

### **T3-Suggested Draft Letter for Super Market/Retail Chains**

August , 2018

Dear Sir,

Trade Promotion Council of India (TPCI), one of the apex trade and investment organizations in India, will be organizing second edition of INDUSFOOD on 14-15 January 2019 under Market Access Initiative (MAI) scheme of Department of Commerce Government of India at India Exposition Mart, Greater Noida.

INDUSFOOD, an initiative to promote India as a strong supplier of food products processed and manufactured in India to the world, will provide a platform to Super Market and Retail Chains to source directly from the best suppliers of India without any mediator to achieve both quality and reliability. **Buyers' Brochure** ([CLICK HERE](#)) and **Flyer** ([CLICK HERE](#)) of INDUSFOOD-II is available online. During INDUSFOOD-II, Exporters from India will display their products in the following sectors:

- |                               |                |                         |
|-------------------------------|----------------|-------------------------|
| - Wine & Alcoholic Beverages  | - Dairy        | - Confectionary         |
| - Fruit & vegetables          | - Meat         | - Ingredients           |
| - Fragrances & Extracts       | - Spices       | - Organic & Health food |
| - Pulses Grain & Sugar        | - Tea & Coffee | - Consumer Food         |
| - Non Alcoholic Beverages     | - Dry Fruits   | - Oil & Oil Seeds       |
| - Indian Ethnic Food & Snacks |                |                         |

First edition of INDUSFOOD held on 18-19 January 2018 earned immense appreciation from 450 Hosted Buyers from over 43 countries and 75 global retail chains across the globe participated in the event. **Post Show Report** ([CLICK HERE](#)) and **Post Show Highlights** video You Tube link ([CLICK HERE](#)) of the first edition of the INDUSFOOD are also available online.

TPCI is extending an invitation to you to participate in INDUSFOOD-II under "Hosted Buyer Programme". You are invited to register on-line [CLICK HERE](#), with **registration fee of INR 17,500 (approx. USD 250) + 18% GST, which is non-refundable**. Following are Benefits for Buyers:

- Partial/Full Airfare Reimbursement (Pre-fixed as per Country of Region)
- 3 Nights of 4/5 Star hotel accommodation with complimentary breakfast
- Visa Assistance and App based business matchmaking
- Airport & Venue group transfers
- Complimentary Lunch on Show days
- Invitation to Gala Networking Dinner
- Interpreters on request

**\*\* Government officials and officials from Chambers, Associations, Super Markets, Retail Chains are exempted from registration fees.**

I am sure your participation in this mega business event will immensely benefit your company. TPCI will be pleased to extend all possible assistance to make your visit to INDUSFOOD-II successful.

With kind regards,