



**MODEXIM**<sup>TM</sup>  
GLOBAL SOURCING



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## **ABOUT US**

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Created to lend convenience to the product sourcing experience, ModExim endeavors to create a one-stop shop for you, our customers, so that you will be able to find a product that matches your requirements, both style and budgetary all while having complete quality assurance . For the team at ModExim, quality will always hold paramount importance as the focus is not on creating growth through sales but sustainable relationships with our customer.



## OUR BRAND STORY

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ModExim is a part of Modern India Limited (MIL) a business conglomerate with various business interests spanning from Real Estate, Green Energy, Human Resource services, Yarn, Textiles & Accessories, Travel Goods & Accessories, Shoes, Musical Instruments, Furniture & Fixtures, Building Materials, Chemicals etc.

Modern International Asia Limited, Hong Kong (MIAL) was incorporated in the year 2004 with a vision for aiding its parent company Modern India Limited to source products globally for its internal requirements. The team at MIAL in a very short time consistently excelled in providing comprehensive & quality-driven services that were built to meet its internal requirement. Today the team is equipped with experience and expertise; coupled with having a strong understanding of the sourcing, manufacturing



& quality control of various industries and have achieved tremendous measures of success, however challenging it may be to access the required products.

This strong foundation got the attention of various leading brands who were looking at tapping into the expertise created by MIAL and compelled the management at Modern India Limited to look at this business as a separate profit centre and opened its doors to external customers. Today MIAL has a physical presence in 4 countries and works with partners across the globe.

In the year 2023 on the eve of the 90th year celebration of its parent company Modern India Limited, the management decided to rename its product & services under the name of ModExim.

ModExim is derived from the parent brand MOD for Modern and EXIM a common acronym for Export & Import which is what largely we facilitate for ourselves and our esteemed customers. The term ModExim was coined keeping in mind that the team at ModExim needs to deploy Modern techniques in Exporting & Importing quality products for its customer, minus the concerns of massive premiums normally associated with sourcing products globally.

ModExim simplifies processes by digitizing, archiving and most importantly creating an ultimate combination of Price, Quality and Consistency.



# WHAT WE DO?

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## THE PROBLEM

The world has indeed become a smaller place accessibility and communication has increased by leaps and bounds. Yet, dealing with vendors based across the globe poses potential issues.

For small, medium or large businesses looking to source globally, at compelling prices, all kinds of issues crop up. With the cost and style advantage that comes from importing products, comes the stress of scouting vendors and handling transactions, shipping woes and wrangling with customs' officials. We recognize that.



## THE SOLUTION



### Understanding the Product

First we understand exactly what you need, if need be we even use your existing vendors' samples as a reference. Then, based on that understanding, we connect with potential suppliers for counter sampling and pricing.



### Supplier Evaluations

After receiving the counter samples and pricing on your approval we conduct extensive factory audits on various parameters and hold preliminary price negotiations.



### Ordering Process

After zeroing down on the potential supplier we help analyze the pricing after taking into consideration key parameters such as variety, quantity, technical specifications, shipping, insurance and local inspections, duty etc. to have the material delivered to your doorstep or port of choice.



### After the Order

Depending on your requirements, we conduct raw material inspection followed by overall supervision of the entire product and assembly lining by conducting initial product inspection & during product inspection.



### Before Shipping

After post production inspection our team implements a stringent Quality Control measure to ensure the final produced goods meet exactly what your specifications are. This is followed by a pre-shipment inspection, keeping in mind your packing & billing instructions. We also assist in container consolidation from various vendors along with container loading supervision.



# HOW DO WE DO IT?

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## BEHIND THE SCENES AT ModExim



### Research, Research, Research

You can be assured that when you buy from ModExim, an exhaustive recce has been done and as our customer you will be part of every decision making process.



### Quality is King

Whether your product is coming from China, Belgium or Sydney, we safeguard that thorough inspection processes have been put in place to avoid any unpleasant surprises at the time of delivery.



### We Put You First

With no favouritism amongst vendors, we guarantee that you receive the most competitive price for the product of your choice. We do not give any kind of price preference to those ordering larger quantities, in fact, we consolidate regular sized orders with our larger ones thereby providing pricing and quality advantage.

## OUR PROMISE



### Quality

With ModExim, you won't find just anything, and anyone; showcased for your viewing and perusal is a very carefully filtered selection that is based on a list of various quality criteria, is at the top of this list. All our vendors are made to go through a stringent and thorough QC Process.



### Guidance

ModExim is with you right through this process any questions and concerns you may have, you can be assured that we will have the answers and are happy to help.



### Focus

Your specifications are thoroughly examined within our Standards & Operations framework these tried and tested methodologies will ensure that the products we offer you are exactly what you want and how you want.



### Research

The idea at ModExim is to ensure that our products are in sync with what's hot in the market and what's not. We aim to offer to you an array that reflects contemporary tastes and preferences based on our dynamic and sustained market research.



### Transparency

You will always be in the know from the time you share your inquiry to when the delivery reaches you, our team will be available to share status updates and information about what stage, whether it is shipping or quality inspection, of the process we are in.





## OUR TEAM

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## Sidhant Jatia

Mr. Sidhant Jatia is the accomplished Executive Director of Modern India Ltd, boasting a remarkable 18-year tenure in the realm of International trade. Having obtained his BBA degree in 2006, Sidhant embarked on his journey with ModExim, where his trailblazing efforts led to the establishment of the Chinese operations. Under his astute leadership, the product portfolio of ModExim expanded significantly, encompassing diverse categories such as Textiles, Building & Construction Materials, Travel & Accessories Goods, Chemicals etc.

Recognizing the burgeoning textile landscape in Asia, Sidhant spearheaded the establishment of

ModExim operations in the Vietnam office. His visionary outlook and strategic acumen played a pivotal role in aligning ModExim with the growth trajectory of the textile industry in the region.

On the 17th of June, 2021, Sidhant Jatia assumed the role of Executive Director on the Board of Modern India Ltd, further cementing his influence and impact on the company's direction and success. With a wealth of experience and a knack for identifying lucrative opportunities, Sidhant continues to steer the group towards greater heights in the realm of international trade and commerce.



## Vijay Agarwal

Mr. Vijay Agarwal, the esteemed founding Director of ModExim, assumes the pivotal role of overseeing and spearheading international operations across strategic locations including but not limited to Far East, South East Asia, Indian Sub Continent, Middle East & Africa.

With an impressive track record, Vijay boasts a robust background spanning 15 years in equity and stock market trading, complemented by over two decades of diverse experience in international trading. His multifaceted expertise extends to vast domains such as luggage manufacturing, project management, and custom furniture outsourcing for prestigious five-star hotels, commercial ventures, and private projects. This breadth of knowledge renders him industry-agnostic, capable of navigating

a spectrum of sectors with finesse. Vijay shoulders the responsibility of executing the overarching quality and manufacturing standards at the grassroots level, diligently following the company's established Standard Operating Procedures (SOPs).

Vijay's dynamic influence resonates across a vast professional and personal global network, comprising businesses and individuals alike. Driven by an innate enthusiasm, he ardently explores novel partnerships on an international scale, consistently seeking new horizons and opportunities across diverse countries and ventures. His visionary leadership and enterprising spirit remain integral to the ongoing success and growth of ModExim.



### **Aditya Poddar**

Mr. Aditya Poddar, a versatile professional who seamlessly wears the hats of both an accountant and a lawyer. His active involvement in the import and export sector dates back to 2018, where he navigated the intricacies of the dynamic yet intricate business landscapes in China and Vietnam. His astute expertise spans the breadth of encompassing strategic responsibilities in procurement, sales, product consultation, and a gamut of administrative functions.

In 2021, Aditya ascended to the leadership role for Vietnamese operations, significantly augmenting his influence and engagement within the import and export domain. Under his adept guidance, ModExim's operations achieved stability and witnessed remarkable growth in both sales and sourcing activities, attesting to his impactful contributions to the company's journey.



### **Huang Lini**

Ms. Huang Lini, affectionately referred to as Ruby Huang. With a distinguished career spanning over a decade in the Travel & Accessories industry, Ruby's reputation is a testament to her exceptional achievements. Her journey with ModExim began six years ago, and from the start, she has demonstrated an unwavering commitment to excellence. Through consistent refinement of her professional skills, she has nurtured exceptional communication abilities and fostered a strong sense of teamwork.

Ruby's true leadership prowess shone brightly amidst the challenges posed by the formidable 2020 Covid-19 crisis. Her adept management skills ensured the uninterrupted flow of company operations, solidifying her standing as a front-running leader. In her present role, Ruby seamlessly juggles multiple responsibilities. Beyond spearheading luggage and accessories merchandising, she holds a pivotal position in overseeing local operations across various industry verticals throughout China.

Ruby's multi-faceted expertise and resilient leadership continue to steer ModExim towards success in the ever-evolving landscape of Global Trade, leaving an indelible mark on the organization's journey.

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