



THE PLASTICS EXPORT
PROMOTION COUNCIL

दि प्लास्टिक एक्स्पॉर्ट प्रमोशन कौन्सिल

(भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित)

THE PLASTICS EXPORT PROMOTION COUNCIL

(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

Ref No: Plex/Cir/206

Date: 04.06.2026

To,

Members of Plexconcil/COA Members

Dear Sir/Madam,

Subject: Unlock Global Market Opportunities with Walmart – Exclusive Walmart Vriddhi Masterclass for Plexconcil members - Plastic Exporters & MSMEs | 30 June 2026 | Mumbai

The Plastics Export Promotion Council (PLEXCONCIL) is pleased to invite Expressions of Interest (EoI) for an exclusive ***WALMART VRIDDHI MASTERCLASS*** being organized in collaboration with Walmart Vriddhi.

As one of the world's largest retailers, Walmart operates thousands of stores and e-commerce platforms across multiple countries, serving millions of customers every week. Through its extensive global retail network and marketplace ecosystem, Walmart presents significant opportunities for Indian manufacturers and exporters to expand their reach into domestic and international markets.

For MSMEs engaged in the plastics sector, particularly those located in industrial clusters, semi-urban regions, and emerging manufacturing hubs across India, digital commerce offers an unprecedented opportunity to reach customers far beyond their local markets. By leveraging online marketplaces and modern retail channels, businesses can overcome geographical limitations, strengthen brand visibility, access new buyers, and accelerate growth without the need for a large physical sales network.

Why Attend?

The Walmart Vriddhi programme supports MSMEs through expert-led training, mentoring, and business advisory services that are useful in strengthening MSMEs' readiness for both domestic and international markets. The programme aims to enhance business performance, operational efficiency, digital adoption, competitiveness, and market access, enabling enterprises to scale their operations and capitalize on emerging growth opportunities.

The masterclass will be particularly valuable for MSMEs seeking to:

Expand beyond local and regional markets through e-commerce and digital channels
Reach customers across India and explore opportunities in global retail supply chains
Understand the requirements of large retailers and online marketplaces

Improve product visibility, branding, and customer engagement
Strengthen competitiveness through better cost management and operational efficiency
Learn practical strategies for scaling business without significant investment in physical distribution networks

Participants Will Gain Practical Insights Into:

Digital Enablement and Business Transformation
Selling through Flipkart Marketplace and Walmart Marketplace
Accessing Large Retail and Global Marketplace Opportunities
Marketing, Branding, and Visual Merchandising
Success Factors for E-Commerce and Direct-to-Consumer (B2C) Sales
Cost Competitiveness and Business Scaling
Packaging, Logistics, and Distribution Best Practices
Building Export Readiness for International Markets

Who Should Participate?

- * Manufacturers of finished plastic products
- * Exporters targeting global retail and e-commerce channels
- * Consumer product manufacturers and brand owners
- * MSMEs seeking to expand into new domestic and international markets
- * Start-ups and emerging enterprises looking to build an online sales presence
- * Companies interested in understanding the Walmart and Flipkart ecosystem

Event Details

Tentative Date: 30 June 2026

Mode: Physical

Venue: Mumbai (It will be communicated to the confirmed participants)

Submit Your Expression of Interest

Interested members are requested to submit their Expression of Interest by completing the form below:

<https://forms.gle/asNoXecZWdG96jNn7>

Last Date for Submission: 12 June 2026

IMPORTANT NOTE

Seats are limited and will be allocated on a first-confirmed basis. Once attendance is confirmed, the seat will be reserved and blocked. Therefore,

cancellations or changes to attendance will not be permitted thereafter.

Whether you are a manufacturer from a major industrial centre or an MSME operating from a remote part of the country, this masterclass offers an opportunity to understand how digital commerce, organized retail, and global marketplaces can help unlock new avenues of growth and business expansion.

We encourage Plexconcil members to take advantage of this unique opportunity and look forward to your participation.

For any difficulties or queries, please contact bharti@plexconcil.org
/ shilpa@plexconcil.org.

Thanks & Regards
PLEXCONCIL TEAM