



## Silk Mark Organisation of India

[Central Silk Board, Ministry of Textiles - Govt. of India]  
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No. SMOI/SPC/2020-21/81

12<sup>th</sup> Aug 2020

-NOTICE-

Sub: Online sale of Silk Mark products on Amazon platform-reg;

SMOI has always been supportive to market your Silk Mark products. Though, the current crisis has had impact on overall business trends, SMOI has continuously explored innovative ways to better and bring sheen to your business prospects.

We are happy to announce that we are very soon getting into a partnership with amazon.in to enable you reach the high end customers through Amazon. Only Silk Mark Authorised Users can be a part of this and can avail the benefits like discounted referral fee, free pick up and return from your location, free imaging of the products for the first time, technical training and support, selling tips, advertising support, etc.

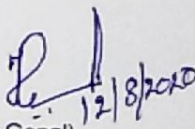
A separate Silk Mark storefront will ensure that customers looking to buy 100% pure silk can easily reach the Silk Mark product segment on Amazon portal. In addition to the above, special marketing activities like Silk Mark Expos/Exclusive festival sales will be announced from time to time to cater to more customers with Silk Mark products thus gaining business advantage.

I am sure that, association with online Amazon Stores with very large and varied customer base will continuously boost your profits and business prospects.

You may please send duly filled in attached application to [silkmark@silkmarkindia.com](mailto:silkmark@silkmarkindia.com) before 25<sup>th</sup> August 2020 along with requisite onetime fee to take up further course of formalities of selecting competitive Authorised Users to be part of this online sales platform based on the clusters and exclusivity of products.

At SMOI, the 'Team Silk Mark India' has always strived hard to deliver you the business advantage.

To,

  
(K S Gopal)  
CEO-SMOI

PS: For any further information or clarifications please contact Sri A Subburaj DD(I) at 9442546508/08026282117 Sri. B. Chandan Kumar, AD(I) at 9849804998/08026282152 write to [silkmark@silkmarkindia.com](mailto:silkmark@silkmarkindia.com).