

No.144/ITPO(392)/Mktg/2010
INDIA TRADE PROMOTION ORGANISATION
(BDD)

Dated : 01/05/2012

Circular

Subject: Revised F&B Guidelines relating to 3rd Party events In Pragati Maidan

ITPO has operating contract with some Licensees for providing services on medium/long term basis at four designated F&B outlets in Pragati Maidan. The details of these F&B outlets and the Licensees operating these outlets are given in Annexure-1. Organizers are advised to extend F&B services to their exhibitors/delegates/visitors from these outlets during their events in Pragati Maidan.

The organizers hiring the F&B outlets/kiosks in Pragati Maidan are also required to pay charges for electricity, gas, water, A.C. + Service Tax in addition to the License Fee fixed for F&B outlets/kiosks as per Annexure-III.

2. In case, Organisers are interested in extending F&B services to their exhibitors, delegates and visitors, at locations other than the four designated F&B outlets, prior approval of Marketing Division is required. In all such cases.

- a) A Layout Plan indicating the location of the F&B vending area along with dimensions (both for vending units inside the exhibition halls and approved open area) needs to be submitted to the Marketing Division and prior approval obtained before operating the F&B vending outlet(s).
- b) Contact details of the F&B vendor(s) (whether ITPO F&B Licensee or outside caterers) who are operating the F&B vending outlet(s) for their event must be submitted to the Marketing Division before the start of event.
- c) Organizer will pay F&B Conservancy charges @ Rs.0.50 per sq. mtr. per day subject to a minimum payment of Rs.2,000/- per day + service tax. For calculating the F&B conservancy charges, complete exhibition hall area including the open area will be included and charged for the duration of the fair/exhibition period (and not the tenancy period).
- d) Organizer (which includes their authorized F&B vendor(s)) will adhere to the ITPO Guidelines for operating F&B vending outlets inside Pragati Maidan. For operating F&B vending outlets, at locations other than the four designated F&B outlets in Pragati Maidan, the Organizer will submit a declaration to the Marketing Division as given in Annexure-II. Violations of ITPO Guidelines will attract imposition of penalties. In case of repeated violations of serious nature which endanger public safety, penalties may include possible debarment of the F&B vendor and/or the Organizer for future operations inside Pragati Maidan.

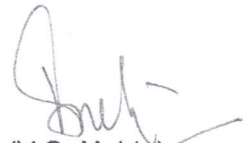
3. Organizers are also urged to utilize the services of F&B Licensees, as indicated in Para 1 above, for operating F&B vending outlets at locations other than the four designated F&B outlets in Pragati Maidan at mutually agreed terms and conditions.

However, the Organizers may avail the services of outside caterer (i.e. other than the ITPO F&B Licensee) if they wish to do so. License Fee, for using the services of an outside caterer(s) will be charged on per day basis (Fair/Exhibition days only) @ Rs.50,000/- per day per caterer (legal entity) + service tax. This License Fee to be charged on per day basis will be for the complete fair/exhibition period and no request for levying such charges for a shorter duration other than the complete fair/exhibition period will be entertained.

4. In addition to the four designated F&B outlets in Pragati Maidan being operated on medium/long term basis, there are other permanent F&B outlets (with PNG facility) which are available for hire inside Pragati Maidan. A list of such F&B outlets along with their rentals is given at Annexure – III. Organizers may request allocation of these F&B outlets to Marketing Division.

In case, Organizers utilize the services of an outside caterer for operating these outlets, charges as indicated in Para 3 above will be applicable. However, if services of ITPO F&B Licensees are utilized no such charges will be applicable.

The above guidelines are effective with immediate effect.



(V.S. Mehta)

Deputy General Manager

Enclosure : Annexures 1, 11 & III

1. All HODs
2. Computer Division – for uploading on ITPO's website

Copy to : PS to CMD/PA to ED

Restaurants / Food Outlets in Pragati Maidan

S. No.	Name of the Party	Term of Licence	Menu / Food & Beverages permitted to be served
1	<p><u>PRAGATI FOOD COURT</u></p> <p>M/s.Devyani International Limited, F-2/7, Okhla Industrial Area, Phase-1, NEW DELHI- 110020</p> <p>CP : Mr. Harish Tyagi, Territory Manager Tel : 011-41706721 Mob : 9873499752 E-mail : harishtyagi@dil-rjcorp.com</p>	10.11.2011 to 09.09.2016	Combination of International - Western, Asian, etc. and major Indian regional cuisines including fast food, confectionaries, non-alcoholic beverages, ice-creams etc..
2	<p><u>PRAGATI RESTAURANT</u></p> <p>M/s. SRS Limited, SRS Multiplex, Top Floor, City Center, Sector-12 Faridabad – 121007</p> <p>CP : Mr. Dilip Kumar, Business Dev. Executive Tel : 0129-4282810 Mob : 09717896802 E-mail : dilipddlj123@yahoo</p>	11.11.2011 to 10.09.2016	Multi cuisine menu covering at least Indian, Continental and Asian Foods, including non-alcoholic and alcoholic beverages against specific licence from the competent authority.
3	<p><u>PRAGATI CAFÉ</u></p> <p>M/s. Kitchnrama Food Service Equipment Pvt. Ltd., A-9/1, Naraina Industrial Area, Phase-1, NEW DELHI-110028.</p> <p>CP : Mr. Vikas Suri, Director Tel : 011-41411800 Mob : 9810138158 E-mail : vikas@kitchenram.com</p>	08.11.2011 to 07.09.2014	Coffee, variety of hot and cold beverages, a mix of snacks, pastries and all types of food items generally provided in fast food outlets and coffee shops. A mix of self-service and table service can be adopted. In case of operating specific brand outlet in the permitted Café premises, standard items provided by the brand are expected to be made available.
4	<p><u>F&B OUTLET NO.11</u></p> <p>M/s. Satkar Hotels, 17A/41, Gurudwara Road, Karol Bagh, NEW DELHI- 110008</p> <p>CP : Mr. Premanand, Proprietor Tel : 011-28753053 Mob : 9891346356 E-mail : premanand.suvarna@gmail.com</p>	08.11.2011 to 07.09.2014	South Indian cuisine

ANNEXURE II

Undertaking

ITPO has allotted us Hall No. _____ for organizing _____ (Name of the Event) from _____ to _____ (period).

For operating F&B outlet, we intend to hire the services of M/s _____, who is ITPO's F&B licensee/non-licensee. Further, it is stated that F&B operation will be carried out in Hall no. _____ as per the layout plan which has already been submitted to ITPO or at allotted Food Outlet no _____ from _____ to _____ (period).

We hereby undertake that we will abide by all the terms and conditions of ITPO/Govt. Departments for operating the above food outlet. Further, we also indemnify ITPO from the claim of untoward incident, if any, during the tenancy of the food outlet operations.

Signature with seal of the company -----

Name of the Organiser -----

Address -----

Dated _____

Annexure- III

License fee of available F&B outlets at Pragati Maidan

S.No.	Name of the F& B Outlets	Rentals per day including small open paved area in front of these F&B outlets and conservancy charges
1.	F& B Outlet No. 6	Rs. 44,063/-
2.	F& B Outlet No. 7	Rs. 46,563/-
3.	F& B Outlet No. 8	Rs. 1,07,500/-
4.	F& B Outlet No. 9	Rs. 55,625/-
5.	F& B Outlet No. 12	Rs. 80,625/-
6.	Pragati Food Court/per Shops for an area of 24 sqm each	Rs. 9,375/-

Service Tax extra