Project Information Memorandum (PIM)

For

Raising Institutional Finance

For

Redevelopment of India Trade Promotion Organisation (ITPO) Complex

Into

International Exhibition cum Convention Centre (IECC)

At

Pragati Maidan, New Delhi

Reference: RFP No: ITPO/2/SM(MP)/IECC/2016-17
Date: 20.03.2018

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Project Financial Advisor to India Trade Promotion Organisation (ITPO)

March 2018

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EXECUTIVE SUMMARY

India Trade Promotion Organisation (ITPO) is the nodal agency of the Government of India, under the Ministry of Commerce and Industry, for promoting trade. To achieve its objectives, ITPO has been successfully managing the largest exhibition centre in India with total exhibition space of 65,000 square meters. Over the years, the facility has consistently enjoyed an average occupancy of over 30% which is fairly high as compared to international standards.

Keeping in view the growth in exhibition industry and India's international relations in terms of trade and initiatives like Make in India, ITPO has decided to redevelop its ITPO complex at Pragati Maidan into a world-class International Exhibition-cum-Convention Centre (IECC) for carrying out trade promotion activities on approximately 123.51 acres of land leased to ITPO by the Government of India. ITPO has appointed National Building Construction Corporation Ltd. (NBCC), a leading Public-Sector Undertaking, as Project Management Consultant (PMC).

The Cabinet Committee on Economic Affairs (CCEA), vide Deptt. of Commerce letter dated 07.02.2017, has approved the proposal for setting up of world class International Exhibition-cum-Convention Centre. The CCEA approval provides for ITPO to contribute Rs. 1,200 crore out of its free reserves towards the development of IECC and balance to be raised as long term loan and/or monetization of land for hotel. The Government will extend guarantee to ITPO for raising the long term loan.

The redevelopment work has commenced and the scheduled completion is expected in September 2019.

ITPO now proposes to raise institutional finance of upto **Rs. 1,500 Crore** out of total estimated project cost of **Rs. 2700 Crore** and has appointed Resurgent India Limited ("**Resurgent**") as its "**Project Financial Advisor**" to raise Institutional Finance for redevelopment of ITPO Complex into International Exhibition-cum-Convention Centre (IECC) at Pragati Maidan, New Delhi.

Proposals are invited from scheduled commercial banks / Financial Institutions (FIs) to finance redevelopment of ITPO complex into IECC at Pragati Maidan.

This Project Information Memorandum (PIM) has been prepared by **Resurgent** for the limited purposes of providing certain information to scheduled commercial banks/Financial Institutions (FIs) to enable them to submit their proposal as per the terms and conditions set out in Request For Proposal (RFP) document to finance redevelopment of ITPO complex into IECC at Pragati Maidan.

The RFP document along with Project Information Memorandum ("PIM") can be viewed / downloaded from www.indiatradefair.com and www.eprocure.gov.in.

Proposal shall be submitted online by the Bidder on or before 04.05.2018 (at 1500 hours IST) ("RFP Due Date"). Please note that the ITPO reserves the right to accept or reject all or any of the RFPs without communicating any reason whatsoever.

SECTION 1: ITPO- BUSINESS OVERVIEW

1. ITPO-Background

India Trade Promotion Organisation (ITPO), a Mini Ratna Category-I company, is the premier trade promotion agency functioning under the Department of Commerce, Ministry of Commerce & Industry, Govt. of India. ITPO is registered under section 25 of The Companies Act, 1956 (now Section 8 of The Companies Act, 2013).

ITPO provides a wide spectrum of services to trade and industry and acts as a catalyst for growth of India's trade. ITPO holds international trade fairs in India. It manages India's biggest exhibition complex in the heart of India's capital, New Delhi, Pragati Maidan and offers space for exhibitions.

ITPO has an extensive infrastructure as well as marketing and information facilities that are availed by both exporters and importers. ITPO's regional offices at Chennai, Kolkata and Mumbai, through their respective profile of activities, ensure a concerted and well-coordinated trade promotion drive throughout the country.

ITPO has also been coordinating the construction of an exhibition-cum-trade Centre 'North East Trade Centre' at Sarusajai, Guwahati over an area of 10 acres on the NH-37. ITPO is also providing assistance to State Governments in setting up Regional Trade Promotion Centres (RTPC) in various States' Capital and major cities. Initiatives have been taken by ITPO for establishing Trade Fair Complexes/ Convention Centres at Kolkata (West Bengal), Bhopal (Madhya Pradesh), Kochi (Kerala) and Sri Nagar (Jammu & Kashmir), in close association by the State Governments and Industrial Development Corporations/Boards of these States.

ITPO has organized large number of domestic as well as foreign fairs during the year 2016-17. In the domestic fairs, apart from the mega event of India International Trade Fair (IITF), the company organized India International Leather Fair (IILF) and Aahaar Fair on a large scale during the year 2016-17. ITPO also organized India's national level participation in overseas trade fairs in Japan, Chile, USA, Peru, Sri Lanka, Bangladesh, Saudi Arabia, Malaysia, France, Germany etc.

ITPO is a Debt Free organisation. It is registered as a Charitable Trust under Section 12A and presently exempted from payment of Income Tax under Section 10(23)C(iv) of the Income Tax Act 1961**.** During the financial year 2016-17, ITPO earned total revenue of Rs. 388.97 crore with surplus of Rs. 168.99 crore and reserves of Rs. 1,829.39 crore as on 31.03.2017**.**

2. ITPO-Activities & Services

- Managing the extensive trade fair complex, Pragati Maidan in the heart of Delhi.
- Organising various trade fairs and exhibitions at its exhibition complex in Pragati Maidan and other centres in India.

- Facilitating the use of Pragati Maidan for holding of trade fairs and exhibitions by other fair organisers both from India and abroad.
- Timely and efficient services to overseas buyers in vendor identification, drawing itineraries, fixing appointments and even accompanying them where required.
- Establishing durable contacts between Indian suppliers and overseas buyers.
- Assisting Indian companies in product promotion and adaptation to meet buyers' requirements.
- Organising Buyer-Seller Meets and other exclusive India shows with a view to bringing buyers and sellers together.
- Participating in overseas trade fairs and exhibitions.
- Arranging product displays for visiting overseas buyers.
- Organising seminars/conferences/workshops on trade-related subjects
- Encouraging small and medium scale units in export promotion efforts.
- Conducting in-house and need-based research on trade and export promotion.
- Enlisting the involvement and support of the State Governments in India for promotion of India's foreign trade.
- Trade information services through electronic accessibility at Business Information Centre.

3. *ITPO-Exhibitions Overview*

ITPO's Domestic Fairs (2017-18)

Sl. No.	Name of the Fair	Months
1	Ajeevika	Apr
2	India International Leather Fair, Delhi	Aug-Sep
3	Delhi Book Fair	Aug-Sep
4	Stationery Fair, Delhi	Aug-Sep
5	Aahar, Mumbai	Sep
6	Intl Security, Safety & Fire Expo	Oct
7	India International Trade Fair	Nov
8	East Himalayan Expo, Siliguri	Dec
9	Nakshatra	Feb-Mar
10	Text-Styles India	Feb-Mar
11	India International Leather Fair Chennai	Feb-Mar
12	Aahar,Delhi	Mar
13	India International Leather Fair & Text style, Kolkata	Mar

ITPO's Foreign Fairs (2017-18)

Sl. No.	Name of the Fair	Months
1	India Garment Fair Osaka Japan	July
2	India Source Fair Santiago (Chile)	Mar
3	India Source Fair Peru	Mar
4	Afl Artigiano Fiera Intl Handicraft Exhibition	Dec
5	India Source Fair Russia	Mar
6	Medica Dusseldorf Germany	Nov
7	Iran Food &Bev Tech Tehran	May
8	India Source Fair Argentina	Mar
9	India Home Furnishing Fair, Handicraft & Japan	July
10	Foodex Tokyo Japan	Mar
11	National Hardware Show Las Vegas Usa	May
12	Summer Fancy Food Show Newyork	June
13	Global Indian Festival Kuala Lampur Mala	May-June
14	Saitex Johannesburg South Africa	June
15	Aapex Show Las Vegas USA	Oct-Nov
16	Thessaloniki Intl Trade Fair Greece	Sept
17	Fiera Del Levente Bari Italy	Sept
18	Beauty World Dubai	May
19	Anuga Food Fair Cologne Germany	Oct
20	Intermoda Guadalajara Mexico	Jan
21	Saudi Agro Food Riyadh	Oct
22	Fihav Expo, Havana, Cuba	Oct-Nov
23	Expo Cruz, Santa Cruz, Bolivia	Sep-Oct
25	Intersec Dubai (Uae)	Jan
26	Food Expo Hong Kong	Aug
27	Expo Astana Kazakhstan	June-Sep
28	Fhm Kuala Lumpur Malaysia	Sep
29	India Trade Exhibition, Tel Aviv, Israel	Sep-Oct
30	Korea Pharma/ Lab, Seoul, Korea	April

4. *ITPO-Board of Directors as on 28th February 2018*

S. No.	Name
1.	Shri L C Goyal, IAS, Chairman & Managing Director
2.	Shri Deepak Kumar, IAS, Executive Director
3.	Dr. Subhash Chandra Pandey, Additional Secretary & Financial Advisor, Ministry of Commerce & Industry
4.	Shri Sanjay Chadha, Joint Secretary, Ministry of Commerce & Industry
5.	Smt. Alka Nangia Arora, Joint Secretary, Ministry of MSME
6.	Shri Vinod K. Jacob, Joint Secretary(ED), Ministry of External Affairs
7.	Shri P.N. Vijay, Independent Director

5. *ITPO-Capital Structure as on 31st March 2017*

Particulars	Number of Equity shares	Face Value (INR)	Total value (INR)
Authorized Share Capital			
Equity share capital	50,000	Rs. 100	Rs. 50,00,000/-
Issued, subscribed and paid up share capital			
Equity share capital	25,000	Rs. 100	Rs. 25,00,000/-

6. *ITPO-Shareholding Pattern as on 31st March 2017*

S. No.	Name of Shareholders	No. Of shares Held	Value per share (INR)	Total Value (INR)
1.	President of India	24,998	Rs. 100	Rs. 24,99,800
2.	Commerce Secretary, DOC	1	Rs. 100	Rs. 100
3.	CMD,ITPO	1	Rs. 100	Rs. 100
	Total	**25,000**	**Rs. 100**	**Rs. 25,00,000/-**

7. *ITPO-Joint Venture and Subsidiary Companies*

1. Joint Venture -National Centre For Trade Information (NCTI)

National Centre for Trade Information (NCTI) was incorporated on 31st March 1995 as a Company under Section 25 of Companies Act, 1956. ITPO's equity participation in NCTI is 50%. The Company started functioning w.e.f. March 1996. It has a Board of Directors for administration of its affairs, which includes representatives from Ministry of Commerce & Industry, National Informatics Centre (NIC), Indian Institute of Foreign trade (IIFT) and Directorate General of Commercial Intelligence & Statistics (DGCI&S).

2. Subsidiary Company – Tamil Nadu Trade Promotion Organisation (TNTPO) Chennai Trade Centre

TNTPO was set up in 2001 by India Trade Promotion Organisation and Tamil Nadu Industrial Development

Corporation (Government of Tamil Nadu). ITPO's equity participation in TNTPO is 51%.

Spread over 25.48 acres, the TNTPO has three large Exhibition Halls and a Convention Centre.

The three Exhibition Halls extend over 10,560 sqm of air-conditioned space, without any intermittent pillars or columns. They can be utilized for exhibitions, conferences, conventions, product launches and for conducting trade, commerce and other industry-related events. Halls 1 and 2 are inter-lined by a large lobby, which has a passage with two rooms for the organizer. Hall 3 is connected with a vestibule that leads to the Convention Centre's banquet hall. All the Exhibition halls and Convention Centre are interconnected.

Chennai Convention Centre's facilities are of international standards and include a range of halls from 250 sq. ft. to 20,000 sq. ft. accommodating from 25 to 2000 delegates. The Convention Centre has two halls –A and B– with a total seating capacity of 2000 delegates. It has a grand lobby area at the entrance, enhancing an equally large patio, landscaped with lush lawns and gushing fountains.

3. Subsidiary Company – Karnataka Trade Promotion Organisation (KTPO)- Trade Centre Bengaluru

The KTPO has been established to promote domestic and international trade. This is a venture of ITPO and Karnataka Industrial Areas Development Board. ITPO's equity participation in KTPO is 51%.

The trade centre Bengaluru has been set up at plot no 121, export promotion industrial park, Whitefield Bengaluru, over an area of 50 acres. An air-conditioned exhibition hall of 5371 sqm has been constructed, 11 open exhibition halls, each with an area of 38 sqm has been constructed all around the exhibition hall for display of heavy equipment, machineries and setting up of food courts and business centre etc.

8. ITPO-Standalone Balance Sheet Extract (Rs. In Lakhs)

Particluar	FY 2017	FY 2016*	FY 2015*	FY 2014
Assets:				
I. Non-Current Assets				
1. Property, Plant and Equipment	3,766.58	4,332.75	4,630.01	5,211.59
2. Capital Work in Progress	109.26	617.92	559.48	545.13
3. Other Intangible Assets	14.13	-	-	12.66
4. Intangible Assets Under Development	-	-	62.00	62.00
5. Financial Assets				
a) Investments	1,196.42	1,249.01	1,275.81	1,220.51
e) Loans	1,392.67	1,553.98	1,708.62	1,533.03
f) Other Financial assets	-	500.00	20,900.00	-
6. Other Non-Current Assets	14,661.41	342.47	357.49	351.06
II. Current Assets				
1. Financial Assets				
a) Investments	72.40	58.45	60.72	24.01
b) Trade Receivables	870.26	992.27	688.18	849.04
c) Cash and Cash Equivalents	3,571.50	2,863.59	2,992.42	6,424.22
d) Bank Balance	1,43,599.99	1,39,299.90	1,00,700.00	1,00,700.00
e) Loans	2,002.16	2,116.85	1,920.33	20,023.93
f) Other Financial assets	12,325.70	12,504.85	12,480.86	-
2) Other Current Assets	20,613.63	17,596.25	14,446.18	5,125.17
Total	**2,04,196.11**	**1,84,028.29**	**1,62,782.10**	**1,42,082.35**
Equity & Liabilities:				
Shareholders' Funds				
Share Capital	25.00	25.00	25.00	25.00
Other Equity	1,82,939.23	1,66,040.19	1,49,626.52	1,29,267.72
Non-Current Liabilities				
Other non-Current Liabilities	853.54	933.39	520.58	553.37
Provisions	2,417.57	1,832.76	1,703.90	1,392.54
Current Liabilities				
Other Financial Liabilities	1,635.21	1,619.62	1,242.65	-
Trade Payables	2,007.86	2,211.28	1,173.01	1,261.85
Other Current Liabilities	5,969.65	5,126.73	4,908.97	6,298.14
Short Term Provisions	8,348.05	6,239.32	3,581.47	3,283.73
Total	**2,04,196.11**	**1,84,028.29**	**1,62,782.10**	**1,42,082.35**

***Re-casted as per Indian AS**

9. ITPO-Standalone Income & Expenditure Extract (Rs. In Lakhs)

Particulars	FY 2016-17	FY 2015-16*	FY 2014-15	FY 2013-14
Revenue from operations	26314.33	24552.48	24592.80	22735.65
Other Income	12582.45	13003.24	13594.93	12144.00
Total Revenue	**38896.78**	**37555.72**	**38187.73**	**34879.64**
Expenses:				
Employee Benefits Expenses	11121.08	8960.28	9190.14	9290.85
Other Expenses	10341.32	9536.84	8248.32	7367.78
EBITDA	**17434.38**	**19058.60**	**20749.26**	**18221.02**
Depreciation & Amortization	463.09	485.81	566.47	526.47
EBIT	**16971.29**	**18572.79**	**20182.79**	**17694.55**
Interest Expenses	0.00	0.00	0.00	0.00
PBT	**16971.29**	**18572.79**	**20182.79**	**17694.55**
Exceptional Items	145.96	-2186.71	170.94	306.68
Extraordinary Items	0.00	0.00	431.09	0.00
PBT	**17117.25**	**16386.08**	**20784.83**	**18001.23**
Other Comprehensive Income (gain/loss)	(218.21)	27.59	0.00	0.00
Current Tax	0.00	0.00	0.00	0.00
Deferred Tax	0.00	0.00	0.00	0.00
PAT	**16,899.08**	**16,413.67**	**20,784.83**	**18,001.23**

***Re-casted as per Indian AS**

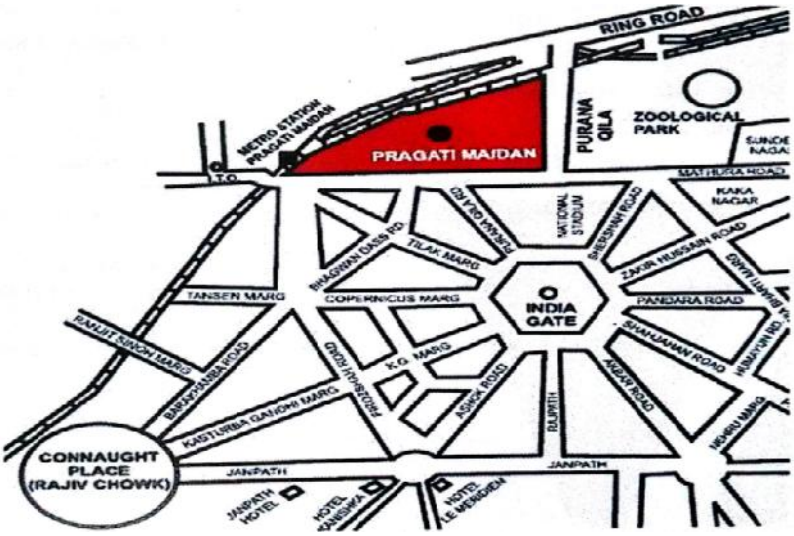
SECTION 2: IECC PROJECT

1. Existing Scenario at Pragati Maidan

At Present ITPO owns and manages the Pragati Maidan Exhibition Complex situated in the heart of New Delhi which is the largest exhibition Centre in India, both in terms of exhibition space and the number of events held (approx. 90 events per year). The total area of Pragati Maidan Complex is 123.51 acres overlooking the historic Purana Qila, which stands opposite Gate No. 1. Pragati Maidan is flanked by Mathura Road and Bhairon Road on either side. Site is surrounded by several renowned complexes of New Delhi. Supreme Court of India is just across the road at North West side. Old fort Complex is situated just across the road at North east side.

Presently, Complex is accessed by 11 entry/exit points. Gate no 7 and Gate no 5 have been developed as Boulevard which leads to Halls i.e. prime exhibition areas of the complex. The Complex has covered exhibition space of about 65,000 sqm of which 43000 sqm is air-conditioned and 22,000 sqm is non-air-conditioned space.

Location Sketch of Pragati Maidan

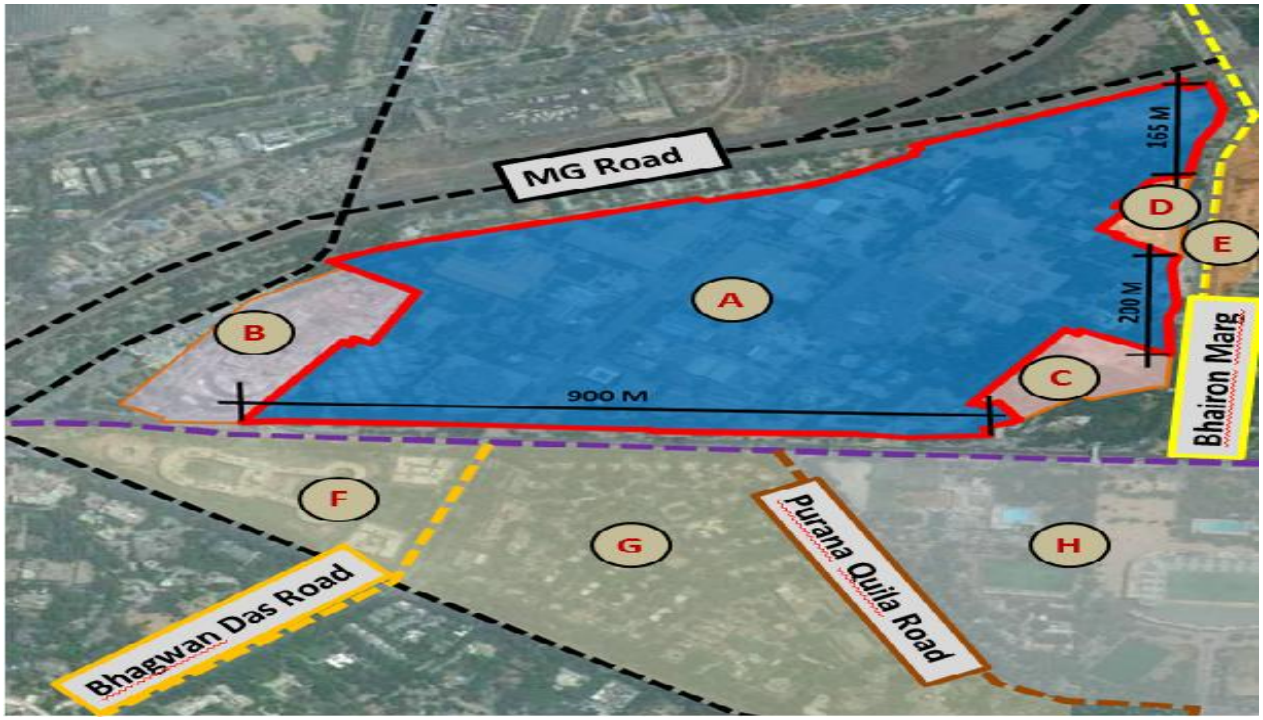


This low-rise complex is primarily divided into three categories

- Exhibition/ Display Areas- Exhibition halls and Pavilions of State and Central Ministries.
- Recreational- Food courts / Restaurants/ Theatres/Bazaar and Open air recreational spaces.
- Support Areas- Administrations (Office space/hostels) and Services like Electrical substation/Plant room etc.

Pragati Maidan is situated 18 km from the international airport and approx. 2.5 km from Connaught Place, which is the main hub of business activities. All major 5-Star hotels are located within a radius of approx. 3-5 km of Pragati Maidan.

2. Site & Surroundings



The site consists of three major components apart from Pragati Maidan Exhibition Centre:

- New Supreme Court Project.
- National Craft Museum towards S-E side overlooking the Old Fort.
- National Science Centre towards S-E side overlooking the Old Fort.

3. Existing Developments

This 123.51-acre large complex is a venue for large national & international exhibitions & conventions and primarily divided into

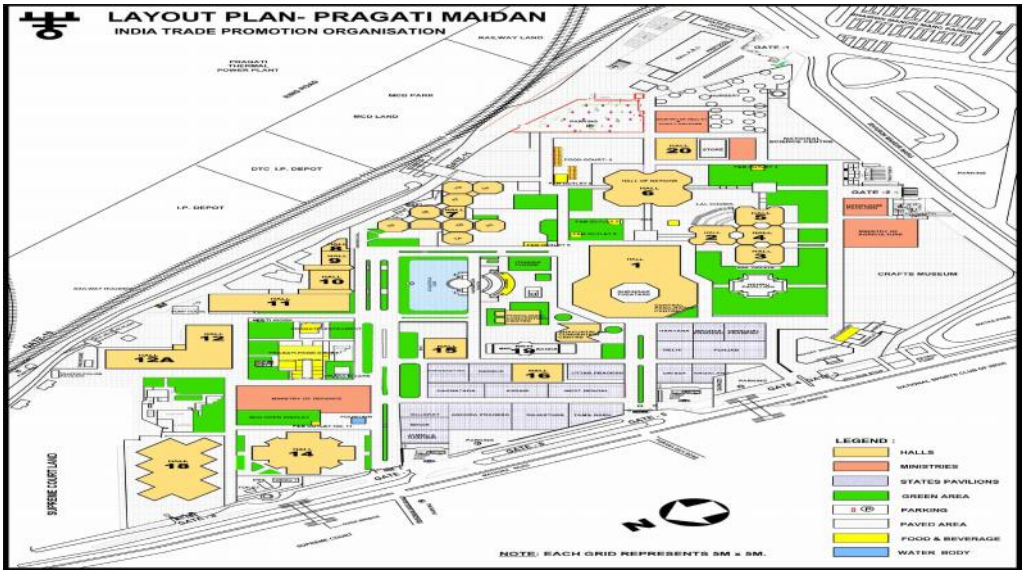
- Exhibition / Display areas.
- Open and covered auditoriums with a combined capacity for 5800 and 3600 persons respectively,
- Lounge areas, business Centre facilities to support trade.
- F&B facilities – Food courts / Restaurant, Bazaars
- Support areas – Administrations (offices /hostels) and Service areas like electrical substation/ plant room etc.

The major components of the complex are:

- **Conference Halls**
  The complex has 4 airs- conditioned auditoriums for meetings and conferences and 3 open air-theatres generally used for inaugurations and other purposes. The complex has a newly built International Business Lounge (IBL) too.

- **Exhibition Halls**
  Exhibition halls are 65,000 sqm of leasable area of which 43,642 sqm of area is air-conditioned and the remaining 21,413 sqm of space is not usable for most of the year due to structural and climatic control reasons. Also, an area of 25,000 sqm is given to open area display.

  In addition to these, it also has permanent exhibit pavilions set up by the state governments and ministries / departments of the Government of India. Special permissions are required to use these pavilions.



The present exhibition facility and infrastructure in Pragati Maidan is quite old. Hall No. 1 was built in 1957, Hall No. 2 to 6 and other major infrastructure came up in 1972. The balance halls and areas had been built in 1980s to 1990s. The present convention/ seminar facilities in Pragati Maidan are inadequate to host large international events.

Given its location advantage, the Pragati Maidan facility can become key facilitator in marking the National Capital Region (NCR) a globally competitive Meetings, Incentives, Conventions and Exhibitions (MICE) destination. In order to achieve this, it requires a Convention Centre with improved capacity and state of the art facilities.

4. Objectives of the IECC Project

The world class IECC to be set up in Pragati Maidan is envisioned as a self-contained, totally integrated, state-of-the-art infrastructure for organizing exhibitions, business events, meetings, and conventions. The various components along-with its objectives are given as under:

1.	**Redevelopment of Pragati Maidan**	• To continue undertaking trade promotion activities as per its charter as Section 25/ Section 8 Company. • To undertake promotion of exports by organizing large-scale exhibition events involving international participation • Promote hosting international events in India and migration of large events from other South-east Asian venues to India. • To continue spearheading trade fair promotion in India by organizing larger events untouched by Indian exhibition spaces due to capacity constraints. • To effectively utilize existing capacity and land asset available to ITPO by re-developments of unusable spaces. • To leverage NCR's position as a leading convention's destination • To provide a world-class platform for organizing Government-to-Government, Business-to-Business and Government-to-Business events. • To provide capacity for hosting larger conventions/conferences currently untouched by Indian convention centres due to capacity constraints.
2.	Development of a Hotel	• To provide a support facility for the operations of the Exhibition and Convention Centre • To provide best-in-Class F&B and accommodation services to the guests visiting the complex. • Integrated convention and hospitality facility is the first choice of private operator. • Integrated convention and hospitality facility makes the marketing pitch stronger and increase the possibility of large event commitment. • To complete the upcoming integrated facilities in NCR, Pragati Maidan would need to incorporate a hospitality asset.

5. Need & Justification

1. Need for Re-Development of the Exhibition Centre:

The total area of Pragati Maidan complex is 65,054 sq. km [inclusive of area occupied by National Science Centre (14,382 sq. m.) Crafts Museum (7,802 sq. m.). Over the years, the facility has consistently enjoyed an average occupancy of over 30% (ratio of space sold days to total available space days)- fairly high as compared to international standard which are generally in the range of 11% to 21%. Despite its good performance, there are several internal and external factors which have necessitated the redevelopment of Pragati Maidan.

- <u>Inability to host international level large exhibition to size of 1,00,000 sq. mtrs.:</u>
  Currently, several international large exhibitions do not come to India due to capacity constraints. Building a large capacity would help bringing such external participation to Indian exhibition space.

- Low exhibition area density:
  Pragati Maidan is also constrained by the presence of non-utilizable space in the form of pavilions owned by State Government and Department/Ministries of the Central Government.

- 33% of existing exhibition space non-usable during most of the year:
  The facility comprises of exhibition space in 17 halls, totalling an area of 65,054 sq. mtrs. It must be noted that this full capacity is only utilised during selected few events like IITF, Auto Expo, World Book Fair, etc. The reason for the being: a) The present exhibition facility and infrastructure is quite old and dilapidated (built between 1957-1990); b) Only 67% of the total exhibition area is air-conditioned and usable across the year, while rest (24,413 sq. mtrs.) is mostly non-usable due to climate reasons.

- High utilisation in peak season:
  Pragati Maidan runs at near full capacity for the major part of the peak season. It should be noted that this occupancy is seen only in air-conditions halls of the campus. Other non-air-conditioned halls witnesses a low occupancy for most of the year.

- Presence of few regular, large events lead to capacity short fall:
  The peak season is characterised by the presence of a few large sized, regular events, which highlights the fact that Pragati Maidan runs out of capacity during such periods. For example, in most parts of November, the utilisation is 100% due to India International Trade Fair and in December, events like LED Expo, India Telecom, PAPEREX and ACE-TECH occupies 70% of the facility. The facility is unable to carter to many third party, smaller sized events during the peak season due to lack of capacity

- Declining market share:
  Pragati Maidan has seen its market share decline, both in terms of events and space sold. Among the top 14 exhibition centres in the country, share of Pragati Maidan in the exhibition space sold has declined from 55% in 2000 to 34% in 2011. In term of space sold days, the figure has dropped from 47% to 35% in 2005 and 2011. While this drop-in market share can be attributed partially to the addition of new facilities in the other Indian cities, the most important reason has been the inability of Pragati Maidan to accommodate additional events. With the exhibition space sold expected to grow to 16.5 mn sq. m by 2030, capacity expansion is necessary to enable Pragati Maidan to maintain and even increase its market share.

6. Need for a Convention Centre:

Apart from the need to re-develop the exhibition spaces, the need for a world class high quality convention centre with large capacity, situated in the heart of Delhi has been voiced at the highest level. National Capital Region (NCR) is the largest conventions market in India. It hosts 55 international business to Business, 520 domestic Business to Business and 450 Government to Government convention events every year.

- Need for venue to host Government to Government (G-G) events:
  Being the capital city with large government presence, NCR hosts 40% of all G-G events in India. The number of G-G events in city is estimated to grow to 1,240 by 2015. Currently, the Government events

are primarily held at Vigyan Bhawan (1,285 pax) Other centre are sub-500 pax in size and include auditoriums like Siri Fort, Scope Complex, etc. It is estimated that NCR would have a demand of 2,350 G-G convention event days by 2025, amounting to a total of 1.53 mn delegate days. Evidently, there is an urgent need to create a larger facility to attract and host bigger sized G2G events. Also, it must be noted that most National Capital cities across the world have a dedicated large tiered hall, with capacity more than 3,000 pax, for holding G-G events. It is clear that NCR needs a larger and plush venue for G-G events.

- Need for venue to host Business to Business (B-B events)

  NCR is the largest host for international and domestic B-B conventions in the country (15% of all conventions in India) and also possesses several ecosystems and infrastructure drivers working in its favour, creating a huge demand for convention events. However, growth of NCR as a global convention destination has been limited by the lack of sufficient conventions infrastructure. There is no venue available for hosting G2G international conventions/conferences e.g. ADB/IMF, G-20, Common Wealth etc. NCR currently lags in terms of convention capacity for B-B events, with the largest venue being 3600 pax only. In comparison, all major convention destinations globally have multiple venue with capacities more than 5,000 pax. To attract large events from South-East Asia venue to India, the upcoming and proposed convention centres across India are also planned with the capacities above 5,000 pax.

- Need for convention space to serve exhibition events:

  Exhibition and convention are allied activities. Most exhibition also require space for adjoin events such as conferences, meetings and inauguration functions. The facilities currently available in Pragati Maidan lack the scale and quality required to serve this segment. In order to create a world-class exhibition venue, it is necessary to provide adequate co-located convention and meeting facilities, making it an integrated venue capable of meeting all the needs of the event organizers

7. *Envisaged Benefits of the Integrated Project*

The project apart from the gains to Pragati Maidan, is envisaged to provide several benefits to local economy and international trade. They can be broadly summarised as:

- Enabling global knowledge transfer:

  Large trade fair attracts a number of foreign exhibitors who want to showcase their technologies and products, attract visitors/buyers from around the world and understand the competition, technological product and processes in other countries. Thus, the product would play a key role in transferring technological know-how and development and developing domestic expertise.

- Providing a platform for trade exchange:

  Aided by healthy trade policies and relationship, the trade fairs have seen opening up of avenues for several new business tie-ups through showcasing of products and services, Moreover, exhibitions provide exhibitors with a means to sell their product to a wider audience, potentially leading to new export opportunities for the country.

- Generating employment across allied sectors:

Exhibition result in generation of employment, not only directly, but also through the growth in allied industries as a result of the economic stimulus propagated through exhibitions and convent

8. *Implementation Strategy*

ITPO has proposed the overall re-development of project, in two phases i.e. Phase-I & Phase-II. The project proposal entails the development of exhibition space and Convention Centre facility along with Admin Block and Basement for Car Parking in Phase I and further, capacity addition of exhibition space and supporting infrastructures in Phase II.

NBCC India Ltd has been appointed as the Project Management Consultant for the Project. NBCC in turn has appointed the following:

1. Arcop Associates (P) Ltd in Consortium with Aedas Pte Limited, Singapore to provide Architectural and Engineering Services for the Project.
2. Joint Venture of Shapoorji Pallonji and Co. (P) Ltd & Shapoorji Pallonji Qatar WLL (JV) as Engineering, Procurement & Construction (EPC) contractor including Operation and maintenance of the Project.

The Project is scheduled to be completed within 24 months from of the contractual start date i.e. 18th September 2017 (hereinafter referred to as "Zero Date"). The implementation schedule is as follows:

S. No.	Activity	Scheduled Completion Date
1.	Exhibition Hall A6	Zero Date + 16 Months
2.	Exhibition Hall A1, A3, A4 & A5	Zero Date + 18 Months
3.	Administrative Block	Zero Date + 19 Months
4.	Exhibition Hall A2	Zero Date + 21 Months
5.	Convention centre	Zero Date + 24 Months

9. *About the NBCC*

NBCC (India) Limited, formerly known as National Buildings Construction Corporation Ltd., is a blue-chip Government of India, Navratna Enterprise under the Ministry of Urban Development. Listed with both the Stock Exchanges, the company's unique business model has today, made it stand out as a leader in the construction sector with more than INR 36,000 Crore Order Book in hand till March 2016 and counting. The Company has registered a substantial 32% Growth in Top line during FY 2015-16 as compared to previous year. It has posted a profit of Rs. 311 crores while its total income has surged to Rs. 5,838 Crore during FY 2015-16.

Certified with ISO 9001:2008 from the Bureau of Indian Standards in respect of Project Management & Consultancy, the Company's present areas of operations are categorized into three main segments, i.e.

(i) Project Management Consultancy (PMC),
(ii) Real Estate Development
(iii) EPC Contracting,

NBCC has been executing many Landmark Projects as a **PMC** which contributes to about 85% of its

annual revenue. The segment being the Company's core strength, the areas covered under its umbrella include Roads, Hospitals & Medical Colleges, Institutions, Offices, Airports, Bridges, Industrial & Environmental Structures etc.

The **Real Estate** segment of the Company which came into being in 1988, mainly executing Commercial Real Estate Projects, today has undergone a sea change operation wise. Keeping pace with the changing business scenario, NBCC, in order to enhance its margin viz-a-viz its faster growth, has strategized its operation by putting added thrust in Real Estate and giving it a whole new dimension. The present Real Estate Business of the Company could be distinctively viewed falling in two categories based on Source of Origin of the Projects i.e. one is Internally Originated & Conceptualized projects wherein the Company buys land from private and government agencies alike, develops the land and sells it off; while others are Sourced from Government wherein, NBCC carries out re-development of Government properties on a model i.e. self-sustaining and does not call for any Government Funding. The New Motibagh- Green Complex (Delhi) under General Pool Residential Accommodation (GPRA) Scheme is one of the finest examples of such a re-development work in recent times. The project today is certified largest Green Home Complex of its kind in the country.

OVERSEAS OPERATION

NBCC ventured into Overseas Operations in the year 1977, executing projects of diverse nature in countries like Libya, Iraq, Yemen, Nepal, Maldives, Mauritius, Turkey, Botswana. Presently, the Company has its presence in Maldives, Turkey and Botswana implementing various projects and earning consistent revenue. Of late, NBCC has opened an office in Oman and also signed an MoU with Al Naba Services LLC in Oman in order to jointly explore and secure infrastructure projects in Sultanate of Oman & neighboring countries. To further its prospects overseas, the Company has also entered into MoUs with Construction Industry Development Board Holdings, Malaysia and Form Yapi Malzemeleri Insaat Samayi Ticaret Ltd., Turkey.

10. About the Shapoorji Pallonji

Shapoorji Pallonji is a diversified business house, delivering complex and challenging projects for over 150 years. The company operates in 6 major business areas with 16 group companies and a strong employee base of over 60,000 people from across 40+ nationalities. With an impressive track record of excellence in all segments of construction, the company is technology driven, resource rich company with high standards of Health, Safety and Environment practices. Company pursues for perfection in engineering and construction, achieved through path- breaking technologies, innovative systems and processes that has helped it deliver complex projects and solutions on time, with the best quality and within budget.

Master Plan Phase-1

The following development is envisaged to be done in two Phases. Phase II will be taken up later on and is not in scope of the Project on date.

Phase- I	Approx. 3,82,188 sq. m. of built-up area comprising of Convention Centre, Administration Block, Exhibition Halls and Basement (1,68,305 Sq. m.)
Phase- II	Approx. 1,96,000 sq. m. of built-up area comprising of remaining Exhibition Halls.

11. Redevelopment Overview

A. Convention Centre

The Convention centre is proposed **to be a World *Class State of the art* Iconic Building deriving its architectural form from the Rich Architectural Heritage** of Lutyens New Delhi. It is proposed to become a landmark building for New Delhi with the best global level facilities and features in line with latest Modern Convention Centres in the world.

A total built-up area of 53,399 sqm is proposed for the centre. The configuration summary is provided in the following table.

Component	Total BUA (in sqm)
Convention Centre	45,393
Amphitheatre	2,250
Other Podium area (F&B, Retails & BC)	5,756
Convention Centre Area	**53,399**

The various aspects and salient features of the Convention Centre are as follows:

- 7000 pax seating in single format (3000- seat plenary halland Single multi-function hall, of 4000 Pax Capacity, that can be divided into four rooms).
- 3000 – seat amphitheater.
- Business Centre (Bhare Shell Only)
- F&B outlet (Bare Shell Only)
- A number of meeting rooms of various capacitities, with various back of house services and facilities.
- A dedicated Special Facilitiy at Ground Floor (suitable for very high level of dignitary use) with Meeting Room, Break Out Room, Wating Lounge, Dining Room, Toilets, Pantry etc..
- Dedicated VIP Lounge, Elevators, Access and Parking.
- Support Faciliteties such as Resturants, Business Centre, Reception, Cloak Room, Stroge Rooms etc.
- Helipad
- GRIHA 4 Star rated building

Plenary hall: is meant for G to G, B to G and B to B events and for Public Use as Hired venue for Plenary Session, Conferences, Training, Trade Presentation, Corporate Presentation, Cultural Presentation excl. Play, Live Musical Performances excl. Heavy Metal and Rock, Classical Concerts, Event Shows without Drapery Requirement.

Multi-Function hall: is meant for G to G, B to G and B to B events and for Public Use as Hired venue for Plenary Session, Over flow to Plenary Hall, Break Out Sessions, State Dinners/ Catered Functions, Conferences, Training, Trade Presentation, Corporate Presentation, Cultural Presentation excl. Play, Live Musical Performances excl. Heavy Metal and Rock, Classical Concerts, Event Shows, Weddings, Fashion Shows etc. Green Rooms provided at the Rear for supporting the events as per above. This is not planned

for Drama and Plays.

Amphitheater: is meant for G to G, B to G and B to B events and for Public Use as Hired venue for Over flow to Plenary Hall and content can be streamed from main halls, Conferences, Training, Trade Presentation, Corporate Presentation, Cultural Presentation excl. Play, Live Musical Performances excl. Heavy Metal and Rock, Classical Concerts, Event Shows without Drapery etc. Green Rooms provided at the Rear for supporting the events as per above.

B. Exhibition Halls

There are a total of 11 exhibition halls proposed in the main redevelopment strategy. Phase–I will have 6 Exhibition halls constructed (HA1-6) and the rest will be constructed in Phase II (HB1-4 & HA7).

The exhibition halls are planned on two levels and consist of:

- Small meeting rooms,
- Food court, F&B outlets at mezzanine floor
- And other support facilities.

The total indoor exhibition space available at the end of each phase is provided in the following table:

Component	Total BUA (in sqm)
Exhibition Space	1,00,388
Circulation AC incl Meeting Rooms	11,390
Circulation NON-AC	12,641
Staircases (Included only once for Stairs between higher floor Heights)	6,117
Others/Toilets/Circulation/Services/Lift lobby etc	14,486
Food Courts	6,665
Exhibition Area	**1,51,687**

C. Administration Building

The Administration Building is designed over a total Area of approx. 8857 Sqm. The Administration Building shall have the following salient features

- Concrete Monolithic Construction with Aluminum Formwork for Columns, Beams and Slabs etc.
- Dry Wall Construction for Partition Walls.
- Basement for 180 Car Parking and Services as Required.
- Entire Building designed for Universal Access for Physical and other disability affected.
- Large Lobby at Ground, Granite Flooring, Walls Cladded with Sand Blasted Granite
- 4.2 Mts Floor to Floor Height.

- Closed Offices, Cubicles, Open Offices, Conference Rooms etc. as per Brief
- Fully Unitized Curtain Wall with Façade details as per Design.
- Griha 3 Rated Building.
- Air-Conditioned Office (22+_ 1 Degrees) with Floor AHU and VAV box
- Smoke Evacuation planned as per fire laws.
- All Loose Furniture and Furnishings is excluded from the Scope of Works.

D. Basement

Basement is designed over total built-up area of 1,68,305 sq. mtrs. Which is divided in two parts Administration Basement and General Basement.

Component	Total BUA (in sqm)
Administration Basement	6,520
General Basement	1,61,785
Basement Area	**1,68,305**

E. Transport Infrastructure Development

- **Infrastructure to Encourage Use of Public Transport**

Up-gradation of pedestrian facilities as per UTTIPEC guidelines for walking along and across the roads around Pragati Maidan and its influence area for integration of walk trips with public transport. Development of state of the art bus shelters with passenger information system. Integration of Metro stations, viz. Pragati Maidan, Metro station, Indraprastha, Mandi House and ITO Metro stations and local railway stations, viz Tilak Bridge and Pragati Maidan Railway Station with surrounding areas, complexes, and bus stops through direct sky- walks, foot-over bridges/ pedestrian sub-ways and wide, smooth and continuous side- walks for seamless interchange.

- **Infrastructure Development Plan for de-congestion of Roads**

East-West Links: Bhairon Marg and Inrdaprastha Marg-

New Link between Mathura Road and Ring Road is proposed for de-congestion of congested East-West Links: Bhairon Marg and Inrdaprastha Marg between Mathura road and ring road through Pragati Maidan from Bhagwan Dass Marg intersection to Indraprastha railway level crossing near Bhairon Marg-Ring Road intersection on Ring road.

North South Links: Ring Road and Mathura Road

The existing cross section of Ring Road is 8 lane divided and can be further expanded to 12 lane divided or more at surface level depending on the needs. Besides this expansion of Metro rail in Delhi is also expected to relieve ring road of future traffic loads. The capacity of Mathura road can be supplemented by providing cycle tracks and service road within ROW and proposal is made for signal free movement of traffic on Mathura Road between W-point intersection and Sunder Nagar.

- **Infrastructure Development Plan for de-congestion of Intersections**

All the following intersections surrounding ITPO and proposed new link intersection are proposed to be developed as grade separated or/and signal free intersections in order to provide the required capacity.

- Mathura Road-Sher Shah Suri Marg Intersection: Signal Free by Providing U Turn Underpass Near Sundar Nagar
- Mathura Road-Bhairon Marg Intersection: Grade Separated U Turn Under Pass and No Right Turn from Bhairon Road to Mathura Road
- Mathura Road-Purana Kila Road Intersection: No Right Turn and Tunnel connection between Purana Quila to Ring Road
- Mathura Road-Bhagwan Das Marg Intersection: No Crossing Permitted.
- Bhairon Marg-Ring Road Intersection: Grade Separator Planned

- **Infrastructure Development Plan for Management of Generated Traffic (Entry/Exit of Ingress and Egress Traffic) of Pragati Maidan**

Following direct entry/exits are proposed to be developed through up/down ramps (grade separated) for efficient and safe management of ingress and egress traffic of Pragati Maidan into the basement concourse for parking and boarding/alighting, dropping/picking up of commuters/visitors from different directions.

- Entry/Exit on Tunnel Road from Purana Quila Road to Ring Road in Both Directions of Traffic
- Entry/Exit Dedicated Ramps from Bhairon Road, in direction of Mathura Road
- Entry from Mathura Road by access from U Turn Underpass planned.
- Entry from Within Site, from Gate No 10 Side.

F. Kitchen Planning

While It may be noted that all the Kitchens are Bare Shell Structures only and only Last point MEP connectivity and out periphery enclosure is to be provided.

This Design concept is based on different modules, which has function spaces for 4000 Pax, Plenary Hall for 3000 Pax, Café and Kiosks, Food Courts & Restaurant, and Exhibition Halls. Total food service considered to be for 10000 Pax. Spatial allocation of all the space will be done in co-ordination with services, commissary kitchen, food and general store, and Hot Prep. Central kitchen area.

The system of cook and chill will be applied in our design. Cook/chill is a simple, controlled system of food preparation designed to provide more flexibility in food service. The technique involves the full cooking of food, followed by rapid chilling and storage at controlled temperatures (for up to five days). The System is very effective in Large Scale banqueting and conventions

It is recommended to have hygiene lab inside the premises where food could be tested at the time of receiving and testing for prepared food could be done on week basis, to make sure International Hygiene Standards, HACCP Requirements, Convention Operators Standards, General code for good practice are maintained.

G. Audio Visual

- **OUTDOOR VIDEO WALLS**

There are 3 Outdoor Led Video Wall with appropriate pixel pitch which are located at the Main entry gates of the Exhibition Center and there are 6 Outdoor Led Video Wall with appropriate pixel pitch strategically located out side Exhibition halls

The LED Video wall size of each gates are as furnished below respectively

- Gate-04, 06 & 10 - 35 x 12 mtrs
- Approx. 17.6 x 18 mtrs

- **Exhibition Halls**

All Exhibition Halls are provided with BGM/PA/LSS as indicated above in the public areas and the Main Hall. The main emphasis in the Exhibition Halls is to provide infrastructure tor various audio-visual uses of the space and this is the primary element of the design for these halls.

Each Hall is able to receive overflow audio and video from the main convention centre and this can be redistributed within the Hall from the hall main control room. The space is wired to accept the Audio Video equipment which will be hired as per the Exhibition Hall demands. The design of the space allows for relevant mounting points for AV and specialized lighting being provisioned in the structure with power and data cabling suitable for both. Video reticulation at key points is also considered and designed into the base building making use of hire equipment easier and safer.

Following portable AV Equipment is to be considered:

- 3 Set of Video Conference Unit which includes necessary Codec, camera, Multi point license minimum 4 people, People + content and backend infrastructure

- **Convention Centre**

Lobbies, Ticketing Prefunction and Public Circulation Spaces

Public Areas are provided with fully BGM audio, with feeds available from the main halls to the lobbies for overflow as per specific function requirements.

Digital Signage is provided in these spaces and it is also able to receive feed overflow video from the Halls into lobbies and circulation spaces as per the specific function requirement.

Room identification visual displays are provided outside the various hall entries driven by the Digital Signage System for function identification and messaging. Digital event location signage is also provided.

VIP Rooms and Backstage Waiting Areas

These rooms are provided with audio and video feeds from the main auditoriums and also artist paging is also provided. This is fixed and portable equipment as per need of the space.

12. Approvals and clearances

S. NO	Particulars	Date of Approval
1.	Approvals under one window clearance of South Delhi Municipal Corporation (SDMC) - Layout Level 1. Height Clearance- Airport Authority of India 2. NOC-Delhi Fire Services 3. Conceptual Stage- SDMC	 14-02-2017 17-02-2017 28-02-2017
2.	NOC from Delhi Metro Rail Corporation (DMRC)	30-03-2017
3.	Master Layout Plan Sanction- DUAC	30-03-2017
4.	NOC from L&DO	-
5.	NOC from NMA/ASI-National	23-03-2017
6.	Building Plan Sanction- Delhi Fire Service	28-04-2017 08-05-201 12-05-2017
7.	EIA Clearance-MOEF New Delhi	28-07-2017
8.	Building Plan Sanction-SDMC	09-08-2017
9.	i. Approval of UTTIPEC for the proposed external interventions surrounding the Pragati Maidan premises.	31-07-2017
10.	NOC from Railway	04-05-2017
11.	Tree cutting permission from Delhi Forest Department	16-06-2017
12.	NOC from Aviation Angle for construction of building from Directors of Ops (ATS) Air Headquarters, Vidyut Bhawan	25.05.2017

13. Proposed Funding Structure of IECC Project

S. No	Particulars	Amount (In Cr.)
1.	ITPO's Contribution	1200
2.	Institutional Finance	1500
	Total Project Cost	**2700**

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Note:

1. The total Project Cost and required institutional finance mentioned above pertains to Phase-I of the Project.
2. The institutional finance proposed to be raised through market shall be backed by Government of India guarantee.