

File No.: 144-ITPO(831)/BDD/2013
INDIA TRADE PROMOTION ORGANISATION

January 12, 2021

Office Order: Admn/24/2021

Subject: Fixation of the Revised Rentals of the New Exhibition Halls, Existing Halls and the Convention Centre at Pragati Maidan, New Delhi

The Competent Authority has approved the Licence Fee and other Terms & Conditions in respect of existing halls/new exhibition halls/convention centre in Pragati Maidan for events/exhibitions/conferences to be organised by 3rd party organisers, which are as under:

2. The rentals for third party events in Pragati Maidan for different Categories and Periods viz. -

(Rates in Rs. per sq. mtr. per day)

Category of Halls	Period	Peak Period	Semi-Peak Period	Lean Period
		Nov, Dec, Jan & Feb	March, #April, Sept. & Oct.	May, June, July & August
(*April during the FY 2021-22 & 2022-23 only will be treated as a Lean Period Month)				
Category 'A' *				
New Halls(Ground Floor)	Exhibition Period	335	285	160
	Mounting /Dismounting Period	265	235	135
New Halls(First Floor) [25% less for exhibition days and 35% less for mounting/dismounting days than the Ground Floor during semi-peak and peak periods] [15% discount during lean period for both mounting/dismounting and exhibition days than the Ground Floor]	Exhibition Period	251	214	136
	Mounting/Dismounting Period	172	153	115
Category 'B' *				
Hall Nos. 8 to 12A	Exhibition Period	300	255	145
	Mounting /Dismounting Period	240	210	120
Category 'C' *				
Hall No.7	Exhibition Period	270	230	130
	Mounting /Dismounting Period	215	190	110

* excluding AC / Blower (10 hours) & water charges. One out of AC or Blower is mandatory. Timing of handing over and taking over are from 10:00am to 10:00am for 24 hours.

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	Period	Peak Period	Semi-Peak Period	Lean Period
		Nov, Dec, Jan & Feb	March, #April, Sept. & Oct.	May, June, July & August
(#April during the FY 2021-22 & 2022-23 only will be treated as a Lean Period Month)				
Convention Centre / Meeting Rooms / Auditoriums per PAX, per day				
Plenary Hall for 09 hours (**)		300	250	200
Plenary Hall for 06 hours (**)		225	190	150
Auditoriums & Meeting Rooms in the Convention Centre for 09 hours (**)		300	250	200
Auditoriums & Meeting Rooms in the Convention Centre for 06 hours (**)		225	190	150
Multi Function Hall in the Convention Centre for Conferences for 9 hours (**)		270	225	180
Multi Function Hall in the Convention Centre for Conferences for 6 hours (**)		200	170	135
Multi Function Hall in the Convention Centre for Exhibitions, per sq. mtr. per day (***)				
Exhibition Period		335	285	160
Mounting/Dismounting Period		265	235	135

** including the charges for the AC / Blower, water and Audio Visual as inbuilt for the Meeting Rooms.

*** excluding AC / Blower (10 hours) & water charges in Multi Function Hall in the Convention Centre for exhibitions. One out of AC or Blower is mandatory. Timing of handing over and taking over are from 10:00am to 10:00am for 24 hours.

3. The Licence Fee for Lounge above Hall 7, Auditorium above Hall 8 and Lounge at Gate No. 1 will be as under:

S. No.	Particulars	Licence Fee / Day (Rs.)
1.	Hall-7 Upper Lounge (482 sq. mtrs.) [^^]	47,000.00
2.	Hall-8 Upper (118 sq. mtrs. (Lounge) + 261 sq. mtrs. (Auditorium)) [^^]	53,240.00
3.	Lounge 1A (536.40 sq. mtrs.) [^]/[^^]	55,000.00
4.	Lounge 1B (621 sq. mtrs.) [^]/[^^]	60,000.00

^ Not in Use.

^^ Including the charges for the AC / Blower for 10 hours.

The timings of handing over the possession of Hall-7 Upper Lounge, Hall No. 8 Upper Lounge & Auditorium, Lounge 1A & 1B will be:

10:00am to 10:00am (Next day),

6:00am to 6:00am (Next day),

9:00pm to 9:00pm (next day).

(The request for timings other than above will not be entertained).

For surrender / cancellation of lounge / auditorium, penalty will be levied as per 8(ii).

The Lounge above Hall no. 7 will be made available complimentary during the lean period on the booking of entire Hall 7 (A to H).

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4. The third party fair organiser(s), who organise more than one exhibition in a particular year in Pragati Maidan, will be considered for additional discount based on the (*) "Revenue Received by ITPO on Licence Fee in a particular Financial Year" from him/her and, accordingly, the following discounts will be available (with X as total licence fee):

a) X	<=			Rs.1 crore	-	Nil
b) Rs.1 crore	<	X	<=	Rs.2 crore	-	1%
c) Rs.2 crore	<	X	<=	Rs.5 crore	-	2%
d) Rs.5 crore	<	X	<=	Rs.10 crore	-	3%
e) Rs.10 crore	<	X	<=	Rs.20 crore	-	4%
f) Rs.20 crore	<	X			-	5%

The discount will be calculated slab wise to arrive at the total discount applicable to a licensee. **This discount will be available at the end of the Financial Year after the finalisation of the accounts of the events.**

(*) Revenue means amount received by ITPO from the organisers as Licence Fee towards Space Rent for Halls, Open Area (for any purpose, including hangers), Foyer / Pre-Function Area (however, all services like, A/C, Blower, Water, Branding, GST etc. are not treated as part of revenue for discount purpose).

Discount on Open Area / Hanger / Open Area (covered) & Foyer/pre-function Area (for commercial / non- commercial activities) will be allowed cumulatively with hall area based on the licence fee received.

For example, if revenue received is Rs.110 lacs, discount will be calculated on Rs.10 lacs only., i.e., 1% of Rs. 10 lacs = Rs.10,000/-.

In another example, if the revenue received is Rs.20 crore and 5 lacs, then the discount will be calculated as under:


Up to Rs.1 crore	-	Nil
Rs. 1 crore, Rs. 1 to Rs. 2 crore	1% of Rs. 1 crore	Rs. 1 lac
Rs.2 crore, Rs.1 to Rs.5 crore	2% of Rs.3 crore	Rs. 6 lacs
Rs.5 crore, Rs.1 to Rs.10 crore	3% of Rs.5 crore	Rs.15 lacs
Rs.10 crore, Rs.1 to Rs.20 crore	4% of Rs.10 crore	Rs.40 lacs
Rs.20 crore, Rs.1 to Rs. 20 crore and 5 lacs	5% of Rs.05 lacs	Rs.25,000
Loyalty Discount Available on the Licence Fee in a FY		Rs.62,25,000

5. To encourage small event organisers also the area related incentives is further modified and the following is introduced -

5.(i) **Incentives under existing policy:**

Area Slabs for Incentive already in Force	Incentive
30,000 to 50,000 sq. mtrs.	5%
50,001 to 75,000 sq. mtrs.	7.5%
75,001 sq. mtrs. and above	10%



5.(ii) Incentive structure as part of this policy w.e.f 01.04.2021 in place of 5(i) above:

New Area Slabs for Incentive	Incentive
Up to 5000 sq. mtr.	Nil
From 5001 sq. mtrs. to 7500 sq. mtrs.	1%
From 7501 sq. mtrs. to 10000 sq. mtrs.	2%
From 10001 sq. mtrs. to 15000 sq. mtrs.	3%
From 15001 sq. mtrs. to 20000 sq. mtrs.	4%
From 20001 sq. mtrs. to 30000 sq. mtrs.	5%
From 30001 sq. mtrs. to 40000 sq. mtrs.	6%
From 40001 sq. mtrs. to 50000 sq. mtrs.	7%
From 50001 sq. mtrs. to 60000 sq. mtrs.	8%
From 60001 sq. mtrs. to 70000 sq. mtrs.	9%
From 70001 sq. mtrs. and above	10%

This discount is restricted to the area booked event-wise and will be applied immediately after the conclusion of the event while finalising the invoice.

The above incentive rates' calculation will be applicable on the differential "Booked Area of the Event" for the respective slabs. **This incentive will be made available only on the Licence fee both open and covered area.**

However, separate discounts will be considered on open area (in total) and separate for hall area (in total) respectively as brought out at 5(ii) above based on the licence fee for the respective areas. For example, if a Third Party Organiser books 5,500 sq. mtrs. gross exhibition space (indoor), the organiser will be entitled to 1% incentive on the applicable rentals for 500 sq. mtrs. space only.

Similarly, if the booking is for 8,200 sq. mtrs. gross exhibition space (indoor), the organiser will be entitled to the incentives as under:

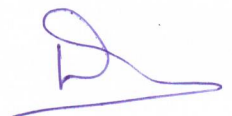
Area Booked	Incentive
Up to 5000 sq. mtrs.	Nil
5001 sq. mtrs. to 7500 sq. mtrs.	1% on applicable rental for 2500 sq. mtrs.
7501 sq. mtrs. to 8200 sq. mtrs.	2% on applicable rental for 700 sq. mtrs.

6. There will be no change in the discount on the licence fee for those who are holding the events continuously for certain years, which is as under:

Period of Event	Discount on Licence Fee
For 3 years (without break)	Nil
4 th year	2.5 %
5 th year	5.0%
6 th year	7.5%
7 th year onwards	10%

This discount will be applicable on Licence Fee only for the 4th, 5th, 6th or 7th event onwards, depending upon the area booked for that respective event in that particular year only. There will be no discount on the 1st, 2nd & 3rd event.





For example, if the organiser, in the 4th year booked 10,000sq mtrs, the organiser will be entitled to 2.5% discount on 10,000 sq mtrs only.

Similarly, if the organiser books 7,000 sq mtrs in the 5th year, the organiser will be entitled to a discount of 7,000 sq mtrs only, irrespective of the area booked for the previous years (1st, 2nd & 3rd).

If a Third Party Organiser books the same event at Pragati Maidan consecutively for 4 years, he will be given a discount of 2.5% on the applicable tariff for the fourth year. In case he books the same event consecutively for 5 years, he will be given a discount of 2.5% for the fourth year and 5% for the fifth year on the applicable tariff. Similarly, the discount available would be 7.5% for the sixth year and 10% for the seventh year and onwards.

If the event name is changed by the organiser after the approval by ITPO, but the product profile & organiser remains the same, the discounts will be considered. However, if the organiser of the event changes, the discount will not be considered and it will be treated as a fresh event.

7. Both the incentives (as per 5 and 6 above) are available mutually exclusive. The events booked from the date of issue of Office Order dated 18.03.2019, which were scheduled from 1.10.2019 onwards, will be considered.

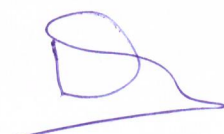
8. The following will be the Licence Fee Payment and Penalty Policy:

8.(i) Revised Licence Fee payment Policy :

S.No.	Licence Fee Payable	Existing Amount /Percentage	Revised Amount/ Percentage	Revised Cumulative % of Licence Fee payable
1.	On Approval	5% of licence fee minus application money #	5% of licence fee minus application money or Rs. 25 lacs, whichever is less	5% of licence fee minus application money or Rs. 25 lacs, whichever is less
2.	*Two years before start of the tenancy	5% of licence fee	5% of licence fee or Rs. 50 lacs, whichever is less	10% or Rs. 50 lacs, whichever is less
3.	One year before start of the tenancy	10% of licence fee	7.5% of licence fee	17.5%
4.	Eight months before start of the tenancy	25% of licence fee	17.5% of licence fee	35%
5.	Four months before start of the tenancy	-	15% of licence fee	50%
6.	15 days before the start of the tenancy	55% of licence fee + Services	50% of licence fee + Services	100%
7.	Payment of Refundable Contingency Charges - 15 days before the start of the tenancy	5% payment	5% payment	105%

Refer existing policy for Application Money.



* In case the Third-Party Organiser intends to block the halls for its events for any number of years in advance, on payment of booking fee only, the payment terms will start 2 years before the start of the tenancy, i.e., if the tenancy of a particular event starts on 25/02/2030, in that case the organiser will have to pay only the application money and the amount due after the approval in BDRC of "5% of licence fee minus application money or Rs.25 lacs, whichever is less", and the first instalment will become due on 25/02/2028. However, if the Third-Party Organiser does not adhere to the given payment schedule 8.(i) above, the booking slot will be opened for other organisers by giving an opportunity of 15 days.

Licence fee means space rent for halls, open area (including hanger) Foyer/pre-function area.

8.(ii) The existing cancellation / surrender of space policy is as under and will continue at the existing rates:

Exhibition Period (Notice period to be taken from the date of the tenancy)	Compensatory Payment as % of Licence Fee for surrendered space	
	Lean Period (May, June, July, August)	Semi-Peak Period (March, *April, Sept., Oct.), and Peak Period (Nov., Dec., Jan, Feb.)
366 days above	2%	3%
271-365 days	5%	7.5%
181-270 days	10%	15%
91-180 days	20%	30%
16-90 days	30%	45%
0-15 days	100%	100%

(*April shall be treated as a Lean Period month for the FY 2021-22 and 2022-23 only, due to COVID-19 Pandemic situation. However, from April 2023 onwards, April will be treated as a semi-peak period.)

Space means - hall space and hanger space, foyer, pre-function area, open space.

In case there is re-schedulement of event, change of hall or date, penalty at the rate of 5% each will be applicable. In case of reduction of area, the penalty will be levied as per 8.(ii) above. For details of re-schedulement, refer the existing policy.

9. The Convention Centre facility will be operational in two shifts and the duration of one shift will be for 6 hours. Morning shift will be from 9.00 a.m. to 3.00 p.m. (6 hours) and evening shift will be from 4.00 p.m. to 10.00 p.m. (6 hours). Full day is from 9.00 a.m. to 6.00 p.m. (9 hrs). In case, there is any delay in vacating the premises on booking beyond 6/9 hours is made, for every additional hour, 10% additional rentals will be charged, subject to the availability and no prior booking in the next shift, otherwise the premises will have to be vacated by 3.00 p.m. positively. For cancellation/ surrender of booking of convention centre, penalty will be levied as per 8(ii) above.




10. The charges for the Foyers in the Existing and New Halls are as under:

10.(i) The organisers will be charged for the use of Foyer area at the approved rates applicable for covered open area of Hall No. 7, which includes Foyer A and Foyer B, each with an area of 500 sq. mtrs. The season wise rentals to be charged for the existing halls are as under:

(Rates in Rs. per sq.mtr. per day)

Type of Space	Period	Peak Period (November-February)	Semi Peak Period (March, April, September, October)	Lean Period (May - August)
Foyer Area (Hall No. 7)	Exhibition Period	165	150	65
	Mounting/Dismounting Period	135	120	52

It may be noted that the rentals will be charged only if the foyer area has been utilised for purposes other than circulation of people. For any other activity (commercial / non-commercial), it will be chargeable at the above rates, subject to approval of Architecture Division of ITPO.

10.(ii) The usage and rentals of Pre-Function (foyer) area in the new halls are as under:

Hall Numbers	Useable area in pre-function (Ground and First Floor)	Rentals (in Rs. per day) chargeable for Ground Floor	Rentals (in Rs. per day) chargeable for First Floor
A1	90 sq. mtrs. on each floor	75,000	64,000
A2	90 sq. mtrs. on each floor	75,000	64,000
A3	108 sq. mtrs. on each floor	65,000	55,000
A4a	102 sq. mtrs. on each floor	65,000	55,000
A4b	102 sq. mtrs. on each floor	65,000	55,000
A5	198 sq. mtrs. on each floor	1,00,000	85,000

Timing of handing over and taking over area from 10:00 am to 10:00 am - 24 per hours. The above charges are inclusive of AC / Blower charges for 10 hours. Part pre-function foyer area in new halls is not allowed.

The Pre-Function (foyer) area is allowed to be used for non-commercial activities only as in the existing halls, such as - registration, form filling counter, organiser's office, help desk, inauguration, lounges/meeting rooms, theme area, display gallery, prize items, cloak room, left luggage counter & medical room.

The useable area means the constructed area in pre-function (foyer) area. In case of inaugural ceremony, the Stage will be considered as usable area within the prescribed area as above. The organiser will be allowed to place the chairs for inaugural function for a maximum period of four hours.

The pre-function (foyer) area in the new halls can only be allowed for use of non-commercial activities, subject to the approval of layout by the Architect Division. In case of violation of the area utilised, the third party organiser will have to pay for



the actual consumed area and also a penalty of 50% on the additional actual consumed area.

Pre-cooked food in a pre-defined area within the Foyer area will be considered till F&B facility at Mezzanine Floors and Horse Shoes is made available during exhibition timings.

The Foyer Area will be available during the tenancy period (mounting, exhibition & dismounting) of the exhibition on payment basis.

The rental will not be charged, if the area will not be utilised for any purposes except for movement of the visitors, exhibitors etc.

In case the brandings/signages will be placed in the Foyer Area, the rates of branding will apply. Also, the positioning for the branding will have to be got approved by the organiser from the Architect Division, ITPO.

11. The fixed charges for the rooms in the Halls A1&A2 (GF&FF) - 15.40 sq. mtrs, located in the Pre-function (Foyers) Area in New Halls are Rs.5,000/- per room per day (already approved rentals which have been circulated), subject to the availability of rooms. These charges are separate from the charges of the Foyer Area. *During the tenancy period of the approved exhibitions, the meeting rooms in Halls A1&A2 (GF&FF) will be kept available for exhibition organisers, if required by them on payment basis, otherwise these will be kept locked.*

Rental for the meeting rooms in the Mezzanine level of new halls are as under:

A4a(Mezzanine level) - 540 sq. mtrs.

A lumpsum rental of Rs.1,00,000 per day *

A4b(Mezzanine level) - 546 sq. mtrs.

A lumpsum rental of Rs.1,00,000 per day *

A6(Mezzanine level) - 915 sq. mtrs.

A lumpsum rental of Rs.1,75,000 per day *

* Including the charges for AC / Blower and water for 10 hours.

Timings for handing over/taking over of Mezzanine level meeting rooms will be 10.00 a.m. to 10.00 a.m. (next day).

(In case the exhibition halls are also booked by the same organiser, then 10% discount on the rentals for these meeting rooms will be provided.)

12. Rentals for open exhibition area will remain unchanged and are as under:

(Rates in Rs. per sq. mtr. per day)

Open Space	Exhibition Period	130	120	55
	Mounting /Dismounting Period	110	100	47
Open Space, if covered	Exhibition Period	165	150	65
	Mounting /Dismounting Period	135	120	52

13. Revised charges for the services like AC, Blower, Electricity etc. will be effective from 1.12.2019, circular dated 13.11.2019 issued by Electrical Unit of ITPO is enclosed. Subject to revision of rate from time to time by Engineering Division, ITPO.

14. All rentals and services are exclusive of GST and Other applicable taxes. (GST will be charged extra on the above licence fee/rates as per Government of India guidelines as applicable.)

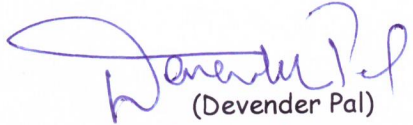
15. The revised policy / rentals will be effective from 1st April, 2021.

16. The revised policy will be applicable for all the future events to be booked from 01.04.2021.

17. For the already approved events beyond 01.04.2021, organiser has the option to opt for either of the pricing policy regimes in *its entirety*, the existing (order dated 18.03.2019) or the new one (order made effective from 01.04.2021), as desired will be applicable to the organiser. The third-party organisers who have already booked their event(s) have to communicate their willingness in writing via e-mail within one month from the date of issue of this order.

18. It is mandatory to provide GSTIN (GST Registration No.) along-with GST Registration Certificate. GSTIN provided at the time of booking will not be changed during the life-cycle of the event / fair.

19. The rental policy is subject to review from time to time depending upon the market dynamics.


(Devender Pal)
Deputy General Manager

14/1/2021

Copy to:

All Third Party Organisers

All HODs of ITPO

All Officers / Officials of BDD


ITPO Website

Regional Offices of ITPO / Revenue Section (Finance Division) / IT Division

Copy for information to:

PS to CMD

PS to ED

India Trade Promotion Organisation
(Electrical Unit)

No.168-ITPO(12)/Engg /Elect./2019-20

13th November, 2019

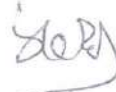
Sub: Revised Tariff of Electricity at Pragati Maidan (w.e.f. 01.12.2019)

Following are the Revised Rates for Electricity/Power and other electrical services to be charged from various categories of Consumers at Pragati Maidan w.e.f. 1st December, 2019.

1. Permanent Allottees (Metered Consumers)
Rs. 20.00 per KWH (unit) subject to a minimum of Rs.344.00 per KW per Month of their connected load.
2. State Pavilions, Ministries etc. (Flat Rate Basis)
Rs.240.00 per KW per day Consumption Charges+Rs.238.00 per KW (one time) Service Connection Charges.
3. Fairs organized by ITPO and other Agencies where stand lighting and power loads are demanded.
 - a. Stand lighting
Rs. 32.00 per sq. mtr. per day (subject to maximum of 1 KW load per 9 sq.mtr. of Stall area).
 - b. Power load
Rs.240.00 per KW per day Consumption Charges +Rs.238.00 per KW (one time) Service Connection Charges.
4. AC charges for Air conditioned Halls
Rs.91.00 per sq.mtr. per day (subject to maximum of 10 hrs/day)
5. Blower operation charges
Rs.6.00 per sq.mtr. per day (subject to maximum of 10 hrs./day).
6. Compressed air charges
Rs.9,572.00 per connection per day (available in Hall No.8-11, 12 & 12A only)

This issues with the approval of competent authority.

*GST extra as applicable.



(SANTOSH KUMAR)
Deputy General Manager(Elect.)

1. PS To CMD
2. PS to ED
3. SGM (JD)
4. FA & CAO(DMS)
5. GM(AV)
6. GM(VM)
7. GM(HM)
8. DGM(BL)
9. DGM(DP)
10. DGM(RKT)
11. DGM(NK)
12. SM(BNG)
13. SM(SA)/(RKS)

} For information please.

- for information and revision of rates pertaining to F&B outlets accordingly
- for information & necessary action PI.