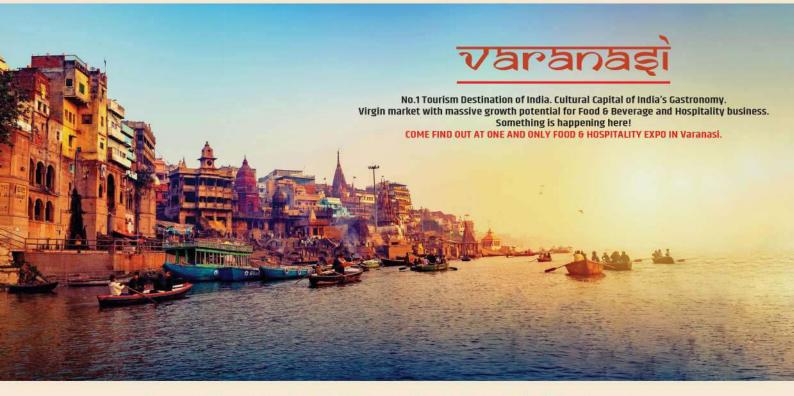


20th-22nd JUNE
DEENDAYAL HASTKALA SANKUL | VARANASI, INDIA



Support thousands of hotels, restaurants and F&B businesses to meet the demand of 100 million yearly tourists and Banarasi culinary connoisseurs of UP.

organized by



Kathmandu, Nepal





India Sales Office:



20th-22nd JUNE **DEENDAYAL HASTKALA SANKUL** VARANASI, INDIA



- 1. UP No.1 tourism destination of India attracting 100 million tourists to UP per year
- 2. 58000 and growing hotels, resorts and guest houses.
- 3. UP food basket of India.
- 4. Varanasi, Lucknow: culinary capital of UP.
- 5. Government invests in up tourism, Steamships Kanak and Pushpak, Ram Mandir, hotels, airports, highways.
- 6. Varanasi, the heart of India linking UP, Bihar and MP.

200+ Business Exhibitions

30,000+ Visitors & Consumers

- · Dairy Products: Milk, Paneer, Cheese, Ice Creams
- Meat, Poultry and Fish Products
- Processed Foods: Pickles, Snacks and Biscuits
- Hard Liquors, Wines, Beers
- Non-alcoholic Beverages: Juices, Carbonated /Non-carbonated Drinks, Coffee, Tea
- Spices and Food Ingredients & Preservatives
- Hospitality Software
- Grains
- Food Packaging Machinery Companies
- Food Processing Machinery Companies
- Grocery Store Owners and Managers
- Hotel and Restaurant Architects
- Hotel and Restaurant Interior Designers
- Super-markets Owners and Managers
- Snacks and Food Manufacturers

Exhibits Profile

- Nuts, Fruits and Vegetables
- Frozen Foods
- Bakery & Confectionary Products and Equipment
- Organic and Health Food **Products**
- Kitchen Utensils and Equipments
 Hotel Room Toiletries
- Kitchenware: Crockery/Cutlery/ Chaffing Dishes
- Food Processing, Packaging
- Poultry Farm Equipments and Supplies

- Restaurant and Hotel Furniture
- Restaurant and Hotel Lightening & Decor
- · Restaurant and Hotel Upholstery, Furnishings, Linen
- Restaurant and Hotel Uniforms
- Laundry and House Keeping
- Refrigerating Cabins and Show-cases
- Culinary and Hospitality Education institutions
- Food and Packaging Products

Visitors Profile

- Farmers
- Bakers
- Caterers
- Cafe Owners and Managers
- Chefs
- Bartenders
- Trekking Agencies
- Tent Houses
- Liquor Retailers

- Hoteliers
- Restaurant Owners and Managers
- Clubs and Bar/Pub Owners and Managers
- Party-palace Owners and Managers
- Canteen Operators: Schools, Colleges
- Institutional Canteen: Hospitals
- Bakery Owners and Managers

Visitor Promotion

A robust visitor marketing/ advertising/promotions program include print media advertisements, massive social media campaign, website and Facebook banners electronic media which includes TV, cable TV, outdoor media hoarding boards, email, SMS campaigns hard copy invitations deliveries in Varanasi and pan India.

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