

# India Trade Promotion Organisation

Date : February 23, 2024

## Rates of Various Branding Sites for AAHAR - The International Food & Hospitality Fair, Pragati Maidan, March 7-11, 2024.

Sl. No.	Particular	AAHAR 2024 Rentals (in Rs.)
<b>NEW COMPLEX</b>		
i	Ceiling (Rigging Aisle) Hoarding Inside Halls 2-5 (per hoarding)	7500
ii	Pre-function (Foyer) area hoarding in Halls 2-5 (per hoarding)	(i) 60000 for 18 sq. mtr frame
		(ii) 75000 for 21 sqm frame
iii	Rectangular branding under glass Canopy outside Foyer of Hall 2-5 (per hoarding)	3000
iv	Triangular branding under Class Canopy outside Foyer of Hall 2-5 (per hoarding)	5250
v	Branding on external wall (H2 & H5) and Service Block outside H5	300 per sqft
<b>OLD COMPLEX</b>		
vi	FASCIA Gate No. 1 (Front side)	105000
vii	FASCIA Gate No. 1 (Back side)	87000
viii	Halogen Pole (per pole)	2625
ix	Electric Pole (per pole)	1500
x	Flag Pole (per pole)	1500
xi	Hoarding (Upto 400 sqft)	300 per sq.ft.
	Hoarding (above 400 sqft)	
xii	Directional Sign Board with branding	300 per sq.ft.
xiii	Branding on Boundary Wall along service passage behind Hall 8-12 A	300 per sq.ft.
xiv	Branding on IECC Tin Sheet	132 per sq.ft.
xv	Truss/Decorative Gates away from Entry Gate	Rs. 52500/- (upto 48 sq. mtr. and additional charge of Rs. 150/ sq. ft. beyond that)

Note I: The above proposed rates are excluding GST @ 18%

Note : II : Availability of branding sites are as per the details mentioned in AAHAR Branding Manual 2024