



JAMMU & KASHMIR TRADE PROMOTION ORGANIZATION  
(A Government of J&K Undertaking)

# J&K MEGA TRADE FAIR

## SPONSORSHIP

Food Court



Kashmir Arts Emporium,  
Srinagar -Jammu & Kashmir



27th September to 2nd October 2023

WWW.JKTPO.IN



# ABOUT EVENT



## J&K MEGA TRADE FAIR

The event shall showcase its handicrafts, handlooms, agriculture and food products from PAN India.

This marks a significant milestone as it will be the first-ever trade fair of its kind to be held in the beautiful Kashmir.

The decision to organize a trade fair in Kashmir is driven by the untapped economic potential that the region holds, ranging from the diverse horticulture products such as high quality apples and saffron to its rich cultural heritage including its handicraft industry, with exquisite Pashmina shawls and woodwork. By bringing together entrepreneurs, industries, and investors, the trade fair aims to unlock the region's latent potential and stimulate economic growth in J&K which aligns perfectly with India's grand vision of 'Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas,'.

# BENEFITS OF SPONSORSHIP

## Executive Summary Opportunity

### OBJECTIVE 1

**Prime Food Stall:** Your company will be allocated a premium food stall space, allowing you to create an impressive and immersive brand experience.



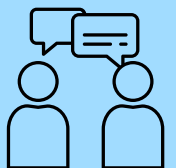
### OBJECTIVE 2

**Extensive Brand Exposure:** Your logo will be prominently featured on all media communication channels, including but not limited to event posters, flyers, social media, television, and radio advertisements. This exposure will give your brand unparalleled visibility among our vast and diverse audience.



### OBJECTIVE 3

**Direct Engagement:** You'll have the opportunity to directly engage with thousands of attendees, including potential customers and industry professionals, allowing you to build valuable relationships and expand your customer base.



### OBJECTIVE 4

**Networking:** Join a network of like-minded businesses, potential partners, and industry leaders during the event, opening doors for future collaborations and growth opportunities.



### OBJECTIVE 5

**Customized Packages:** We understand that every business has unique needs and objectives. Therefore, we offer customized sponsorship packages tailored to your specific requirements.



# BENEFITS OF SPONSORSHIP

## PACKAGE

**SILVER**

**5 LACS**

Only 5 Slots

you will get

200 Sq.Feet Food Stall

Flyer Branding

F&B Revenue Sharing of 30%

PA System  
announcement 1/day

No Beverage Kiosk  
inside Exhibition hall

## PACKAGE

**GOLD**

**10 LACS**

Only 3 Slots

you will get

500 Sq.Feet Food Stall

Flyer Branding, Radio Jingles

F&B Revenue Sharing of 15%

PA System  
announcement 5/day

1 Beverage Kiosk inside  
Exhibition hall

## PACKAGE

**PLATINUM**

**15 LACS**

Only 2 Slots

you will get

1000 Sq.Feet Food Stall

Logo on all Promotional  
Channels

F&B Revenue Sharing of 5%

PA System announcement &  
promotional video 10/day

2 Beverage Kiosk inside  
Exhibition hall

# CONTACT US

For queries related to Jammu & Kashmir Mega Trade Fair.

Please feel free to connect with JKTPO.



jktpo\_jk



contactjktpo

Website



[www.jktpo.in](http://www.jktpo.in)

Phone  
Number



+91 194-2472065

Email  
Address



[contactjktpo@gmail.com](mailto:contactjktpo@gmail.com)



Jammu:- 6th floor Jawaharlal Nehru Udyog Bhawan, Railhead Complex,  
Jammu-180001

Srinagar:- 3rd floor, Sanat Char, Bemina, Srinagar. 190018







## Jammu & Kashmir Trade Promotion Organization

Industries & Commerce Department, Govt of J&K.

6<sup>th</sup> Floor, JLN Udyog Bhawan, Jammu / 3<sup>rd</sup> Floor, Sanat Ghar, Bemina, Srinagar

Email: [contactjktpo@gmail.com](mailto:contactjktpo@gmail.com); [jktpo2020@gmail.com](mailto:jktpo2020@gmail.com) / Phone: 0191-2479924

JKTPO/K/JKMTF/2023- 688

Dated: 06.09.2023

### NOTICE

#### Sponsorship Opportunity for J&K Mega Trade Fair - Showcase Your Food Brand to Thousands!

We are excited to announce the upcoming Jammu & Kashmir Mega Trade Fair to be held at Kashmir Arts Emporium, Srinagar from 27<sup>th</sup> September to 2<sup>nd</sup> October 2023. The event is organized by Jammu & Kashmir Trade Promotion Organization under the aegis of Industries & Commerce Department, J&K in collaboration with Indian Trade Promotion Organization, a grand trade fair is set to be one of the most significant gatherings of businesses, entrepreneurs, and consumers from PAN India. As we prepare for this exciting event, we invite you to become a sponsor and take advantage of this incredible opportunity to promote your brand.

#### **Eligibility Criteria:**

To be eligible for sponsorship, your company should meet the following criteria:

1. **Established Reputation:** Your company should have a strong presence in the Indian restaurant industry with at least three well-regarded restaurants.
2. **Diverse Food Menu:** Your restaurants should offer a diverse and exciting food menu that showcases the rich culinary traditions of India.

#### **Benefits of Sponsorship:**

As a sponsor of the J&K Mega Trade Fair, you will enjoy several benefits tailored to your sponsorship package, including:

1. **Prime Food Stall:** Your company will be allocated a premium food stall space, allowing you to create an impressive and immersive brand experience.
2. **Extensive Brand Exposure:** Your logo will be prominently featured on all media communication channels, including but not limited to event posters, flyers, social media, television, and radio advertisements. This exposure will give your brand unparalleled visibility among our vast and diverse audience.
3. **Direct Engagement:** You'll have the opportunity to directly engage with thousands of attendees, including potential customers and industry professionals, allowing you to build valuable relationships and expand your customer base.
4. **Networking:** Join a network of like-minded businesses, potential partners, and industry leaders during the event, opening doors for future collaborations and growth opportunities.
5. **Customized Packages:** We understand that every business has unique needs and objectives. Therefore, we offer customized sponsorship packages tailored to your specific requirements.

This trade fair promises to be a fantastic platform to showcase your brand's excellence, connect with your target audience, and make a lasting impact in the vibrant market of India. Don't miss this opportunity to be part of a landmark event that will undoubtedly leave a mark in the hearts and minds of attendees.

For further information and to discuss sponsorship packages in detail, please find the proposal enclosed. We look forward to your positive response and the possibility of partnering with your esteemed company to make the J&K Mega Trade Fair a resounding success.

#### **Terms and Conditions**

##### **1. Certificates/Permissions**

The Company shall obtain necessary certificates/permissions required by law such as food license, test reports for various food items, etc. or as required as per the local regulations from the competent

authorities. In case of any offense or failure to obtain the necessary certificates/ permissions, the Company will be solely responsible for its penalties and consequences.

**2. Display of menu and tariff, etc.**

The Company shall exhibit menu, tariff and list of food items to be sold in the Food Court. The Company shall also ensure that printed menu cards should always be available at the Food Court and provided to the passengers on demand.

**3. Sale of items with the JKTPD prior approval**

The Company shall not sell any unlawful items. If sale of unauthorized items is detected in contravention to approved items, JKTPD may seize such items and the unauthorized seized items shall be disposed off as per policy of food and regulation department, J&K in addition to any penalty to be imposed for such contravention.

**4. Compliance of Food Adulteration Act and other statutory laws**

- a. The Company shall be responsible for compliance with applicable laws such as the Prevention of Food Adulteration Act, 1954 or any other amendments thereto. The Company shall be responsible for compliance with applicable laws such as sales tax, provident fund, labor laws or any other applicable laws.
- b. JKTPD shall not be responsible for compliance of any laws applicable with respect to carrying out the catering activity by the Company relating to catering, tax, its employees or any other related matter. The Company shall be solely responsible for following all the laws applicable in this regard. In case of any harm to JKTPD, it shall be indemnified by the Company.

**5. Maintenance of proper hygiene, cleanliness, etc.**

The Company shall be responsible for ensuring the quality and quantity, maintaining proper hygiene and cleanliness while handling raw materials, preparation, packaging, supply, service, etc. of food/ meals.

**6. No unlawful/ illegal activity**

The Company and/or its staff shall not carry on any unlawful, immoral or illegal activity in the Food court and/or at the station(s). It is clarified that if the Company suffers any loss or damage on account of the Company being restrained by the JKTPD or any other competent authority for indulging in illegal activities or any contravention of any law, the Company shall not be entitled to any compensation whatsoever.

**7. Provision of suggestion/ complaint book**

The Company shall keep a suggestion/complaint book at a conspicuous place where the visitors can register their suggestions/complaints without any difficulty.

**8. No use of plastic material**

The Company shall, in rendering catering services, not use plastic material but eco-friendly/ biodegradable packaging material for supply of food items, good quality glasses/ paper cups for serving tea/coffee, etc.

**9. Collection of garbage**

The company shall be responsible for availability/provision of adequate number of garbage bins at appropriate places. The company shall also ensure to place bio-degradable bags in garbage bins for easy disposal and proper handling. These should be cleaned outside the production area and at proper area marked by SMC. The company shall avoid use of metallic dustbins, which become rusted over a period of time. Segregation of waste should be done as bio-degradable and bio non-degradable. The company shall be responsible for disposing the garbage suitably at the designated location outside the station/maintenance area. All garbage bins must be labeled, cleaned and sanitized regularly.

All instructions in regard to disposal of garbage issued by Srinagar Municipal Corporation are to be adhered to by the Company.

**10. Issue of proper bills, etc.**

The Company shall issue proper bill(s)/ receipts(s) against the sale of food items/ beverages to the customers of the Food Court.



**11. Ban on sale of products**

The Company shall not sell/ distribute tobacco products, wine, beer or any other alcoholic drink or any other item prohibited by law on the Food Court. Further, the Company shall not use beef/ pork in any form in any food items served to customers.

**12. Food articles not to be kept on floor, etc.**

The Company shall ensure that the catering staff shall not keep any food article on the floor. The Company shall ensure that the catering staff shall not carry any food item in their pockets/card boxes/mineral water cartons, etc. and only container should be used for these purposes.

**13. Provision of equipment**

The Company will arrange his own equipment for satisfactory provisions of services.

**14. Damage to JKTPO Property**

The Company shall be responsible for any damage caused to JKTPO property provided arising due to the acts of omission or commission of the staff of the Company.

**15. Compliance of Instructions**

The Company shall comply with any other instructions issued by the JKTPO from time to time as may be necessary to ensure better services.

**16. Food Menu**

The menu should include but not limited to Fast food, Local cuisines, north Indian dishes, south Indian dishes, continental, combos of breakfast, lunch, dinner, light snacks etc.

  
Manager  
JKTPO  
06/09/2023