

India Trade Promotion Organisation
(Business Development Division)

15th March 2021

CIRCULAR

Sub: Fixation of rentals of the branding sites in and around the new Halls (H2-H5).

The Competent Authority has approved the rentals and terms & conditions of the various branding sites in and around the New Exhibition Halls, i.e. Halls H2-H5 as under:-

Particular	Rentals (In INR)
Wall hanging inside Halls H2 to H5	5,000 per hoarding
Ceiling (Rigging Aisle) hoarding inside Halls H2-H5	5,000 per hoarding
Partition wall hoarding in Halls H2-H5	5,000 per hoarding
Pre-function (foyer) area hoarding in Halls H2-H5	40,000 per hoarding for 18 sq. mtr. frame, and 50,000 per hoarding for 21 sq. mtr. frame
Rectangular branding under Glass canopy outside Foyer of Halls H2-H5	2,000 per branding
Triangular branding under Glass canopy outside Foyer of Halls H2-H5	3,500 per hoarding
Paid branding on external walls (Tension Banner)* of H2 and H5 and Service Block outside Hall H5	200 per sq. ft

* Each Hall, H2 to H4 (GFs & FFs), would be entitled to (2) two and each Hall H5GF & H5FF would be entitled to (4) Four Tension Banner Hoardings on a complimentary basis. The vacant hoardings can be availed on the above rentals in addition to the complimentary hoardings.

2. The Third-Party Organiser's (TPOs) can opt for a package deal, where they could book all the branding sites available inside the individual New Halls at a lumpsum fixed rate. Accordingly, the rentals of the brandings in new halls have been fixed as under: -

Halls	Items	Rentals (in INR) - Lump sum
Hall H2(GF)	15 Wall hangings, 21 Rigging Aisle hoardings, and 4 Partition wall hoardings	1,00,000/-
Hall H2 (FF)	15 Wall hangings and 3 Partition Wall Hoardings	45,000/-
Hall H3(GF)	10 Wall hangings, 21 Rigging Aisle hoardings, and 4 Partition wall hoardings	87,500/-
Hall H3 (FF)	10 Wall hangings and 3 Partition Wall	32,500/-



	Hoardings	
Hall H4(GF)	10 Wall hangings, 21 Rigging Aisle hoardings, and 4 Partition wall hoardings	87,500/-
Hall H4 (FF)	10 Wall hangings and 3 Partition Wall Hoardings	32,500/-
Hall H5(GF)	25 Wall hangings, 60 Rigging Aisle hoardings, and 4 Partition wall hoardings	2,22,500/-
Hall H5 (FF)	25 Wall hangings and 3 Partition Wall Hoardings	70,000/-

- In case the TPOs opt for the package deal, all the branding sites would be made available at the above-proposed rentals.
- In a case where TPOs desire to book individual hoarding sites, normal rates would apply. No request for allowing TPOs to reduce the Package deal on a pro-rata basis would be entertained.
- TPOs would be required to place hoarding in the pre-fixed frames and sites, in cases where any branding other than specified above is used by the TPOs without intimation, 50% charges would be levied as penalty over and above the applicable rentals of the branding.
- TPOs would be required to show due diligence and care while placing their hoardings at the designated sites to ensure no damage is done to the Hall, frame, and machinery installed at the sites. In case of damage, the TPO would be required to reimburse the damage charges as applicable.



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To:

1. All Third-Party Organisers

Copy to:

1. All HoDs
2. All Officers of BDD
3. Revenue Department
4. IT Division - For Hosting on ITPOs website.