



**EXHIBITION ON**  
**FOOD PRODUCTS AND BEVERAGES**  
**F&B EQUIPMENT**  
(Preparation / Processing /Packing)  
**HOSPITALITY AND DÉCOR SOLUTIONS**



**36<sup>th</sup>**  
**AAHAR**  
THE INTERNATIONAL FOOD & HOSPITALITY FAIR

**March 2021**  
**9 10 11 12 13**

Pragati Maidan, New Delhi  
**HALLS A3 | A4 | A5 | 7 | 8 | 9 | 10 | 11 | 12 | 12A**

36<sup>th</sup>

AAHAR

THE INTERNATIONAL FOOD &amp; HOSPITALITY FAIR

March 2021

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**AAHAR -****Unlocking Potential of Food & Hospitality Sector**

“AAHAR – The International Food & Hospitality Fair” is one of the biggest B2B Exhibitions and Asia's best known brands in Food & Hospitality shows and is running in its 36<sup>th</sup> year. It is a flagship event organised by India Trade Promotion Organisation (the premier trade promotion body of the Government of India) at New Delhi, India. The show has grown by leaps & bounds in the recent years and has become the ultimate destination for global vendors and sourcing professionals to visit in the month of March.

The show is broadly divided into four categories

1. Food Products & Beverages
2. F&B equipment (Preparation / Processing / Packing)
3. Hospitality and Décor Solutions.
4. Foreign Participation

The Culinary competitions organised by the Indian Culinary Forum (ICF) are the centre of attraction at the fair. Due to the ongoing Re-development, the show was restricted to around 40000 sqm gross area in 2020. The show had participation from over 700 exhibitors including foreign exhibitors from USA, China, Italy, Poland, Turkey, Spain, Oman, South Korea, Thailand, UAE, Peru, Norway, Indonesia, Canada, Tunisia, Hong Kong, Singapore and Japan. The last edition of the show was visited by over 40,000 visitors. The fair was widely promoted on social media and an up-dated mobile APP was also launched for better interaction with these business visitors. The 36<sup>th</sup> edition of AAHAR will be organised in a gross area of 73000 sq mtrs in new and old halls at Pragati Maidan.

## EXHIBITION ON FOOD PRODUCTS AND BEVERAGES

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[www.indiatradefair.com](http://www.indiatradefair.com)

### AAHAR SHOW IS AN OPPORTUNITY TO

Exhibit Products / Technologies  
Services to National and International Buyers  
Generate Sales Leads / Order Bookings  
Networking with the Industry / Establishing Business Contacts  
Launch New Products / Appoint Agents & Distributors  
Promote Company Products / Brand Building  
Market Research / Gauge Market Trends

AAHAR is an order-writing show where the hotel industry, restaurants, catering industry / institutions, importers, buyers / distributors meet with vendors to source the best of products in food, hospitality & equipment sectors. Senior management professionals like CEOs, Managing Directors, Vice Presidents, Directors, General Managers formed a substantial part of the visitors.



## SECTOR WISE BREAK UP OF VISITORS

Overseas Buyers / Trade Delegations

Importers & Distributors

Executive Chefs & Executive Housekeepers

Hospitality Procurement Heads

Start-ups & Entrepreneurs

Purchase Professionals & Consultants

Overseas & Indian Industry Associations

Organised Retailers / Mega Chains

Hospitality Service Providers

Diplomatic & Commercial Representatives of

Foreign Missions in India

Policy makers & Media, etc.

### DATES

**March 09-13, 2021 (5 days)**

### TIMINGS

**10:00 AM TO 6:00 PM**

**ITPO is Launching the 36<sup>th</sup> edition of AAHAR 2021  
with the following plan:**

Hall	Display Profile	Gross Area in sqm (approx)
A3 (GF+FF)	Food	10,000
A4A (GF+FF)	Food	10,000
A4B (GF+FF)	Foreign	9,500
A5 (GF+FF)	Foreign+APEDA+Food+Equipment	22,000
HALL7 ABCDEFGH	Hospitality	6000
HALL 8-11	Equipment	9000
HALL 12-12A	Equipment	6500



## Participation charges

The participation charges for foreign as well as domestic participants have been kept at the level of 2020 edition, however a discount of 15% has been extended to all participants as a support to industry in view of the COVID-19 pandemic and its effect on trade and industry. The net rate after the discount round off are as given below:

S. N.	Description	Domestic		Foreign	
		Ground Floors (New & Old Halls) excluding GST*	First Floors (New & Old Halls) excluding GST*	Ground Floors (New & Old Halls) excluding GST*	First Floors (New & Old Halls) excluding GST*
		Per sqm Rate in INR	Per sqm Rate in INR	Per sqm Rate in US\$	Per sqm Rate in US\$
1.	AC Shell Space inside halls (Minimum booth size 12 sqm) Below 36 sqm	8250.00	7010.00	250.00	210.00
2.	AC Bare Space inside halls (Minimum booth size greater than/equal to 36 sqm)	7650.00	6500.00	225.00	190.00
3.	AC Shell Space inside hangars (Minimum booth size 12 sqm) Below 36 sqm	7230.00	NA	205.00	NA
4.	AC Bare Space inside hangars (Minimum booth size greater than/equal to 36 sqm)	6720.00	NA	190.00	NA
5.	Open paved area outside halls (Minimum 60 sqm) (Non AC)	6210.00	NA	150.00	NA
6.	Open Paved area with canopy under shell scheme (Non AC)	6800.00	NA	-	NA

\*Goods & Services Tax GST (as applicable shall be levied on above participation charges/rentals)

### Preferred location Charges:

- 10% premium on the above rentals for 2-side open booth
- 15% premium on the above rentals for 3-side open booth
- 20 % premium on the above rentals for 4-side open booth i.e. as island booth

No premium charges for Govt participation.

Transaction/bank charges , if any to be borne by participants

Organiser



**INDIA TRADE PROMOTION ORGANISATION**  
(A Government of India Enterprise)

Supported by



Ministry of Food Processing Industries  
(Govt. of India)



Agricultural & Processed Food Products  
Export Development Authority (APEDA)

Associates



All India Food Processors' Association (AIIPA)



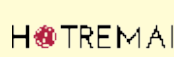
Association of Resource Companies for the Hospitality Industry of India (ARCHII)



Food & Hospitality Support Association of India (FHSAI)



Forum of Indian Food Importers (FII)



Hotel and Restaurant Equipment Manufacturer's Association of India (HOTREMAI)



Federation of India Food & Hospitality Industry



Indian Confectionery Manufacturer Association

## FOR REGISTRATION AND OTHER DETAILS PLEASE VISIT

[www.indiatradefair.com](http://www.indiatradefair.com)

### CONTACT DETAILS

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