out to the importers in other countries and vice versa. This platform is scheduled to be launched very shortly in November 2021. 'Spice Xchange India' is developed as a 360° solution to address various business needs, providing an arena for digital interactions beyond the constraints of space, time and language with useful information on spices sector. The platform is equipped with the latest technologies enabling the users to create a virtual office to reach out to the global spice fraternity on a 24 x 7 basis, aided with AI (artificial intelligence) supported match making technology for business networking. The platform works on a subscription model for the registered exporters offering the premium features.

Spices Board has joined hands with an experienced firm with more than 20 years of experience in organizing/participating in trade promotion events across the globe as service provider of the platform, who procures and provides valuable trade data, analysis and importer credit rating from reputed agencies, for the benefit of the users

of the platform. The cost involved and the resources devoted for the development of the platform and to offer value added services has necessitated the Board to make it a subscription based one.

In the run up to the launch of the Platform which is expected soon, the Board is very happy to announce an early bird subscription offer for the exporters @ Rs.20,000/- + GST for a period of 6 months, which offer is valid up to 31st December 2021. Please note that, post this period, the normal subscription fee will be @ Rs.25,000/- + GST covering a period of six months, effective from the date of subscription. The portal can be presently accessed at 'www.spicexchangeindia.com' wherein some of the key features will be enabled only upon the launch of the platform. Meanwhile, if you wish to have an immersive experience of the portal with its features before making a decision on subscription, please write to us at contact@spicexchangeindia.com / info@spicexchangeindia.com

Spices Board welcomes you to join the platform as a registered member and to gainfully use its features to strengthen your spices exports and contribute to the growth story of the Indian spice sector.

Looking forward to having you on board as a registered user of the platform.



Director (Marketing)

To

The registered exporters of spices

