

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