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Reference :

No. 115-ITPO(25)(1)FS-II/Aahar Mumbai/2017 July 06, 2017

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Date :

Phone :

Subject: AAHAR Mumbai - The Food & Hospitality Fair, October 11-14, 2017

Dear Sir / Madam,

India Trade Promotion Organisation (ITPO), the premier trade promotion body of the Government of India, is organizing the 1st Mumbai edition of its flagship event "Aahar - The Food & Hospitality Fair", at CIDCO Exhibition Centre, Vashi, Navi Mumbai from October 11 – 14, 2017. This will be the first show of its kind in western region of India.

2. AAHAR, India's most vibrant Food & Hospitality Event, has grown to be the premier show of the industry and the 32nd edition organised from March 7-11, 2017 at Pragati Maidan, New Delhi attracted Hoteliers and Restaurateurs, Manufacturers, Wholesalers and Retailers of Food, Bakery & Hospitality Products. As many as 1048 exhibitors, including 92 foreign companies from 19 countries, such as, USA, China, Canada, Germany, Italy, Switzerland, Russia, Poland, Turkey, Bulgaria, Spain, Oman, Korea, Sweden, Thailand, UAE, Peru and Lebanon participated in the Show. The show had an attendance of more than 67,500 visitors from India and abroad.

3. AAHAR Mumbai is being organized with the support of the Ministry of Food Processing Industries, Government of India & APEDA. Trade & Industry Associations are fully associated with the Show, which include Food & Hospitality Support Association of India (FHSAI); All India Food Processors Association (AIFPA); Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI); Association of Resource Companies for the Hospitality Industry of India (ARCHII) and Forum of Indian Food Importers (FIFI).

4. Indian hospitality sector is clocking CAGR of 14%. According to the World Tourism Organisation, 15.3 million foreign tourist arrivals are expected in India by 2025. This will create a huge demand for the hospitality sector. The foreign investors are tapping this opportunity in a big way. According to DIPP, the amount of FDI inflow in the industry during the last couple of years was more than US\$ 6 Billion.

5. AAHAR Mumbai offers an opportunity to exhibit products, technologies and services to potential buyers and generate sales leads / order booking, networking with the industry/ establishing business contacts, launch new products, appoint agents and distributors, brand building, market research to gauge market trends.

6. The **participation charges** for participation in AAHAR, Mumbai are as under:

(a)	Indian Exhibitors	Rs. 6,500/- Per Sq.Mtr. (Shell Space) Rs. 6,000/- Per Sq.Mtr. (Bare Space)
(b)	Foreign Exhibitors/Indian agent of foreign company	US\$ 185 Per Sq.Mtr. (Shell Space) US\$-170 Per Sq.Mtr. (Bare Space)

7. Goods & Service Tax is also payable on all services, including participation charges, at the applicable rate, which presently is @ 18%.

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8. Minimum bookable area under shell scheme is 12 sq.mtr. & 24 sq. mtr. under bare space. Security Deposit (refundable) is also payable @ 10% on total participation charges.
9. The facilities under shell scheme will include hard wall booth with adequate furniture, display aids, carpet, fascia, electrical point and waste bin.
10. ITPO is planning to introduce shuttle services from strategic locations of city centre to Exhibition venue on complimentary basis.
11. We are planning an extensive publicity campaign for the event which would include print and electronic media, among others. The Visitor Profile will feature:-


- Executive Chefs & Executive Housekeepers
- Hospitality Procurement Heads
- Importers & Distributors
- Hotels, Restaurants, Industrial Canteens, Fast Food Outlets etc
- Organised Retailers & Mega Chains
- Overseas Buyers & Trade Delegations
- Purchase Professionals & Consultants
- Hospitality Service Providers
- Start-ups & Entrepreneurs

12. The space will be allotted on 'first come first serve' basis. For securing your space in AAHAR 2017, Mumbai, please deposit participation charges along with filled in application form. For remittance of participation charges, the bank details are as under.

	Indian Participants only	Foreign Exhibitors only
Name of the Bank	State Bank of India Gateway of India, Mumbai-400 001.	CITI BANK C-35, Inner Circle, Connaught Place, New Delhi-110001
Bank A/c. No.	10473844601	0002157012
RTGS/NEFT Swift Code No.	SBIN0008780	CITI-INBX
MICR Code	400002073	
Beneficiary	INDIA TRADE PROMOTION ORGANISATION	

We invite you to participate in AAHAR Mumbai, 2017 to interact with the Food & Hospitality industry in Western India which visits the show in large number. For further information, please contact Mr. B.G. Sonkamble, Manager, ITPO, Mumbai (Tel.+91-22-22026629/mobile-09969274693 email bgsonkamble@itpo.gov.in) or on emails: hemaMaity@itpo.gov.in, deepasharma@itpo.gov.in).

Thanking you,

Yours faithfully,

(Hema Maity)
Deputy General Manager