



India International Trade Fair

NOVEMBER 14-27, 2021
PRAGATI MAIDAN, NEW DELHI
WWW.INDIATRADEFAIR.COM



आत्मनिर्भर भारत
ATMANIRBHAR BHARAT



India International Trade Fair

NOVEMBER 14-27, 2021

The 40th edition of India International Trade Fair(IITF), an annual magnum opus of India Trade Promotion Organisation (ITPO) is scheduled from November 14-27, 2021 in newly built halls of International Exhibition-cum Convention Centre (IECC) as well as in existing Halls at Pragati Maidan – a symbol of 'New India'.

THEME “Atmanirbhar Bharat”

Under the theme “Atmanirbhar Bharat” (Self-Reliant India) with focus on Economy, Infrastructure, System, Vibrant Demography and Demand, it features a wide range of products, services & innovations in diverse sectors as envisioned by the Hon'ble Prime Minister of India, Shri Narendra Modi.

Significantly, the theme reflecting undying spirit and determination of India's business fraternity to showcase excellence of brands and create a new opportunity for growth and attain self-reliance in sectors like agriculture, micro, small & medium enterprises (MSME), power, tourism, etc.

IITF with B2B & B2C components is one of the largest integrated trade fairs. The format of IITF has Business, Social, Cultural and Educational Dimensions that are weaved together where visitors and exhibitors, media persons, marketing professional, social activists, NGOs etc. all converge to explore their objectives. Domestic as well as overseas buyers source their needs. 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, which depicts the picture of Mini-Bharat.

Dates

Business Days: November 14-18, 2021

General Public Days: November 19-27, 2021

Exhibitors: 9.30 a.m. - 7.30 p.m.

Entry for General Public: 10.00 a.m. - 5.30 p.m.



Seasons Tickets for
all five Business days
RS. 1800

Seasons Tickets for all Nine (9)
Non-business days
RS. 800

Seasons Tickets for
Exhibitors for all 14 days
RS. 2000

ENTRY TICKETS

Single Ticket Price (including GST) (In Rs.)	Adult		Child	
	Business Days	Non - business days	Business Days	Non - business days
On Weekend Days & Gazetted Holidays	500	150	200	60
Week days	500	80	150	40

WHAT IITF 2021 OFFERS

- Branding opportunity on large LED screens installed at strategic locations in fair premises. Branding sites available at specific locations inside Pragati Maidan on payment basis (for more details visit 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 on all days of the fair to Senior Citizens/Specially-abled persons from any Gate on production of valid government ID stating date of birth. Persons accompanying will have to purchase entry tickets
- Sale of entry tickets at selected Metro Stations
- Bank and ATMs, Fire Service Station, Ambulance & First-Aid Facilities
- Food Outlets & States' Cuisines.
- Limited Parking for participants/ exhibitors is available this year.



PARTICIPATION CHARGES

Hall No.	Domestic Participants (in Rs.)		Foreign Participants (in USD)	
	Bare Space (per sqm)	Shell Scheme (per sqm)	Bare Space (per sqm)	Shell Scheme (per sqm)
Hall 2-5 (New) (GF & FF)	15,340	15,975	430	465
Hall 7-12-A (Old)	15,340	15,975	430	465
Open Space (For Private/International participants Minimum 36 sqm)	10,560	11,705	265	295
Open Space (For Govt. Deptt. minimum 12 sqm)	10,560	12,875	NA	NA

Note

Minimum Bookable Space	
Shell Scheme	12 sqm.
Bare Space	36 sqm.
Open Space	36 sqm.

- Transaction/bank charges, if any, shall be borne by the participants
- Excluding GST
- Refundable security deposit equivalent to the amount of TDS deducted

DISCOUNT ON BULK (BARE) SPACE BOOKING (for all participants)

Sl. No.	Gross Area (in Sqm)	Discount
1	Less than 150	0%
2	151-300	10%
3	301-500	15%
4	Above 500	20%

PREMIUM CHARGES

Premium charges for corner booths are applicable for the booking of space less than 80 sq.mtrs. for both international and national participants as follows:-

(i)	2 Side Open	10%
(ii)	3 side Open	15%
(iii)	4 side Open	20%
(iv)	Foyer area in AC Halls	- 15%

TARRIF FOR ADVERTISEMENT IN FAIR CATALOGUE/DIRECTORY

S. No.	Page	Domestic Participant (in Rs.)	Foreign Participant (in USD)
1.	Title Page 2	16,750	378
2.	Title Page 3	14,250	352
3.	Title Page 4	25,000	568
4.	Inside Colour Page	7,780	216
5.	Inside B/W Page	5,510	162
6.	Book Mark insertion	10,370	298

(GST @ 18% Extra for Domestic & Foreign participants)

EARLY BIRD DISCOUNT

2.5% discount only for government participation subject to remittance of participation charges in full by the cut off date i.e. 30th September, 2021.

FOOD OUTLETS

State Governments/UTs
Rs. 4.50 Lakh per stall
(GST, Electricity, Water, Conservancy, refundable security deposit extra)

BANK DETAILS FOR FOREIGN PARTICIPANTS

Our Correspondent Bank		<i>EURO Nostro Details for Routing of MT103</i>	<i>USD Nostro Details for Routing of MT103</i>
	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 th & 5 th 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	11084241415
	Beneficiary Name	INDIA TRADE PROMOTION ORGANISATION	INDIA TRADE PROMOTION ORGANISATION

PRODUCT-WISE HALL PROFILE FOR IITF'2021

Hall No. 2 (GF)	Partner /Focus Country Partner /Focus State
Hall No. 3 (GF)	Foreign Participation
Hall No. 4 (GF)	Cosmetics & Electronics Products
Hall No. 5. (GF)	Food & Beverages, Government/Statutory Bodies, EPCs
Hall No. 2-5 (FF)	States/UTs Pavilions
Hall No.7 (A-H) and Open Area	SARAS, NIRDPR, Ministry of Minority, Ministry of Social Justice & Empowerment
Hall No. 8 and 11	Government Sector
Hall No.12 & 12A	Good Living/Jewellery



PACKAGE FOR PARTNER/FOCUS STATE

Sl. No.	Description	Partner State	Focus State
1.	Premium Charges	Rs. 36 Lakhs + GST	Rs. 24 Lakhs + GST
2.	Placement/Coverage in major advertisements.	✓	✓
3.	Coverage in all the Presentation Meetings	✓	✓
4.	Full page colour advertisements in the fair catalogue.	02	01
5.	Sharing of dais by VVIP/Chief Minister during the inaugural ceremony.	✓	✓
6.	Amphitheatre for organizing Cultural Show for the State Day on complimentary basis.	✓	✓
7.	Complimentary passes for business days of the entitlement of a State	Three Times	Two Times
8.	Conference Hall for organizing Seminar(s) on complimentary basis.	Two days	One Day
9.	Car parking permits (subject to availability)	06	04
10.	Electric / Flag Poles near entry gates	10	05
11.	Branding on Pre-function foyer area	✓	—
12.	Branding on corridor column	3 rectangular & 2 triangular	2 rectangular & 1 triangular
13.	Discount of 1,75,000/- on one preferred food stall	✓	✓
14.	QR Code/Barcodes/Holograms	350 Nos.	200 Nos.
15.	Branding on Exhibitor Badges/ Complimentary Passes/ Entry Tickets.	✓	✓
16.	One Shuttle Service for State Day.	✓	✓

PACKAGE FOR PARTNER/FOCUS COUNTRY

Sl. No.	Description	Partner Country	Focus Country
1.	Eligibility : Minimum Net Area	750 Sqm	500 Sqm
2.	One Amphitheatre for cultural programs /seminars	Two Days	One Day
3.	One Food outlet of 15 sqm (3x5) including cooking area of 3x3 sqm + 3x2 sqm serving area) @ US\$ 6000 + applicable taxes, excluding Electricity, Water, Conservancy charges & Refundable Security Deposit	✓	✓
4.	Wide coverage in all advertisements & publicity material	✓	✓
5.	Invitation for dinner to be hosted by CMD, ITPO in honour of visiting business delegation (subject to COVID-19 Guidelines)	25 PAX	15 PAX
6.	Prime location to Partner Country.	✓	✓
7.	Sharing of dais by the dignitary with the chief guest during the inaugural Ceremony.	✓	✓

Note :

- (i) Availability on first come first served basis.
- (ii) All Rates are excluding GST (currently @ 18%).

For Further Details:-

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