



35th

India



International Trade Fair 2015

November 14-27, 2015



Organiser :
India Trade Promotion Organisation



Theme :
Make in INDIA



Website: www.iitf.in
Corporate Website: www.indiatradefair.com

itf 2015 Taking Business across Boundaries

The 35th edition of the popular India International Trade Fair (IITF) is scheduled from November 14-27, 2015 at Pragati Maidan, New Delhi.

IITF is the largest integrated trade fair with B2B and B2C components. It has emerged as the largest consumer goods fair in the Indian sub-continent. The format of IITF has Business, Social, Cultural and Educational Dimensions that are weaved together where visitors and exhibitors, media persons, marketing professionals, social activists, NGO's are all come together to explore their objectives. A number of Government Organisations use this platform to spread awareness about their programmes and policies among the public. As such almost all States and Union Territories of the Federal Government of India participate in this event.

Theme Make in INDIA

Make in India is an initiative of the Government of India, to encourage companies to manufacture their products in India. It was launched by Prime Minister Shri Narendra Modi on 25 September 2014. Make in India initiative has been on main agenda in various foreign visits of Shri Narendra Modi.

The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Some of these sectors are: automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways, auto components, design manufacturing, renewable energy, mining, bio-technology, and electronics.

The initiative hopes to increase GDP growth and tax revenue. The initiative also aims at high quality standards and minimizing the impact on the environment. The initiative hopes to attract capital and technological investment in India.

A major new national program, designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best-in-class manufacturing infrastructure. There's never been a better time to make in India.



Open to November
Business Visitor: 14-18
 Timings: 9.30 am to 7.30 pm

November
General Public: 19-27
 Timings: 9.30 am to 7.30 pm



Guide Map
Pragati Maidan

LEGEND

- Ministries
- States
- Halls
- ITPO Offices

Allocation of Space

Space allocation will be done by ITPO based on the criteria prescribed in the Guidelines for applying for participation

Business Visitor Registration

Business visitors can register online and also at fair venue at various gates. Entry will be permitted by tickets only on payment i.e. for pre-registered and on-the-spot business visitors.

Participation Charges of Booth for Selling Eco-Friendly Bags

NGO's (Only for selling Jute Bags / Paper Bags)

Rs. 3000/- per sq. mtrs. (6 sq. mtrs. each booth)

* subject to conditions

Participation Charges

Category	Non-AC-Space (per sq.mtr.)		AC-Space (per sq.mtr.)	
	Bare Space	Shell Scheme	Bare Space	Shell Scheme
National Participants	Rs. 8,800/-	Rs. 9,300/-	Rs.10,500/-	Rs.11,000/-
International Participants	US\$ 275	US\$ 300	US\$ 325	US\$ 350
Mezzanine area of Hall Nos. 6 & 18 (National Participants & International Participants)	Rs. 7,500/-	Rs. 8,500/-	Rs. 9,000/-	Rs.10,000/-
	US\$275	US\$300	US\$325	US\$350
Foyer area of Hall Nos. 1 & 7	15% extra of the participation charges			

Participation Charges For Open Space

Open bare paved space for National Participants	Rs 6,500/- per sq.mtr. (Minimum 75 sq. mtr.)
Open bare paved space for International Participants	US\$ 200 per sq.mtr. (Minimum 75 sq. mtr.)
Open space under shell-scheme (for Government Organisations only).	Rs.8,000/- per sq. mtr.

Participation Charges for Hangars (Air-Conditioned)

Category	A/C Space (Per Sq. mtrs.)	
	Bare Space	Shell Scheme
National Participants	Rs. 8,800/-	Rs. 9,300/-
International Participants	US\$ 275	US\$ 300

Charges for Hangars shall be as per Non-AC Halls for bare space/ shell scheme.

Participation Charges for Innovation Pavilion

	Outside Hall 14 - open paved space under shell scheme
National Participants	Rs. 4,500/- per sq.mtr.
International Participants	US\$ 110 per sq.mtr. (minimum booking area 18 sq.mtrs.)

Notes:

- Minimum space booking is 12 sqms. for national participants.
- 10% Refundable Security Deposit (interest free) compulsory for national participants.
- 14% Service Tax chargeable on all the services as per existing govt. rules.
- Participation charges for re-allotment of space in Hall No. 18, if vacated, by International participants shall be charged on pro-rata day basis, for the period November 19-27, 2015.
- Application for space must be accompanied by advance or full payment of participation charges.
- The last date for acceptance of application for space booking is 30.09. 2015.

Early Bird Discount

- 3% for ITPO members and 2.5% for non-ITPO members, subject to receipt of full participation fee including Service Tax and refundable Security Deposit, on or before 5th September, 2015.

Premium charges for Corner Booths :

Premium charges for corner booths are applicable for the booking of space up to 80 sq.mtrs., for both national and international participants as follows:

- 10% extra is payable for two-side open stall.
- 15% extra is payable for three-side open stall.
- 20% extra is payable for four-side open stall.

ITPO Bank Details

	Indian Exhibitors only	Foreign Exhibitors \$ only
Name of the Beneficiary	India Trade Promotion Organisation	India Trade Promotion Organisation
Name of the Bank	Union Bank of India	CITI Bank
Branch Address	52, Sunder Nagar, New Delhi- 110 003.	Jeevan vihar Building 3, Sansad Marg Connaught Place New Delhi- 110 001.
Account No.	344902010105476	0002157012

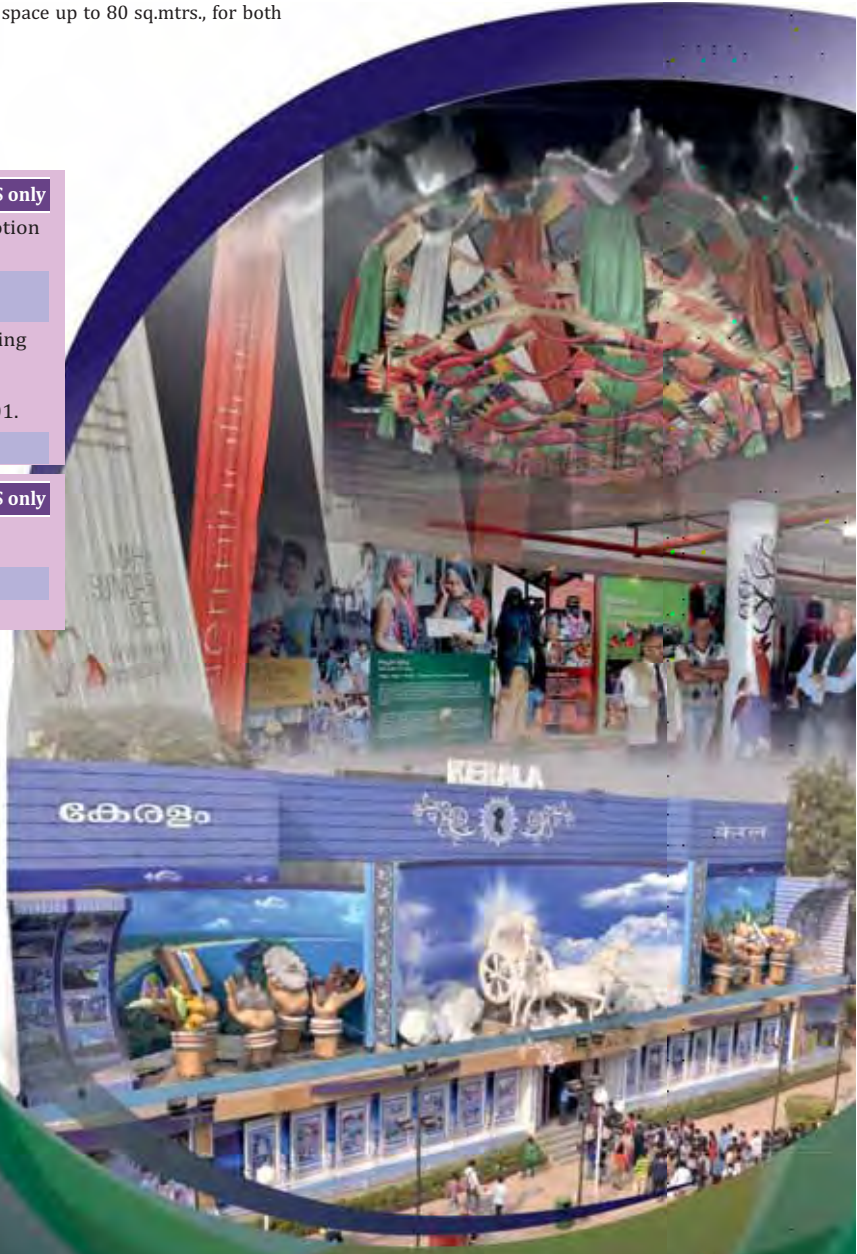
	Indian Exhibitors only	Foreign Exhibitors \$ only
RTGS code/ IFSC Code -	UBIN0534498	-
Swift code No.	-	CITI-INBX
Bank Code	024	

National Participants:

- The payment by cheque or Demand Draft in favour of ITPO, New Delhi shall be accepted from National participants of Central/ States Government Deptts & PSUs only.
- National participants under private sector must pay by RTGS/NEFT/Bank Transfer only from the applicant company's Bank account and NOT from individual bank account.

International Participants:

- International participants must pay by Bank transfer to ITPO's Account in Citi Bank at New Delhi.



Facilities

- Return journey token/tickets for Metro at Pragati Maidan at Gate No. 10.
- Banks & Extensive ATM Services
- Post Office / Tel. Deptt.
- Press Centre
- Ambulance & Medical Facilities
- Fire Service Station
- Free entry from November 19 to 27, 2015 to Senior Citizens/disabled persons from any Gate on production of proof of age/photo ID Card. However, accompanied persons must buy ticket which is available at Gate Nos. 1, 2 and 10 or from any designated metro stations.
- Park & Ride facility from designated Car Parks
- Round Robin Services from various parts of Delhi to Pragati Maidan by DTC
- Logistic/cargo handling facilities
- Theatres (Open / Covered) for cultural performances.
- Shuttle Service inside Pragati Maidan
- Restaurants / Food Courts / Vending Points etc.
- Central Facilitation Centre at Hall No.1 (Opposite Haryana Pavilion)

Hall-Wise Display Profile

Hall No. Products on Display

1 (Foyer Area)	Theme Pavilion (Make in India)
1 (Front Area)	Textiles, jute, leather goods, footwear, travel goods, artificial and precious/semi precious jewellery
1 (Rear side)	Home and kitchen appliances, kitchen hobs and home décor, HUDCO
2	Chhattisgarh State Pavilion
4-5	Pakistan
6	Jharkhand, Puducherry, Goa, Chandigarh, Ministry of Earth Science, Railway, NBCC
6 (Mezzanine)	Uttarakhand State Pavilion
7ABC	SARAS-display by CAPART
7D	Ministry of social Justice and Empowerment
7E	Coir Board, Handicrafts
7FGH	Ministry of Micro, Small & Medium Ent.
8-9	Government Departments, Ministry of Water Resources Paintings, Crystals Glassware and Bone Chinaware Corporate Gifts
10-11A	Consumer electronics such as Fridges, Washing Machines, Electronic Safes etc., Clocks, Laptops, Desktops and Computer Hardware; Software, Mobile Phones, Electronic Storage Devices, Video Games, Electronics related chain stores
11B	Ministry of Power
12	Government Departments & Service Sectors
12A	Cosmetics, Healthcare products
14	Techmart-National-Small Industries Corp (NSIC)
15	KVIC – Display by Khadi & Village Industries Commission
18 (Ground Floor/Upper Floor)	Govt Depts, state Pavilions and foreign participants, Foods, processed foods and agro products
20	SAJAWAT

Hangars

21 – Hangar (AC) (Opp. Himachal Pradesh Pav.)	Foreign participants-Bangladesh, State Pavilions and Traders
22-Hangar (AC) (Opp. Hall no. 19-Banks)	State Pavilion of Arunachal Pradesh
23 (Adjacent to Nehru Pavilion)	Traders
24 (Adjoining Hall No. 12-A)	Thailand Pavilion

Open Space

Open paved space near kiosk no. 11, (near Defence Pavilion)	North East Centre for Technology and Application and Research (NECTAR)
Phoolwari Convention Centre	Ministry of New and Renewable Energy (MNRE)

Advertising Options in Fair Guide

Position	Tariff for National Participants		Tariff for International Participants	
	Black & White	4 Colours	Black & White	4 Colours
2nd cover	–	Rs. 14,000/-	–	US\$ 350
3rd Cover	–	Rs. 12,000/-	–	US\$ 325
4th Cover	–	Rs. 21,000/-	–	US\$ 525
Inside page	Rs. 4600/-	Rs. 6500/-	US\$ 150	US\$ 200
Bookmarks	–	Rs. 8700/-	–	US\$ 275

Note:

- Service Tax @ 14% as applicable extra on the tariff, as per rules of the Government of India.
- Scanned colour positive will only be accepted for colour advertisement in Fair Guide.
- The last date for acceptance of advertisement option is 24/10/2015.

Technical Data of the Fair Guide:

Size of Catalogue
5.5 x 8.5
inch

Print Area
4 x 7 inch

Bleed Size
5.75 x 8.75
inch





What IITF Offers

- Branding opportunity on large LED screens installed at strategic locations in fair premises (details on www.iitf.in)
- Branding sites available at specific locations inside Pragati Maidan on payment basis (details on www.iitf.in)
- Free Wi-fi system throughout pavilions/Halls.
- Mobile application (Scan QR Code-IITF 2015)
- Opportunity for Live webcast of inaugural function, State day functions/celebrations etc.
- Cultural programmes
- Conference/Seminar and business meet facilities
- Business Information Centre
- Exploration of investment and joint-venture opportunities
- Transfer of technology options to entrepreneurs from India and abroad.
- Launching platform for extending business in Indian market/across boundaries.
- Test marketing and promotion of new concepts, products, services and technologies
- One stop sourcing platform for wide range of products including consumer goods, services and projects for SMEs etc.

For further details, please contact
Fairs Services II Division (IITF UNIT)
 Ph. : 23371322, 23371829, 23371335, 23371814



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N.B. Please read the terms & conditions for participation in IITF 2015 from the Exhibitor Manual available on our website

Website: www.iitf.in
 Corporate Website: www.indiatradefair.com

Highlights of IITF 2014

- 6800 exhibitors displayed in an area of 94300sq. mtrs. (gross)
- 30 States and Union Territories participated in as exclusive pavilions
- 299 foreign companies from 25 foreign countries displayed their products
- 40,000 domestic business visitors and 63 foreign trade delegations from Afghanistan, Angola, Australia, Bangladesh, Brunei, Burkina Faso, Canada, China, Costa Rica, France, Germany, Ghana, Hong Kong, Iran, Indonesia, Japan, Kenya, Lesotho, Malawi, Malaysia, Mexico, Nepal, Nigeria, Oman, had visited the fair
- 1 million general visitors visited the fair

