



Press Release

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INDIAN RETAILERS ARE MAINLINE AND NOT OFFLINE CAIT BLASTS FOREIGN ONLINE COMPANIES FOR MANIPULATING INDIAN MARKET

The Confederation of All India Traders (CAIT) said that Indian trading community comprising wholesalers, distributors and retailers are the lifeline of the Indian economy and they must be called "mainline" rather than "offline".

CAIT National President Mr B C Bhartia & Secretary General Mr Praveen Khandelwal while coming down heavily on multinational companies questioned their sinister motive and asked Who invented the term offline for the traders ?

It appears to be a well planned conspiracy of foreign e-commerce companies who call themselves as online and the traders as offline which is nothing but to undermine the dignity and capabilities of the business community of Bharat.

The word offline is nothing but an abuse for the trading community which operates the robust supply chain across the Country and the only mode to have direct and last mile connect with Consumers.

Mr Bhartia and Mr Khandelwal categorically said that the CAIT and other national bodies of different verticals of retail trade will object at every forum be it Government or private to call them offline and will urge to call them as mainline. The CAIT will reach out to Union Government Ministries and other Departments and State Governments and ask them to term the traders as mainline in their communication.

Other national organisations of different verticals of retail trade including All India Mobile Retailers Association, All India Consumer Products Distribution Association, All India Jewellers & Goldsmith Federation, All India Transport Welfare Association, All India Edible Oil Traders Association, Computer Media Dealers Association, Federation of All India Tea Traders Association, Federation of Paper Traders Association of India and various other national and state level trade associations are supporting this move of the CAIT.

For more details, please contact CAIT Secretary General Mr. Praveen Khandelwal at +91-9891015165

