

HEMA MAITY
General Manager



India Trade Promotion Organisation

(A Government of India Enterprise)
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ITPO/FS-I/SIAL-Paris/2023-24

December 1, 2024

Dear Sir/ Madam,

India Trade Promotion Organisation, a Government of India's premier trade promotion organization, is organizing India's national level participation in **SIAL, Paris, October 19-23, 2024**. It is one the most important platforms in the world to provide opportunity to showcase your products and meet new business partners.

2. SIAL a global showcase of Food Industry brings the key producers and buyers together with a focus on world's major challenges and reveals the trends that shape the food Industry. It not only provides opportunity to sample food products and experience latest technologies, but also to meet new business partners and reviving business relations and affiliations. It is a source of inspiration for the entire food community. Present edition of the event is likely to host more than 1,65,000 business trade visitors and decision makers from across the food Industry.

3. The minimum size of the booth being offered is 12sqm under shell scheme. Larger space can also be booked in multiples thereof. The exact participation charges are being worked out which are likely (tentative) to be between Rs 8.00 lakh to 9.00 lakh per booth of 12 sqm each. 10% extra corner charges will be applicable for a two side open stand (subject to availability). The space in India Pavilion can be booked with advance payment of Rs 1,00,000/ in favour of India Trade Promotion Organisation through RTGS/ NEFT. Space would be allotted on first-come-first-served basis from 5th December (Tuesday) at 10.00 am onwards. Interested companies are required to fill in the attached application form and send the same with advance payment of Rs 1,00,000/ in favour of India Trade Promotion Organisation through RTGS/ NEFT. The payment received in ITPO's account before 10.00 am on 5th December 2023 will not be taken into account for seniority and will not be accepted. Seniority will be based the bank statement as and when amount is credited in ITPO's account.

Payment of rentals through RTGS/NEFT	INDIA TRADE PROMOTION ORGANISATION Bank HDFC Bank Limited Branch G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 00 Saving Account No. 00031110005078 IFSC Code HDFC 0000003
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4. We are pleased to invite your company's participation in the above exhibition. For any clarification or further information, please feel free to contact Mr Abhishek Chauhan, Senior Manager Tel 8505955777 Email Abhishek.chauhan@itpo.gov.in and Ms Jasdeep Seth, Manager, Tel-9818128369 Email jseth@itpo.gov.in. The application form is also available on www.indiatradefair.com.

Regards,

Yours sincerely,
Hema Maity
(Hema Maity)