

India Trade Promotion Organisation

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72 Rukmani Lakshmipathi Road
Egmore, Chennai – 600 008
Tel. 044 – 28554655, 28587297

www.indiatradefair.com/aaharchennai/

Sub.: 11th AAHAR Chennai - The Food & Hospitality Fair 2016 – Sept. 15 - 17, 2016

India Trade Promotion Organisation (ITPO), the premier trade promotion body of the Government of India, is organizing the 11th regional edition of Aahar - The Food & Hospitality Fair 2016, Chennai from September 15 – 17, 2016.

AAHAR Chennai has seen rapid growth over the years. Number of exhibitors has grown 150%. Visitors to the show have increased to 5734, and represent major buyers from South India. Exhibitors have reported receiving over 2600 enquiries and appointment of 83 distributors at AAHAR Chennai 2014. The 2014 event attracted Hoteliers and Restaurateurs, Manufacturers, Wholesalers and Retailers of Food, Bakery & Hospitality Products in the South. 90% of the exhibitors have indicated that they would again be participating in the event in 2016.

AAHAR Chennai is an opportunity to exhibit products, technologies and services to potential buyers and generate sales leads / order booking, networking with the industry/ establishing business contacts, launch new products, appoint agents and distributors, brand building, market research to gauge market trends. Display Profile is in the Fact Sheet enclosed

Other events at AAHAR include:

- A three day culinary festival organized by the Southern Indian Culinary Association (SICA)
- Seminar of hotel purchase managers forum by SICA
- Seminar by Bureau of Indian Standards
- Seminars on “Technology Up-gradation and Modernisation of Food Processing Industries – Challenges and Opportunities” by the All India Food Processors Association

AAHAR Chennai is organized every alternate year with the support of the **Ministry of Food Processing Industries, Government of India & APEDA**. Trade & Industry Associations are fully associated with the Show. These include:

- Food & Hospitality Support Association of India (FHSAI)
- Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI)
- Association of Resource Companies for the Hospitality Industry of India (ARCHII)
- Indian Federation of Culinary Associations (IFCA), Chennai
- South Indian Hotel & Restaurant Association (SIHRA), Chennai.

Visitor Profile:

- Executive Chefs & Executive Housekeepers
- Hospitality Procurement Heads
- Importers & Distributors
- Hotels, Restaurants, Industrial Canteens, Fast Food Outlets etc

- Organised Retailers & Mega Chains
- Overseas Buyers & Trade Delegations
- Purchase Professionals & Consultants
- Hospitality Service Providers
- Start-ups & Entrepreneurs

We invite you to participate in AAHAR Chennai, 2016 to interact with the Food & Hospitality industry in South India which visits the show in large number. Fact Sheet, Application form and terms & conditions for participation are in attachment.

Thanking you,

Yours faithfully,

{V. Narayanan}
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FACT SHEET - AAHAR Chennai, 2016

Name of the Fair	11 th Regional edition of AAHAR, Chennai 2016
Dates	15 th to 17 th September, 2016
Venue	Hall No.1 of Chennai Trade Centre, Nandambakkam, Chennai – 600089
Visiting Hours	10.00 AM to 7.00 PM
Organizers	India Trade Promotion Organisation / Tamil Nadu Trade Promotion Organisation
Supported by	<ul style="list-style-type: none">• Ministry of Food Processing Industries (MOFPI)• Agricultural and Processed Food Products Export Development Authority (APEDA)
Associates	<ul style="list-style-type: none">• Food & Hospitality Support Association of India (FHSAI)• Association of Resource Companies for the Hospitality Industry of India (ARCHII)• All India Food Processors Association (AIFPA)• Hotel & Restaurant Equipment Manufacturers Association of India (HOTREMAI)• South India Hotels & Restaurants Association (SIHRA)
Display Profile	<ul style="list-style-type: none">• Bakery & Dairy Products, Organic & Health Products, Frozen, Canned & Processed Food, Meat, Poultry & Sea Food, Food Additives and Preservatives, Coffee, Tea, Syrups, Juices & Energy Drinks, Confectionery, Chocolate, Desserts• House keeping, Laundry and Cleaning equipment, Linen, Furnishings, Textiles, Fabrics & Apparels• Bakery & Confectionery Equipment, Food processing & packaging equipment• Refrigeration, Chillers, Freezers• Guest Amenities• Stewarding Tableware & Glassware Products,• Bar Equipment & Supplies• Security & Safety solutions
Minimum Bookable area and package for participants	<ul style="list-style-type: none">• Minimum bookable area (shell scheme) - 9 sq. mtrs. Each booth of 9 sq. mtrs. includes hard wall panels, one table, two chairs, three spot lights, one dust bin, floor covering, fascia and one power point connection.• Minimum bookable area for bare space 27 sq.mtrs.
Rentals	<ul style="list-style-type: none">• Rs. 6,500/- per sq.mtr. for booth under shell scheme plus service tax @ 15.00%• Rs. 6,000/- per sq.mtr. for bare space plus service tax @ 15.00% with a minimum bookable area of 27 sq.mtrs.

RULES & REGULATIONS – AAHAR, CHENNAI 2016

Rules and Regulations for Participation

1. PARTICIPATION:

Application for participation is to be made in the prescribed form. Approval of participation and exhibits will be at the sole discretion of India Trade Promotion Organisation.

2. PARTICIPATION FEE :

Minimum booking 9 sq.mt. under shell scheme & 27 sq. mtrs. under bare space

Indian Exhibitors	:	Rs. 6,500/- Per SQM. (Shell Space)
	:	Rs. 6,000/- Per SQM. (Bare Space)
Foreign Exhibitors/Indian agents of	:	US\$ 185 Per SQM. (Shell Space)
Foreign company	:	US\$-170 Per SQM. (Bare Space)

10% extra for two side open corner stall, 15% extra for three side open stall and 20% extra for four side open stall.

Refundable Security Deposit of 5% extra on total participation charges (Service Tax extra @ 15.00%)

SHELL SCHEME:

The facilities under shell scheme will include constructed booth with hard walls, 1 table, 2 chairs, 3 shelves, floor covering, company name on fascia, 4 spot lights, 1 waste paper basket and 1 electrical power point (together 1 KW). Extra furniture can be hired on-the-spot on payment basis.

3. TIMINGS:

10.00 A.M. – 7.00 P.M

4. ELECTRICITY/POWER CHARGES:

Power / Electricity charges are Rs.1,150/- per KW say US\$ 20 per KW (duration of the Fair)

5. COMPRESSED AIR (per connection):

Rs.37,850 say US\$ 610 (duration of the Fair)

6. WATER CHARGES:

Rs. 26,650/- per connection say US\$ 430 (duration of the Fair)

Note: Electricity & Water consumption charges are subject to revision, if any, by the local authorities.

7. PAYMENT:

50% advance participation charges are payable along-with the application by demand draft in favour of India Trade Promotion Organisation. Remaining 50% are payable before Aug. 15, 2016, failing which the space earmarked will be allotted to other potential exhibitor.

8. ALLOCATION OF SPACE:

Allocation of space will be done by ITPO on first-come-first served basis only on receipt of completed application form along-with requisite payments. No sub-letting will be allowed. Decision of ITPO will be final.

9. POSSESSION OF SPACE:

Possession of space will be given only on receipt of full payment including space rent, premium charges, if any, refundable security deposit, applicable taxes, electricity and water charges, if any. Possession will be given only 2 days before the opening of the fair for bare space one day before the fair for shell scheme.

Bare Space: 13th Sept. 2016 - 11.00 A.M. onwards

Shell Scheme: 14th Sept. 2016 - 11.00 A.M. onwards

10. CONSTRUCTION OF STAND/BARE SPACE:

The interior design of stand will have to be within the architectural controls specified by TNTPO. Participants will be responsible for removal of empties/waste material at least 24 hours before the opening of the fair. No empties or wooden material shall be allowed to be kept behind the partition of stand. Cleanliness and maintenance of stands will be the responsibility of participants. No items of food will be allowed to be taken inside the stands.

10. OPERATION OF STANDS:

No stand will be left unattended during the fair. Staff of participants must be present at least half-an-hour before the opening and half-an-hour after the close of the fair. No activity in the opinion of ITPO amounting to nuisance, annoyance will be caused by the participants. ITPO shall have the right to take remedial action in such cases. Exhibits must not obstruct passages. Fire extinguishers, cable terminals for telephone connections, outlets for electricity and water must not be obstructed.

11. VACATION OF SPACE:

Space must have to be vacated by midnight 12.00 hrs on the day of the close of the fair, failing which participants will be required to pay penalty and the ITPO will have the right to remove the exhibits/materials etc. of participants at the risk and cost of participants. Storage of exhibits in the open area will not be permitted after the close of the fair.

12. SECURITY:

ITPO will make general security arrangements. However, participants will be responsible for the security of the exhibits and stall.

13. FIRE PREVENTION:

Participants will keep and maintain fire-fighting equipment within their stalls as per safety regulations. An arrangement of fire-extinguishers in stalls is the responsibility of the individual participants.

14. INSURANCE:

Participants will insure their exhibits, display material against loss, damage, theft, fire or any cause whatsoever. They will also obtain third party insurance cover for construction period, fair period and dismantling period.

15. ENTRY/EXIT TO FAIR GROUND:

(i) Entry into Fair ground of representatives of participants will be on the basis of exhibitor passes issued by ITPO. Three passes will be given for a minimum of 9 sq.mtr. and two on every additional 9 sq.mtr. space booked.

(ii) Movement of Exhibits: Entry of vehicles in fair ground will not be permissible during fair hours. Vehicles carrying exhibits etc. can be allowed to come into fair ground upto 9.00 A.M. and after 8.30 P.M. with the prior approval of TNTPO Security. Exit permit will be required for taking out any material out of fair ground during the fair period. No exhibits/cases/display material will be allowed to be taken out of fair ground after close of the fair without exit permit to be issued by ITPO.

16. CAR PARKING:

Cars/Vehicles will be parked in the Parking areas only. Each participant is entitled to have one car park pass.

17. VIOLATION OF RULES:

In the event of violation of these rules, ITPO shall have the right to close down the stall of the participant immediately.

18. REFUND:

No refund of licence fee will be made by ITPO.

19. INTERPRETATION:

The decision of CMD, ITPO or his nominee shall be final and binding on the participant on the interpretation of the rules and regulations.

20. DISPUTE:

Disputes, if any arising out of participation in this fair shall fall within the jurisdiction of the Courts in Delhi / New Delhi.

21. Smoking at fair ground Premises/exhibition ground/halls is strictly prohibited.

Application/Catalogue Entry Form For Participation

AAHAR Chennai - The Food & Hospitality Fair

September 15-17, 2016

(Please Fill In Block Letters)

Organisation Name

Address (Regd./Head Office)

.....

.....

Country Telephone Fax.....

Email Website

PAN No. TAN No.

Name & Designation of:

Chief Executive Contact Person

Space Requirements with three options of stalls

Bare Space..... sq.mtr Shell Scheme sq.mtr

Stall Opted:

1st Choice 2nd Choice..... 3rd Choice.....

Products / Services for Display:

.....

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<u>Participation Fee :</u>	Shell Scheme*(Built Up) Per sqm – Minimum Booking 9 sqm	Bare Space Per Sqm Minimum Booking 27 sqm
Indian Exhibitors	Rs.6,500/- per sq.mtr.	Rs.6,000/- per sq.mtr.
Foreign Exhibitors	US \$ 185	US \$ 170
Indian Agents of Foreign Companies	US \$ 185	US \$ 170

(Service Tax @ 15.00% Extra. Refundable Security Deposit @ 5 %).

Corner Stall charges of 10%, 15% and 20% will be charged extra for two side, three side and four side open stands.

Water Supply No. of (connection) & No. of Taps required.....

Electricity Power RequirementKW

Products Profile and brief on the Company (not more than 50 words). **Please attached duly typed separate sheet to avoid any mistake in printing in the fair catalogue.**

I/We enclose a Bank Draft No..... datedIssuing bank
for Rs./US\$ drawn in favour of "India Trade Promotion Organisation, Chennai / New
Delhi towards space rent charges.

I/We hereby agree to abide by the rules and regulations stipulated overleaf and agree to pay electricity
charges separately before taking possession of stand.

Date:

Signature

Place:

Name & Designation

Seal