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Press Release

## **Brand Next In Association With National Jute Board Launches International E-Commerce Jute Portal, Jutekart.In**

**Kolkata, 23<sup>rd</sup> June, 2017:** Brand Next, in association with **National Jute Board** and with support from **HDFC Bank** today launched internationally **Jutekart.In**, the first online e-commerce platform exclusively dedicated to jute made products used for multiple purposes starting from office to lifestyle. **Mr Dipankar Mahato, Deputy Jute Commissioner, Government Of India, Mr Arvind Kumar, Secretary, National Jute Board, Ms Minu Biswas, Circle Head, Eastern India, HDFC Bank, Dr Vijay Bharti, IAS, Director, Micro, Small & Medium Enterprises & Textiles, Government of West Bengal, Mr Dipendu Biswas, Hon'ble, MLA & Former Indian Footballer and Mr Hironmoy Chatterjee, President, BTA** were present to launch the portal. The portal was simultaneously launched in Spain, London and Germany. Craftsmen and artisans from various part of the state were also present for the launch and displayed their products.

Jutekart.in will offer latest office as well as casual Jute accessories online like bags and folders, files, Sitalpati bags, exclusively designed by some of the best artistes, in a pocket-friendly price. One can avail the best deals, flexible shopping and return policies and timely delivery of items across the country.

“If one loves accessories that are real trend-setters and also fits in the budget, Jute is just perfect for the buyers as they are completely bio-degradable and 100% eco-friendly compared to any other plastic products or poly bags. Jutekart.in is an effort to promote and market jute products for the global market as we all know how jute, also known as golden fibre, bears the essence of West Bengal, the largest Jute producing part of the world and the cradle for exclusive Jute products. Branding and Promotions as well as networking of jute diversified products throughout Europe and American Market will be carried out”, said **Mr Dipankar Mahato, Deputy Jute Commissioner, Government Of India**.

“Jutekart.in is a unique platform, first of its kind in the country, which will showcase diversified jute products from various Jute entrepreneurs. Jutekart.in will be selling products directly from artisans and jute craftsmen as well. JuteKart.in will simultaneously be operated from Spain, London and Germany. We will be tying up with various national and international football clubs and organisations for promotions. We will be responsible for branding, promotions and networking of jute diversified products throughout Europe and American markets”, said **Mr Koushik Moulik, Founder, Brand Next**.

National Jute Board will support in the marketing and promotions of the jute diversified products through Jutekart.in. HDFC Bank with attractive promotional offers for their customers will be providing support to Jutekart.in.

Global market size of jute-made shopping bags will be approximately 500 billion pieces which will require a huge quantity of jute. Demand for new types of diversified jute products like gardening products, shopping bags, geo-textile, pulp and paper, home textiles, household products, floor covering and non-woven textiles is very high at the consumers' level in the international market due to fast changing consumer behaviour. The international community is willing to import eco-friendly products at even 20-25 per cent higher price and eco-friendly recycling products with recycle logo at 10 per cent higher price.

Now, it's time to follow the 'Go-green' bandwagon with Jutekart.in.

### **About Brand Next:**

Brand Next is one of the fast growing website, software and app development organisations existing for the past fifteen years. Apart from this Brand Next also develops QR Code Smart Card Book.

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