

ROC/AAHAR CHENNAI 2018

**To**  
**The Chief Executive Officer / Marketing Manager / Sales Manager**

Sir,

**Sub.: - AAHAR,CHENNAI - The Food & Hospitality Fair / SICA Culinary Show/ Hotel Purchase Managers Forum Meet – August 23 - 25, 2018 at Hall No.3 of Chennai Trade Centre**

India Trade Promotion Organisation (ITPO), the premier trade promotion body of the Government of India and Tamil Nadu Trade Promotion Organisation (TNTPO – a joint venture of ITPO and TIDCO, Govt. of Tamil Nadu) are jointly organizing the 12<sup>th</sup> regional edition of Aahar - The Food & Hospitality Fair 2018, Chennai from August 23 to 25, 2018 at Hall No.3 of Chennai Trade Centre, Chennai.

India's food & grocery market is the 6<sup>th</sup> largest in the world. Indian food sector is a high growth rate sector with immense potential for value addition. It's expected to touch US\$482 billion by 2020. The Indian food processing industry accounts for 32% of the country's total food market and 14% of the manufacturing GDP. It has been estimated that the Indian food processing sector has the potential to attract US\$ 33 billion investment in the next 10 years.

Like its earlier editions, the '**AAHAR THE FOOD & HOSPITALITY FAIR 2018, CHENNAI**' will provide an excellent platform for Food & Hospitality, Food Processing & Packaging products, Refrigeration & Bakery Sector, Commercial Kitchen equipment, Tableware & Glassware, I.T. Solutions & POS systems, Cleaning & House Keeping related technologies & service providers including textiles, bed/table/kitchen linen, terry and non-terry products to display and discuss their latest innovations in the above sectors.

The Fair is being organized every two years in Chennai with the support of the **Ministry of Food Processing Industries, Government of India, APEDA** and Co-Associated by **Food & Hospitality Support Association of India (FHSAI), Resource companies for the Hospitality Industry (ARCHI), New Delhi, Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), Indian Federation of Culinary Associations (IFCA), Chennai, South Indian Hotel & Restaurant Association (SIHRA), Chennai, Agro & Food Processing Machinery Equipment & Technology Providers Association of India-AFTPAI, Indian Ice Cream Manufacturers Association –IICMA, Federation of Sweets & Namkeen Manufacturers of India-FSNMI, Food Ingredients Manufacturers & Suppliers of India Association-FIMSIA** have also indicated their support for the event. **The highlight of the show would be a three day culinary festival organized by the Southern Indian Culinary Association(SICA) and seminars of hotel purchase managers forum concurrent with the show.**

**We have been informed by ITPO, New Delhi that exhibitors in AAHAR, Chennai 2018 would be eligible for preferential allotment of space in AAHAR, New Delhi 2019 being held in Pragati Maidan.**

The AAHAR, Chennai show 2018 is an opportunity to exhibit products, technologies and services to potential buyers and generate sales leads, order bookings, networking with the industry, establishing business contacts, launch new products, appoint agents and distributors, promote company products, brand building, market research and gauge market trends.

The previous edition of this event attracted all the Hoteliers and Restaurateurs, Manufacturers,Wholesalers and Retailers of Food, Bakery & Hospitality Products besides the general public in the South and good business was transacted by all the participants. The earlier edition was a grand success and 90% of the exhibitors had indicated that they would again be participating in the event in 2018. The participation charges is as under:-

**Participation Fee:**

	Shell Scheme*(Built Up) Per sqm – Minimum Booking 9 sqm	Bare Space Per Sqm Minimum Booking 27 sqm
Indian Exhibitors	Rs.7,000 /- per sq.mtr.	Rs.6,500/- per sq.mtr.
Foreign Exhibitors	US \$ 185	US \$ 170
Indian Agents of Foreign Companies	US \$ 185	US \$ 170

(GST @ 18.00% EXTRA ; REFUNDABLE SECURITY DEPOSIT @ 10 %). .

We invite your company to participate in the event by booking space. We enclose herewith the Application form for participation.

Thanking you,

Yours faithfully,

V. Narayanan  
Deputy General Manager  
India Trade Promotion Organisation  
Raja Annamalai Building (2<sup>nd</sup> floor),  
72 Rukmani Lakshmipathi Road,  
Egmore,  
Chennai – 600 008.  
Tel: 044 – 28587297

E mail: [narayanv@itpo.gov.in](mailto:narayanv@itpo.gov.in); [itpochn@md4.vsnl.net.in](mailto:itpochn@md4.vsnl.net.in);

