

File No.: 144-ITPO(831)/BDD/2013  
INDIA TRADE PROMOTION ORGANISATION

January 17, 2023

Office Order: Admn/19 /2023

**Subject:** Revised Rentals and Policies of the Exhibition Halls, the associated facilities and few of the facilities in the Convention Centre at Pragati Maidan, New Delhi

The Licence Fee and other Terms & Conditions in respect of the Exhibition Halls, the associated facilities and few of the facilities in the Convention Centre (whose clauses will not be applicable once new & comprehensive Convention Centre Rental Policy will be published) in Pragati Maidan for events/exhibitions/conferences to be organised by the 3<sup>rd</sup> party organisers, in supersession of the earlier O.O.: Admn/24/2021 dated Jan 12, 2021, are as under:

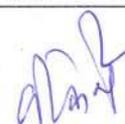
2. The rentals for third party events in Pragati Maidan for different Categories and Periods viz. -

(Rates in Rs. per sq. mtr. per day)

Category of Halls	Period	Peak Period	Semi-Peak Period	Lean Period
		Nov., Dec., Jan. & Feb.	March, April, Sept. & Oct.	May, June, July & August
<b>Category 'A' *</b>				
New Halls (Ground Floor) (Halls 1 to 6 & 14)	Exhibition Period	335	285	175
	Mounting /Dismounting Period	265	235	150
New Halls (First Floor) (Halls 1 to 5 & 14)	Exhibition Period	251	214	150
	Mounting/Dismounting Period	172	153	125
<b>Category 'B' *</b>				
Hall Nos. 8 to 12A (Hall 8-9-10 - single unit ; Hall 12-12A - single unit)	Exhibition Period	300	255	160
	Mounting /Dismounting Period	240	210	130
<b>Category 'C' *</b>				
Hall No.7 (Halls 7ABC, 7D, 7E & 7FGH - four units)	Exhibition Period	270	230	145
	Mounting /Dismounting Period	215	190	120

\* excluding AC / Blower (10 hours) & water charges. One out of AC or Blower is mandatory.  
Timing of handing over and taking over are from 10:00am to 10:00am for 24 hours.

	Period	Peak Period	Semi-Peak Period	Lean Period
		Nov, Dec, Jan & Feb	March, April, Sept. & Oct.	May, June, July & August
<b>Convention Centre / Meeting Rooms / Auditoriums per PAX, per day</b>				
Plenary Hall for 09 hours (**)		300	250	200
Plenary Hall for 06 hours (**)		225	190	150



Auditoriums & Meeting Rooms in the Convention Centre for 09 hours (**)	300	250	200
Auditoriums & Meeting Rooms in the Convention Centre for 06 hours (**)	225	190	150
Multi Function Hall in the Convention Centre for Conferences for 9 hours (**)	270	225	180
Multi Function Hall in the Convention Centre for Conferences for 6 hours (**)	200	170	135
<b>Multi Function Hall in the Convention Centre for Exhibitions, per sq. mtr. per day (***)</b>			
Exhibition Period	335	285	160
Mounting/Dismounting Period	265	235	135

\*\* including the charges for the AC / Blower, water and Audio Visual as inbuilt for the Meeting Rooms.

\*\*\* excluding AC / Blower (10 hours) & water charges in Multi Function Hall in the Convention Centre for exhibitions. One out of AC or Blower is mandatory.  
Timing of handing over and taking over are from 10:00am to 10:00am for 24 hours.

3. The Licence Fee for Hall-7 Upper Lounge, Hall-8 Upper (Lounge + Auditorium) and Lounges at Gate No. 1 are as under (which have been applicable since Nov 10, 2022):

S. No.	Particulars	Licence Fee / Day (Rs.)
1.	Hall-7 Upper Lounge [^^] (482 sq. mtrs. ; 150 PAX capacity)	75,000
2.	Hall-8 Upper [^^] [Lounge (118 sq. mtrs.) + Auditorium (261 sq. mtrs. ; 190 PAX capacity)]	75,000
3.	Lounge 1A (536.40 sq. mtrs.) [^]/[^^]	55,000
4.	Lounge 1B (621 sq. mtrs.) [^]/[^^]	60,000

\* PNG and additional electricity load charges extra.

^ Not in Use.

^^ Including the charges for the AC / Blower for 10 hours.

# The architectural, fire safety and F&B norms of ITPO will be applicable for these facilities.

The timings of handing over the possession of Hall-7 Upper Lounge, Hall-8 Upper (Lounge & Auditorium), Lounge 1A & 1B will be:

10:00am to 10:00am (Next day),

6:00am to 6:00am (Next day),

9:00pm to 9:00pm (next day).

(The request for timings other than above will not be entertained).

For surrender / cancellation of lounge / auditorium, the charges will be levied as per para 8(ii).

The Lounge above Hall no. 7 will be made available complimentary during the lean period on the booking of entire Hall 7 (A to H).

4. The third party fair organiser(s), who organise more than one exhibition in a particular year in Pragati Maidan, will be considered for additional discount based on the (\*) "Revenue

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Received by ITPO on Licence Fee in a particular Financial Year" from him/her and, accordingly, the following discounts will be available (with X as total licence fee):

a) X	<=			Rs.1 crore	-	Nil
b) Rs.1 crore	<	X	<=	Rs.2 crore	-	1%
c) Rs.2 crore	<	X	<=	Rs.5 crore	-	2%
d) Rs.5 crore	<	X	<=	Rs.10 crore	-	3%
e) Rs.10 crore	<	X	<=	Rs.20 crore	-	4%
f) Rs.20 crore	<	X			-	5%

The discount will be calculated slab wise to arrive at the total discount applicable to a licensee. This discount will be available at the end of the Financial Year after the finalisation of the accounts of the events.

(\*) Revenue means amount received by ITPO from the organisers as Licence Fee towards Space Rent for Halls, Open Area (for any purpose, including hangers), Foyer / Pre-Function Area (however, all services like, A/C, Blower, Water, Branding, GST etc. are not treated as part of revenue for discount purpose).

Discount on Open Area / Hanger / Open Area (covered) & Foyer/pre-function Area (for commercial / non- commercial activities) will be allowed cumulatively with hall area based on the licence fee received.

For example, if revenue received is Rs.110 lacs, discount will be calculated on Rs.10 lacs only, i.e., 1% of Rs. 10 lacs = Rs.10,000/-.

In another example, if the revenue received is Rs.20 crore and 5 lacs, then the discount will be calculated as under:

Up to Rs.1 crore	-	Nil
Rs. 1 crore, Rs. 1 to Rs. 2 crore	1% of Rs. 1 crore	Rs. 1 lac
Rs.2 crore, Rs.1 to Rs.5 crore	2% of Rs.3 crore	Rs. 6 lacs
Rs.5 crore, Rs.1 to Rs.10 crore	3% of Rs.5 crore	Rs.15 lacs
Rs.10 crore, Rs.1 to Rs.20 crore	4% of Rs.10 crore	Rs.40 lacs
Rs.20 crore, Rs.1 to Rs. 20 crore and 5 lacs	5% of Rs.05 lacs	Rs.25,000
<b>Loyalty Discount Available on the Licence Fee in a FY</b>		<b>Rs.62,25,000</b>

5. To encourage small event organisers also, the area related incentives are as below:

(i) Incentive structure as part of this policy has been in effect from 01.04.2021:

Area Slabs for Incentive	Incentive
Up to 5000 sq. mtr.	Nil
From 5001 sq. mtrs. to 7500 sq. mtrs.	1%
From 7501 sq. mtrs. to 10000 sq. mtrs.	2%
From 10001 sq. mtrs. to 15000 sq. mtrs.	3%
From 15001 sq. mtrs. to 20000 sq. mtrs.	4%
From 20001 sq. mtrs. to 30000 sq. mtrs.	5%
From 30001 sq. mtrs. to 40000 sq. mtrs.	6%
From 40001 sq. mtrs. to 50000 sq. mtrs.	7%

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From 50001 sq. mtrs. to 60000 sq. mtrs.	8%
From 60001 sq. mtrs. to 70000 sq. mtrs.	9%
From 70001 sq. mtrs. and above	10%

(ii) This discount is restricted to the area booked event-wise and will be applied immediately after the conclusion of the event while finalising the invoice.

(iii) The above incentive rates' calculation will be applicable on the differential "Booked Area of the Event" for the respective slabs. **This incentive will be made available only on the Licence fee both open and covered area.**

(iv) However, separate discounts will be considered on open area (in total) and separate for hall area (in total) respectively as brought out at 5(i) above based on the licence fee for the respective areas. For example, if a Third Party Organiser books 5,500 sq. mtrs. gross exhibition space (indoor), the organiser will be entitled to 1% incentive on the applicable rentals for 500 sq. mtrs. space only.

Similarly, if the booking is for 8,200 sq. mtrs. gross exhibition space (indoor), the organiser will be entitled to the incentives as under:

Area Booked	Incentive
Up to 5000 sq. mtrs.	Nil
5001 sq. mtrs. to 7500 sq. mtrs.	1% on applicable rental for 2500 sq. mtrs.
7501 sq. mtrs. to 8200 sq. mtrs.	2% on applicable rental for 700 sq. mtrs.

6. There is no change in the discount on the licence fee for those who are holding the events continuously for certain years, which is as under:

Period of Event	Discount on Licence Fee
For 3 years (without break)	Nil
4 <sup>th</sup> year	2.5 %
5 <sup>th</sup> year	5.0%
6 <sup>th</sup> year	7.5%
7 <sup>th</sup> year onwards	10%

This discount will be applicable on Licence Fee only for the 4th, 5th, 6th or 7th event onwards, depending upon the area booked for that respective event in that particular year only. There will be no discount on the 1st, 2nd & 3rd event.

For example, if the organiser, in the 4th year booked 10,000sq mtrs, the organiser will be entitled to 2.5% discount on 10,000 sq mtrs only.

Similarly, if the organiser books 7,000 sq mtrs in the 5th year, the organiser will be entitled to a discount of 7,000 sq mtrs only, irrespective of the area booked for the previous years (1st, 2nd & 3rd).

If a Third Party Organiser books the same event at Pragati Maidan consecutively for 4 years, he will be given a discount of 2.5% on the applicable tariff for the fourth year. In case he books the same event consecutively for 5 years, he will be given a discount of 2.5% for the

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fourth year and 5% for the fifth year on the applicable tariff. Similarly, the discount available would be 7.5% for the sixth year and 10% for the seventh year and onwards.

If the event name is changed by the organiser after the approval by ITPO, but the product profile & organiser remains the same, the discounts will be considered. However, if the organiser of the event changes, the discount will not be considered and it will be treated as a fresh event.

7. Both the incentives (as per 5 and 6 above) are available simultaneously, as per their applicability. The events booked from the date of issue of Office Order dated 18.03.2019, which were scheduled from 1.10.2019 onwards, will be considered.

8. The following is the Licence Fee Payment and the Delayed Payment Charges Policy:

8.(i) Licence Fee Payment Policy :

S.No.	Licence Fee Payable	Amount / Percentage of Licence Fee Payable	Cumulative Percentage of Licence Fee Payable
1.	On Approval	5% of licence fee minus application money <sup>#</sup> or Rs. 25 lacs, whichever is less	5% of licence fee minus application money <sup>#</sup> or Rs. 25 lacs, whichever is less
2.	*Two years before start of the tenancy	5% of licence fee or Rs. 50 lacs, whichever is less	10% of licence fee or Rs. 50 lacs, whichever is less
3.	One year before start of the tenancy	7.5% of licence fee	17.5%
4.	Eight months before start of the tenancy	17.5% of licence fee	35%
5.	Four months before start of the tenancy	15% of licence fee	50%
6.	15 days before the start of the tenancy	50% of licence fee + Facilities + Services	100% + Facilities + Services
7.	Payment of Refundable Contingency Charges - 15 days before the start of the tenancy	5% payment	100% + Facilities + Services Plus 5%

<sup>#</sup> Policy for Application Money: Rs. 2 lacs for 5,000 sq. mtrs. and Rs. 1 lac for every additional 5,000 sq. mtrs. of total hall(s) area to be booked.

\* In case the Third-Party Organiser intends to block the halls for its events for any number of years in advance, on payment of booking fee only, the payment terms will start 2 years before the start of the tenancy, i.e., if the tenancy of a particular event starts on 25/02/2030, in that case the organiser will have to pay only the application money and the amount due after the approval in ITPO of "5% of licence fee minus application money or Rs.25 lacs, whichever is less", and the first instalment will become due on 25/02/2028. However, if the Third-Party Organiser does not adhere to the given payment schedule 8.(i) above, the booking slot will be opened for other organisers by giving an opportunity of 15 days.

Licence fee means space rent for halls, open area (including hanger) Foyer/pre-function area.

In case of delayed payment of the due instalments, charges @3% per month on the due amount are being levied.

8.(ii) The existing cancellation / surrender of space policy is as under and will continue at the existing rates:

Exhibition Period (Notice period to be taken from the date of the tenancy)	Compensatory Payment as % of Licence Fee for surrendered space	
	Lean Period (May, June, July, August)	Semi-Peak Period (March, April, Sept., Oct.), and Peak Period (Nov., Dec., Jan., Feb.)
366 days above	2%	3%
271-365 days	5%	7.5%
181-270 days	10%	15%
91-180 days	20%	30%
16-90 days	30%	45%
0-15 days	100%	100%

Space means - hall space and hanger space, foyer, pre-function area, open space.

In case there is re-schedulement of event, change of hall or date, the reschedulement charges at the rate of 5% each will be applicable.

The policy of re-schedulement is as below:

The exhibition organisers may be permitted to reschedule their events subject to the following conditions:

- Re-scheduling will be permitted only once and the rescheduled dates should be within 6 months of the original booking. Any rescheduling beyond 6 months will be treated as cancellation of original booking and applicable charges have to be paid by the organisers.
- Minimum of 5 months notice from the date of the original tenancy of the booking.
- The committed / estimated licence fee of the event as per the payment schedule as mentioned in the approval/allotment letter should have been paid.
- The proposed re-scheduling should be for the same quantum of area booked in terms of per sq. mtrs. per day. In the event of shortfall, the applicable charges will have to be paid before such re-scheduling.

In case of reduction of area, the charges will be levied as per para 8.(ii) above.

9. The Convention Centre facility will be operational in two shifts and the duration of one shift will be for 6 hours. Morning shift will be from 9.00 a.m. to 3.00 p.m. (6 hours) and evening shift will be from 4.00 p.m. to 10.00 p.m. (6 hours). Full day is from 9.00 a.m. to 6.00 p.m. (9 hrs). In case, there is any delay in vacating the premises on booking beyond 6/9 hours is made, for every additional hour, 10% additional rentals will be charged, subject to the availability and no prior booking in the next shift, otherwise the premises will have to be vacated by 3.00 p.m. positively. For cancellation/ surrender of booking of convention centre, the charges will be levied as per 8(ii) above.

10. The charges for the Foyers in the Existing (Hall No. 7) and New Halls (Halls 1 to 6 & 14) are as under:

10.(i) The organisers will be charged for the use of Foyer area at the approved rates applicable for covered open area of Hall No. 7, which includes Foyer A and Foyer B, each with an area of 500 sq. mtrs. The season wise rentals to be charged for the existing halls are as under:

(Rates in Rs. per sq.mtr. per day)

Type of Space	Period	Peak Period (November-February)	Semi Peak Period (March, September, April, October)	Lean Period (May - August)
Foyer Area (Hall No. 7)	Exhibition Period	165	150	80
	Mounting/Dismounting Period	135	120	65

It may be noted that the rentals will be charged only if the foyer area has been utilised for purposes other than circulation of people. For **any other activity (commercial / non-commercial)**, it will be chargeable at the above rates, subject to approval of Architecture Division of ITPO.

Further, the "Information Counter in the Foyer Area of Hall No. 7" has a fixed rate of Rs. 5,000 per day (10 AM to 10 AM) excluding GST throughout the year, on "as-is-where-is" basis.

10.(ii) The usage and rentals of Pre-Function (foyer) area in the new halls (Hall no. 1 to 6 & 14) are as under:

Hall Numbers	Useable area in pre-function (Ground and First Floor)	Rentals (in Rs. per day) chargeable for Ground Floor	Rentals (in Rs. per day) chargeable for First Floor
1	90 sq. mtrs. on each floor	75,000	64,000
2	108 sq. mtrs. on each floor	65,000	55,000
3	102 sq. mtrs. on each floor	65,000	55,000
4	102 sq. mtrs. on each floor	65,000	55,000
5	198 sq. mtrs. on each floor	1,00,000	85,000
6	168 sq. mtrs.	93,000	N/A
14	90 sq. mtrs. on each floor	75,000	64,000

(a) Timing of handing over and taking over area from 10:00 am to 10:00 am - 24 per hours. The above charges are inclusive of AC / Blower charges for 10 hours. Part pre-function foyer area in new halls is not allowed.

(b) The Pre-Function (foyer) area is allowed to be used for **non-commercial activities** only, such as - registration, form filling counter, organiser's office, help desk, inauguration, lounges/meeting rooms, theme area, display gallery, prize items, cloak room, left luggage counter & medical room.

(c) The useable area means the constructed area in pre-function (foyer) area (including the existing Information Counters, if utilised). In case of inaugural ceremony, the Stage will be considered as usable area within the prescribed area as above. The organiser will be allowed to place the chairs for inaugural function for a maximum period of four hours.

(d) The pre-function (foyer) area in the new halls can only be allowed for use of non-commercial activities, subject to the approval of layout by the Architect Division. The rentals will not be charged, if the area will not be utilised for any purposes except for movement of visitors, exhibitors etc.

In case of violation of the area utilised, the third party organiser will have to pay for the actual consumed area and also additional charges of 50% on the additional actual consumed area.

(e) **If the foyers (pre-function) of new halls are used for commercial purpose** such as LED etc., the rentals will be charged at the rate of Rs. 640/- per sq. mtr. for all new halls, subject to the approval of Arch. Division of ITPO. The commercial usage shall be allowed without booking of foyer area as well. In case of booking of foyer as well as its commercial use, the charges for commercial use shall be levied in addition to foyer charges.

If the foyers (pre-function) of halls are used without approval by Arch. Division, 50% additional charges will be levied on Rs. 640/- per sq. mtr. subject to confirmation by Arch. Division.

(f) Pre-cooked food in a pre-defined area within the Foyer area will be considered till F&B facility at Mezzanine Floors and Horse Shoes is made available during exhibition timings.

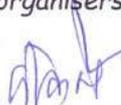
(g) The Foyer Area will be available during the tenancy period (mounting, exhibition & dismounting) of the exhibition on payment basis.

(h) In case the brandings/signages will be placed in the Foyer Area, the rates of branding will apply. Also, the positioning for the branding will have to be got approved by the organiser from the Architecture Division, ITPO.

(i) A fixed charge of Rs. 5,000 per room per day (10 AM to 10 AM) excluding GST (already approved rentals which had been circulated) is charged for the inbuilt rooms located in the foyer area, subject to availability (1 number in halls 2 & 5 each and 2 numbers in halls 3 & 4 each). These charges are separate from the charges of the foyer area.

11. The fixed charges for the rooms in the Halls 1 & 14 (GF & FF) - 15.40 sq. mtrs, located in the Pre-function (Foyer) Area in New Halls are Rs.5,000/- per room per day (already approved rentals which had been circulated), subject to the availability of rooms. These charges are separate from the charges of the Foyer Area.

*During the tenancy period of the approved exhibitions, the meeting rooms in Halls 1 & 14 (GF & FF) will be kept available for exhibition organisers, if required by them on payment basis, otherwise these will be kept locked.*



Rental for the meeting rooms and other facilities in the Mezzanine level of new halls are as under:

Meeting Area of hall no. 3 (Mezzanine level) - 540 sq. mtrs.

Fixed rental of Rs. 2,00,000 per day \* on "as-is-where-is" basis (for meetings only).

Mezzanine Area of hall no. 2, hall no. 4 and hall no. 5

Rental of Rs. 165 per sq. mtr. per day \* throughout the year, for the area utilised.

\* Additional services will be charged extra.

Timings for handing over/taking over of Mezzanine level meeting rooms will be 10.00 a.m. to 10.00 a.m. (next day).

12. Rentals for open exhibition area are as under:

(Rates in Rs. per sq. mtr. per day)

Type of Space	Period	Peak Period (November-February)	Semi Peak Period (March, April, Sept., Oct.)	Lean Period (May - August)
Open Space	Exhibition Period	130	120	70
	Mounting /Dismounting Period	110	100	60
Open Space, if covered	Exhibition Period	165	150	80
	Mounting /Dismounting Period	135	120	65

13. Rental for the Amphitheatres (900 PAX) are as under:

A fixed rate of Rs. 1,50,000/- per day (10 AM to 10 AM) excluding GST, throughout the year.

Additional services will be charged extra.

14. Rentals and Terms & Conditions of the Designated Tandoor Points behind halls 2 to 5 and Horseshoe structures in front of the halls 2 to 5 are as below (which are as per the circular no. BDD/7/2022 dated August 01, 2022):

(i) 4 Horseshoe Structures (Kitchen and F&B area) having two parts each, in front of the new halls 2 to 5 on ground floor in the IECC Complex. Each part of the horseshoe is charged at Rs.33,000/- per day (PNG and additional electricity charges extra).

(ii) 4 designated tandoor points are as mentioned below with their charges and conditions of requisition (including charges of delayed / non-intimation) being that of the **open (covered) area** of the relevant season:

- Tandoor Point-2 (behind Hall-2): 9 sq m
- Tandoor Point-3 (behind Hall-3): 9 sq m
- Tandoor Point-4 (behind Hall-4): 9 sq m
- Tandoor Point-5 (behind Hall-5): 12 sq m

Further, the architectural, fire safety and F&B norms of ITPO will be applicable.

15. Charges for the services like AC, Blower, Stand-lighting, Additional electricity etc. will be applicable as per the circulars dated 10<sup>th</sup> November, 2021 and 20<sup>th</sup> December, 2021 issued by Electrical Engineering Division of ITPO. Charges for the water services will be applicable as per the circular dated 28<sup>th</sup> November, 2011 and 22<sup>nd</sup> February, 2018 issued by Civil Engineering Division of ITPO. These are subject to revision of the rates from time to time by Engineering Division, ITPO.

16. All rentals and services are exclusive of GST and Other applicable taxes. (GST will be charged extra on the above licence fee/rates as per Government of India guidelines as applicable.)

17. The revised rental policy is effective for all the events from Jan 06, 2023.

18. It is mandatory to provide GSTIN (GST Registration No.) along-with GST Registration Certificate. GSTIN provided at the time of booking will not be changed during the life-cycle of the event / fair.

19. The rental policy is subject to review from time to time depending upon the market dynamics.

20. This issues with the approval of the Competent Authority, ITPO.

  
(Bimal Kumar Dubey) 12/11/2023  
General Manager

**Copy to:**

- All Third Party Organisers
- All HODs of ITPO
- All Officers / Officials of Business Development Division and Revenue Section (Finance Division) of ITPO
- IT Services Division (for updating Website and Online Portal)
- Regional Offices of ITPO

**Copy for information to:**

- PS to CMD
- PA to ED
- PA to ED(Projects)