

AAHAR

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

Pragati Maidan, New Delhi

"AAHAR – The International Food & Hospitality Fair" is one of Asia's best known brands in Food & Hospitality shows & is in its year. It is organised by India Trade Promotion Organisation (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 ultimate destination for global vendors and sourcing professionals to visit in the month of March.

F&B Equipment and

Hospitality Sectors

India's food & grocery market is the 6th largest in the world. Indian food sector is a high-growth sector with immense potential for value addition. It is expected to touch US\$ 482 billion by 2020. The food processing industry in India accounts for 32% of the country's total food market & 14% of the manufacturing GDP. It is estimated that the food processing sectors have the potential to attract US\$ 33 billion investment in next 10 years. Increased inflow of foreign tourists and business visitors, as well as exposure of the Indian middle class to foreign lands, are among the major reasons leading to growing demands for foreign cuisine and ingredients. With the government keen on promoting value addition in the food sectors, Indian companies too have taken the initiative in a big way, resulting in a growing domestic demand for processed food.

Food Sector

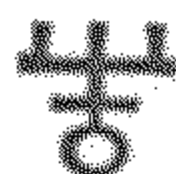
India is a major economy, showing consistent and substantial growth. In fact, India is the fastest growing economy in the world. The growing domestic / foreign

Hall-wise Product Profile

Halls / Hangars	Products
Hall No. 7 ABC, D and E and 8-11	F & B Equipment
Hall No. 12 & 12 A and 7 FGH	Food and Foreign Sector
Hanger Outside 7 FGH and on Parking area adjacent to Hall No. 7 FGH	Hospitality

Participation Charges:

Sl. No.	Description	Participation Charges (per sqm)(excluding GST)
Domestic participation		
1	AC Shell space inside Hall(minimum 09 sqm)	Rs.9700/-
2	AC bare space inside Hall(minimum 36sqm)	Rs.9000/-
3	AC Shell space inside Hangar (minimum 09 sqm)	Rs.8500/-
4	AC bare space inside Hangar(minimum 36sqm)	Rs.7900/-
5	Open Paved area outside Hall (minimum 20 sqm)(Non-AC)	Rs.7300/-
6	Open Paved area with canopy under shell scheme(Non AC)	Rs.8000/- (exclusive of Canopy charges)
Foreign Participation		
1	AC Shell space inside Hall(minimum 09 sqm)	USD 290/-
2	AC bare space inside Hall(minimum 36sqm)	USD 265/-
3	AC Shell space inside Hangar (minimum 09 sq mtr.)	USD 240/-
4	AC bare space inside Hangar(minimum 36sqm)	USD 220/-



INDIA TRADE PROMOTION ORGANISATION
Pragati Maidan, New Delhi

Aahar – The International Food and Hospitality Show' 2019

FACTS AT A GLANCE

Venue	Pragati Maidan, New Delhi
Dates/Duration of the event	March 12-16, 2019
Nature of the event	Business to Business event
Timings	10.00 AM – 6.00 PM
Registration Fees	Free entry for pre-registered Visitors till March 10, 2019 Rs. 100/- (Rupees One Hundred) for visitors registering after March 10, 2019 and onsite)
Organiser	India Trade Promotion Organisation (ITPO)
Supporting Organisation	<ul style="list-style-type: none">• Ministry of Food Processing Industry, Government of India• Agricultural & Processed Food Products Export Development Authority (APEDA)
Associates	<ul style="list-style-type: none">• The Hotel & Restaurant Equipment Manufacturers Association of India (HOTREMAI)• Association of Resource Companies for the Hospitality Industry of India (ARCHII)• Food & Hospitality Support Association of India (FHSAI)• All India Food Processors' Association (AIFPA)• Forum of Indian Food Importers (FIFI)
Entry Gates	Gate No. 1 (on Bhairon Road) Gate No. 8 (on Mathura Road) Gate No. 10 (Pragati Maidan Metro Station)
Parking	Paid Parking available at Bhairon Mandir Parking
Fair Website	www.indiatradefair.com

business tourists have resulted in huge demand for star hotel properties which need high grade services and facilities for the guests. AAHAR is the largest and most well known event for sourcing F & B equipment and hospitality supplies and services in the sub-continent. Indian hospitality industry is considered a major attraction for FDI. It is clocking CAGR of 14%. Foreign investors are keen to make use of this opportunity to satisfy the market needs. It has been estimated that more than US\$ 6 billion FDI came into the country, in the hospitality sector, during the last few years.

Visitor Profile

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, General Managers, Vice-Presidents, Directors, GMs formed a substantial part of the visitors. The Sector-wise break is as follows:

Overseas Buyers / Trade Delegations

Hospitality Service Providers

Hospitality Procurement Heads

Importers & Distributors

Start-ups & Entrepreneurs

Executive Chefs & Executive Housekeepers

Overseas & Indian Industry Associations

Purchase Professionals & Consultants

Organised Retailers / Mega Chains

Policy makers & Media, etc.

5	Open Paved area outside Hall (minimum 60 sqm)	USD 175/-
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Note:

- GST will be applicable as per prevailing rates on the above rentals
- Preferential Location charges : 10% for 2-sided booth and 15% for 3-sided booth
- Canopy charges for stall to be allotted in open area under shell scheme-Rs.195 per sqm + GST.

Advertisement Rates in the Exhibition Directory

Sl. No.	Position	Rates
1	2 nd Cover a. Indian Participant b. Foreign participant	Rs.20,000/- 650 USD
2	3 rd Cover a. Indian Participant b. Foreign participant	Rs.20,000/- 600 USD
3	4 th Cover a. Indian Participant b. Foreign participant	Rs.24,000/- 700 USD
4	Inside Page-Color a. Indian Participant b. Foreign participant	Rs. 7000/- 325 USD
5	Inside Page-B/w a. Indian Participant b. Foreign participant	Rs.4,000/- 190 USD
6	Book Mark-Insertion a. Indian Participant b. Foreign participant	Rs.10,000/- 325 USD
7	Book Mark Printing & Insertion	Rs.35,000/- 1100 USD

*GST will be applicable as per prevailing rates on the above rates

Branding/ Hoarding Rates

Rs.600 per sqm per day irrespective of the Category of Branding site:

Rate (x) Size (X) Days (+) Applicable GST.

General Information

- Strictly Open for Trade Visitors only
- Children below 18 years of age not allowed

Diplomatic & Commercial Representatives of Foreign Missions in India

Display Profile

Food Products & Beverages

Fresh produce & Dairy Products, Confectionery, Chocolate, Desserts, Bakery Products & Ingredients, Organic & Health Products, Frozen, Canned & Processed food, Meat, Poultry, Sea Foods, Cheese and Fine Specialty Food, Snacks, Convenience Food, Food Additives & Preservatives, Coffee, Tea, Syrups, Juices, Energy Drinks, Alcoholic Beverages, Non Alcoholic Beverages, Ingredients, Packaging Supplies etc.

F & B Equipment (Preparation / Processing / Packaging)

Bakery & Confectionery Equipment, Food preparation Equipment & Supplies, Food Processing & Packaging Equipment, Refrigeration/Chillers / Freezers, Stewarding, Tableware & Glassware Products, Bar Equipment & Supplies, Storage Units, Kitchen Support Equipment etc.

Hospitality & Decor Solutions

Housekeeping Products & Supplies, Laundry & Cleaning Equipment, Guest Amenities, Linen, Furnishings, Textiles, Fabrics & Apparels, Corporate Gifts, Décor Solutions, Bathroom Fittings & Fixtures, Lighting Solutions, Cooling Solutions, Fitness & Spa Equipment, Security & Safety Solutions, In-Room Technology & Entertainment, Hospitality Support IT Solutions, Furniture & Interiors, Carts, Trolleys, Mobility Solutions, Publications & Magazines etc.

- Shuttle Service from Bhairon Mandir Parking to Gate No. 1 for exhibitors and Visitors
- Shuttle service from Gates to Halls

International Participants

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