

39th **AAHAR**TM
THE INTERNATIONAL FOOD & HOSPITALITY FAIR
March | 4 - 8 | 2025
Bharat Mandapam, New Delhi

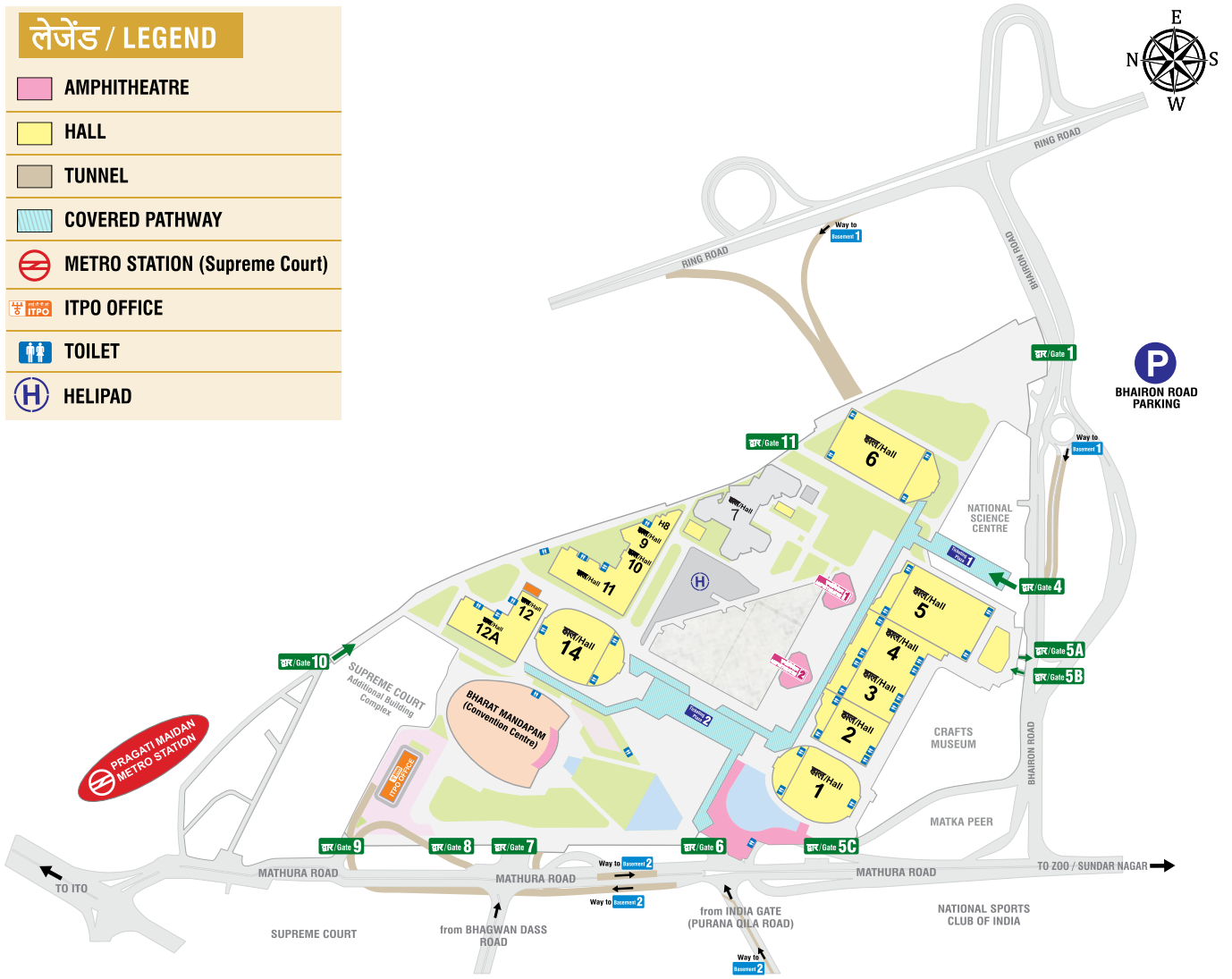


BRANDING OPPORTUNITIES WITH ITPO

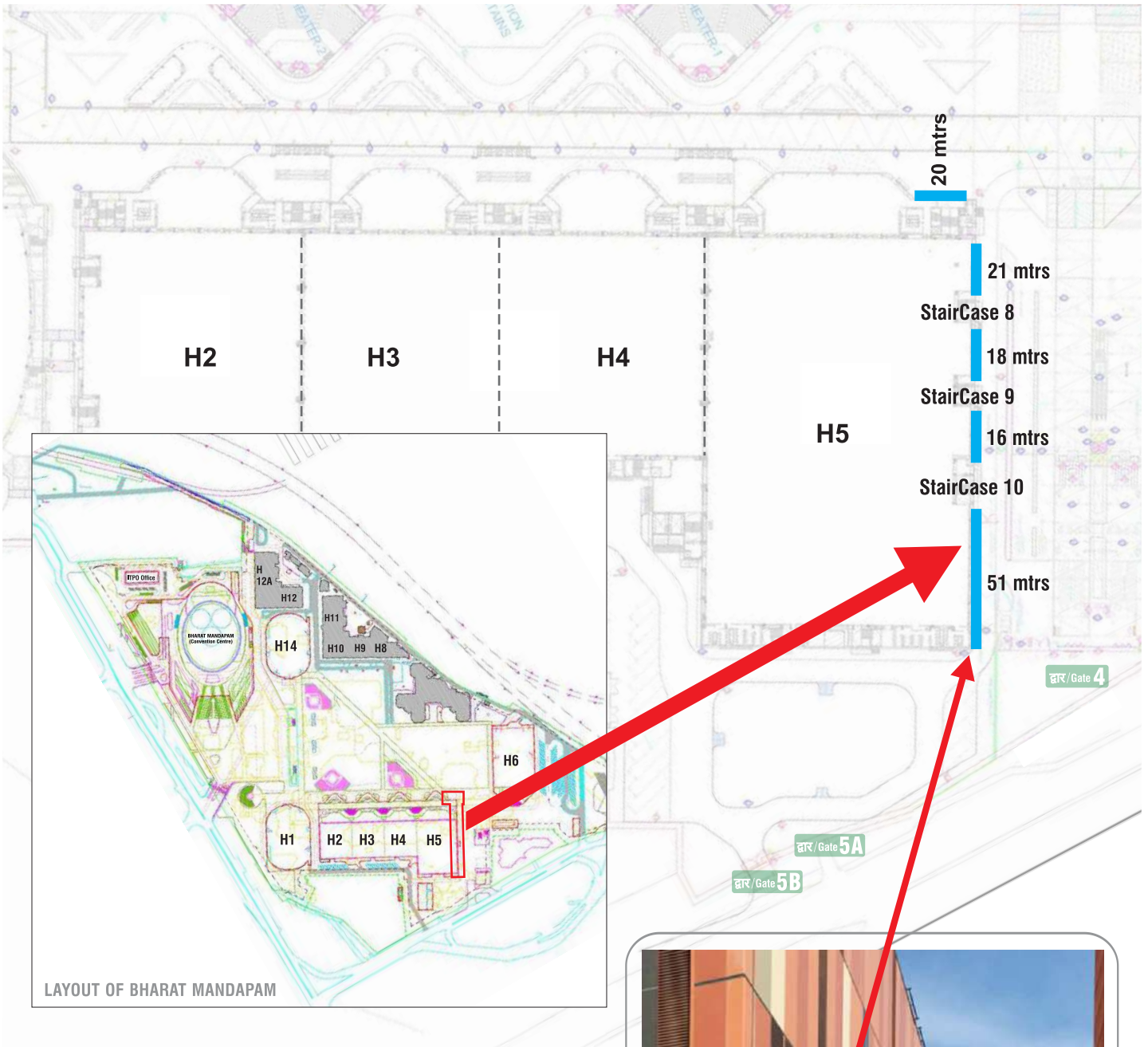


लेजेंड / LEGEND

- AMPHITHEATRE
- HALL
- TUNNEL
- COVERED PATHWAY
- ⊘ METRO STATION (Supreme Court)
- ITPO OFFICE
- TOILET
- H HELIPAD

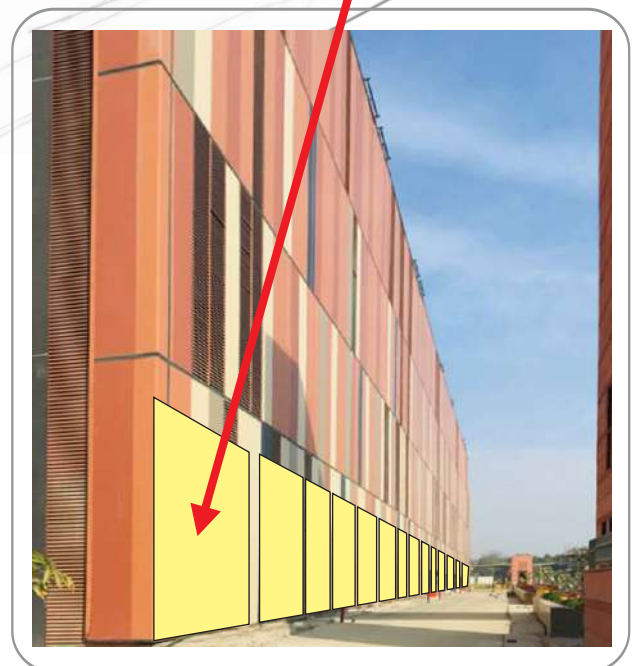


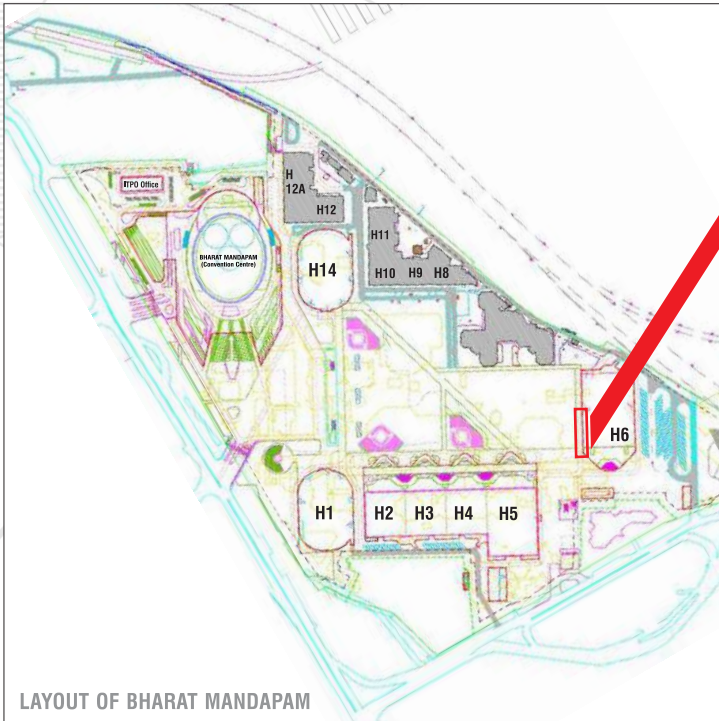
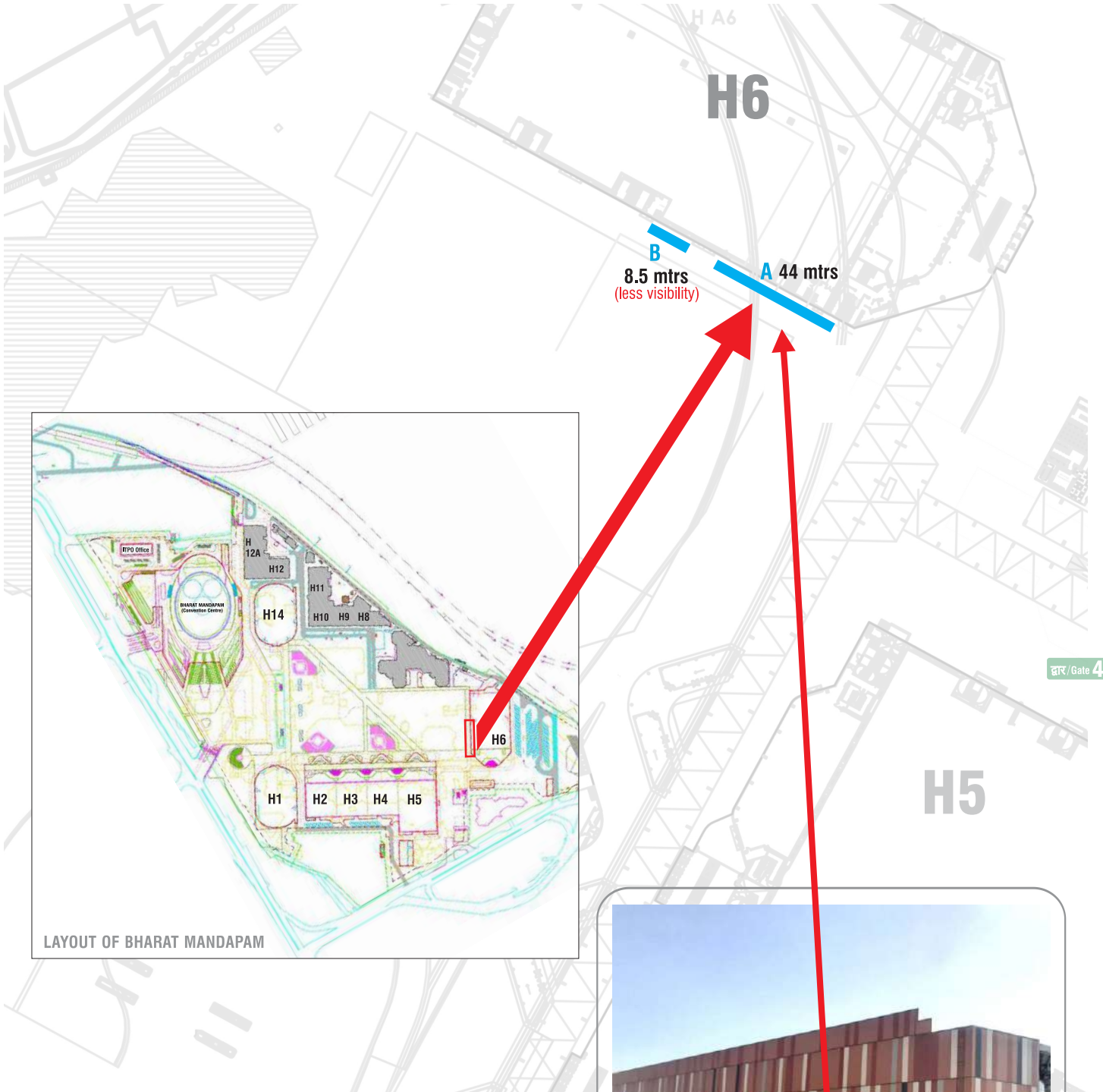
Layout of Bharat Mandapam, New Delhi



Location: Outside Hall 5 Exterior Wall

	Site Description	Available Length	Qty
Hall 5 (Exterior Wall)	From rear edge to Staircase 10 entry	51 mtrs (167 ft. approx)	7 Nos (20 ft x 20 ft each)
Hall 5 (Exterior Wall)	From Staircase 10 entry to Staircase 9 entry	16 mtrs (52.5 ft. approx)	2 Nos (20 ft x 20 ft each)
Hall 5 (Exterior Wall)	From Staircase 9 entry to Staircase 8 entry	18 mtrs (59 ft. approx)	2 Nos (20 ft x 20 ft each)
Hall 5 (Exterior Wall)	From Staircase 8 entry to front edge to Hall 5	21 mtrs (68.8 ft. approx)	3 Nos (20 ft x 20 ft each)
Hall 5 (Exterior Wall)	From Front edge to Hall 5 Glass Covering of Foyer Area	20 mtrs (65.5 ft. approx)	3 Nos (20 ft x 20 ft each)

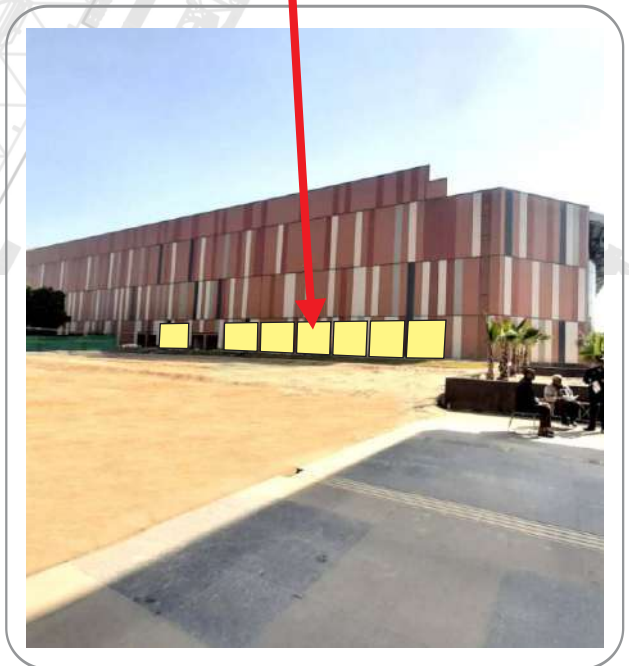




LAYOUT OF BHARAT MANDAPAM

Location: Outside Hall 6 Exterior Wall

	Site Description	Available Length	Qty
Hall 6 (Exterior Wall)	facing towards Bharat	44 mtrs (144 ft. approx)	6 Nos (20 ft x 20 ft each)
Hall 6 (Exterior Wall)	From Staircase 10 entry to Staircase 9 entry	8 mtrs (26 ft. approx)	1 Nos (20 ft x 20 ft each)



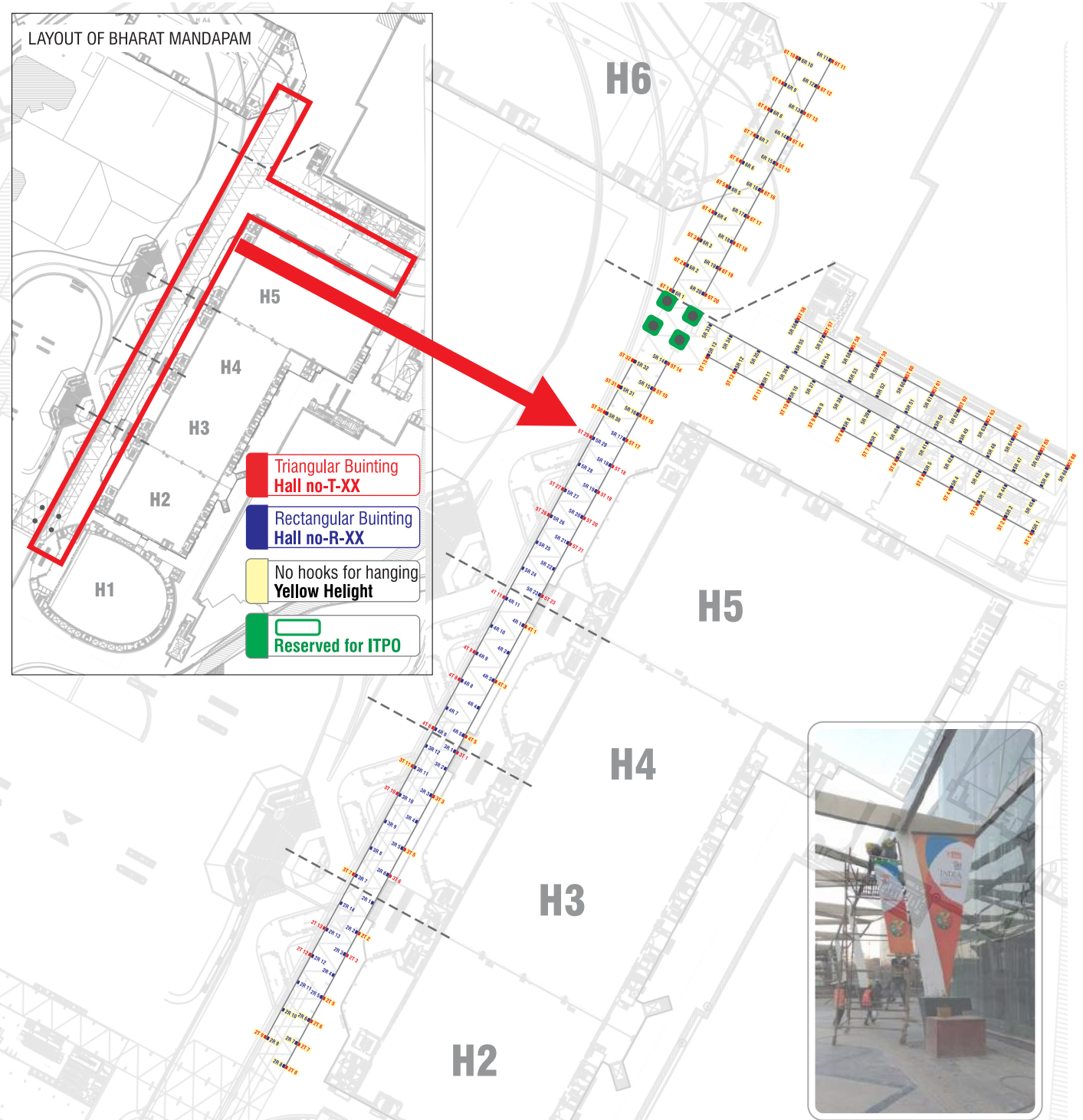
Canopy Column Branding

Outside Hall 2,3,4,5,6 & inside Gate 4

BRANDING SIGNAGES

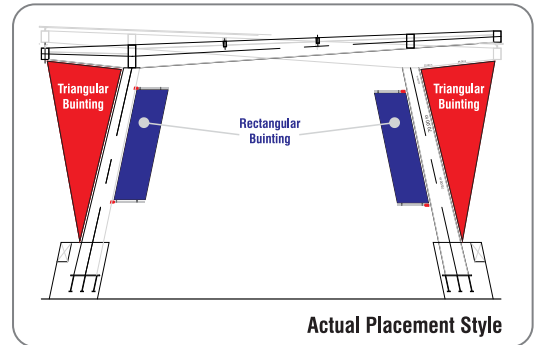
Hall 2,3,4,5 & 6

Bharat Mandapam, New Delhi



Location : Outside Hall 2,3,4,5,6 & from Gate 4 (Glass Canopy Passage)

Site Description (Paid Site)	Quantity				
	Hall 2	Hall 3	Hall 4	Hall 5 & inside Gate 4	Hall 6
Triangular Bunting Hall no-T-XX Size: 2 mtrs (W) x 6 mtrs (H)	9 nos	7 nos	7 nos	39 nos	20 nos
Rectangular Bunting Hall no-R-XX Size: 0,75 mtrs (W) x 3 mtrs (H)	14 nos	12 nos	11 nos	66 nos	20 nos



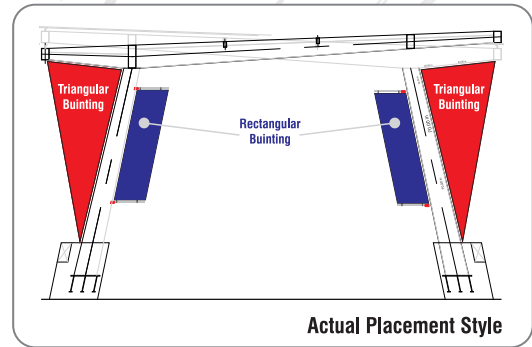
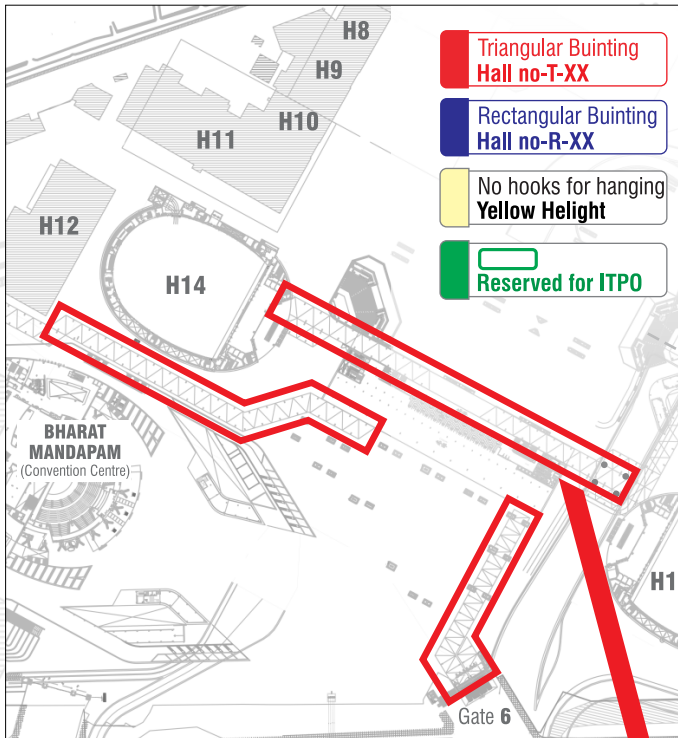
Canopy Column Branding

Outside Bharat Mandapam (Convention Centre)
 Hall 1, 14 & Gate 6

BRANDING SIGNAGES

Bharat Mandapam (Convention Centre)
 Hall 1, 14 & Gate 6

Bharat Mandapam, New Delhi



H12

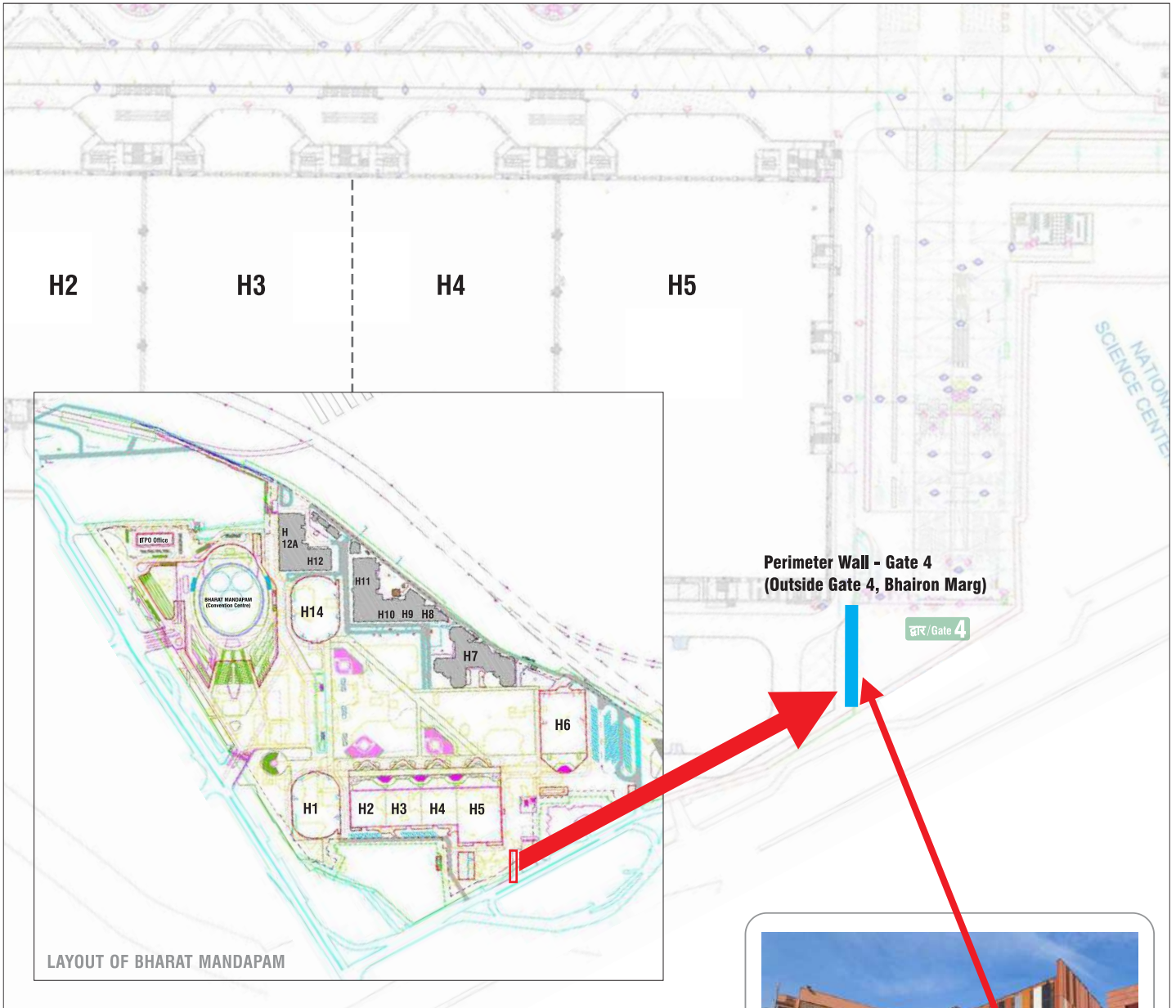
H14

BHARAT MANDAPAM
 (Convention Centre)

Location : Outside Hall 1, 14, Bharat Mandapam (Convention Centre) & from Gate 6 (Glass Canopy Passage)

Site Description (Paid Site)	Quantity			
	Hall 1	Hall 14	Bharat Mandapam (Convention Centre)	Gate 6
Triangular Bunting Hall no-T-XX Size: 2 mtrs (W) x 6 mtrs (H)	15 nos	34 nos	18 nos	21 nos
Rectangular Bunting Hall no-R-XX Size: 0.75 mtrs (W) x 3 mtrs (H)	15 nos	34 nos	18 nos	21 nos

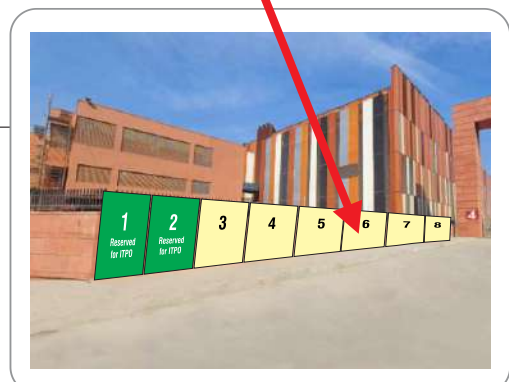
Gate 6



Perimeter Wall - Gate 4
(Outside Gate 4, Bhairon Marg)

द्वार / Gate 4

LAYOUT OF BHARAT MANDAPAM



Location: Periphery Wall outside Gate 4

Site Description	Available Length	Quantity
Outer Periphery Wall Adjacent to Gate 4 (Bhairon Marg)	80 ft.	8 Nos 10 ft (W) x 10 ft (H)each

BRANDING SIGNAGES

Entry Gate 4, 5A & 5B

Bharat Mandapam, New Delhi



Location:
Outer Periphery Wall
between Craft Museum and Gate 5B
Total Length : 30 ft.



Location:
Outer Periphery Wall
between Gate 5A and Gate 5B
Total Length : 100 ft.



Location:
Outer Periphery Wall
between Gate 5B and Gate 4
Total Length : 30 ft.

Location: Periphery Wall outside Gate 4

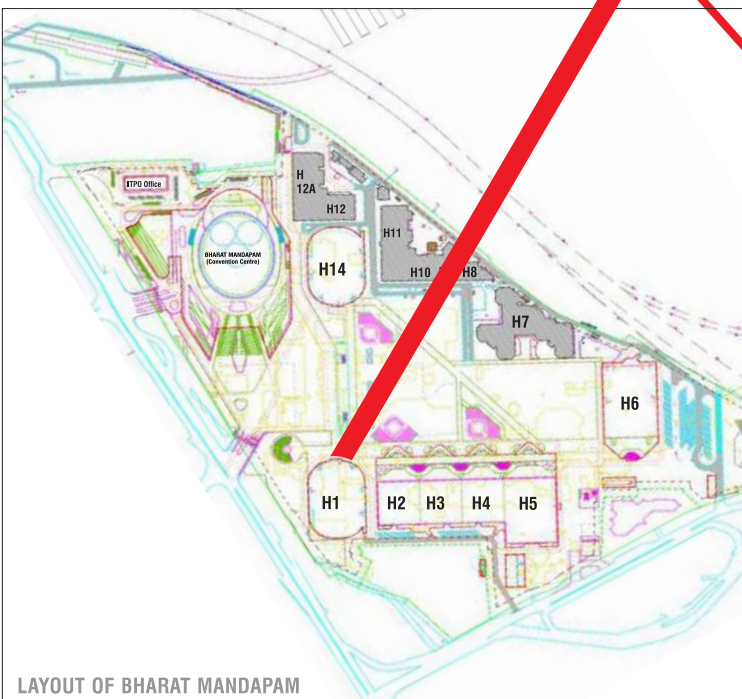
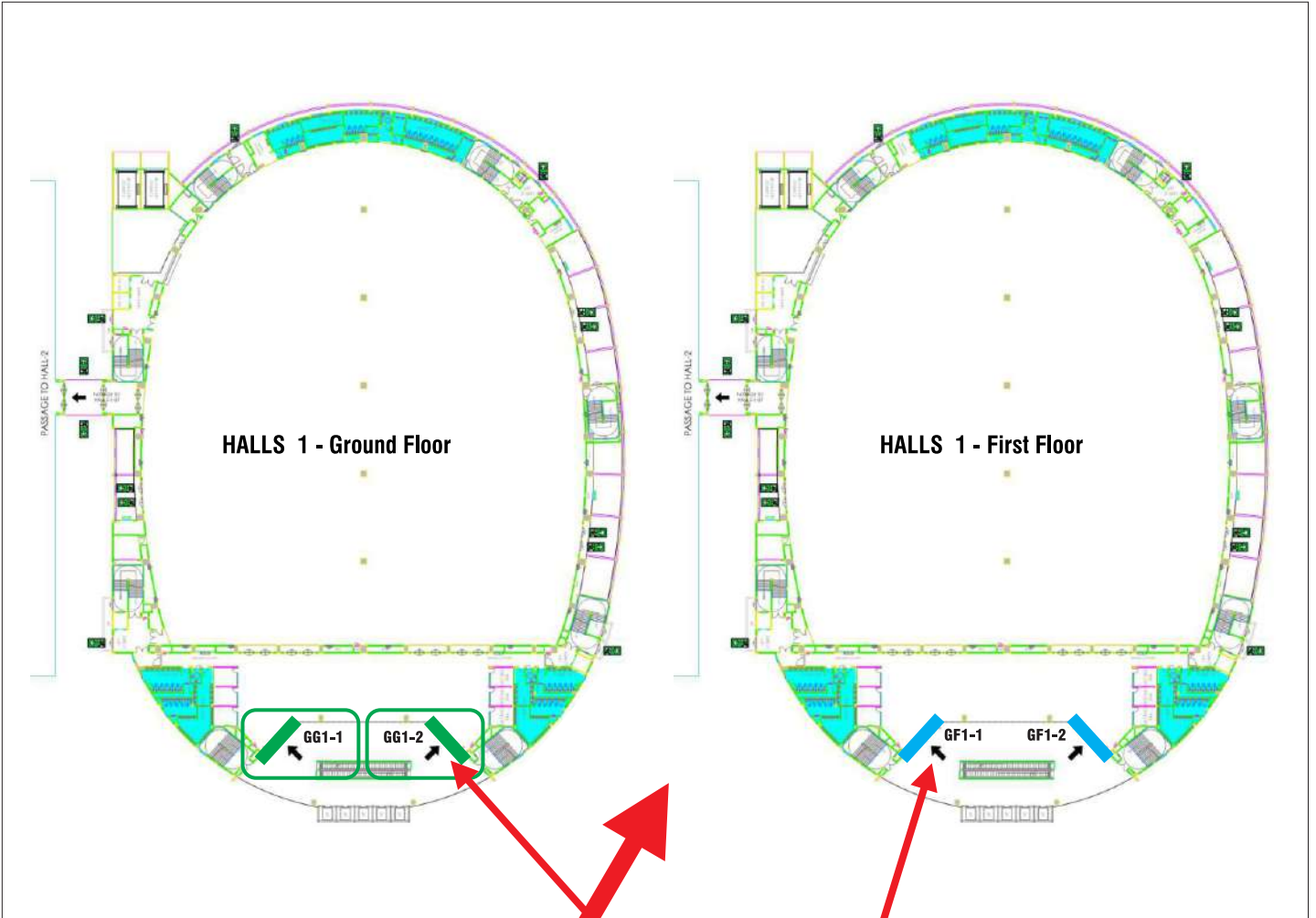
Site Description	Available Length	Quantity
Outer Periphery Wall between Craft Museum and Gate 5B	30 ft	3 Nos 10 ft (W) x 10 ft (H)each
Outer Periphery Wall between Gate 5A and 5B	100 ft	10 Nos 10 ft (W) x 10 ft (H)each
Outer Periphery Wall between Gate 5A and Subway Entry	30 ft	3 Nos 10 ft (W) x 10 ft (H)each

*Self Standing,
 As per space availability,
 along the running length of the wall,
 up to max height of 10 feet,
 from the wall base.

Hall 1 (Ground Floor & First Floor)

Bharat Mandapam, New Delhi

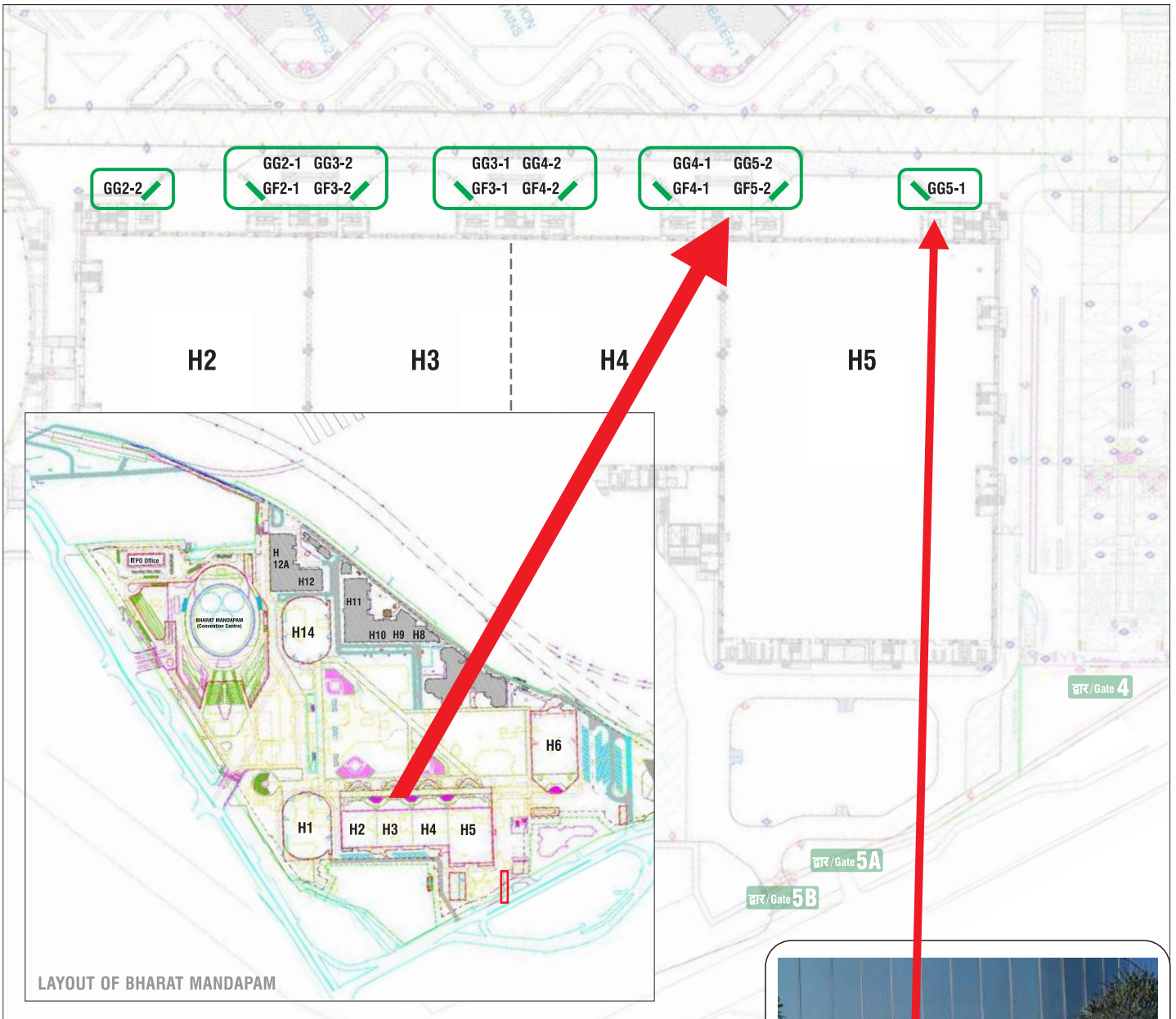
Reserved for ITPO



Location: Main Entry Gates Outside Hall 1

Site Code (Paid or complimentary)	Size	Qty
Hall 1 (Ground Floor) GG1-1 & GG1-2	As per customised* requirement of TPO subject to availability of space	2
Hall 1 (First Floor) GF1-1 & GF1-2	* (different rates will be applicable)	2
Total		4

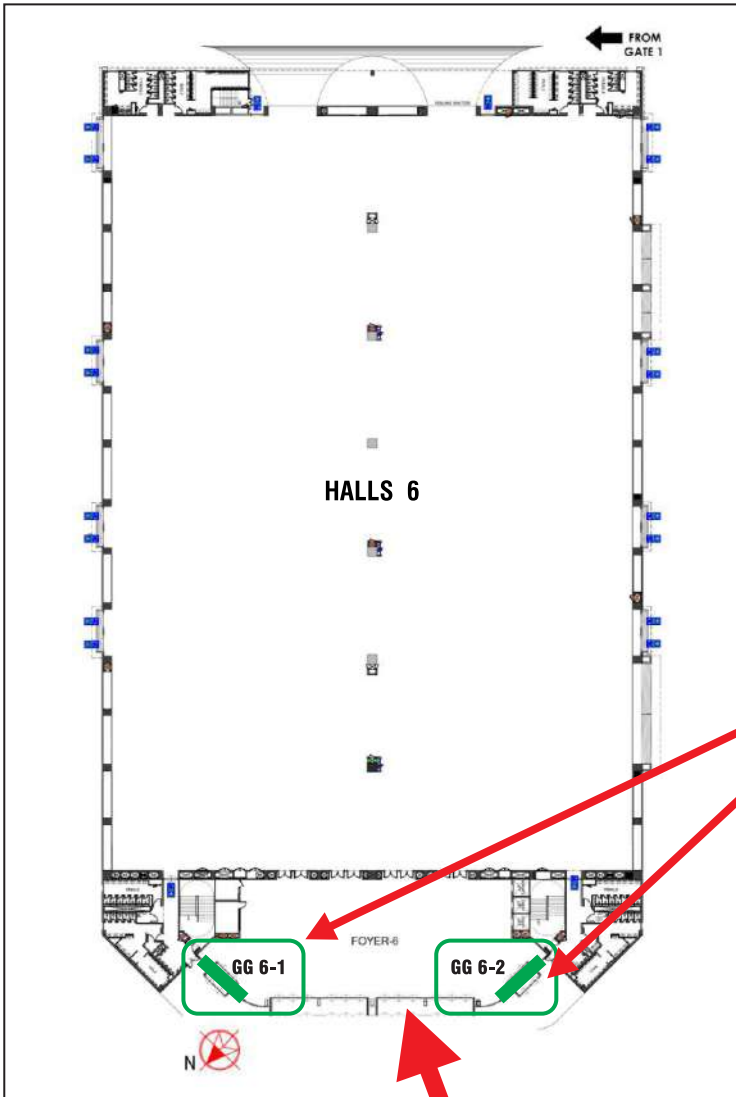
GG: Gate Ground Floor GF: Gate First Floor


Location: Main Entry Gates of Ground & First Floor Hall 2, 3, 4 & 5

	Site Code (Paid or complimentary)	Size	Qty.
Hall 5	Ground Floor (GG5-1 & GG5-2)	As per customised* requirement of TPO subject to availability of space *(different rates will be applicable)	2
	First Floor (GF5-2)		1
Hall 4	Ground Floor (GG4-1 & GG4-2)		2
	First Floor (GF4-1 & GF4-2)		2
Hall 3	Ground Floor (GG3-1 & GG3-2)		2
	First Floor (GF3-1 & GF3-2)		2
Hall 2	Ground Floor (GG2-1 & GG2-2)		2
	First Floor (GF2-1)		1
	Total	14	

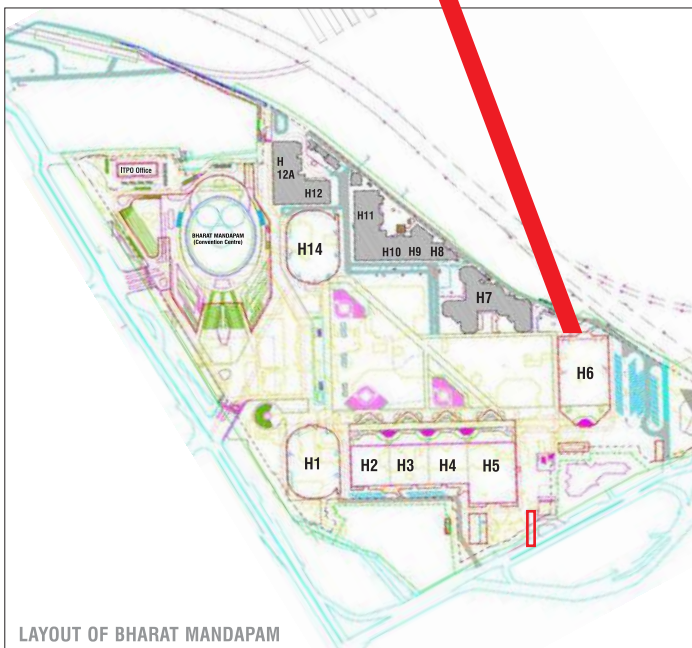
GG: Gate Ground Floor GF: Gate First Floor



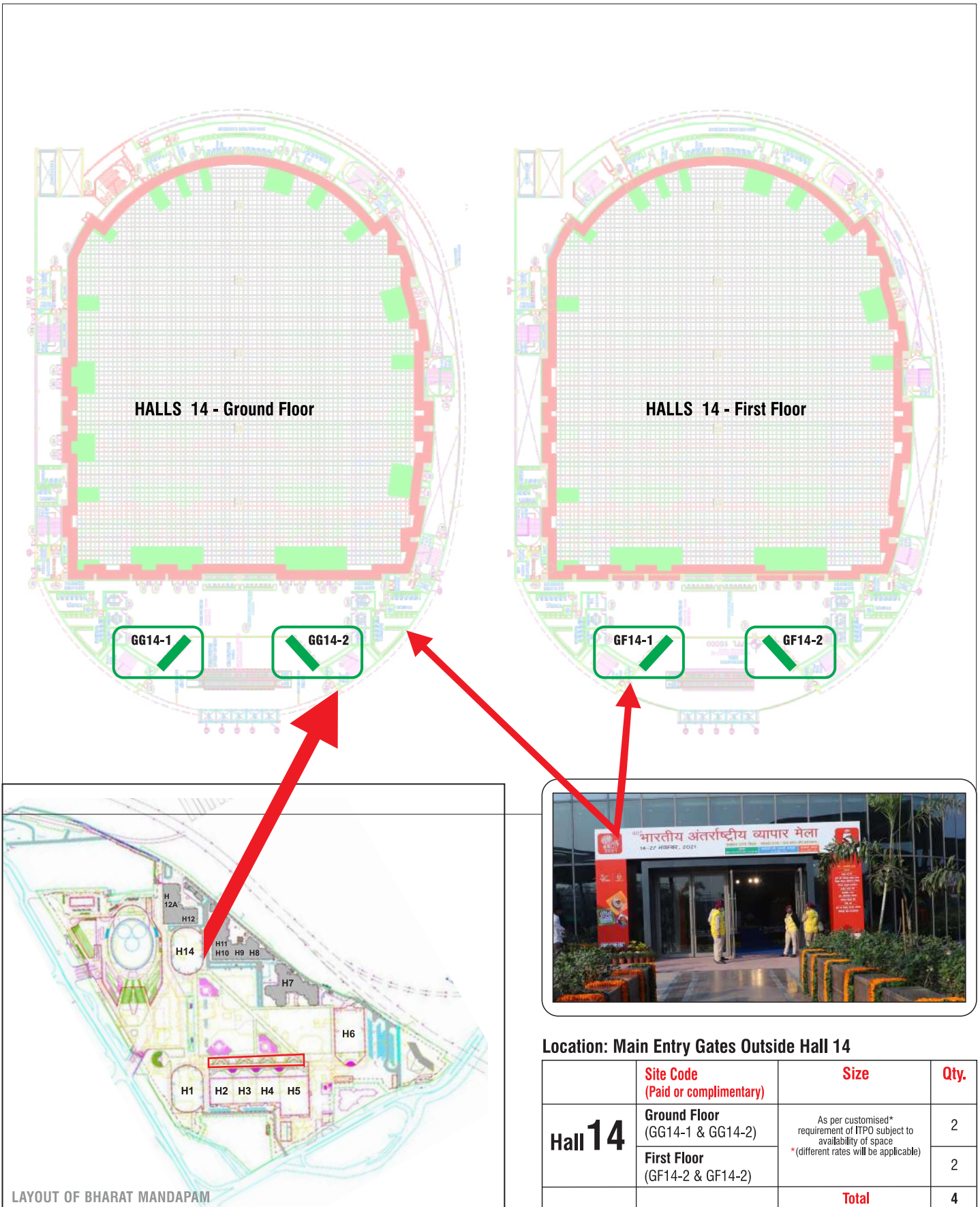


Location: Main Entry Gates Outside Hall 6

	Site Code (Paid or complimentary)	Size	Qty.
Hall 6	(GG 6-1 & GG 6-2)	As per customised* requirement of ITPO subject to availability of space *(different rates will be applicable)	2
		Total	2

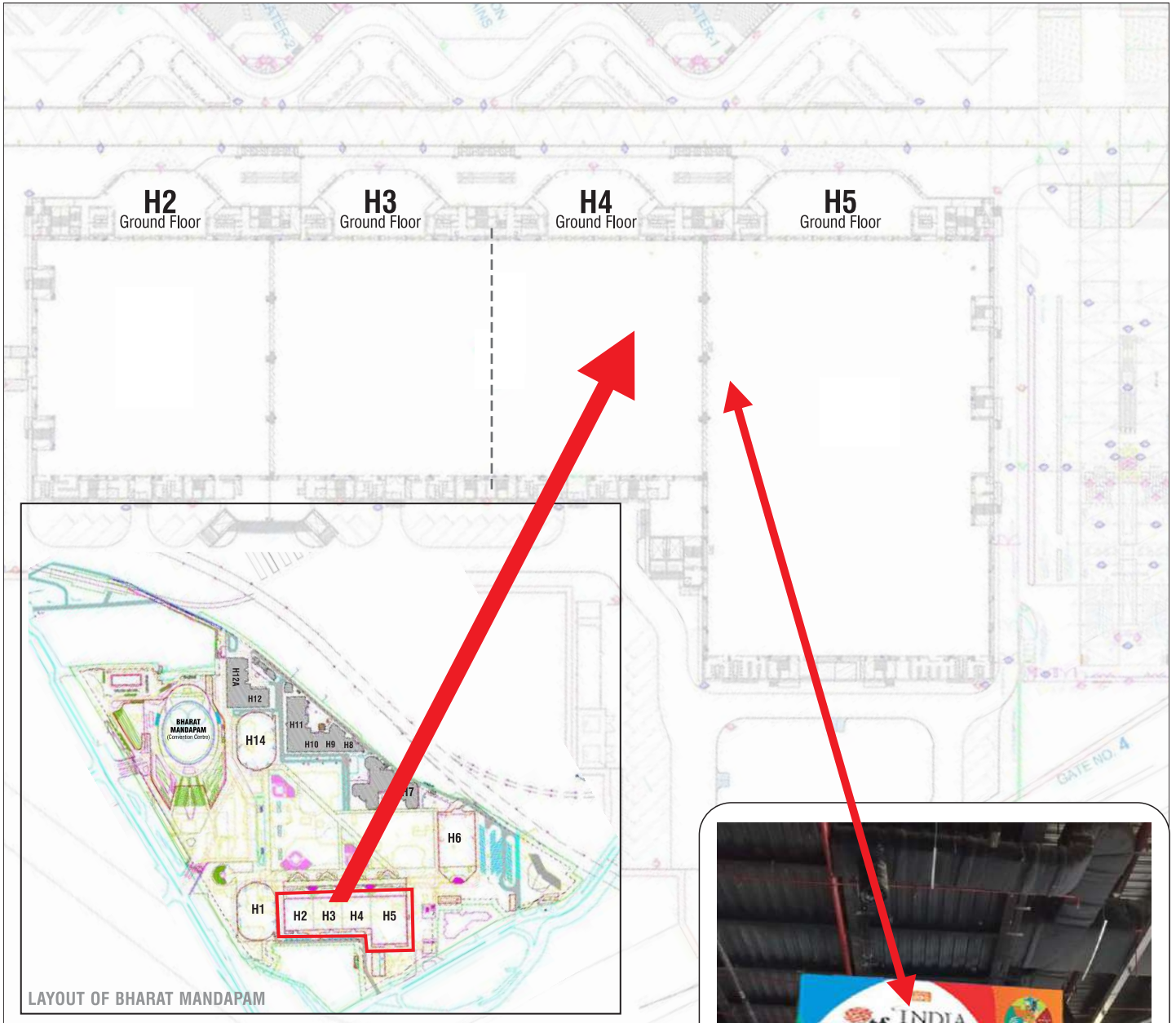


LAYOUT OF BHARAT MANDAPAM

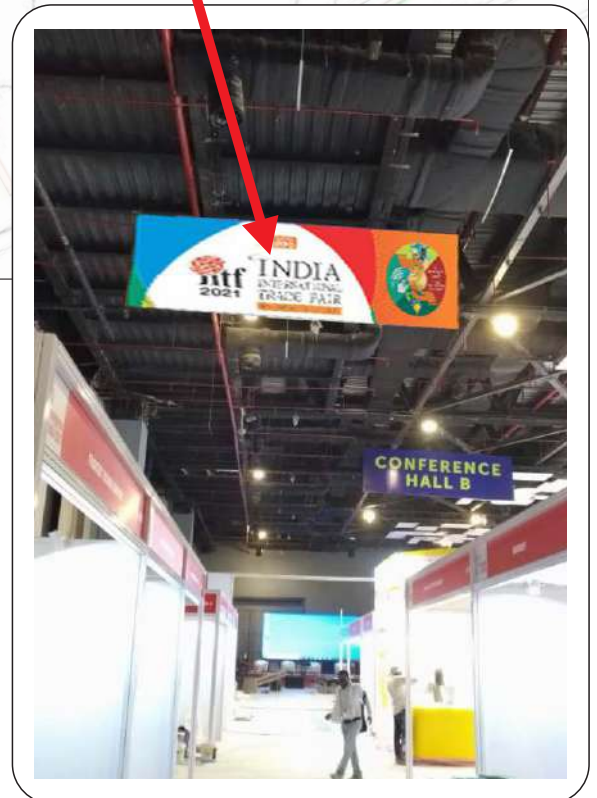


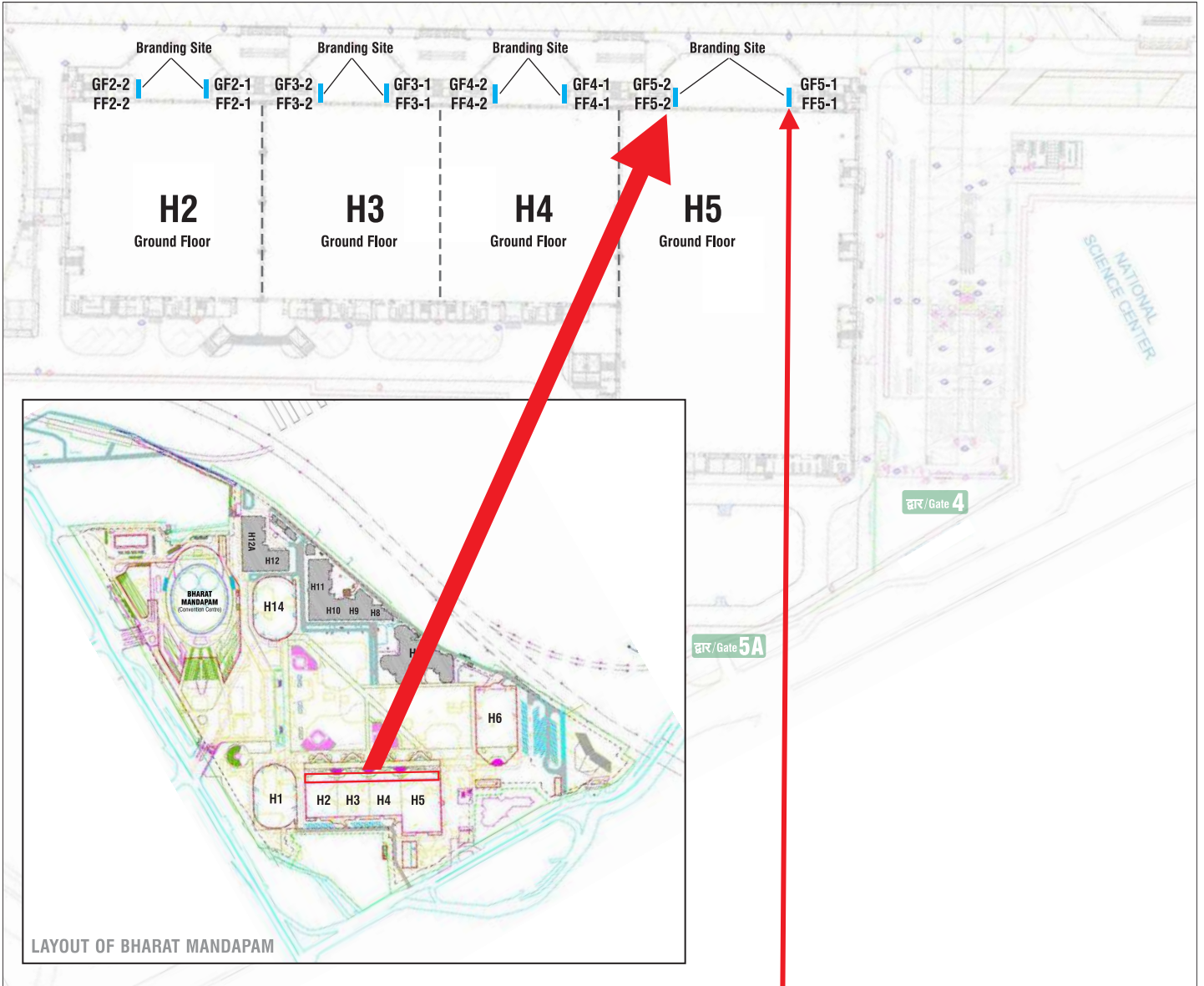
	Site Code (Paid or complimentary)	Size	Qty.
Hall 14	Ground Floor (GG14-1 & GG14-2)	As per customised* requirement of ITPO subject to availability of space *(different rates will be applicable)	2
	First Floor (GF14-2 & GF14-2)		2
	Total		4

GG: Gate Ground Floor GF: Gate First Floor


Location: Inside Hall 2, 3, 4 & 5 - Ground Floor*

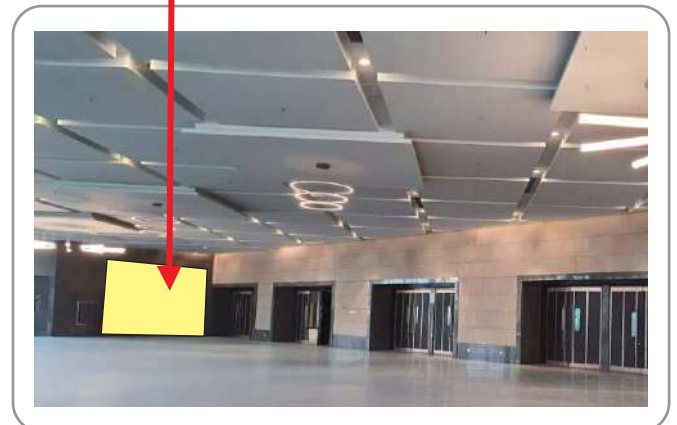
Site Code	Size	Tentative Qty
Hall 2 (paid site)	6 mtrs(w) x 2 mtrs.(h) or 1.75 mtrs(w) x 5 mtrs.(h)	10 (Subject to availability)
Hall 3 (paid site)	6 mtrs(w) x 2 mtrs.(h) or 1.75 mtrs(w) x 5 mtrs.(h)	10 (Subject to availability)
Hall 4 (paid site)	6 mtrs(w) x 2 mtrs.(h) or 1.75 mtrs(w) x 5 mtrs.(h)	10 (Subject to availability)
Hall 5 (paid site)	6 mtrs(w) x 2 mtrs.(h) or 1.75 mtrs(w) x 5 mtrs.(h)	30 (Subject to availability)
Total		Approx. 60





Location: Outside Entry Gates of Ground & First Floor Hall 2, 3, 4 & 5

	Site Code (Paid or complimentary)	Size	Qty.
Hall 5	Ground Floor (GF5-1 & GF5-2)	Self Standing 5 mtrs(w) x 4 mtrs.(h) or as per customised* requirement of ITPO subject to availability of space (*different rates will be applicable)	2
	First Floor (FF5-1 & FF5-2)		2
Hall 4	Ground Floor (GF4-1 & GF4-2)		2
	First Floor (FF4-1 & FF4-2)		2
Hall 3	Ground Floor (GF3-1 & GF3-2)		2
	First Floor (FF3-1 & FF3-2)		2
Hall 2	Ground Floor (GF2-1 & GF2-2)		2
	First Floor (FF2-1 & FF2-2)		2
	Total		16




Branding on IECC Complex Entry Gates

Gate 4

Location: Outside Bhairon Road

Site Code	Size
G4- 1	8ft.(w) x 15ft.(h)
G4- 2	8ft.(w) x 50ft.(h)
Truss Gate	Decorative / Customised Truss Gate with atleast 6 mtrs clear height for easy movement of heavy vehicles.

**Branding in Open Areas - Free / Customised Sizes*
(Illustrative Examples)**


Box branding on pillars near glass elevators



Self standing boards in open spaces

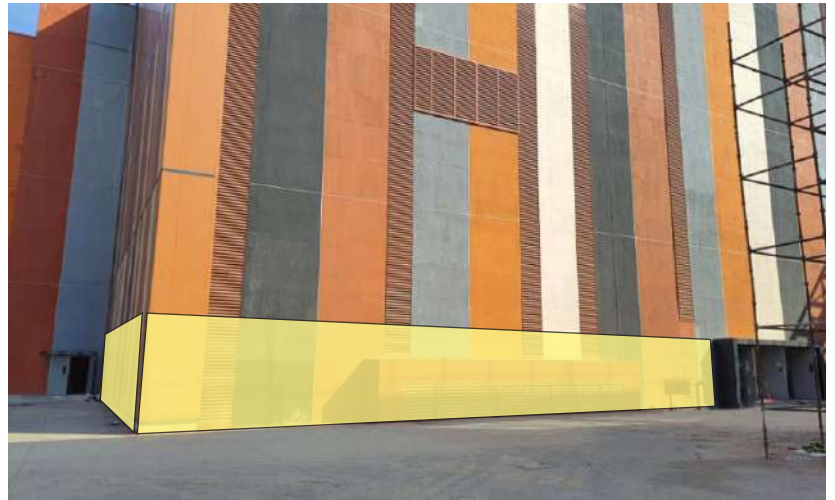
 As per customised*requirement of ITPO
 subject to availability of space(*different rates will be applicable)



**Branding in Open Areas - Free / Customised Sizes*
(Illustrative Examples)**



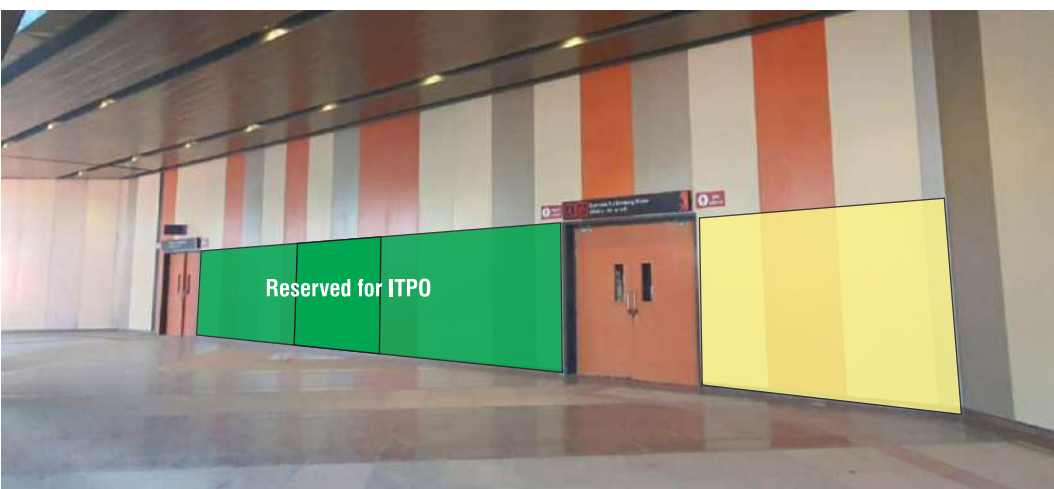
Location: Service Block behind Hall 5



Location: Rear Wall of Hall 5



Location:
Covered Corridor between
Foyers of Hall 2-5



Size: Self Standing, As per space availability,
along the running length of the wall, upto max height of 15 feet from the wall base.



Gate - 5A



Gate - 5B



HALLS 8,9,10,11 12 & 12A



- IILF Delhi**
Footwear, Machinery & Materials Fair
JULY 3-4-5 2014
- Display Profile**
- Machinery Equipment & Technology
 - Footwear
 - Synthetic Material, Leather
 - Footwear
 - Chemicals
 - Footwear Accessories
 - Leather Goods, Bags & Accessories
 - Publications and others

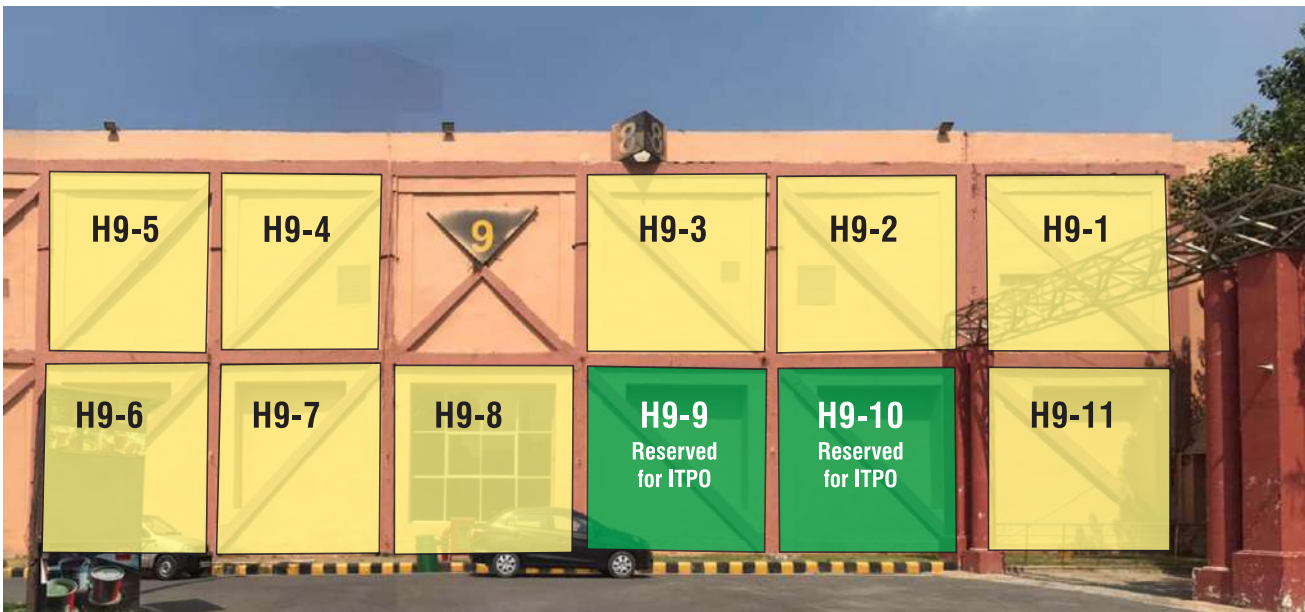




HALL 8

Location: Truss frame outside hall 8, outside ITPO main Head office building

Site Code	Size
H8-1 (paid site)	28ft.(w) x 05ft.(h) 05ft.(w) x 18ft.(h) (front & back) 05ft.(w) x 18ft.(h) (front & back)

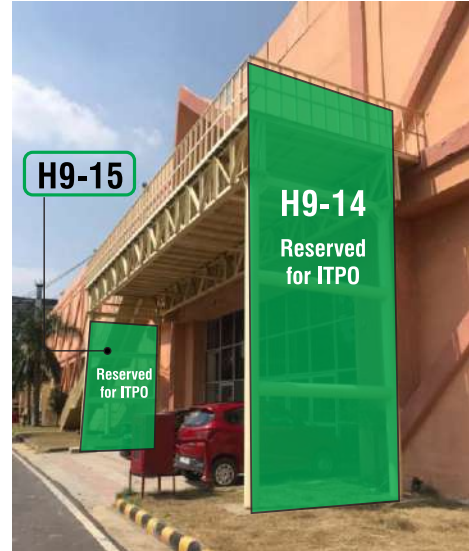


HALL 9

Location: Outer wall of Hall 9, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H9-1 (paid site)	20ft.(w) x 20ft.(h)
H9-2 (paid site)	20ft.(w) x 20ft.(h)
H9-3 (paid site)	20ft.(w) x 20ft.(h)
H9-4 (paid site)	20ft.(w) x 20ft.(h)
H9-5 (paid site)	20ft.(w) x 20ft.(h)
H9-6 (paid site)	20ft.(w) x 20ft.(h)

Site Code	Size
H9-7 (paid site)	20ft.(w) x 20ft.(h)
H9-8 (paid site)	20ft.(w) x 20ft.(h)
H9-9 (paid site)	20ft.(w) x 20ft.(h)
H9-10 (paid site)	20ft.(w) x 20ft.(h)
H9-11 (paid site)	20ft.(w) x 20ft.(h)



HALL 9

Location: Outer wall of Hall 9, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H9-12 (paid site)	20ft.(w) x 20ft.(h)
H9-13 (paid site)	45ft.(w) x 6.5ft.(h)

Site Code	Size
H9-14 (paid site)	11.5ft.(w) x 24ft.(h) outside panel 11.5ft.(w) x 16.5ft.(h) inside panel
H9-15 (paid site)	11.5ft.(w) x 16.5ft.(h)



HALL 10

Location: Outer wall of Hall 10, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H10-1 (paid site)	20ft.(w) x 20ft.(h)
H10-2 (paid site)	20ft.(w) x 20ft.(h)
H10-3 (paid site)	20ft.(w) x 20ft.(h)
H10-4 (paid site)	20ft.(w) x 20ft.(h)



HALL 10

Location: Outer wall of Hall 10 (facing Halls 2-5)

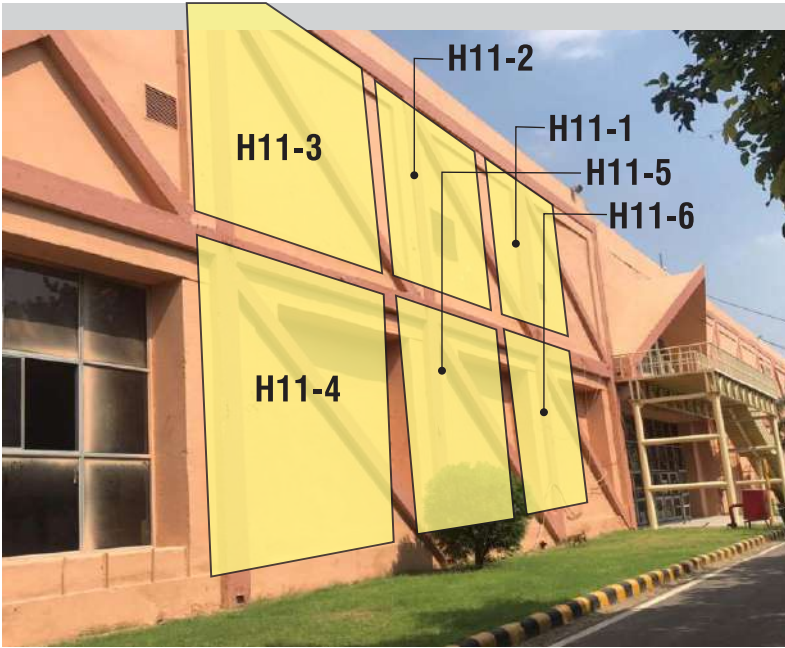
Site Code	Size
H10-5 (paid site)	20ft.(w) x 20ft.(h)
H10-6 (paid site)	20ft.(w) x 20ft.(h)



HALL 10

Location: Outer wall of Hall 10 (facing Halls 2-5)

Site Code	Size
H10- 7 (paid site)	41 ft.(w) x 6.5 ft.(h)
H10- 8 (paid site)	10 ft.(w) x 22.5 ft.(h) outside panel 10 ft.(w) x 16.5 ft.(h) inside panel
H10- 9 (paid site)	10 ft.(w) x 16.5 ft.(h) inside panel



HALL 11

Location: Outer wall of Hall 10 (facing hall 12&14)

Site Code	Size
H11-1 (paid site)	20ft.(w) x 20ft.(h)
H11-2 (paid site)	20ft.(w) x 20ft.(h)
H11-3 (paid site)	20ft.(w) x 20ft.(h)
H11-4 (paid site)	20ft.(w) x 20ft.(h)
H11-5 (paid site)	20ft.(w) x 20ft.(h)
H11-6 (paid site)	20ft.(w) x 20ft.(h)



H11-7

H11-8

H11-9

H11-10

HALL 11

Location: Outer wall of Hall 10 (facing hall 12 & 14)

Site Code	Size
H11-7 (paid site)	20ft.(w) x 20ft.(h)
H11-8 (paid site)	20ft.(w) x 20ft.(h)
H11-9 (paid site)	20ft.(w) x 20ft.(h)
H11-10 (paid site)	20ft.(w) x 20ft.(h)
H11-11 (paid site)	20ft.(w) x 20ft.(h)
H11-12 (paid site)	20ft.(w) x 20ft.(h)
H11-13 (paid site)	20ft.(w) x 20ft.(h)


HALL 11

 Location: Triangular Frame in front of Hall 11
 (at the turning point towards hall 12)

Site Code	Size
H11-14 (paid site)	12ft.(w) x 16ft.(h)


HALL 11

 Location: Outer wall of
 Hall 11 (opposite Hall 14)

Site Code	Size
H11-15 (paid site)	20ft.(w) x 20ft.(h)
H11-16 (paid site)	20ft.(w) x 20ft.(h)
H11-17 (paid site)	20ft.(w) x 20ft.(h)
H11-18 (paid site)	20ft.(w) x 20ft.(h)
H11-19 (paid site)	20ft.(w) x 20ft.(h)
H11-20 (paid site)	20ft.(w) x 20ft.(h)


HALL 11

 Location: Outer wall of Hall 11
 (facing opposite towards Hall 12 & 12A)

Site Code	Size
H11-21 (paid site)	20ft.(w) x 10ft.(h)


HALL 11

 Location: Outer wall of Hall 11
 (facing opposite towards Hall 12 & 12 A)

Site Code	Size
H11-22 (paid site)	20ft.(w) x 10ft.(h)



HALL 11

Location: Outer wall of Hall 11
(facing opposite towards Hall 12 a& 12 A)

Site Code	Size
H11-23 (paid site)	20ft.(w) x 20ft.(h)
H11-24 (paid site)	20ft.(w) x 20ft.(h)
H11-25 (paid site)	20ft.(w) x 20ft.(h)
H11-26 (paid site)	20ft.(w) x 20ft.(h)
H11-27 (paid site)	20ft.(w) x 20ft.(h)
H11-28 (paid site)	20ft.(w) x 20ft.(h)
H11-29 (paid site)	20ft.(w) x 20ft.(h)



HALL 11

Location: Outer wall of Hall 11
(facing opposite Hall 12 & 12 A)

Site Code	Size
H11-30 (paid site)	20ft.(w) x 20ft.(h)
H11-31 (paid site)	20ft.(w) x 20ft.(h)
H11-32 (paid site)	20ft.(w) x 20ft.(h)
H11-33 (paid site)	20ft.(w) x 20ft.(h)



HALL 11

Location: Triangular Frame in front of Hall 11
(facing opposite Hall 12 & 12 A)

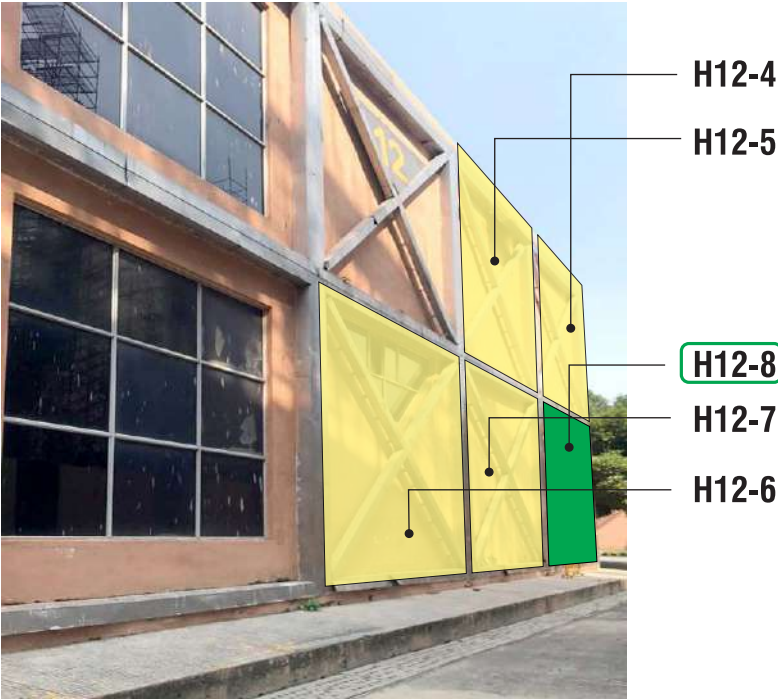
Site Code	Size
H11-34 (paid site)	12ft.(w) x 16ft.(h)



HALL 12

Location: Outer wall Facade of Hall 12 & 12A (opposite Hall 11)

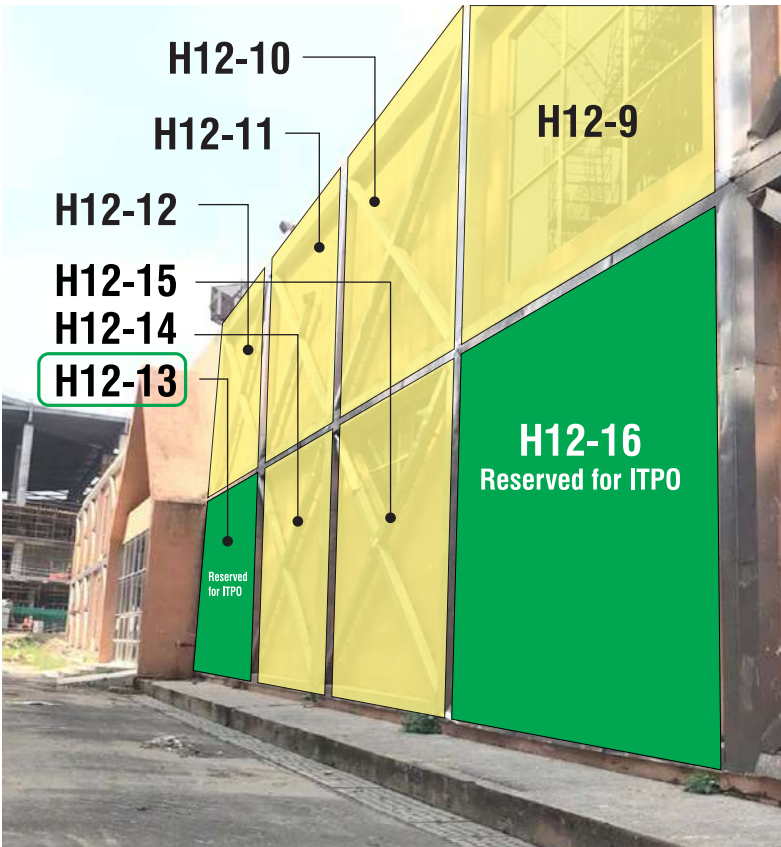
Site Code	Size
H12-1 (paid site)	20ft.(w) x 10ft.(h)
H12-2 (paid site)	20ft.(w) x 20ft.(h)
H12-3 (paid site)	10ft.(w) x 20ft.(h)



Location: Outer wall of Hall 12 (facing Halls 14)


HALL 12

Site Code	Size
H12-4 (paid site)	20ft.(w) x 20ft.(h)
H12-5 (paid site)	20ft.(w) x 20ft.(h)
H12-6 (paid site)	20ft.(w) x 20ft.(h)
H12-7 (paid site)	20ft.(w) x 20ft.(h)
H12-8 (paid site)	20ft.(w) x 20ft.(h)


HALL 12

 Location: Outer wall of Hall 12
 (facing Halls 14)

Site Code	Size
H12-9 (paid site)	20ft.(w) x 20ft.(h)
H12-10 (paid site)	20ft.(w) x 20ft.(h)
H12-11 (paid site)	20ft.(w) x 20ft.(h)
H12-12 (paid site)	20ft.(w) x 20ft.(h)
H12-13 (paid site)	20ft.(w) x 20ft.(h)
H12-14 (paid site)	20ft.(w) x 20ft.(h)
H12-15 (paid site)	20ft.(w) x 20ft.(h)
H12-16 (paid site)	20ft.(w) x 20ft.(h)



H12A-1

H12A-2

H12A-3

H12A-4

HALL 12A

 Location: Outer wall of Hall 12A
 (facing service road leading towards gate 10)

Site Code	Size
H12A-1 (paid site)	20ft.(w) x 20ft.(h)
H12A-2 (paid site)	20ft.(w) x 20ft.(h)
H12A-3 (paid site)	20ft.(w) x 20ft.(h)
H12A-4 (paid site)	20ft.(w) x 20ft.(h)
H12A-5 (Opt. 1) (paid site)	20ft.(w) x 30ft.(h)


HALL 12A

 Location: Outer wall of Hall 12A
 (facing service road leading towards Gate 10)

Site Code	Size
H12A-5 (Opt. 2) (paid site)	20ft.(w) x 10ft.(h)
H12A-6 (paid site)	20ft.(w) x 20ft.(h)
H12A-7 (paid site)	20ft.(w) x 20ft.(h)



Gate 1

Location: Facing towards Bhairon Road

Site Code	Size
G1- 1 (Fascia Front)	86ft.(w) x 8ft.(h)
G1- 2 (Fascia Back)	86ft.(w) x 8ft.(h)


Halogen Pole

Site Code	Size
HP (5 Nos.)	1mtr (w) x 7mtr (h) (Set of 4, 2 front+ 2 back)

Total No. of Halogen Poles: 5

Bharat Mandapam, New Delhi


Electric Pole

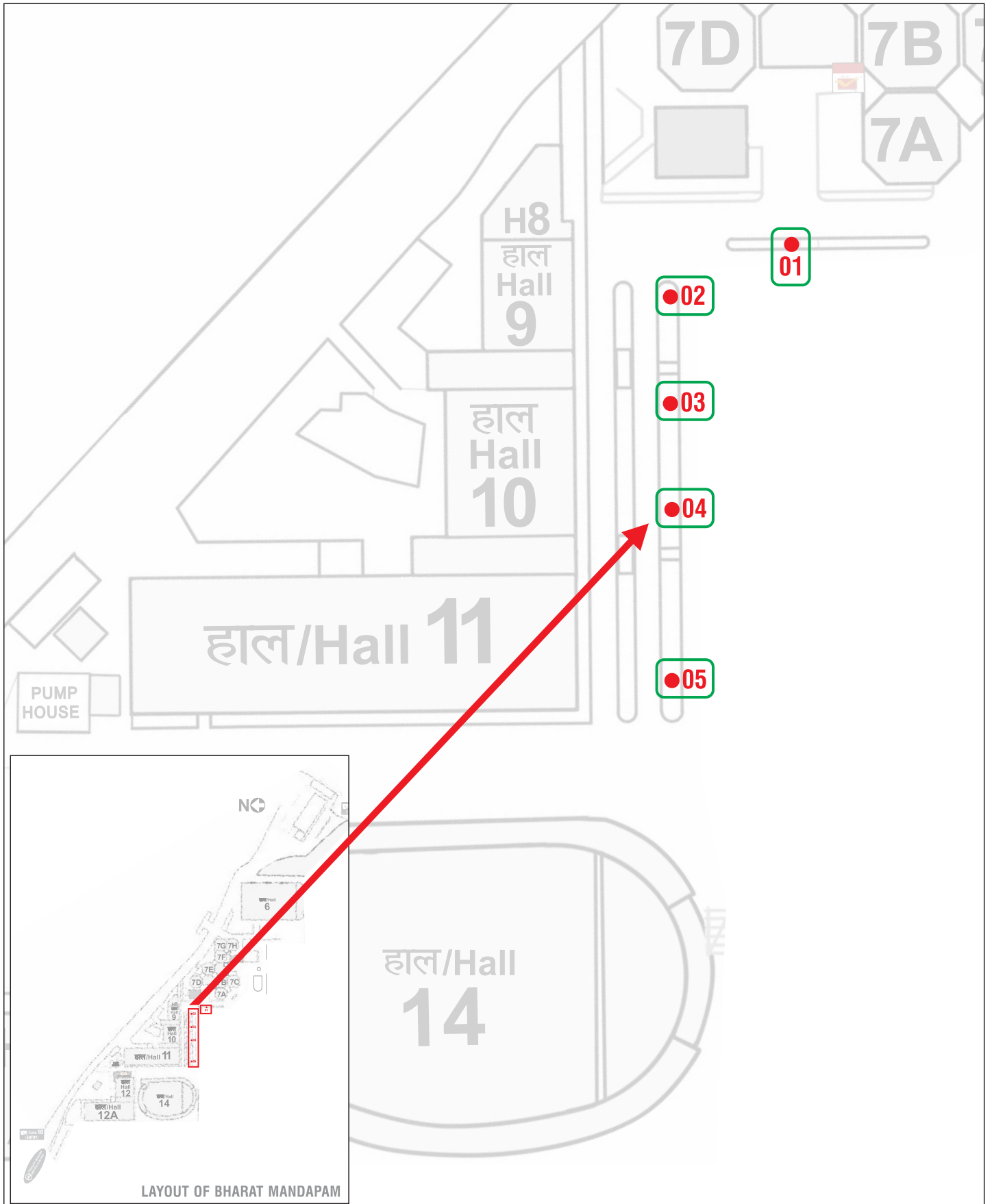
Site Code	Size
EP (64 Nos.)	2.5ft.(w) x 06ft.(h) (Set of 4, 2 front+ 2 back)

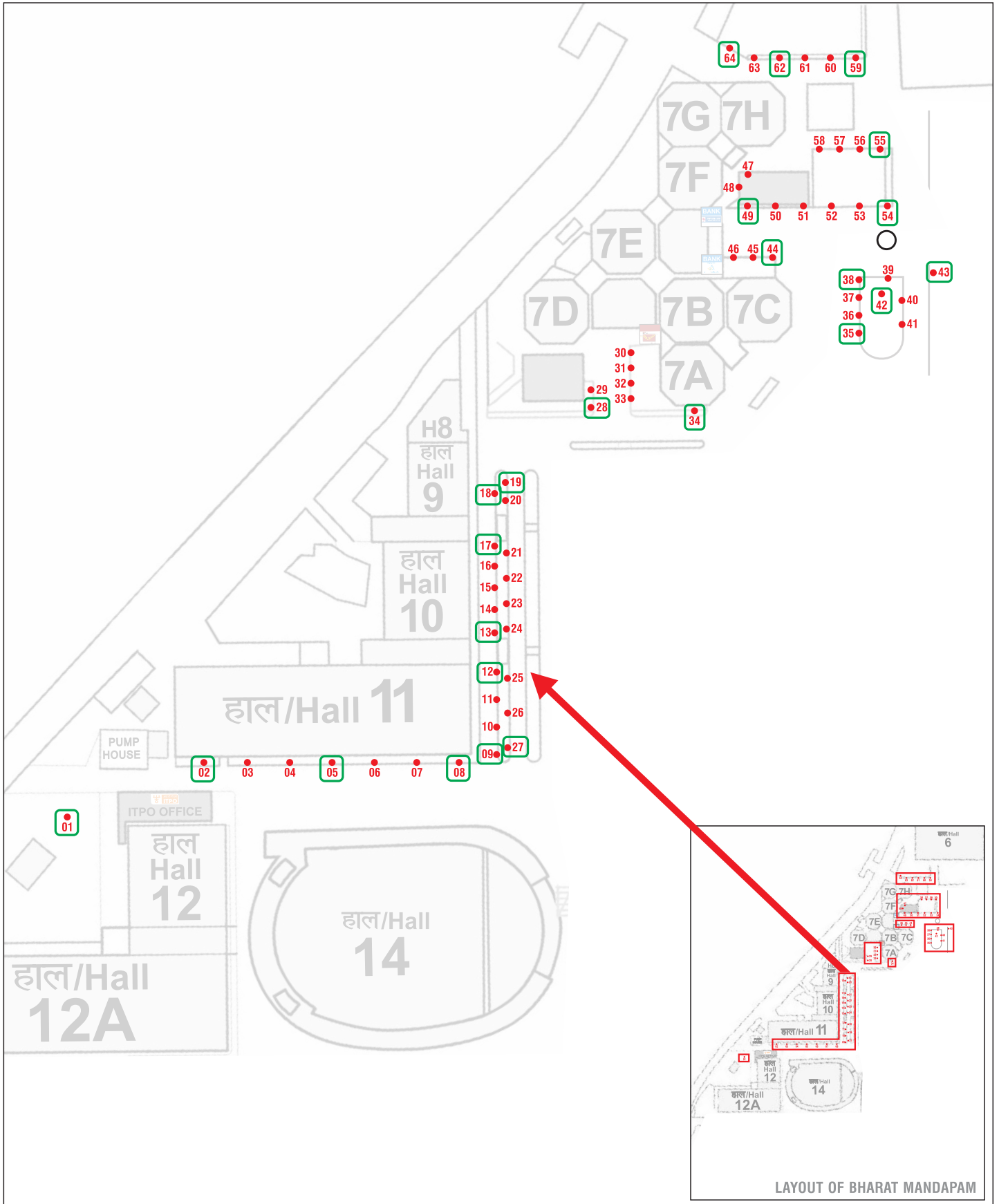
Total No. of Electric Poles: 64

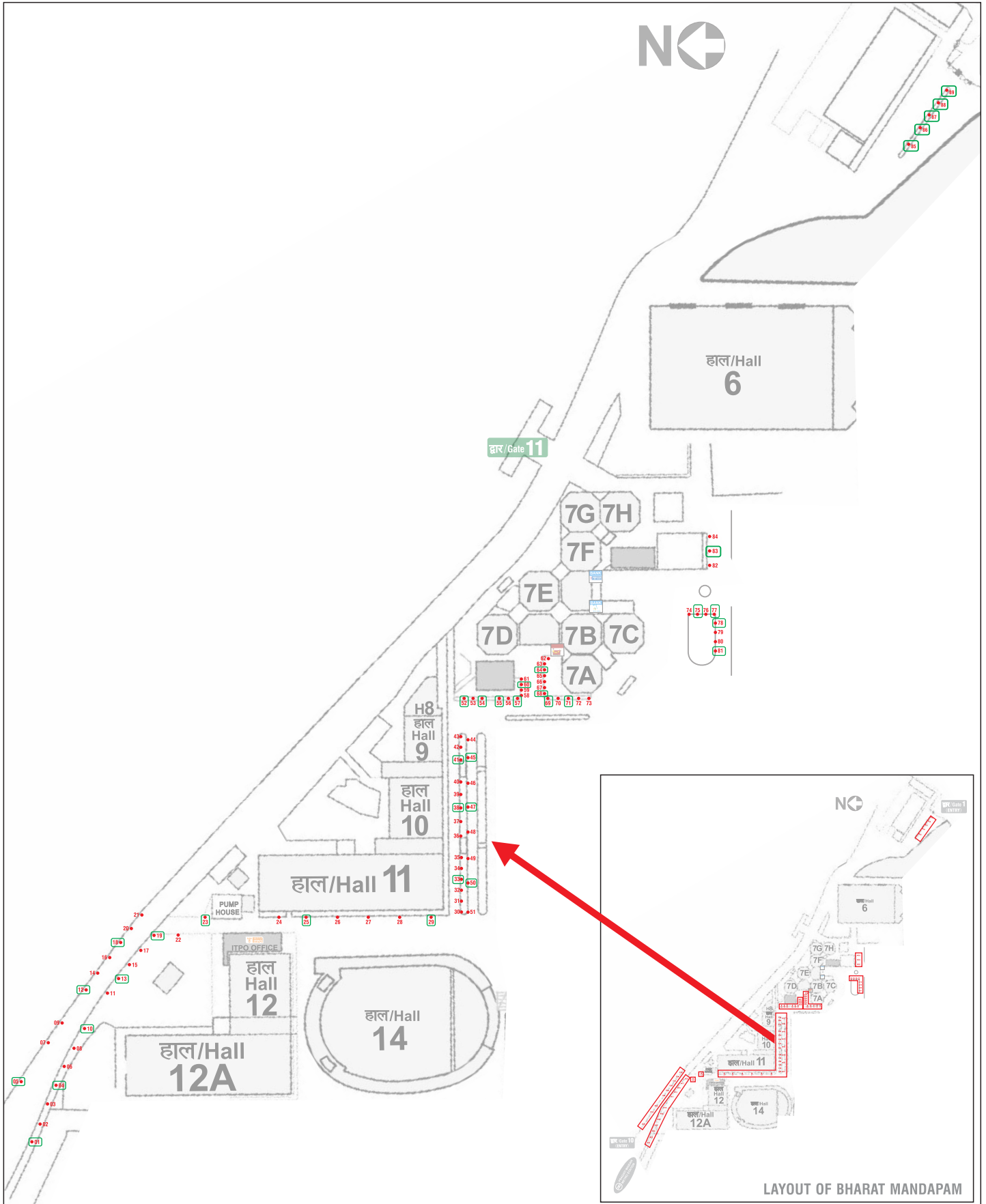

Flag Pole

Site Code	Size
FP (86 Nos.)	2.5ft.(w) x 06ft.(h) (Set of 4, 2 front+ 2 back)

Total No. of Flag Poles: 86









Location: At various locations all around Pragati Maidan

Truss Gate / Decorative Gates, setup by the ITPO, away from the Main Gate of the Hall, should be approved by the Architect and Security Divisions of ITPO.



Location: Service road, along backside of Halls 8 - 12A

Size: As per space availability, along the running length of the wall, upto max height of 10 feet from the wall base.

The following guidelines have to be followed by all organisers or contractors assigned by the organiser, while executing branding works on Bharat Mandapam campus:

- **Pasting of stickers on walls, pillars, glass doors /windows, are strictly prohibited as they leave gumming residue behind, and cause extensive damage to paint and other surfaces.**
- **The agency shall deploy non-invasive and innovative style of signage mounting. Any drilling / masonry work to mount signages inside or outside of Halls is strictly prohibited.**
- **Use of GI wires to hang signages from high voltage wires running throughout Hall ceilings are not allowed.**
- **The branding contractor must maintain adequate numbers of scissor lift / scaffolding tower so as to ensure that hall buntings / hoardings / signages can be fixed properly at least up to the height of 10 mtrs or more. Use of ladder against the walls inside New Hall (1,2,3,4,5,6 &14) to hang signages is not allowed, as it may chip-off wall paint.**
- **The Organiser, may undertake branding by taking responsibility of wind-load, public safety and usage of appropriate machines.**
- **Exhaust shafts/air shafts of H 2-5 are not covered by branding, since air-condition cannot function if they are covered.**
- **Ceiling-hung / rigged aisle branding, in H 2-5 should not come below any Smoke Curtain**
- **Truss gate on roads (especially Main Gates such as Gate 4 & 10) must be min. 6m wide and 6m high.**
- **Any branding that blocks right-of-way, emergency exits and fire-hose reel is strictly prohibited.**
- **The branding contractor shall ensure that while mounting / unmounting all branding material which includes hoardings, directional signages, arch gates etc., no damage is caused to any part of IECC complex / infrastructure. Any damages arising as a result of non-compliance of aforementioned parameters shall be the sole responsibility of the Organiser / Branding contractor.**