



## AAHAR™ -The International Food & Hospitality Fair Pragati Maidan, New Delhi (March 4-8, 2025)

### FACT-SHEET

AAHAR - The International Food & Hospitality Fair is a flagship B2B event organized by India Trade Promotion Organisation (ITPO), the premier trade promotion body of the Government of India. The 39<sup>th</sup> edition of the event will be organised from March 4-8, 2025 at the iconic venue of Bharat Mandapam (New Delhi). AAHAR is one of Asia's best known brands in Food & Hospitality shows.

Highlights of AAHAR-24 (38<sup>th</sup> edition)

- Over 1700 exhibitors
- Over 80 overseas exhibitors from 17 countries
- Over 1 lakh visitors including overseas visitors
- 16<sup>th</sup> edition Culinary art India 2024

Particulars	Details
<b>Exhibition</b>	<b>AAHAR™</b>
<b>Edition</b>	39 <sup>th</sup> Edition
<b>Exhibition Profile</b>	Business to Business (B2B)
<b>Dates</b>	March 4-8, 2025
<b>Timings</b>	10:00 am to 06:00 pm (Business Visitors) 09:30 am to 06:30 pm (For Exhibitors)
<b>Venue</b>	Halls 1(Ground & First Floor), 2, 3, 4, 5, 6, 8, 9, 10, 11, 12 & 12A, 14 (Ground & First Floor) at Bharat Mandapam, Pragati Maidan, New Delhi
<b>Entry Gates</b>	Gate No. 4 (Bhairon Road) Gate No. 6 & 10 (Mathura Road) Gate No. 1 & 5 (Bhairon Road for Cargo Entry)

### Hall-Wise Verticals

Hall No.	Verticals
<b>H1 GF</b>	Foreign Participation and FIFI Pavilion
<b>H1 FF</b>	Wine Pavilion, Food & Beverages Start-ups, FIFI Pavilion
<b>H2 GF</b>	Confectionery & Bakery Products & Ingredients, ICMA
<b>H2 FF</b>	Confectionery & Bakery Products & Ingredients, ICMA
<b>H3 GF</b>	APEDA Pavilion
<b>H3 FF</b>	Spices, Condiments Ingredients & Agri Produce
<b>H4 GF</b>	Organic, Processed Food, Ingredients, Spices, Farm produce, Fresh Fruits & Vegetables, Meat Products

<b>H4FF</b>	Organic, Processed Food, Ingredients, Spices, Farm produce, Fresh Fruits & Vegetables, Meat Products
<b>H5 GF</b>	Organic, Processed Food, Ingredients, Spices, Farm produce, Fresh Fruits & Vegetables, Meat Products, Chocolate Products
<b>H5 FF</b>	Organic, Processed Food, Ingredients, Spices, Farm produce, Fresh Fruits & Vegetables, Meat Products, Chocolate Products, Food Grade packaging material
<b>H 5 FF</b>	Culinary Art India Show by Indian Culinary Forum
<b>H 6</b>	Bakery Heavy Machinery Equipment, Tentage & Décor, packaging, Kitchen & Hotel Equipment, Software Solutions
<b>H 8-11</b>	Kitchen & Hotel Equipment, Refrigeration
<b>H12 &amp; 12A</b>	Kitchen & Hotel Equipment
<b>H14</b>	Kitchen & Hotel Equipment, Refrigeration
<b>H14 (FF)</b>	Hospitality, Décor, Housekeeping Products, Gift Items
<b>Open Area</b>	Hospitality, Décor, Housekeeping Products, Gift Items, Mist Coolers, Coolers & Fans

**(A) Space Rentals (Domestic Participants)**

**(Rs. per sqm)**

Sl. No.	Description	Ground Floor		First Floor	
		Shell	Bare	Shell	Bare
1.	Hall (AC)	13000	12500	10400	10000
2.	Hangar (AC)*	11000	10500	-	-
3.	Open Paved Area with Canopy (Non-AC)	10500	10000	-	-

\*Hangars may be set up subject to need.

**(B) Space Rentals (Foreign Participants)**

**(USD per sqm)**

Sl. No.	Description	Ground Floor		First Floor	
		Shell	Bare	Shell	Bare
1.	Hall (AC)	400	360	320	288
2.	Hangar (AC)	320	300	-	-
3.	Open Paved Area with Canopy (Non-AC)	240	-	-	-

*All charges are excluding applicable GST @ 18%*

*Note: Space Rentals are inclusive of 1.00 KW Electricity per 12 sqm.*

**Start-ups**

- (i) Rentals at (a) above will be applicable to domestic Start-ups category participants.
- (ii) Limited Area has been earmarked for Start-ups.
- (iii) 50% discount will be provided on bare space rentals to the eligible domestic Start

Ups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT), Govt. of India, who books booth from the earmarked booths. The date of issue of valid certificate should be before the date of start of the Fair. The discount will be provided at the time of final invoicing, i.e. post event and who book their space at the designated locations.

- (iv) Maximum size of booth will be 18 sqm for start-ups. If a start-up intends to book more than 18 sqm., then the actual charges will be applicable on additional space booked.
- (v) Booking will be on first- come-first-served basis through online space booking portal of ITPO.
- (vi) Start-ups that have participated for 3 or more editions of AAHAR will not be considered for Start-up discount.

**(C) Corner Premium Charges**

- (i) 2-side Open - 12%
- (ii) 3-side Open - 15%
- (iii) 4-side Open - 18%

**(D) Minimum bookable Area (other than Marquee Companies):**

Booths will be available to exhibitors in Shell Scheme (built-up) and Bare Scheme. The minimum booth size under different types of stalls is proposed in below table.

Space Type	Minimum Bookable Area
Shell Scheme	12 sqm
Bare Space	36 sqm
Open Space with canopy-shell scheme	18 sqm
Open Space under bare scheme	36 sqm

**(E) Additional Services and Applicable Charges**

**(i) Additional Power-load charges**

Particulars	Domestic Participants	Foreign Participants
Power load charges (Flat rate basis for 12 hrs / day)	Rs 440 per KW per day	\$ 6.25 per KW per day
Power load charges (Flat rate basis for 24 hrs / day)	Rs 880 per KW per day	\$ 12.50 per KW per day

**(ii) Water Charges**

Particulars	Domestic Participants	Foreign Participants
Water Connection Charges	Rs. 14,700/- per connection	\$ 200 / - per connection
Water Consumption Charges/day / tap	Rs. 2,100/- per tap/day	\$ 30/- per tap / day

### (iii) Advertisement Charges in Fair Guide

Position	For Domestic Participants Charges in INR	For Foreign Participants Charges in USD
Page T-2	25,000	812
Page T-3	25,000	812
Page T-4	30,000	875
Page (Colour) - Inside	8,750	406
Page (B/W) - Inside	5,000	238
Book Mark-Insertion	12,500	406
Book Mark Printing & Insertion	43,750	1,375

All charges are excluding applicable GST at 18%

### IV Charges for other facilities/Services

Facilities/Services	Rates in Rs. ( including GST)
Fair Guide	500/-
Additional Exhibitor Badge	1,000/-

### Visitor Entry Tickets

Ticket (including GST)	( Rates per ticket in INR including GST)
One-day valid ticket (Single Entry)	300/-
Season ticket valid for all 5 exhibition days	1,000/-

### Allocation of Space

<b>Offline Allocation of space</b>	(i) All Government Participants and Foreign participants. (ii) Private Marquee companies, having annual turnover of a minimum of <b>Rs.250.00 crores</b> during last financial year i.e.2023-24.
<b>Minimum Bookable Area</b>	1. The minimum booth size to be considered for off-line allotment of space to eligible marquee companies as per qualifying criteria will be <b>100 sq.mtr.</b> 2. The criteria for offline allotment of booth will be based on the turnover in FY 2023-24 i.e. the one having higher turnover will get preference in offline allotment of space. In the event of competing requests for the same booth by more than one company, the one which has higher turnover and deposits the participation charges in full shall get the allotment. 3. The interested entities shall mandatorily register themselves for AAHAR 2025 through online space booking portal <a href="https://domesticbooking.indiatradefair.com/">https://domesticbooking.indiatradefair.com/</a>
<b>Online Allocation of Space</b>	<b>The companies not falling under the criteria mentioned above are required to book their booths/stalls online through ITPO's portal <a href="https://domesticbooking.indiatradefair.com/">https://domesticbooking.indiatradefair.com/</a> on first-come-first-served basis subject to availability.</b>

## Online Space Booking

Interested exhibitors may apply for booth online through ITPO's portal <https://domesticbooking.indiatradefair.com/> on first-come-first-served basis subject to availability. Please keep visiting ITPO website <https://indiatradefair.com/aahardelhi> for updates.

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