

1st Time In Uttar Pradesh

AT  
THE HOLY CITY  
**VARANASI**

Agarbatti & Dhoop

Fragrances & Chemicals

Prayer Essentials

Raw Materials

Machinery

Printing & Packaging

**SUGANDH INDIA**

MAGAZINE DEDICATED TO INCENSE INDUSTRY

सुगंध इंडिया

*International*

**EXPO**

Incense  
&  
Fragrance

22-23 June 2024



Deendayal Hastkala Sankul  
Varanasi

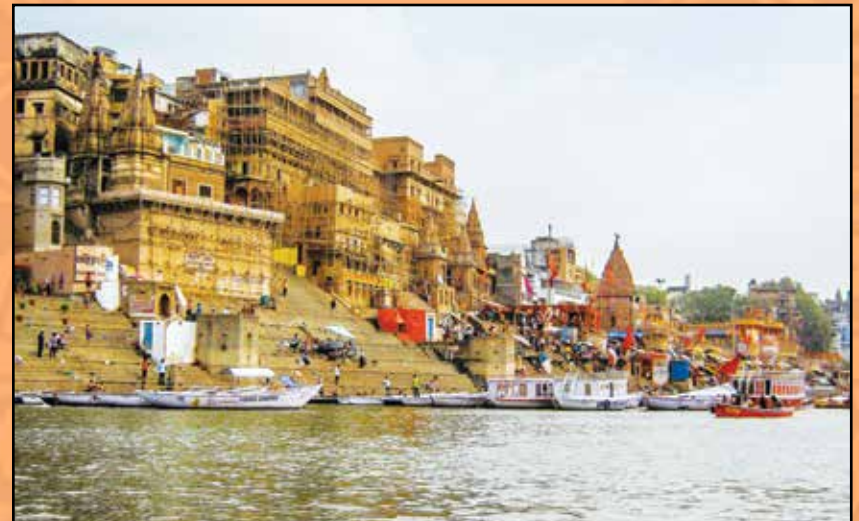
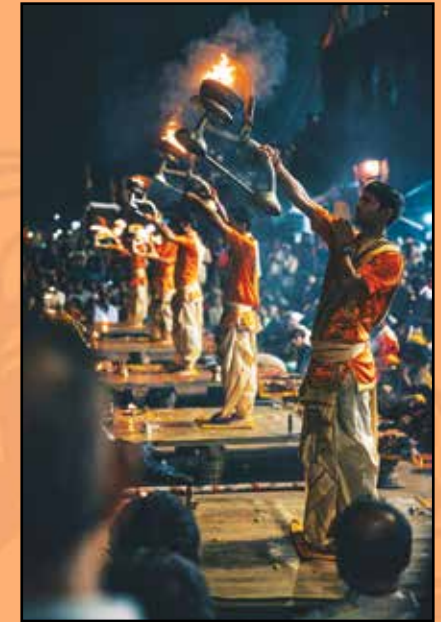
# VARANASI

Varanasi, the foremost religious destination in the country, is renowned globally for its Ganga Ghats, earning it the esteemed title of the city of Mahadev Lord Shankar. Beyond the iconic landmarks like Kashi Vishwanath Temple, Kaal Bhairav Temple, and Hanuman Temple, the ghats along the Ganges consistently attract a congregation of pilgrims and tourists throughout the year.

The spiritual allure of Varanasi is such that, out of its million households, at least nine hundred thousand feature small temples. Many of these temples, steeped in history, stand as silent witnesses to the passage of centuries. This rich tapestry of sacred architecture contributes to an atmosphere resonating with bhajans, kirtans, and devout worship throughout the entire city.

The spiritual ambiance is heightened by the pervasive use of incense sticks, dhoops, and havan materials, creating an aromatic tapestry that envelops Varanasi. Notably, Varanasi has emerged as a bustling market for incense products, offering a spectrum from economical to premium ranges. The demand for these aromatic offerings is not limited to pilgrims alone; the local populace actively engages in the tradition, regularly using incense sticks and dhoops.

In essence, Varanasi stands as a harmonious blend of ancient spiritual practices, cultural richness, and a vibrant marketplace for the timeless allure of incense products.



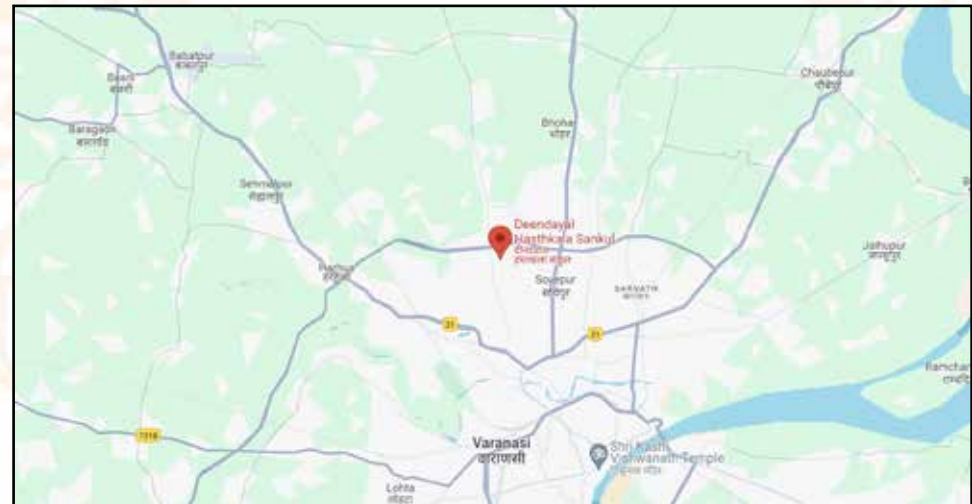
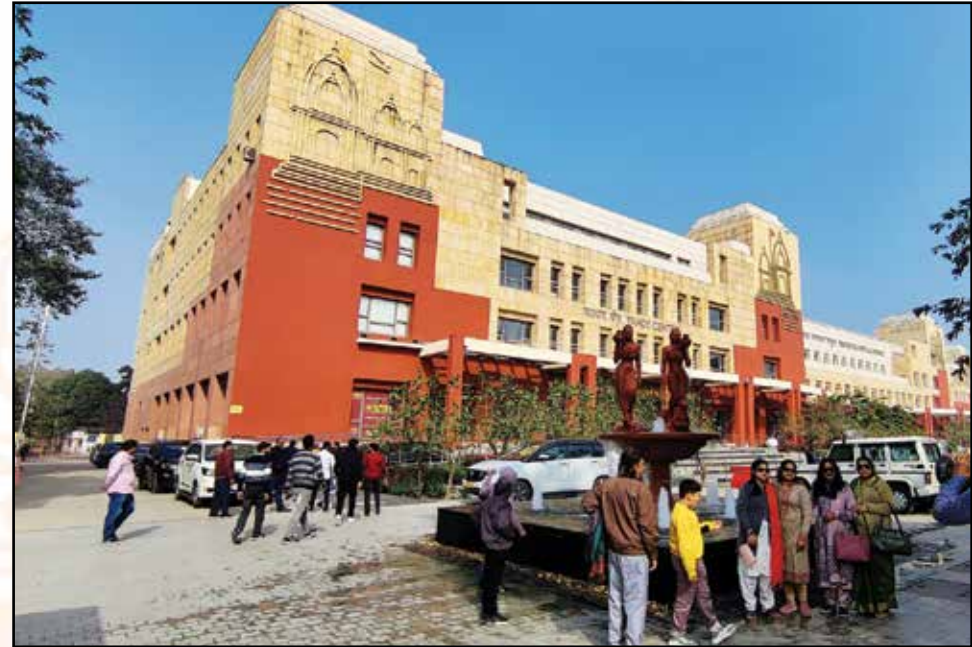
# DEEN DAYAL HASTKALA SANKUL

Post office, Bada Lalpur, Chandmari, Varanasi, Airhe, Uttar Pradesh 221002

Deendayal Hastkala Sankul, inaugurated by Prime Minister Narendra Modi in 2016, stands as a prominent cultural and trade center in Varanasi. This eight-acre complex, blending a trade center with a museum, was conceived by the Ministry of Textiles to support and showcase the handloom and handicraft heritage of the region.

The facility, dedicated to the nation in 2017, serves as a catalyst for trade enhancement, attracting both domestic and international buyers. The Prime Minister's vision for Deendayal Hastkala Sankul is to uplift artisans and weavers, inspiring future generations to carry forward the legacy of Indian handicrafts.

In 2019, the Prime Minister inaugurated 55 Centers of Excellence within the complex, marking a significant stride in the development of Indian handicrafts and handlooms. The in-house museum, divided into Tana-Bana and Handloom Gallery, Carpet Gallery, Handicraft Gallery, and Art Gallery, exhibits the rich tradition of Varanasi and preserves rare examples of its crafts.



18.9 KM from Lal Bahadur Shastri International Airport

8.2 KM from Varanasi Junction Railway Station

Date - 29-1-24

EMERGENCY EXITS

EMERGENCY EXITS



- A**  6 X 6 = 36sqm (1-5)
- B**  6 X 5 = 30sqm (1-5)
- C**  9 X 4 = 36sqm (1-6)
- D**  6 X 3 = 18sqm (1-17)
- E**  3 X 3 = 9sqm (1-28)
- F**  9 x 3 = 27sqm (1)

Main Hall →

ENTRY →

ATRIUM →

→ FOOD COURT

## Sponsorship Opportunities

### Main Sponsor – Rs. 10 Lakh + GST

#### Inclusions :

- 36 sqm stall in Main hall
- Branding in exhibition area x 2
- Branding on and during all promotional activities [invitations, entry badge, hoardings, vans, etc]
- Media coverage at local/national level
- Inclusion in the promotion of the event in our two leading trade magazines
- Announcement of sponsors during the event from time to time
- Lunch for 10 persons for two days
- Social media promotion
- Part of inauguration of the event
- Part of Press Conference

### Co-Sponsors x 4 – Rs. 7 Lakh + GST

#### Inclusions:

- 30 sqm stall in Main hall
- Branding in exhibition area x 1
- Branding on all promotional activities [invitations, entry badge, hoardings, vans, etc]
- Media coverage at local/national level
- Inclusion in the promotion of the event in our two leading trade magazines
- Announcement of sponsors during the event from time to time
- Lunch for 6 persons for two days
- Social media promotion
- Part of inauguration of the event
- Part of Press Conference

### Other Sponsorship and Branding Opportunities:

- Registration Kit : 1.5 Lakh + taxes
- Entry Badge & Lanyards : 1.5 Lakh + taxes
- Gift : 50,000 + taxes  
[Gifts to be provided by Sponsor and will included with registration kit]
- Branding at Exhibition Venue : 40,000 + taxes

#### F&B Sponsorship

- Lunch Sponsor (for a day) : 3 Lakh + taxes
- Cookies, Tea and Coffee Sponsor : 1.5 Lakh + taxes
- Water Bottle Sponsor : 1.5 Lakh + taxes

# EXHIBITOR REGISTRATION FORM

SUGANDH INDIA INTERNATIONAL INCENSE AND FRAGRANCE EXPO 2024

22ND AND 23RD JUNE 2024, DEEN DAYAL HASTKALA SANKUL, VARANASI

**NAME :** .....

**DESIGNATION :** .....

**COMPANY/ORGANIZATION :** .....

**ADDRESS :** .....

.....

**CITY :** ..... **STATE :** ..... **PINCODE :** .....

**COUNTRY :** .....

**PHONE :** ..... **MOBILE :** .....

**EMAIL :** ..... **WEBSITE :** .....

**NAME ON STALL FASCIA WITH CITY NAME** (KEEP UNDER 40 LETTERS)

## STALL RATES PER SQM

	SHELL SCHEME	RAW SPACE
Three Side Open	Rs. 9000/- (200USD)	Rs. 8500/- (190USD)
Two Side Open	Rs. 8500/- (190USD)	Rs. 8000/- (180USD)
One Side Open	Rs. 8000/- (180USD)	Rs. 7500/- (170USD)

### TOTAL CHARGES

Rs.

### STALL CHOICE

1.

OR

2.

SHELL SCHEME

OR

RAW SPACE

(stall choice is subject to availability)

1. Additional 18% GST applicable.
2. Confirmation of stall booking requires a 25% advance payment.  
The remaining payment must be settled by May 31, 2024.
3. The Shell Scheme package comprises 1 Table, 2 Chairs, 3 Spot Lights, a Dustbin, a 5 Amp Power Point, and Fascia Name per stall. Extra electricity charges will apply for additional electric gadgets, lights, or machines.
4. In case of exhibiting heavy machinery, kindly provide dimensions and weight details for all.
5. For designer stalls, electricity charges are billed separately at 1500 Rs. (50 USD) per KW per day.

I would like to propose my participation in the **Sugandh India International Incense & Fragrance Expo-2024** taking place at **Deen Dayal Hastkala Sankul, Varanasi.**

I confirm that I have carefully reviewed and agreed to the Exhibition Terms & Conditions. By submitting this application, I commit to adhering to the specified conditions.

### Bank Details

RTGS/NEFT/Cheque in favour of **ANAS COMMUNICATION PVT. LTD.**

Bank Name : AXIS BANK  
A/c No. : 914020035822831  
Branch & IFS Code : I P EXTENSION & UTIB0001363

Bank Name : Yes Bank  
A/c No. : 070463400000052  
Branch & IFS Code : Sector 62, Noida & YESB0000704

NAME : \_\_\_\_\_

DESIGNATION : \_\_\_\_\_

### Sign & Stamp

DATE : \_\_\_\_\_ PLACE : \_\_\_\_\_



## ANAS COMMUNICATION PVT. LTD.

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B - 117A, 2ND FLOOR, JOSHI COLONY, I.P. EXTENSION, NEW DELHI - 110092

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