

Dear Sir,

Sub: **IM INTERMODA, Guadalajara (Mexico), January 2018**

India Trade Promotion Organisation, the premier trade promotion agency of the govt. of India is organizing participation of Indian Apparel and Fashion Industry in the next edition of **IM INTERMODA, Guadalajara (Mexico)**, scheduled to be held in the month of **January, 2018**.

IM INTERMODA, is one of the most important international platform in the fashion industry in Latin America. It gathers designers, manufacturers, suppliers, international and national buyers to showcase the most outstanding trends of the season. It's the ideal space to connect with potential clients and conclude business deals.

The display sectors include: **Clothing fashion, trends & styles of Women, Men and Kids; Manufacturing & Textile Industry; Accessories; International Trend Zone; Designer's Corner; New Talents; Business Meetings; Runways; Haute Couture Room and Showroom.**

The exhibition provides an excellent platform to exporters to showcase their latest offering to buyers. The exhibition is organized twice a year in the months of January and July and draws more than 25,000 trade visitors from across the world in general and from Mexico in particular. Participating in well established trade fairs not only enables exporters to assess the demand for their products and identify local distributors, agents and buyers but also to work on networking opportunities to augment business interest.

ITPO invites your esteemed organization to participate in the event. The participation charges for built up stalls are being worked out and shall be communicated to you in due course. For your information, the approximate cost for a built up booth of the size of 11.8 X 11.8 ft may be around Rs. 2,00,000/-, which includes white melamine partition walls, signboard with brand name, one table, three chairs, a counter height locker, carpet and electrical current.

In case you are interested to participate in this important and prestigious event, you are requested to kindly confirm your space requirement immediately followed by a completed application form along with advance participation charges of Rs. 50,000/- through RTGS/NEFT in favour of India Trade promotion Organisation payable at New Delhi. The payments are accepted only through **RTGS/NEFT**, the details of the same is as under:

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| 1. | Name of Beneficiary | : | India Trade Promotion Organisation |
| 2. | Name of the Bank | : | HDFC Bank |
| 3. | Branch Address | : | G-3/4, Surya Kiran Building,
19, Kasturba Gandhi Marg, New Delhi-110001 |
| 4. | Account No. | : | 00031110005078 |
| 5. | Type of Account | : | Saving |
| 6. | IFSC Code | : | HDFC 0000003 |

Your prompt action will help us in setting up India Pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

For further information or clarification, please contact Mr. Bharat Sharma, Fair Officer (Mob: 9810735125, e-mail: bharatsharma@itpo.gov.in).

Thanking you,

Yours faithfully,

(Bharat Sharma)