

37th

AAHAR

TM

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

14 – 18 March | **2023**
Pragati Maidan, New Delhi

Halls: 2 | 3 | 4 | 5 | 7 | 8 | 9 | 10 | 11 | 12 | 12A | 14
(Ground & First Floor)

Exhibition Verticals



Food Products & Beverages



F&B Equipment
(Preparation / Processing / Packaging / Technology)



Hospitality & Décor Solutions



Allied Sectors



Organiser



Kitchen Equipment Crockery/Cutlery/Chaffing Dishes **Experiences** and Machinery **Gardening & Lighting**
Food and Beverage Equipment Gifts and Presentation, Paintings **Bakery & Confectionary Equipment** Kitchen Equipment
Bakery & Confectionary Equipment Poultry, Farm Equipment and Supplies
Gardening & Lighting Kitchen Equipment Laundry & Interior and House Keeping Equipment and Machinery
Laundry & Interior and House Keeping Poultry, Farm Equipment and Supplies Crockery/Cutlery/Chaffing Dishes

Building, Construction, Air Conditioning Equipments www.indiatradefair.com **Guest Room Products**
Food Processing, Packaging Club/Sports/Fitness **Dairy Products** Building, Construction, Air Conditioning
Dairy Products, Chocolates Air & Water – Pollution Control **Food Processing, Packaging** Air & Water – Pollution Control
Guest Room Products **Health Club/Sports/Fitness Equipments** **Organic Food**



Unlocking Potential of Food & Hospitality Sector, **AAHAR** – The International Food & Hospitality Fair is one of the **biggest B2B Asia's best known brands in Food & Hospitality shows** and is in its 37th year. The event is organised by India Trade Promotion Organization (the premier trade promotion body of the Government of India) in New Delhi, India. The show has grown by leaps & bounds in the recent years and has become the ultimate destination for global vendors and sourcing professionals.

The show Categories

Food Products & Beverages

Hospitality and Décor Solutions

Allied Sectors

F&B Equipment

Preparation
Processing
Packaging
Technology

Dates

14-18 March, 2023

Timings

10:00 am to 6:00 pm

Halls

2|3|4|5 (Ground & First Floor)
7|8|9|10|11|12|12A|14



Performance 2022

The show was organised in
73000 sqm (gross area)

1200+ exhibitors including
foreign participation from

Austria, Belarus, Canada, Estonia,
France, Italy, Peru, UAE, UK, USA,
South Africa, Sweden & Taiwan

80,000+ visitors including
overseas buyers from

Australia, Bangladesh, Canada, France
Germany, Ghana, Japan, Jordan, Kenya
Lebanon, Maldives, Mexico, Nepal
Nigeria, Oman, Palestine, Singapore,
Saudi Arabia, South Korea, Spain,
Sri Lanka, Sweden, Thailand, Turkey,
Uganda, Ukraine, Uzbekistan, UAE, UK, USA,

Highlights 2023

- **80,000 + sqm** (gross area)
- **ATPF Pavilion**
- **Hosted Buyer Programme**
- **New Allied Sector**



AAHAR an opportunity

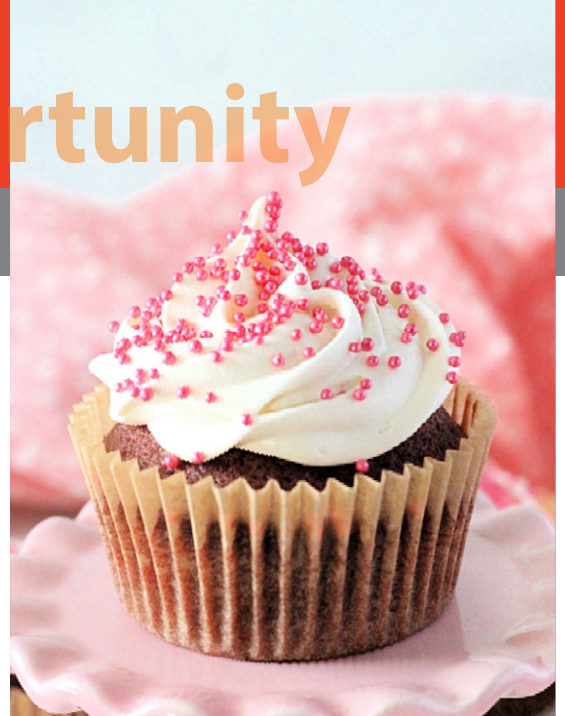
an opportunity to

- 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



Proposed New Attractions (Allied)

Nutraceuticals
Aquaculture & Marine Products
Floriculture
Dairy Products
Fresh Fruits & Vegetables
Plant Proteins
Fake Meat
Dairy Products

Hall Display

Hall	Display Profile	Gross Area in sqm (approx)
Hall 2 (GF)	Confectionery & Bakery Products & Ingredients , ACMA	5,000
Hall 3 (GF)	APEDA , Spices Board , FSSAI, Coconut Board Spices, condiments Ingredients & Agri Produce	5,000
Hall 4 (GF)	Foreign Participation and FIFA Pavilion	5,000
Hall 5 (GF)	Foreign & Marque companies - Processed Food , Organic, Marine Food , Beverages	10,000
Hall 5 (FF) Foyer Area	Culinary Art India Show by Indian Culinary Forum	300
Hall 2-5 (FF)	Organic, Processed Food, Ingredients , spices, farm produce , Fresh Fruits & Vegetables, Meat Products, Chocolate Products, Food grade packaging material	25,000
Hall 7 (A-H)	Bakery Heavy Machinery Equipment , Refrigeration , Tentage & Decor, packaging	5,000
Hall 8-11	Kitchen & Hotel Equipment	9000
Hall 12-12A	Kitchen & Hotel Equipment	6500
Hall 14	Hospitality , Decor, Housekeeping Products , Gift Items	8500
Open Area	Hospitality , Decor, Housekeeping Products , Gift Items	2500

Participation Charges

Domestic Participants (₹ per sq. mtr.)*

Sl. No.	Description	Ground Floor		First Floor	
		Shell	Bare	Shell	Bare
1.	Hall (AC)	12,100	11,800	11,200	10,800
2.	Hangar (AC)	10,600	10,400	-	-
3.	Open Paved Area with Canopy (Non-AC)	10,000	9,600	-	-

Preferred Location Charges:

12% premium for 2-side open booth
15% premium for 3-side open booth
18 % premium for 4-side open booth

No premium charges
for Govt Participation

Foreign Participants (USD per sq. mtr.)*

Sl. No.	Description	Ground Floor		First Floor	
		Shell	Bare	Shell	Bare
1.	Hall (AC)	380	350	350	320
2.	Hangar (AC)	320	300	-	-
3.	Open Paved Area with Canopy (Non-AC)	240	-	-	-



Minimum Area
for
**Partner / Focus
Country**
750 sqm

Transaction/ bank charges,
if any, will be borne by
the participant.

* 18 % Goods & Services Tax extra



Organised by
India Trade Promotion Organisation
 Pragati Maidan, New Delhi - 110001 (India)
www.indiatrdefair.com

Supported by
 Ministry of Food Processing Industries
 (Govt. of India)
 The Marine Products Export Development
 Authority (MPEDA)

Associates



Fair Team:

Hema Maity
 General Manager
 Email : hemamaity@itpo.gov.in

Krishan Kumar
 Senior Manager
 Email : kk@itpo.gov.in

Rashmi Pandey
 Manager
 Email : rashmipanwar@itpo.gov.in

Pankaj
 Manager
 Email : pankaj@itpo.gov.in

Praful S Nair
 Manager
 Email : prafulnair@itpo.gov.in



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