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PHD

PITEX 20

LUDHIANA EDITION

PUNJAB AGRICULTURAL UNIVERSITY

9-13 APRIL 2020

www.pitex.co.in

PUNJAB INTERNATIONAL TRADE EXPO 2020



PHD
PITEX 20
LUDHIANA EDITION
LUDHIANA | PUNJAB | INDIA

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Additional Chief Secretary
Industries & Commerce, Punjab

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ਮੁੱਖ ਮੰਤਰੀ, ਪੰਜਾਬ
CHIEF MINISTER, PUNJAB

It gives me immense pleasure to learn that PHD Chamber of Commerce and Industry is organizing the PHD-Punjab International Trade Expo (PITEX)-2020, Ludhiana edition from 9th to 13th April, 2020 at PAU, Ludhiana.

I am apprised that the Punjab Government is supporting this mega event as the host state, which would showcase State's overall Industrial development besides offering a healthy platform to entrepreneurs and traders for beneficial collaborations and interactive exchange of ideas and innovations for charting a strategic action plan in future.

With renewed investor confidence due to our industry friendly policies, the State Government has received investment proposals of Rs. 57,735 crore on ground, with potential to create 1.89 lakh jobs in the State. Invest Punjab has taken several path breaking initiatives to ensure ease of doing business for MSMEs through Right to Business Act aimed at letting potential investors start business immediately, with a 3-year window for them to obtain the necessary clearances.

I am confident that PITEX-2020 at Ludhiana - State's industrial hub would be instrumental in giving impetus to economic development and export potential in the region.

I convey my best wishes to the organizers for success of the Expo.

Dated
February 08, 2020

CAPT AMARINDER SINGH



Dr. D K Aggarwal
President, PHD Chamber

It gives me immense pleasure to announce that PHD Chamber of Commerce and Industry (PHDCCI) is organizing PHD-Punjab International Expo - PITEX-2020 (Ludhiana Edition) from 9th to 13th April 2020 at PAU, Ludhiana. The Government of Punjab is supporting this mega event as the HOST STATE.

The Trade Expos of PHDCCI are professionally organized to provide both comfort and choice to business houses as well as to customers. As a result, all the 14 editions of similar international trade expo - PITEX at Amritsar have been a huge success with participation from over 400 domestic and overseas exhibitors and 2.5 lac plus visitors in each edition. PITEX, Amritsar is one of the most sought after international trade expo of the region.

PITEX-2020, Ludhiana Edition will have world class infrastructure and will be supported by adequate advertising and PR campaign to ensure maximum footfalls. It will be meticulously organized to provide a delightful experience to both exhibitors and visitors. It will create a true business environment and bring together buyers, suppliers, purchasers, importers / exporters under one roof. The companies will have opportunity to connect with their existing clients and also address a large segment of their potential customers. Supporting Seminars / Conferences will provide additional benefit to the participants.

PITEX, Ludhiana Edition will have exhibitors from all over India and countries like Turkey, Afghanistan, Egypt, Thailand and many more. Apart from Punjab PSUs, various State and Central Government Departments are participating in the mega event.

I am sure, PITEX, Ludhiana Edition will establish a successful precedent to make the mega event an annual affair.

I wish great success to all the exhibitors, visitors and organizers of PITEX 2020, Ludhiana Edition.



▶ ABOUT PITEX

PITEX is a premier trade and business exhibition being held in Amritsar since last 14 years with the active support of Government of Punjab. PITEX, organised by PHDCCI, brings together Industry & Business from Punjab and other states as well as from abroad to be a catalyst to economic growth in the region. It is after 14 successful editions of PITEX Amritsar that PITEX - Ludhiana Edition is being organised as a mid-year addition. PITEX - Ludhiana Edition will give a substantial opportunity to grow through meaningful B2B interactions and direct connect with customers.

▶ KEY HIGHLIGHTS

- B 2 B Meets
- Focus Group Meets
- Industry Specific Conferences
- Buyer Seller Meets
- Show case / Sell your Products / Create Brand Awareness
- Over 300 Exhibitors
- 2.5 Lakh Visitors Expected

▶ ORGANISER'S PROMOTIONAL SUPPORT FOR EXHIBITORS

- Advertisements in print & electronic media
- Radio spots, road shows & online promotions
- Cross promotions
- E-mailers to key targets
- Invitations to Top Managers, Trade Groups, Associations, Govt. Officials, Embassies, etc.
- Foreign Chambers of Commerce and Industry
- Media previews and features
- Nationwide PR Campaign
- Outdoor promotions: Hoardings/ Billboards, etc.

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HOST STATE
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INSTITUTIONAL PARTNERS



9-13 APRIL 2020

Punjab Agricultural University
 Ludhiana, Punjab, India

PREVIOUS PITEX PARTNERS & SUPPORTERS

List is Illustrative

SECTOR-WISE PAVILIONS

PITEX offers tremendous opportunities to trade & business from diverse verticals. Choose the one that best suits your trade/ industry given below or suggest one.

Globex

- Embassies
- International Chambers & Trade Associations
- Multinational Companies
- Tourism Boards
- Craft Boards
- Global Brands

Agro, Food & FarmExpo

- Food Processing Units
- Food and Agriculture Products
- Farm Machinery and Equipments
- Tractors
- Fertilizers and Pesticide Companies
- Agro Related Research Publications

HealthExpo

- Ayurvedic Products
- Alternative Medicines
- Diet & Food Supplements
- Slimming Equipments
- Massage Products
- Herbal Cosmetics
- Eye and Hair Care Products
- Oral Care Products
- Skin Care products
- Naturopathy & Acupuncture Products
- Personal Diagnostic Kits
- Diagnostic Labs
- Hospitals

Travel / Tourism & Handicrafts

- States
- Hotels / Resorts / Home Stays
- Tour Operators / Travel Agents
- Cabs and Bus Service Providers
- Cultural Festival Promoters

IndiaExpo

- State Pavilions
- State Tourism Boards
- International Tourism Boards
- Travel and Tour Operators
- Airlines
- Online Portals
- Hotels
- Tourism Related Publications
- Spas and Resorts
- Handicraft Organisations and Emporiums

TexStyle / Fashion / Bridal Studio

- Textile Manufacturers
- Garment Retailers
- Garment Export Houses
- Bridal Couture
- Major Textile / Fashion Brands
- Fashion Accessories
- Wedding Trousseau

ArchiBuild / FinanceExpo

- Real Estate Companies Residential & Commercial
- Building Material Providers
- Banks and Financial Institutions
- Insurance Companies
- Stock Brokers & Investment Advisers
- Mutual Funds
- Financial Service Companies

Kool Expo / Refrigeration & Air Conditioning

- Electronic Goods
- Air Conditioning
- Telecommunication Companies (Service providers and Hardware companies)
- Home Entertainment
- Refrigeration
- IT Companies

Punjab AutoExpo

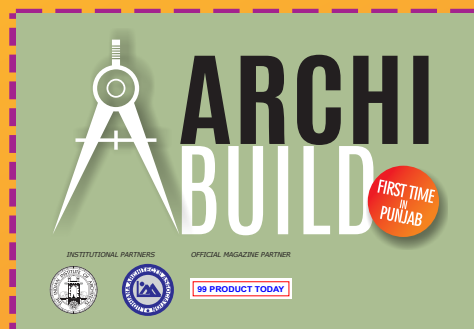
- Automobiles (Cars, SUVs and MUVs)
- Two Wheelers
- Light Commercial Vehicles
- Auto Components
- Auto Accessories
- Auto Sound Systems
- Lubricants and Petro Products
- Car Interiors and Decor
- Automobile Related Publications
- Automobile Finance Companies

KitchenExpo / ConsumExpo / HomExpo

- Interior and Decor Sanitaryware
- Sanitaryware / Bathroom fittings
- Upholstery
- Linen
- Home & Office
- Modular Kitchens
- Kitchen Appliances
- Consumer Goods
- Wellness Products
- Office Furniture
- Space Saving Modular Furniture
- Home Security Gadgets
- Installations

ADVANTAGES

- Sales, Marketing and Networking
- Meet New Clients
- Generate Leads
- Close Deals
- Launch New Products
- Create Brand Awareness
- Strengthen Brand Equity
- Enhance Brand Image
- Generate Brand Recall
- Conduct Demonstrations
- Strengthen Relationships
- Source Business Partners
- Interact With Decision Makers
- Source Business Networks
- One To One Relationship
- Demonstrate Live
- Capture a Receptive Audience
- Test Market
- Involve Customers Through Promotional Schemes



Please fill and Email this Form to tradefairs93@gmail.com

We shall be participating at PITEX 2020, Ludhiana
Kindly reserve the Exhibition Space for us.

Name of the Organisation _____

GST No. of the Organisation (Mandatory) _____

Complete Postal Address _____

City _____ State _____ Pin/Zip Code _____

Telephone Nos. (with ISD/STD Code) _____ Fax No. _____

Email ID _____ Website _____

Name of the Authorised Signatory _____ Designation _____

Telephone Nos. (with ISD/STD Code) _____

Type of Organisation Government Department Public Sector Joint Sector Private Others (Please specify) _____

Products Manufactured/Services Provided _____

Name on the Fascia of the Stall (25 letters only incl. space) _____

Types of Products/Services to be displayed _____

Rental for Exhibition Space (per sqm)	Space Categories	Domestic Rates (INR)	Overseas Rates (USD)	Area : _____ sqm Stall No. : _____ Hall No. : _____	* 20% Premium on basic space rentals for Island stall * 15% for 3 side open * 10% for 2 side open
	Indoor Shell Space	6500	125		
	Indoor Raw Stall	5500	100		
	Outdoor Raw Space	3500	90		

* Actual rates of premium on rentals may vary at the time of booking.

GST number of all the Exhibitors is mandatory. TDS should not be deducted on space rental, unless amount credited/paid on account of the rent during financial year exceeds Rs. 2,40,000/- under section 194 (l) of Income Tax Act. 1961 (w.e.f. 1 April 2019).

Payment Schedule
<ul style="list-style-type: none"> 50% of the total amount payable to be deposited with submission of this form Balance & full payment to be deposited on or before 9 March 2020 100% advance payment of space rental & all taxes (as applicable) for overseas participants

Beneficiary	Bank	Current Account NO.	IFSC Code	Branch Code	Bank Code
PHD Chamber of Commerce & Industry	Bank of India, SCO 76-82 Sector 31 A, Chandigarh	621120110000016	BKID0006211	6211	013

Enclosed Cheque/DD No: _____ Dated _____ drawn in favour of "PHD Chamber of Commerce and Industry"
payable at Chandigarh /New Delhi, on Bank _____ for (amount) Rs. _____

Date _____ Authorised Signatory _____

Allotment of Stalls is strictly on first-come-first served basis. PHD Chamber reserves the rights to change any specification without prior notice.

MAIL TO: tradefairs93@gmail.com / phdexpo@gmail.com

PHD Chamber of Commerce and Industry
Regional Office
PHD House, Sector 31A, Chandigarh 160 030 India

Punjab Office
Punjab Agricultural University, Ludhiana
GSTIN: 03AAACP1438L1ZM

Hotline
0172 264 2334
10.00 am to 5.00 pm

For Space Booking and Sponsorships :
M : +91 98551 66547 | +91 99141 12334
M : +91 99141 12335 | +91 87259 99300

RULES & REGULATIONS

ORGANISER

PHDCCI, PHD House, Sector -31A, Chandigarh
160 031, India

Date: 9-13 April 2020

Timing: 10:00 to 20:00 hrs

Venue: Punjab Agricultural University, Ludhiana

EXHIBITOR:

Any company/organization/state/country participating in the exhibition. Organisers reserve the right of participation.

Space Categories	Domestic (INR)	Overseas (USD)
Indoor Shell Space	6500	125
Indoor Raw Stall	5500	100
Outdoor Raw Space	3500	90

Premium on basic rentals for 2, 3 & 4 side open stalls.

The Organiser will provide the following facilities in shell scheme.

Stall Size (Sqm)	Tables	Chairs	Focus Lamps
9	1	2	3
12	1	2	4
15	2	4	5
18	2	4	6
21	2	4	7
24	2	4	8
27	3	6	9
30	4	6	10
32	5	8	10
36	5	8	12

Each booth will have modular structure, fascia with company name, one electric plug point- 5/15 amps, synthetic carpet, waste paper basket & general security during the fair period

The prospective EXHIBITOR should apply on the Space Reservation Form, together with advance payment including 50% space rentals and security deposit. **GST as per Government of India Guidelines is applicable.**

EXTRA FURNITURE:

Extra furniture will be available with the contractor on chargeable basis.

REGISTRATION FOR PARTICIPATION:

It is mandatory for exhibitor to forward the registration form to PHD Chamber, Chandigarh, along with advance payment i.e. 50% space rentals for participation.

ALLOTMENT OF EXHIBITION SPACE:

All bookings will be made on first-come-first-served basis subject to the receipt of all advance payments.

Organizers will make confirmation of allotment of space on receipt of the registration form duly signed along with appropriate advance payment. Organisers reserve the right to allocate space, change the layout plan, add or delete corridors as shown in the space plan. Organisers reserve the right to reduce the allotment of space to any applicant without assigning any reason.

PAYMENT SCHEDULE:

All payments should be made by Demand Draft payable to "PHD Chamber of Commerce and Industry" payable at Chandigarh/ New Delhi. Advance payment including 50% space rentals at the time of booking. Full payment by 9 March 2020 or before.

SETTLEMENT OF CHARGES:

Any and all expenses chargeable to an exhibitor must be settled before the close of fair to ensure smooth removal of goods from the fair site.

STAND COMPLETION:

By 2000 hrs with all exhibits in position on 8th April 2020 positively. Work will not be allowed after that due to security reasons.

REMOVAL OF EXHIBITS:

Removal of any exhibit during the fair period is prohibited. Negotiations for sale, however, may be conducted. Removal of exhibits and other materials shall be allowed only after 2100 hrs on the last day of PITEK after the closure of the exhibition.

MOVEMENT OF VEHICLES:

Vehicles containing exhibition material will be allowed up to a certain point at the venue. All vehicles must provide list of items being carried in the exhibition area and receive the pass for the same, which will be required at the end of the exhibition for the removal of exhibits and other material.

CANCELLATION:

The prospective exhibitor is liable to forfeit the entire space rental in case of cancellation.

SALE OF EXHIBITORS:

Exhibitors are allowed to conduct negotiations for sale subject to mandatory clearance from Excise & Sales Tax Department and also ensure that exhibit will not be removed during the exhibition hours. Exhibits to be displayed during the fair can be brought 1 day before the start of the Fair.

LOCATION TAX FORMALITIES:

Participation / Sale of Exhibits are subject to mandatory clearance from Excise & Sales Tax Department Punjab. All Exhibitors are required to produce necessary clearance before taking possession of the stall.

BINDING TERMS OF CONTRACT:

The submission of the registration form duly signed by an authorized officer of the exhibitor shall be deemed as confirmation of participation and acceptance, and becomes binding as soon as the organisers have confirmed the allotment of space to the applicant. Dispute, if any, will be subject to Ludhiana Jurisdiction.

VIOLATION OF RULES:

The organizers reserve the right to decide on the fulfillment of the rules and have the authority to demand removal/change of any structure, which is found not in conformity with the rules and can also cancel a confirmed booking without assigning any reason. The decision of the organizers will be final and binding.

DAMAGE: Exhibitor will be required to make good all damages to the fair facilities caused during the installation/ dismantling of their exhibits.

SECURITY: The security for the goods after the closing time till 0900 hrs the following morning during the exhibition period on all days will be provided by the organizer.

STALL POSSESSION:

Stall will be allocated after acquiring clearance and stall possession certificate from on site accounts office of the organisers.

INSURANCE OF EXHIBITS:

Exhibitors are responsible for insuring their exhibits for the fair period.

I/We have read the General Exhibition rules mentioned above and confirm we shall abide by them

Name _____ Designation _____ Mobile No. _____

We hereby confirm our participation at PITEX 2020, Ludhiana as Sponsors

Event Sponsor Event Co-Sponsor Pavilion Sponsor Pavilion Co-sponsor

Name of the Organisation _____

GST No. of the Organisation _____

Complete Postal Address _____

City _____ State _____ Pin/Zip Code _____

Telephone Nos. (with ISD/STD Code) _____ Fax No. _____

Email ID _____ Website _____

Name of the Authorised Signatory _____ Designation _____

Telephone Nos. _____

Type of Organisation Government Department Public Sector Joint Sector Private Others (Please specify) _____

Products Manufactured/Services Provided _____

Name on the Fascia of the stall _____

Nature of Products to be displayed _____

Please attach the following with your confirmation or send the same to reach us by 9 March 2020

- High Resolution Logo (cdr / ps / jpg / png / ai)
- High Resolution copy of your advertisement / text along with photos for the Catalogue & Online promotion

Payment Schedule

- 50% of the total amount payable to be deposited with submission of this form
- Balance & full payment to be deposited on or before **9 March 2020**
- 100% advance payment of sponsorship amount & all taxes (as applicable) for overseas participants

RTGS Details

Beneficiary	Bank	Current Account NO.	IFSC Code	Branch Code	Bank Code
PHD Chamber of Commerce & Industry	Bank of India, SCO 76-82 Sector 31 A, Chandigarh	621120110000016	BKID0006211	6211	013

Enclosed Cheque/DD No: _____ Dated _____ drawn in favour of "PHD Chamber of Commerce and Industry" payable at Chandigarh /New Delhi, on Bank _____ for (amount) Rs. _____

Date _____

Authorized Signatory _____

MAIL TO: tradefairs93@gmail.com / phdexpo@gmail.com

PHD Chamber of Commerce and Industry
Regional Office
PHD House, Sector 31A, Chandigarh 160 030 India

Punjab Office
Punjab Agricultural University, Ludhiana
GSTIN: 03AAACP1438L1ZM

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0172 264 2334
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For Space Booking and Sponsorships :
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M : +91 99141 12335 | +91 87259 99300

SPONSORSHIP OPPORTUNITIES

Event Sponsor

Sponsorship Amount: Rs. 15 lac

Sponsorship available in the category: 1 for the event

Complimentary 100 sqm fully furnished built up/raw stall space

Company's corporate logo to be carried on all visitor promotion print advertisements as "Event Sponsor"

Prominent display of logo at prime position

Display of corporate logo at the registration counter as "Event Sponsor"

Display of the sponsor's logo at the entry point of the exhibition site

Corporate logo on admit cards/ tickets

Acknowledgment in the fair catalogue

One page central spread four- colour advertisement in the fair catalogue

Special one page write-up of the sponsoring company in the fair catalogue

Special acknowledgment during the inaugural & valedictory ceremony of the fair

25 flags to be put at the exhibition site

20 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation)

Complimentary admit cards (500 nos.)

Event Co-Sponsor

Sponsorship Amount: Rs. 7.5 lac

Sponsorship available in the category: 2 for the event

Complimentary 54 sqm fully furnished built up space

Company's corporate logo to be carried on all visitor promotion advertisements as "Event Co-Sponsor"

Display of the sponsor's logo at the entry point of the exhibition site

Corporate logo on admit cards/ tickets

Acknowledgment in the fair catalogue

One page four-colour advertisement in the fair catalogue

Special one page write-up of the sponsoring company in the fair catalogue

Special acknowledgment during the inaugural & valedictory ceremony of the fair

15 flags to be put at the exhibition site

15 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation)

Complimentary admit cards (300 nos.)

Pavilion Sponsor

Sponsorship Amount : Rs. 3.5 lac

Sponsorship available in the category: 1 per pavilion

Complimentary 36 sqm fully furnished built up space

Company's corporate logo to be carried on all visitor promotion advertisements as "Pavilion Sponsor"

Display of the sponsor's logo at the entry points of the exhibition site

Corporate logo on admit cards/ tickets

Acknowledgment in the fair catalogue

One page four- colour advertisement in the fair catalogue

One page write-up at the sponsoring company in the fair catalogue

Acknowledgment during the inaugural & valedictory ceremony of the fair

10 flags to be put at the exhibition site

10 nos. invitation cards for VIP dinner, lunches and cultural events (subject to event confirmation)

Complimentary admit cards for entry (200 nos.)

Pavilion Co-sponsor

Sponsorship Amount : Rs. 2 lac

Complimentary 18 sqm fully furnished built up space

Company's corporate logo to be carried on all visitor promotion advertisements

Display of the sponsor's logo at the entry point of the exhibition site

Corporate logo on admit cards/ tickets

Acknowledgment in the fair catalogue

One page B/W advertisement in the fair catalogue

One page write-up of the sponsoring company in the fair catalogue

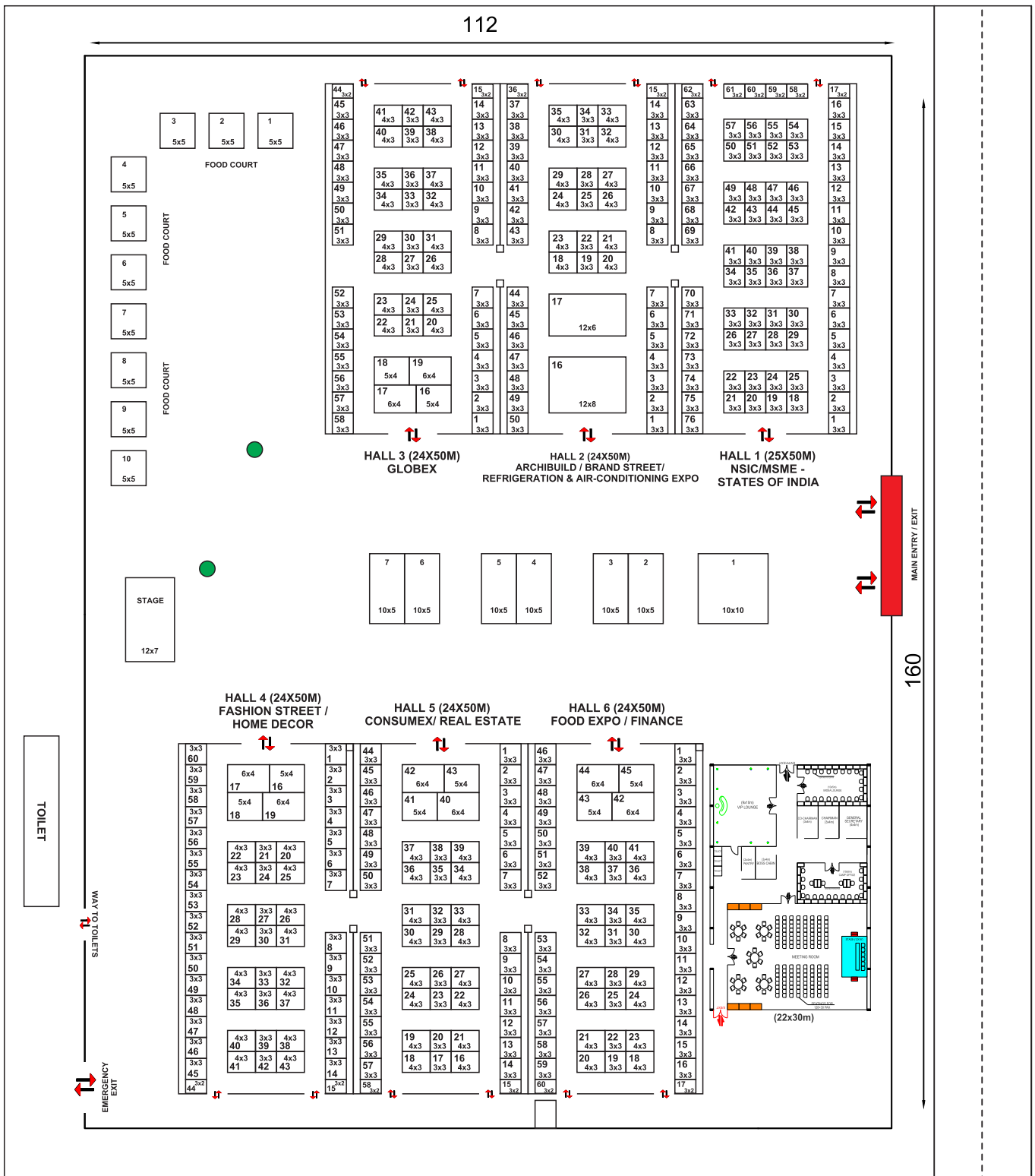
Acknowledgment during the Inaugural & valedictory ceremony of the fair

5 flags to be put at the exhibition site

5 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation)

Complimentary admit cards (100 nos.)

Please fill and Email this Form to tradefairs93@gmail.com



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NATIONAL APEX CHAMBER

PHD Chamber of Commerce & Industry

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-state apex organisation working at the grass-root level with strong national and international linkages.

The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation.

PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto 'Skilling India for Global Competitiveness' and contributes significantly to socio-economic development and capacity building in several fields.

PHD Chamber spearheads economic growth and promotes business interests of its members organising

- Interaction with the Government and other stakeholders
- Networking opportunities for its members
- Business delegations to various countries
- Research insight into the industrial/business trends
- Trade Fairs, Exhibitions
- Conferences and Conclaves
- Training and Capacity-building Workshops



BLOCK THE SPACE FOR YOUR BUSINESS **NOW!**

For Space Booking and
Sponsorships, PI

+91 98551 66547

+91 99141 12335

+91 87259 99300



NATIONAL APEX CHAMBER

PHD Chamber of Commerce and Industry

Regional Office

PHD House, Sector 31A, Chandigarh 160030, India

T: 0172 264 2334, 500 5900

tradefairs93@gmail.com

phdexpo@gmail.com

tradefairsconsult@gmail.com

www.pitex.co.in

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