

# 42<sup>nd</sup> India International Trade fair

**November 14-27 2023**

Pragati Maidan, New Delhi

Partner State **BIHAR JHARKHAND KERALA**

Focus State **UTTAR PRADESH DELHI MAHARASHTRA  
JAMMU & KASHMIR**

थीम | THEME







# 42<sup>nd</sup> India International Trade Fair

November 14-27 2023

The 42<sup>nd</sup> edition of India International Trade Fair (IITF) an annual magnum opus of India Trade Promotion Organisation (ITPO) is scheduled from November 14-27, 2023 in newly built halls of International Exhibition-cum Convention Centre (IECC) as well as in the existing halls at Pragati Maidan, New Delhi.

IITF with B2B and B2C components is one of the largest integrated trade fairs. It has wide spectrum of Business, Social, Cultural and Educational Dimensions that are weaved together where visitors and exhibitors, media persons, marketing professional, social activists, NGOs etc. to source their needs and objectives. A number of Government Organisations use this platform to spread awareness about their programmes and policies among the public. As such, almost all States and Union Territories of Federal Government of India participate in this mega event. **IITF 2023** will feature country's latest export potential in diverse field especially when we are **celebrating India's presidency of the G20**.



## THEME

The theme IITF 2023 is "**Vasudhaiva Kutumbakam: United by Trade**". India is one of the 20 countries represented in the G20, giving it a voice with its tagline "**Vasudhaiva Kutumbakam**". It means the world is one family. In line with the G20, the theme shares India's ancient wisdom and strength in diverse sectors, perspectives and opinions on key socio-economic issues and to participate in shaping global economic policies.

Ardent believer of its ancient philosophy of "Vasudhaiva Kutumbakam", India offers an ideal platform for leveraging the G20 platform to attract investment and trade, which can drive its economic growth and development.



वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE



Particulars	Details	
<b>Exhibition</b>	<b>India International Trade Fair (IITF)</b>	
<b>Edition</b>	42nd Edition	
<b>Theme</b>	<b>Vasudhaiva Kutumbakam - United by Trade</b>	
<b>Exhibition Profile</b>	B2B and B2C	
<b>Dates</b>	<b>Business Days</b>	<b>General Days</b>
	November 14-18, 2023 First five days exclusively for Business Visitors	November 19-27, 2023
<b>Fair Timings</b>	10.00 AM to 07.30 PM (14th – 27th November, 2023)	
<b>Entry Gates</b>	Gate Nos. 1 and 4 on Bhairon Road Gate Nos. 6 and 10 on Mathura Road	
<b>Entry to the Exhibition Venue</b>	09.30 AM to 07.30 PM (Exhibitors) 10.00 AM to 05.30 PM (General Public)	
<b>Display Profile</b>	Multi-Product	
<b>Venue</b>	Pragati Maidan, New Delhi	



## IITF HALL-WISE PRODUCT PROFILE

<b>Hall 1</b> Ground Floor	Partner / Focus State/ Private Participation
<b>Hall 2</b> Ground Floor	Partner / Focus States / Focus Country
<b>Hall 3</b> Ground Floor	Govt / Statutory Bodies
<b>Hall 4</b> Ground Floor	Foreign / Government Participants
<b>Hall 5</b> Ground Floor	Theme Pavilion/ Pvt. / Govt. / Multi-Products
<b>Hall 2-5</b> First Floors	Pavilions of States and UTs
<b>Hall 6</b>	Government Participation / Private Participation
<b>Hall H14</b> Ground & First Floors	Foreign /Private/Government Participants / SAARC Region
<b>Hall 7 (A-H) &amp; Open Area</b>	SARAS, M/o Rural Development, Food & Beverages
<b>Hall 8-11</b>	Ministries / Departments / Board / PSU of Central & State Governments - Electronics / Electricals, Consumer Durables Footwear / Textiles / Processed Food & Beverages
<b>Hall 12-12A</b>	Multi-Products / Jewellery (Private participation), Beauty & Cosmetic Products, Furniture / Start ups

### 2 Open Amphitheatres ( Near Hall 2 & Hall 5)

Cultural Programmes to be organized by States/UTs, etc.





## Space Rentals (Domestic Participants)

Particulars		Charges in INR*
Space Rentals – Bare Scheme (Minimum booth size 36 sqm)		15,340/- per sqm
Space Rentals – Shell Scheme (Minimum booth size 12 sqm)		15,975/- per sqm
Open Space	Bare (Min. 36 sqm)	10,560/- per sqm
	Shell (Min 36 sqm) – Private Participants	11,705/- per sqm
	Shell (Min 12 sqm) – Govt. Participants	12,875/- per sqm
Rentals for Food Outlets (Only for State Government Pavilions) (3 x 5 sqm = Cooking area 3 x 3 sqm + Serving Area 3 x 2 sqm) Plus Applicable Taxes, Excluding:- Electricity Charges, Water Charges, Conservancy Charges, Refundable Security Deposit.		4,50,000/- per stall

## Space Rentals (Foreign Participants)

Particulas		Charges in USD*
Space Rentals – Bare Scheme (Minimum booth size 36 sqm)		430/- per sqm
Space Rentals – Shell Scheme (Minimum booth size 12 sqm)		465/- per sqm
Open space	Bare (Min. 36 sqm)	265/- per sqm
	Shell (Min. 36 sqm)	295/- per sqm

\* All charges are excluding applicable GST.

NOTE:

- Transaction/bank charges, if any, shall be borne by the participants.
- Excluding GST
- Refundable security deposit equivalent to the amount of TDS deducted.
- The Space Rentals mentioned above for Domestic and Foreign Exhibitors is inclusive of 0.5 KW power load per 12 sqm.

## Premium for Corner Booths

(Applicable on Booths of Sizes less than 100 sqm)

No. of Sides Open	Premium on Space Rentals
2 Side Open	10%
3 Side Open	15%
4 Side Open (Island Type)	20%
Foyer Area of AC halls	15%



## Discount on Space Rentals for Bulk Booking

Gross Area Booked (in Sq.mtr.)	Quantum of Discount on Bare Space Rentals (Applicable for Bare Scheme - only for Govt./State Participation)
Upto 200	0%
201-400	10%
401-600	15%
Above 600	20%



**Early Bird Discount**  
(Only for Government Participants)

**2.5 % Only on Bare Space Rentals**  
( Cut-off date for receipt of full payment  
of participation charges is 20.10.2023)





## Partner and Focus State / UT

(On First-Come-First-Served Basis)

Particulars	Charges*
Charges for Status of Partner State / UT	Rs. 36.00 lakhs (Lumpsum)
Charges for Status of Focus State / UT	Rs. 24.00 lakhs (Lumpsum)
Discount on One Food Stall and Preference in allotment (The Partner State & Focus State may have only one stall at special rate and additional stall if required will have to be paid on the normal rates as applicable to other States. In case states allot Food stalls to Third party vendor, the full rentals will be charged. If it is run by State owned Department then special rates/discount will be applicable.)	Rs. 1.75 lakhs Discount on Standard Rentals of Rs. 4.50 lakhs

\* All charges are excluding applicable GST.

## Electricity Charges for additional Power-load (excluding applicable GST)



Description	Domestic Participation (Per KW per day)	Foreign Participants (Per KW per day)
For 12 Hrs	Rs 440.00	USD 6.25
For 24 Hrs	Rs. 880.00	USD 12.50



## Rates for Advertisement in Fair Catalogue

Position	Domestic Participant (in Rs.)	Foreign Participant (in USD)
2 <sup>nd</sup> Cover	16,750	378
3 <sup>rd</sup> Cover	14,250	352
4 <sup>th</sup> Cover	25,000	568
Inside Colour Page	7,780	216
Inside B/W Page	5,510	162
Book Mark insertion	10,370	298



## Bank Details For Foreign Participants

Our Correspondent Bank		EURO Nostro Details for Routing of MT103	USD Nostro Details for Routing of MT103
	Name of Bank	SBI FRANKFURT	SBI, NEW YORK
	Address	Mainzer Landstrasse 61, D-60329, Frankfurt am Main, P.O. Box 111753, D-60052, Frankfurt (Germany)	
	SWIFT CODE	SBINDEFF	SBINUS33
For Credit to	SBI, CAG Nostro A/c No.	52607101120001	77600125220002
	Bank Name	State Bank of India, CAG Branch	
	Address	State Bank of India, 4 <sup>th</sup> & 5 <sup>th</sup> Floor, Red Fort Capital Parasvanath Towers, Bhai Veer Singh Marg, Gole Market, New Delhi – 110001	
	SWIFT Code of SBI, CAG Branch	SBININBB824	
For Payment to	Beneficiary A/c#	11084241415	
	Beneficiary Name	INDIA TRADE PROMOTION ORGANISATION	

## Complimentary Facilities for Partner and Focus State/UT

Sl. No.	Particulars	Partner State	Focus State
1.	Premium Charges	<b>Rs. 36 Lakhs + GST</b>	<b>Rs. 24 Lakhs +GST</b>
2.	Eligibility: Minimum Area	<b>1000 sqm</b>	<b>750 sqm</b>
3.	Placement/Coverage in major advertisements.	✓	✓
4.	Coverage in all the Presentation Meetings	✓	✓
5.	Full page colour advertisements in the fair catalogue.	02	01
6.	Seating of the VVIP/Chief Minister on the dais for the inaugural ceremony of the fair.	✓	✓
7.	Complimentary facility of the amphitheatre for organizing Cultural Show for the State Day.	✓	✓
8.	Complimentary passes for business days of the number of their original entitlement.	Three Times	Two Times
9.	Complimentary facility of Conference Hall for organizing Seminar(s).	Two days	One Day
10.	Complimentary car parking permits (subject to availability)	06	04
11.	Electric / Flag Poles near entry gates	10	05
12.	Branding on Pre-function foyer area		—
13.	Branding on corridor column (rectangular & triangular columns) branding	3 rectangular & 2 triangular	2 rectangular & 1 triangular
14.	Discount of <b>Rs.1,75,000/-</b> on one food stall and Preference in allotment of food stalls	✓	✓
15.	QR Code/Barcodes/Holograms	350 Nos.	200 Nos.
16.	Printing of name Partner/Focus State on Exhibitor Badges and complementary passes, Entry Tickets.	✓	✓
17.	Provision of one No. of shuttle bus for the Partner State for State Day.	✓	✓

## Package For Partner/Focus Country

Sl. No.	Description	Partner State	Focus State
1.	Eligibility : Minimum Net Area	<b>1000 Sqm</b>	<b>750 Sqm</b>
2.	One Amphitheatre/seminars for cultural programs.	Two Days	One Day
3.	One Food outlet of 15 sqm (3x5 sqm) (Cooking area of 3x3 sqm + 3x2 sqm serving area) @ <b>US\$ 7000</b> + applicable taxes, excluding :- Electricity charges, Water Charges Conservancy charges, Refundable Security Deposit.	✓	✓
4.	Wide publicity is given in all advertisements and publicity material related to IITE.	✓	✓
5.	Invitation for dinner to be hosted by CMD, ITPO in honour of visiting business delegation (subject to COVID-19 Guidelines).	25 PAX	10 PAX
6.	Prime location to Partner Country.	✓	✓
7.	Sharing of dais by the dignitary with the chief guest during the inaugural Ceremony.	✓	✓



## Discount Scheme for Eligible Entities as per Table Below

Sl. No.	Particulars (Domestic exhibitors only)	Applicable Discount for Eligible Entities	Eligibility Condition and Documents Required
1.	<b>Start-Ups</b> Eligible entities will pay full rentals at the time of booking. Discount will be applied at the time of invoicing after the event.	50% discount on Bare Space rental as per Circular No. BDD/04/2022 dated 08.07.2022. All conditions mentioned therein shall apply.	Valid Certificate of Recognition as Start-Up issued by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India. The date of issue of certificate should be before the date of start of the Fair i.e 14.11.2023

## SPONSORSHIP

### Digital Payment Partner

Digital Payment Partner is accorded on first-come-first serve basis subject to receiving the full payment of Rs. 30 lakhs + 18% GST. The facilities to be extended to the Digital Payment Partner are mentioned below:-

- 1000 sq. ft. Free branding or 10 x 10 sq. ft. Hoarding space = 10 Nos. locations.
- Logo in all official Advertisements/outdoor Hoardings.
- Logo in Fair micro-site/main website.
- Half day seminar for any one day (subject to availability of space)
- 15 sq. mtrs. each shell space at two different locations in open areas for digital payment partner.
- One page colour advertisement in fair guide & general information booklet.
- 200 complimentary passes
- One day amphitheatre for cultural programme (subject to availability of space)
- Five complimentary car parking labels (subject to availability)
- Five electric/flag poles at different locations (subject to availability)



## Rate of Entry Tickets

Single Ticket Price (including GST)	Business Days (Rates in INR)	Non-business Days (Rates in INR)
Adult on Weekend days and Gazetted Holidays	500/-	150/-
Adult on Non-weekend days	500/-	80/-
Child on weekend days and Gazetted Holidays	200/-	60/-
Child on non-weekend days	150/-	40/-
Senior Citizens*	Free	Free
Specially-abled (Divyang)*	Free	Free
Season Ticket for Business Days Only (All 5 Business days)	1800/-	
Season Ticket for Non-Business Days Only (All 9 Non-Business days)	800/-	
Season Ticket for Exhibitors Only (All 14 days)	2,000/-	

NOTE:

- Senior citizens and specially-abled are allowed free entry on all days of the fair, subject to valid government ID stating date of birth/disability certificate in case of specially-abled. Persons accompanying will have to purchase entry tickets.
- Availability on first come first served basis.
- All Rates are excluding GST(currently @ 18%)



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For Further Details:

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General Manager

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## WHAT IITF 2023 OFFERS

- Branding opportunity on large LED screens installed at strategic locations in fair premises, available on payment basis (for more details visit [www.indiatradefair.com/iitf/](http://www.indiatradefair.com/iitf/))
- Mobile application.
- Conference/Seminar and business meet facilities.
- Exploration of investment and joint-venture opportunities.
- Transfer of Technology options to entrepreneurs from India and abroad.
- Launching platform for extending business in Indian market/across boundaries.
- Test marketing and promotion of new concepts products services and technologies.
- One-stop sourcing platform for wide range of products including consumer goods, services and projects for SMEs etc.
- Special discounts for New & Young Entrepreneurs and Start-ups (T&C Apply)
- Cultural Programmes and State Day Celebrations.
- Protocol Facility, Media Centre & International Business Lounge.
- Wheelchairs for specially-abled persons (Divyang)
- Free Entry to Senior Citizens/Specially-abled persons from any Gate on valid government ID/disability certificate. Persons accompanying will have to purchase entry tickets.
- Sale of offline entry tickets at selected Metro Stations.
- Bank and ATMs, Fire Service Station, Ambulance & First-Aid Facilities.
- Food Outlets & States' Cuisines.
- Underground Parking

Organiser:



**INDIA TRADE PROMOTION ORGANISATION**

A Government of India Enterprise

Pragati Maidan, New Delhi-110001 (India)

Corporate Website:

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

Member of :



THEME

