

E-catalogue launched to promote Indian engineering goods globally

Covers medical devices, textile machinery, electrical equipment, pumps and valves to begin with

OUR BUREAU

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In a digital initiative to promote high quality Indian engineering products across the globe, an e-catalogue of Indian companies adhering to internationally accepted quality and standards was released by engineering export promotion body EEPC India on Friday.

"There must be a sanitisation process to ensure integrity of quality of data and information so that our buyers across the world can treat the e-catalogue as a benchmark to identify quality producers," said Commerce Secretary Rita

Teaotia at the launch of the e-catalogue. The move is part of the 'Brand India' initiative for the engineering goods sector started five years ago.

Four major sectors

The e-catalogue covers four major sectors including medical devices, textile machinery and accessories, electrical machinery equipment and pumps and valves.

It would be compatible on different devices such as laptops, tabs and mobile phones.

Potential buyers globally will be able to use features such as advanced search with



Rita Teaotia, Commerce Secretary

city, end use sector, certificates and product categories. At present, there are 150 companies listed in the e-catalogue and EEPC India has plans of promoting it at all forums including international exhibitions.

Teaotia said the e-catalogue could be a model for other ex-

port promotion councils for taking similar initiatives. More categories will be added soon, she said.

EEPC India Chairman Ravi P Sehgal said textile engineering was one of the sectors to be promoted through the Brand India digital drive.

"It has the potential to be the largest manufacturing hubs for the world, second to China," he said.

Engineering goods are one of the top export items from the country after petroleum and gems and jewellery, and is also among the fastest growing.

Major export markets for Indian electrical equipment are the US, Germany, the UAE, Saudi Arabia, France, the UK, Nigeria, China, Kenya and Brazil.