



India Trade Promotion Organisation  
will be organizing  
the 38<sup>th</sup> edition of its flagship expo



March | 7 - 11 | 2024 | Bharat Mandapam  
Pragati Maidan, New Delhi

The key timelines and criteria for **booking of space for participation in the event** are provided below:-

## A. OFFLINE BOOKINGS

### i. Marquee Companies

- a. Applications for offline booking can be submitted through email  
**w.e.f. 10 AM on January 11, 2024 till 5 PM on January 15, 2024** to the category-specific email addresses mentioned below:

FOOD & BEVERAGES	F & B EQUIPMENTS	HOSPITALITY & DÉCOR
<p>CONTACT PERSON <b>Krishan Kumar</b> (DGM) kk@itpo.gov.in</p> <p><b>Praful S. Nair</b> (Manager) prafulnair@itpo.gov.in</p>	<p>CONTACT PERSON <b>Krishan Kumar</b> (DGM) kk@itpo.gov.in</p> <p><b>Rashmi Pandey</b> (SM) rashmipanwar@itpo.gov.in</p>	<p>CONTACT PERSON <b>Krishan Kumar</b> (DGM) kk@itpo.gov.in</p> <p><b>Tarun Kant Pant</b> (SM) tkpant@itpo.gov.in</p>

- b. The qualifying criteria for offline allocation of space to domestic companies will be annual turnover of a minimum of **Rs. 250.00 Crores during the last financial year i.e. 2022-23.**
- c. The minimum booth size to be considered for offline allotment of space to eligible companies as per qualifying criteria will be **100 sqm.**
- d. The criteria for offline allotment of booth will be based on the turnover in FY 2022-23 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.
- e. Only email requests received within the prescribed period will be considered. Applications received after the cut-off date and time or through any other mode of communication will not be entertained under any circumstances.
- f. Only limited space is available for offline booking and allotment is strictly subject to availability of space and in the order of precedence mentioned at point d. above.
- g. Merely fulfilling the eligibility criteria detailed above does not entitle a company for allotment of space on offline basis.
- h. Allotment of space to eligible companies on offline basis will be subject to remission of participation charges, in full, within the time limit provided by ITPO.
- i. Unsold area, if any, will be opened for online booking through ITPO's space booking portal.

### ii. Government and Foreign Participation

The allocation of booths to Foreign and Government participants will be entirely offline.

## B. ONLINE BOOKINGS

- a. Phase-I of online booking will commence from 11:30 AM on January 25, 2024 and shall remain open till 4 PM on January 29, 2024 for domestic exhibitors desirous of booking area of minimum 72 sqm and above.
- b. Phase-II of online booking for all booth sizes will commence from 11:30 AM on January 31, 2024.
- Completion of the registration process (Company Registration and Fair-Specific Registration) is mandatory to participate in the offline and online space booking process.
  - The space booking process will strictly be on First-Come-First-Served (FCFS) basis through ITPO's portal <https://domesticbooking.indiatradefair.com/>.
  - Hall Layouts, corresponding product profiles, the link for the online space booking portal and any other fair related details will also be available on ITPO's corporate website <https://indiatradefair.com/> and the micro-site of AAHAR <https://indiatradefair.com/aaahardelhi/>.
  - For technical queries, please contact technical helpdesk on landline number 011-23378808 and Email: [technicalsupport@itpo.gov.in](mailto:technicalsupport@itpo.gov.in) between 10 AM to 6 PM from Monday to Friday.

