



38<sup>th</sup>

# AAHAR™

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

March | 7 - 11 | 2024

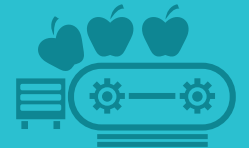
Bharat Mandapam  
Pragati Maidan, New Delhi



**Food Products  
&  
Beverages**

**F&B  
Equipment**

Preparation, Processing  
Packaging, Technology



**Hospitality  
and  
Décor Solutions**



**Allied Sectors**



Organiser



[www.indiatradefair.com](http://www.indiatradefair.com)





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 THE INTERNATIONAL FOOD & HOSPITALITY FAIR

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 Pragati Maidan, New Delhi

Organiser



AAHAR – The International Food & Hospitality Fair  
 is one of **Asia's biggest B2B**  
 best known brands in Food & Hospitality shows.

**The show has  
 a legacy of 37 years**

The show has grown by leaps & bounds in  
 the recent years and has become  
 the ultimate destination for  
 global vendors and sourcing professionals.



**HIGHLIGHTS 2024**

Highest Ever  
 1,10,000 sqm. + (Gross Area)

Exclusive Wine Pavilion

More than 1800 Exhibitors

Networking Avenues Online  
 Match-making  
 pre-scheduled meetings

New Allied Sector

New Products Launches



SHOW DETAILS

**B2B  
 Event**

**DATES**  
 7-11 March  
 2024

**ENTRY**  
 Gate 1 & 4  
 (Bhairon Road)  
 Gate 6 & 10  
 (Mathura Road)

**TIMING**  
 10:00 AM to 6:00 PM  
 9.30 AM to 6:00 PM  
 Exhibitors  
 10.00 AM to 5:30 PM  
 Business Visitors

**VENUE**  
 Bharat Mandapam  
 Pragati Maidan, New Delhi  
 Halls  
 1, 2, 3, 4, 5, 6, 7, 8, 9, 10,  
 11, 12, 12A & 14



an **opportunity** to

Exhibit Products /Technologies/Services to  
National & International Buyers

Generate Sales Leads / Order Bookings

Networking with the Industry / Establishing  
Business Contacts

Launch New Products

Appoint Agents & Distributors Promote Company  
Products / Brand Building

Market Research / Gauge Market Trends

AAHAR is an order-writing show where the hotel industry, restaurants, catering industry / institutions, importers, buyers / distributors meet with vendors, to source best of the products in the food, hospitality & equipment sectors. Senior management, professionals like CEOs, Managing Directors, Vice Presidents, Directors, General Managers formed a substantial part of the visitors.

## Visitor Profile

- Overseas Buyers / Trade Delegations
- Importers & Distributors
- Executive Chefs & Executive Housekeepers
- Hospitality Procurement Heads
- Start-ups & Entrepreneurs
- Purchase Professionals & Consultants
- Overseas & Indian Industry Associations
- Organised Retailers / Mega Chains
- Hospitality Service Providers
- Policy makers & Media, etc.
- Diplomatic & Commercial Representatives of Foreign Missions in India.



# HALL Wise Product Profile

HALL	PRODUCTS
H1 GF	Foreign Participation and FIFI Pavilion
H1 FF	Wine Pavilion, Food & Beverages Start-ups, FIFI Pavilion
H2 GF	Confectionery & Bakery Products & Ingredients, ICMA
H2 FF	Confectionery & Bakery Products & Ingredients, ICMA
H3 GF	APEDA Pavilion
H3 FF	Spices, Condiments Ingredients & Agri Produce
H4 GF	Organic, Processed Food, Ingredients, Spices, Farm Produce, Fresh Fruit & Vegetables, Meat Products
H4FF	Organic, Processed Food, Ingredients, Spices, Farm Produce, Fresh Fruits & Vegetables, Meat Products
H5 GF	Organic, Processed Food, Ingredients, Spices, Farm Produce, Fresh Fruits & Vegetables, Meat Products, Chocolate Products
H5 FF	Organic, Processed Food, Ingredients, Spices, Farm Produce, Fresh Fruits & Vegetables, Meat Products, Chocolate Products, Food Grade Packaging Material.
H 5 FF	Culinary Art India Show by Indian Culinary Forum
H 6	Bakery Heavy Machinery Equipment, Tentage & Décor, Packaging, Kitchen & Hotel Equipment
H 7(A-H)	Bakery Heavy Machinery Equipment, Tentage & Décor, Packaging
H8-11	Kitchen & Hotel Equipment, Refrigeration
H12 & 12A	Kitchen & Hotel Equipment
H14	Kitchen & Hotel Equipment, Refrigeration
H14 (FF)	Hospitality, Décor, Housekeeping Products, Gift Items
Open Area	Hospitality, Décor, Housekeeping Products, Gift Items, Mist Coolers, Coolers & Fans



## New Attractions

**Nutraceuticals**

**Aquaculture & Marine Products**

**Floriculture**

**Dairy Products**

**Fresh Fruits & Vegetables**

**Plant Proteins**

**Plant Based Meat**

**Dairy Products**





# Participation Charges

Domestic Participants (₹ per sq. mtr.)\*

S. No.	Description	Ground Floor		First Floor	
		Shell	Bare	Shell	Bare
1.	Hall (AC)	13,000	12500	10,400	10,000
2.	Hangar (AC)	11,000	10,500		
3.	Open Paved Area with Canopy (Non-AC)	10,500	10,000		

Foreign Participants ( USD per sq. mtr.)\*

S. 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 at 18%

Note: Space Rentals are inclusive of 1.00 KW Electricity per 12 sqm. Transaction/ bank charges, if any, to be borne by the participant.



## Start-ups

Limited Area has been earmarked for Start-ups.

50% discount will be provided on Bare space eligible Start-Ups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT), Govt. of India. The discount will be provided at the time of final invoicing, i.e. post event.

Maximum size of booth will be 18 sqm.

Booking will be on first-come-first-served basis through online space booking portal of ITPO.

## Corner Charges

No. of Sides Open	Premium on Space Rentals
2 side Open	12%
3 side Open	15%
4 side Open (Island Type)	18%

**VISITOR TICKET**

**ONE-DAY TICKET**  
(Single entry)  
**Rs 300/-**

**SEASON TICKET BOOKLET**  
(5 Tickets)  
**Rs 1,000/-**  
(Including GST)

## Allocation of Space

Mode of Allocation	Eligibility Criteria
Offline Allocation of space	<ul style="list-style-type: none"> <li>(i) Government and Foreign Participants</li> <li>(ii) Private Marquee companies, having annual turnover of a minimum of Rs 250.00 crores during the last financial year i.e. 2022-23. (In the event of competing requests, preference will be given to the company with higher turnover)</li> <li>(iii) The minimum booth size to be considered for offline allotment of space to eligible companies will be 100 sq.mtr.</li> </ul>
Online Allocation of Space	<p>The companies not falling under the criteria mentioned above are required to book their booths/stalls online through ITPO's portal</p> <p><a href="https://domesticbooking.indiatradefair.com">https://domesticbooking.indiatradefair.com</a> on first-come-first-served basis subject to availability.</p>



# FAIR TEAM AAHAR 2024

Hema Maity, General Manager



hemamaity@itpo.gov.in

Krishan Kumar, Deputy General Manager



kk@itpo.gov.in

## SECTOR Hospitality & Décor

CONTACT PERSON

**Tarun Kant Pant, Sr. Manager**  
tkpant@itpo.gov.in

## SECTOR F&B Equipment / Branding

Kitchen & Hotel Equipment, Refrigeration  
Bakery Heavy Machinery Equipment  
Mist Coolers, Coolers & Fans

CONTACT PERSON

**Rashmi Pandey, Sr. Manager**  
rashmipanwar@itpo.gov.in

## SECTOR Trade Associate

CONTACT PERSON

**Pankaj, Sr. Manager**  
pankaj@itpo.gov.in

## SECTOR Food & Beverages and Sponsorship

Confectionery & Bakeducts & Ingredients,  
Food Grade Packaging Material  
Spices, Condiments Ingredients & Agri Produce

CONTACT PERSON

**Praful S. Nair, Manager**  
prafalnair@itpo.gov.in

## SECTOR Government Participation

CONTACT PERSON

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**India Trade Promotion Organisation**  
Bharat Mandapam, Pragati Maidan, New Delhi - 110001(India)  
[www.indiatradefair.com](http://www.indiatradefair.com)

Supported by



Ministry of Food Processing Industries  
(Govt. of India)



Agricultural & Processed Food Products  
Export Development Authority (APEDA)

Associates



All India Food Processors Association (AIFPA)



Association of Resource Companies for the Hospitality Industry of India (ARCHII)



Federation of All India Caterers (FAIC)



Federation of India Food & Hospitality Industry (FIFI)



Food & Hospitality Support Association of India (FHSAI)



Food Industries Welfare Association (FIWA)



Forum of Indian Food Importers (FIFI)



Hotel & Restaurant Equipment Manufacturer's Association of India (HOTREMAI)



Indian Confectionery Manufacturer Association (ICMA)



Kitchen & Refrigeration Equipment Manufacturers Association of Gujarat (KREMAG)



Plant Based Foods Industry Association (PBFIA)

# AAHAR 2023 PERFORMANCE

Over  
**1 Lakh**  
Visitors

Organized in  
**91000 sqm**  
Gross Area

**453 Overseas**  
Buyers  
from  
**60 Countries**

**1602 Exhibitors**  
including  
**77 Foreign**  
Exhibitors  
from  
**19 Countries**

**Business**  
Leads  
Generated Over  
**Rs. 2000 cr.**