

36th

AAHAR

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

26 – 30 April | **2022**
Pragati Maidan, New Delhi

Halls

2 | 3 | 4 | 5 (Ground & First Floor)

7 | 8 | 9 | 10 | 11 | 12 & 12 A

Exhibition on



Food Products & Beverages



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



Hospitality & Décor Solutions



Wine & Spirits



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
Poultry, Farm Equipment and Supplies Crockery/Cutlery/Chaffing Dishes

Building, Construction, Air Conditioning Equipments www.indiatradefair.com Wine & Spirits
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



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THE INTERNATIONAL FOOD & HOSPITALITY FAIR

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 36th year. It is organized 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**

**Wine &
Spirits**

**Hospitality
and
Décor Solutions**

**F&B
Equipment**

Preparation
Processing
Packaging
Technology

**Allied
Sectors**

Dates

26-30 April, 2022

Timings

10:00 am to 6:00 pm

Halls

2|3|4|5 (Ground & First Floor)

7|8|9|10|11|12 & 12 A



Performance 2020

The Culinary competitions, organized by the Indian Culinary Forum (ICF), were the centre of the attraction at the fair. The show was organised in 40000 sqm (gross area).

700 + exhibitors including foreign participation from

USA, China, Italy, Poland, Turkey, Spain, Oman, South Korea, Thailand, UAE, Peru, Norway, Indonesia, Canada, Tunisia, Hong Kong, Singapore and Japan.

Highlights 2022

40,000 + visitors

Promotion on print, electronic & social media and Mobile App

Hosted Buyer Programme

New Allied Sectors

AAHAR an opportunity

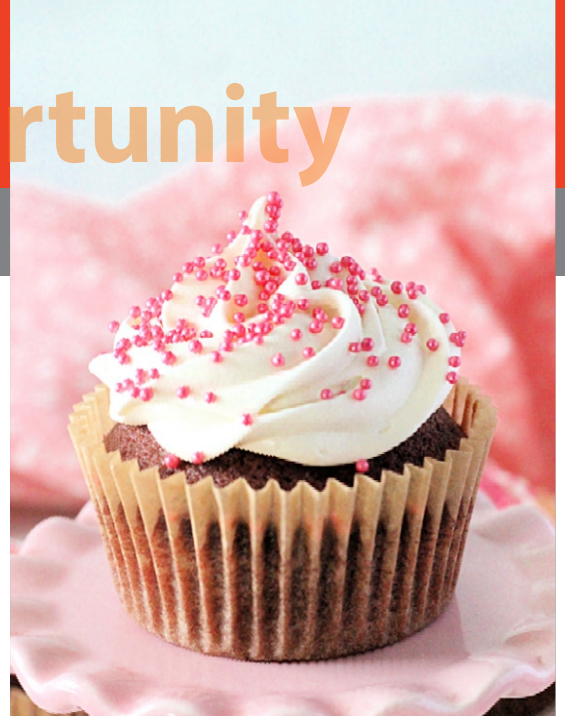
an opportunity to

- 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)

Wine & Spirits
Nutraceuticals
Aquaculture & Marine Products
Floriculture
Dairy Products

Hall Display

Hall (GF & FF)	Display Profile	Gross Area in sqm (approx)
02	Confectionery, Bakery Products, Hospitality , Catering Solutions	5,000
03	Spices, Condiments ,Ingredients, Dairy Products & Technology and Agri Produce	5,000
04	Foreign Participation	5,000
05	Processed Food, Frozen Food, Sea-Food, Organic Food, Tea, Coffee & Beverages Nutraceuticals, Pet Food, Aquaculture, Floriculture, Supply Chain Solutions & Logistics	10,000
Hall 7	Bakery Heavy Machinery/Equipment, Refrigeration, Tentage, Decor, Logistics/Packaging, Software Solutions & Catering Solutions	5,000
Hall 7 ABC (Outdoor)	Mist Coolers	200
Hall 7FGH (Outdoor)	Mist Coolers	200
Hall 8-11	Kitchen & Hotel Equipment Technology, Cloud Kitchen Solutions	9000
Hall 12-12A	Kitchen & Hotel Equipment Technology, Cloud Kitchen Solutions	6500
Hall 4 (FF)	Wine & Spirits, Brewery Equipment & Solutions	5000

Participation Charges

S.No.	Description	Domestic ₹ per sq mtr *	Foreign US\$ per sq mtr*
1.	AC Shell Space inside halls (Minimum 12 sqm area)	9700	300
2.	AC Bare Space inside halls (Minimum 36 sqm area)	9400	280
3.	Open Paved area with canopy under shell scheme (Minimum 18 sqm area non AC)	8000	-
4.	Open paved area outside halls (Minimum 60 sqm) (Non AC)	7700	-

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

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

*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:

Col. Pushpam Kumar SM
 Officer on Special Duty
 Email : osditpo@itpo.gov.in

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

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

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

Pankaj
 Manager
 Email : pankaj@itpo.gov.in



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