

### 36<sup>th</sup> Aahar – The Food and Hospitality Show

Dates	April 26-30, 2022
Venue	Pragati Maidan, New Delhi, India
Total area	Around 70,000 sq. mtrs
Product categories	<p><b>Food Products</b> Food Products including dairy and confectionary products; Additives; Ingredients; Beverages; Wine &amp; Spirits, Organic Products etc.</p> <p><b>F &amp; B Equipment</b> Bakery Equipment; Food Processing Equipment; Packaging Equipment; packaging solutions; Refrigeration Equipment Tableware / Glassware; restaurant and Bar Equipment, etc</p> <p><b>Hospitality &amp; Décor</b> Hotel and restaurant décor Solutions; House Keeping Equipment; Laundry Equipment; Guest Amenities</p> <p><b>Services</b> Services and Software solutions for the food and hospitality industry;</p>
India as a Market and also a Sourcing Destination for Food Products and Hospitality Industry	<p><b>India - An Emerging Market</b> The agricultural sector in India is slowly shifting from traditional farming to horticulture and livestock (poultry, dairy, and fishery) production. The demand for fresh and processed products of all types is increasing as the population urbanizes, incomes rise, and consumption habits change. Imports of consumer-oriented foods, led by tree nuts and fresh fruits, are among the fastest-growing segments of imported agricultural products and reached \$5.14 billion in 2020. The market for imported foods has grown steadily due to a growing middle class, the millennial generation, affluent professionals, brand-oriented importers, modern retail outlets, E-Commerce retailers, and trend-setting restaurants. India's food and grocery retail business is estimated at \$500 billion. The market share held by modern trade formats such as supermarkets and hypermarkets along with E-Commerce retailers is expected to expand rapidly over the next five years as it fulfills the evolving needs of consumers.</p> <p>The hospitality industry in India has been scoring a moderate growth number from the past few years and has great potential to score an even greater number in the future. The industry, which has been adversely effected by the pandemic is expected to grow exponentially with the easing of travel restrictions and boost given by the Indian Government for the industry.</p> <p><b>India- A destination for sourcing quality food products</b></p>

	<p>The Indian food processing market is expected to double from USD 263 billion (2019-20) to USD 535 billion (2025). India is the second biggest food producer globally, and it has the potential to become the largest producer of food in the whole world.</p> <p>The Food Industry in India includes milk and milk products, plantation, alcoholic beverages, vegetables and fruits, fisheries, poultry and meat, grain processing, chocolates and confectionery.</p>
Brief on the last edition in 2020	Last edition of Aahar was held in March 2020 . Around 700 exhibitors including overseas participants participated in the show. More than 40,000 business visitors including business delegates from more than 20 countries visited the flagship event.
Aahar 2022	Aahar 2022 is being held in Pragati Maidan, an iconic exhibition complex in the heart of Delhi. The new state of the art exhibition halls will feature products from more than 800 companies. USA, UK, Canada, France, Italy, Austria, New Zealand, Peru, Indonesia, Bangladesh are among the countries who have already confirmed their participation in Aahar.
Space Rentals	<ul style="list-style-type: none"> <li>➤ US \$ 300 per sq. mtr Shell Scheme in AC Hall (Built-up hard wall booth). Minimum Booth area is 12 sq. mtrs</li> <li>➤ US\$ 280 per sq. mtr for Bare/raw space in AC hall</li> </ul> <p>The above rates are exclusive of taxes.</p>
Contact for participation in the Fair	<p>Col. Pushpam Kumar, OSD Tel: 91-11-23378962 email: <a href="mailto:pushpam1701@itpo.gov.in">pushpam1701@itpo.gov.in</a></p> <p>Mr. Krishan Kumar : Cell:91-9810819924 email: <a href="mailto:kk@itpo.gov.in">kk@itpo.gov.in</a></p> <p>Mr Praful Nair, Manager Cell:91-8375045884 email: <a href="mailto:prafulnair@itpo.gov.in">prafulnair@itpo.gov.in</a></p>
Overseas Buyers Programme	<p>ITPO is organizing a hosted overseas buyer program whereby the following is offered</p> <ol style="list-style-type: none"> <li>1. Three day hotel stay near the exhibition venue</li> <li>2. To and fro airfare subject to a ceiling of Rs. 75,000 ( Rs 1,25,000/ for Africa and America)</li> </ol>
Contact for Hosted Buyer Program	<p>Ms. Hema Maity, GM tel: 91-11-23371819, email <a href="mailto:hemamaity@itpo.gov.in">hemamaity@itpo.gov.in</a></p> <p>Shri. Vasudev, Manager cell: 919868995216 email: <a href="mailto:vasu@itpo.gov.in">vasu@itpo.gov.in</a></p> <p>Ms. Jasdeep Seth. Dy. Manager cell: 919818128369 email: <a href="mailto:jseth@itpo.gov.in">jseth@itpo.gov.in</a></p>

