

ITPO/FS-II/Branding/AAHAR-25
India Trade Promotion Organisation
Notice

Date: February 20, 2025

**Branding opportunities at AAHAR-The International Food & Hospitality
Fair, Bharat Mandapam, March 04-08, 2025**

ITPO will be organizing the 39th edition of its flagship event AAHAR - The International Food & Hospitality Fair from March 04-08, 2025, in halls 1 to 14 (Except hall 7) at Bharat Mandapam, New Delhi.

For its confirmed exhibitors, various branding sites have been identified and detailed in the AAHAR 2025 - Branding Manual, which is uploaded on ITPO's website [<https://indiatradefair.com/uploads/aahar2025/AAHAR-2025-Branding%20manual.pdf>], along with the rentals [<https://indiatradefair.com/uploads/aahar2025/AAHAR-25-%20Branding%20Rentals.pdf>], and for submitting the branding requests. The branding opportunities are available during AAHAR 2025 on a first-come-first-served basis as per the details of the terms & conditions [<https://indiatradefair.com/uploads/aahar2025/AAHAR-25-Terms%20&%20Conditions%20of%20Branding.pdf>].

Interested exhibitors may submit their requests from 21.02.2025 & 10.00 am to ITPO through email address to Sh. Vivekanand Vivek, Dy. General Manager, ITPO, Email: vivekanand@itpo.gov.in, Sh. Tarun Kant Pant, Sr. Manager, ITPO, Email: tkpant@itpo.gov.in, Ms. Monica Gehlot, Manager, ITPO, Email: monicagehlot@itpo.gov.in and Ms. Shweta Dogra, Email: shweta@itpo.gov.in

Rates of Branding Sites for AAHAR-The International Food & Hospitality Fair, Bharat Mandapam, March 04-08, 2025

SI. No.	Particular	AAHAR 2025 rentals (in Rs.)
NEW COMPLEX		
1	Ceiling (Rigging Aisle) hoarding/ wall hangings inside Hall 2-5 (per hoarding)	7500
2	Pre-function (Foyer) area hoarding in Halls 2-5 (per hoarding)	60,000 for 18 sq. mtrs frame 75,000 for 21 sq. mtrs frame
3	Rectangular branding under Glass under glass canopy outside Foyer of Hall 2-5 (per hoarding)	3000
4	Triangular branding under Glass under glass canopy outside Foyer of Hall 2-5 (per hoarding)	5250
5	Branding on external walls (Hall 2-5) and Service Block outside Hall 5 (per sq. ft.)	300
OLD COMPLEX		
6	Fascia at Gate No. 1 (Front side)*	105000
7	Fascia at Gate No. 1 (Back side)	87000
8	Halogen Pole (per pole)	2625
9	Electric Pole (per pole)	1500
10	Flag Pole (pole) if used as electric pole for branding	1500
11	Hoarding/Directional sign board with branding/ Branding on boundary wall along service passage behind Hall 8-12A (up to 400 sq. ft.)	300 per sq. ft.
12	Hoarding/Directional sign board with branding/ Branding on boundary wall along service passage behind Hall 8-12A (above 400 sq. ft.)	300 per sq. ft.
13	Branding on IECC tin sheet/ construction sites	132 per sq. ft.
14	Truss/ Decorative Gates from entry gates	75,000 (upto 48 sq. mtrs. And additional charge of Rs. 150/ sq. ft. beyond that)

Note I: The above proposed rates are excluding GST @18%

Note II: Availability of branding sites are as per the details mentioned in AAHAR Branding Manual 2025