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इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन  
India Trade Promotion Organisation

भारत सरकार का उद्यम  
A Government of India Enterprise

छान

संदर्भ

Reference :

दिनांक

Date :

फोन

Phone :

Shri Virbhadra Singh  
Chief Minister  
Government of Himachal Pradesh  
Shimla

24 March 2017

Sub.: 1st Wellness India 2017, August 29-31, 2017,  
Pragati Maidan, New Delhi

Dear Shri Singh,

India Trade Promotion Organization (ITPO), A Government of India Enterprises under Ministry of Commerce, has been playing the role of catalyst for trade promotion of the country for many years. It is an instrument for development of trade and commerce where sector specific expositions have been taking place routinely. Being a nodal agency for trade promotion, it showcases excellence achieved by the country in diverse fields through the medium of trade fairs and exhibitions. It also manages the popularly known "Pragati Maidan" exhibition complex in Delhi, where various trade fairs and exhibitions are organized throughout the year.

The global wellness economy encompasses many industries that enable consumers to incorporate wellness into their lives - how they live, work, play, and travel, etc. Collectively, the global wellness economy was estimated at almost US\$4 trillion in 2016.

In India, lifestyles and environmental pressures are giving rise to a host of ailments ranging from high cholesterol, heart and liver related, as well as non-communicable diseases such as cancer, diabetes, and chronic respiratory diseases due to air pollution. Sedentary living and work related diseases lead to stress related disorders, and obesity, accentuated by lack of exercise, play and leisure activities.

in the said direction, I am pleased to inform you that ITPO has entered into an MoU with a leading exhibition organizer i.e. Exhibition India Pvt. Ltd., New Delhi to Co-organize an exhibition titled as "Wellness India 2017 expo" Incorporating Health India expo, Biotech India expo, Organic India from August 29-31, 2017 in Pragati Maidan, New Delhi.

पंजीकृत कार्यालय : प्रगति भवन, प्रगति मैदान, नई दिल्ली-110001 टेलीफोन : 23371540, 23371491 फेक्स : 91-11-23371492  
Registered Office : Pragati Bhawan, Pragati Maidan, New Delhi-110001 Tel : 23371540, 23371491 Fax : 91-11-23371492  
ई-मेल/ E-mail : info@itpo.gov.in वेबसाइट/ Website : www.inditradeair.com

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The cost of participation will be (i) SHELL SCHEME\* (Minimum 9 Sqm) @ INR 8,000\* (per sqm) (ii) RAW SPACE\*\* (Minimum 18 Sqm) @ INR 7,000\* (per sqm) along with \*Service Tax @ 15%. The Power supply will be charged extra at INR 4000 / kw / 9 sqmtr for Raw Space.

You may obtain latest information on participation and infrastructure development being showcased through above event, may review participating at the said exhibition and conference as per your interest and requirement. As the expo is just few months away, we request you to kindly confirm participation of your organisation at the earliest please. For further needs, you may advice/direct your concerned officer to contact Shri Surinder Kumar, Manager (BDD), M: +91 9810960930, Email: [ksurinder@itpo.gov.in](mailto:ksurinder@itpo.gov.in) or Shri Bhaskar Joshi, Vice President - Exhibitions India Group, Ph. 11-42795061 / +91 93508 46030, Email: [bhaskarj@elgroup.in](mailto:bhaskarj@elgroup.in)

Thanking you.

Yours faithfully,



(S R Sahoo)  
General Manager (BDD)