

37th

AAHAR

TM



INTERNATIONAL YEAR OF MILLETS 2023

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

14 - 18 March | 2023
Pragati Maidan, New Delhi

Halls: 2 | 3 | 4 | 5 | 7 | 8 | 9 | 10 | 11 | 12 | 12A | 14
(Ground & First Floor)



Exhibition Verticals



Food Products & Beverages



F&B Equipment
(Preparation / Processing / Packaging / Technology)



Hospitality & Décor Solutions



Allied Sectors

Organiser



Kitchen Equipment Crockery/Cutlery/Chaffing Dishes and Machinery Gardening & Lighting
Food and Beverage Equipment Gifts and Presentation, Paintings Bakery & Confectionary Equipment Kitchen Equipment
Bakery & Confectionary Equipment Poultry, Farm Equipment and Supplies
Gardening & Lighting Kitchen Equipment Laundry & Interior and House Keeping Equipment and Machinery
Laundry & Interior and House Keeping Poultry, Farm Equipment and Supplies Crockery/Cutlery/Chaffing Dishes

EXPERIENCE
the Complete Food and Hospitality Show
with 36 years of excellence

Building, Construction, Air Conditioning Equipments www.indiatradefair.com Guest Room Products
Food Processing, Packaging Club/Sports/Fitness Dairy Products Building, Construction, Air Conditioning
Dairy Products, Chocolates Air & Water - Pollution Control Food Processing, Packaging Air & Water - Pollution Control
Guest Room Products Health Club/Sports/Fitness Equipments Organic Food



Unlocking Potential of Food & Hospitality Sector, **AAHAR** – The International Food & Hospitality Fair is one of the **biggest B2B Asia's best known brands in Food & Hospitality shows** and is in its 37th year. The event is organised by India Trade Promotion Organization (the premier trade promotion body of the Government of India) in 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.

Dates

14-18 March, 2023

Timings

10:00 am to 6:00 pm

Halls

2|3|4|5 (Ground & First Floor)
7|8|9|10|11|12|12A|14



The show Categories

Food Products & Beverages

F&B Equipment

Preparation
Processing
Packaging
Technology

Hospitality and Décor Solutions

Performance 2022

The show was organised in 73000 sqm (gross area)

1200+ exhibitors including foreign participation from

Austria, Belarus, Canada, Estonia, France, Italy, Peru, UAE, UK, USA, South Africa, Sweden & Taiwan

80,000+ visitors including overseas buyers from

Australia, Bangladesh, Canada, France, Germany, Ghana, Japan, Jordan, Kenya, Lebanon, Maldives, Mexico, Nepal, Nigeria, Oman, Palestine, Singapore, Saudi Arabia, South Korea, Spain, Sri Lanka, Sweden, Thailand, Turkey, Uganda, Ukraine, Uzbekistan, UAE, UK, USA,

Highlights 2023

- 80,000 + sqm (gross area)
- ATPF Pavilion
- New Allied Sector

Allied Sectors



AAHAR an opportunity

an opportunity to

- Exhibit Products /Technologies/Services to National & 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 best of the products in the food, hospitality & equipment sectors. Senior management, professionals like CEOs, Managing Directors, Vice Presidents, Directors, General Managers formed a substantial part of the visitors.

Visitor Profile

- 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
- Policy makers & Media, etc.
- Diplomatic & Commercial Representatives of Foreign Missions in India



Hall Display



HALL	Verticals
H 2 GF	Dairy Products & Technology, Confectionery & Bakery Products, Chocolate Products, ICMA
H 3 GF	APEDA
H 4 GF	Foreign Participation and FIFI Pavilion
H 5 GF	Processed Food, Frozen Foods, Marine Products, Organic products, Tea, Coffee, Beverages, Meat Products, Fresh Fruits & Vegetables, Aquaculture.
H 2 FF	Dairy Products & Technology, Confectionery & Bakery Products, Chocolate Products,
H 3 FF	Spices, Condiments, Ingredients, Agri Produce, Farm produce, Floriculture
H 4 FF	Foreign Participation, Processed Food, Frozen Foods, Marine Products, Organic products, Tea, Coffee, Beverages, Meat Products, Fresh Fruits & Vegetables, Aquaculture, Supply Chain Solutions, Food Grade, packaging material
H 5 FF	Processed Food, Frozen Foods, Marine Products, Organic products, Tea, Coffee, Beverages, Meat Products, Fresh Fruits & Vegetables, Aquaculture, Supply Chain Solutions, Food Grade packaging material, Culinary Art India Show by Indian Culinary Forum
H 7(A,B,C)	Hospitality & Decor, Furnishing, Housekeeping Products, Gift Items
H 7 (D, E, F,G,H)	Bakery, Heavy Machinery Equipment, Refrigeration, Tentage & Decor, Logistics/Packaging, Software Solutions & Catering / F&B Equipment
H 8-11	Kitchen & Hotel Equipment
H 12 & 12A	Kitchen & Hotel Equipment, Start-Ups
H 14	Kitchen & Hotel Equipment
Open Area	Mist Coolers, Hospitality & Decor, Furnishing, Housekeeping Products, Gift Items



New Attractions (Allied)

- Nutraceuticals
- Aquaculture & Marine Products
- Floriculture
- Dairy Products
- Fresh Fruits & Vegetables
- Plant Proteins
- Plant Based Meat
- Dairy Products

Participation Charges

Domestic Participants (₹ per sq. mtr.)*

Sl. No.	Description	Ground Floor		First Floor	
		Shell	Bare	Shell	Bare
1.	Hall (AC)	12,100	11,800	11,200	10,800
2.	Hangar (AC)	10,600	10,400	-	-
3.	Open Paved Area with Canopy (Non-AC)	10,000	9,600	-	-

Foreign Participants (USD per sq. mtr.)*

Sl. No.	Description	Ground Floor		First Floor	
		Shell	Bare	Shell	Bare
1.	Hall (AC)	380	350	350	320
2.	Hangar (AC)	320	300	-	-
3.	Open Paved Area with Canopy (Non-AC)	240	-	-	-

Minimum Area for Partner / Focus Country 750 sqm

Preferred Location Charges:

- 12% premium for 2-side open booth
- 15% premium for 3-side open booth
- 18 % premium for 4-side open booth

No premium charges for Govt Participation

Transaction/ bank charges, if any, will be borne by the participant.

* 18 % Goods & Services Tax extra



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Organised by
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 Pragati Maidan, New Delhi - 110001(India)
www.indiatradefair.com

Supported by
 Ministry of Food Processing Industries
 (Govt. of India)

 Agricultural & Processed Food Products
 Export Development Authority (APEDA)

Associates

 All India Food Processors Association (AIFPA)	 Association of Resource Companies for the Hospitality Industry of India (ARCHI)	 Federation of All India Caterers (FAIC)	 Federation of India Food & Hospitality Industry (FIHFI)	 Food & Hospitality Support Association of India (FHSAI)	 Food Industries Welfare Association (FWA)
 Forum of Indian Food Importers (FIFI)	 Hotel & Restaurant Equipment Manufacturer's Association of India (HOTREMAI)	 Indian Confectionary Manufacturer Association (ICMA)	 Kitchen & Refrigeration Equipment Manufacturers Association of Gujarat (KREMAG)	 Plant Based Foods Industry Association (PBFA)	

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