

Fact Sheet

Name of the Fair	India International Footwear Fair – Kolkata Edition									
Concurrent Fair	India JuteLoom Craft and Khadi Fair									
Date	March 25 – 29, 2026									
Venue	Biswa Bangla Exhibition Centre, Newtown, Kolkata									
Timings	11 a.m. – 7.00 pm									
Product Profile	<ul style="list-style-type: none"> • Footwear • Machinery & Equipment and Technology • Footwear Components • Synthetic Materials – PVC/PU, EVA • Fabrics • Soles • Adhesives • Chemicals • Leather Products & Accessories 									
Built up stand	Display aids provided in a built up stand of 6/9 Sq Mtrs are 2/3 side partition, one table / counter, two chairs, fascia with company name, 3 shelves of 1 Mtr each, 3 spot lights, one 5 amp & 220 V 3-pin socket and waste paper basket.									
Organiser	India Trade Promotion Organisation (ITPO) (A Government of India Enterprise) Bharat Mandapam, New Delhi - 110001									
Co-organizer	Confederation of Indian Footwear Industries (CIFI)									
Publicity	General publicity campaign through Billboards, Print, Electronic & Social media for attracting maximum footfall.									
Participation charges	Shell Scheme	Bare Space								
National Participants	Rs.7500/- Per Sq Mtr	Rs.7000/- Per Sq Mtr								
Foreign participants	US\$ 120/- Per Sq Mtr	US\$ 100/- Per Sq Mtr								
A. Early Bird Discount @5% for parties making full payment upto 31 st Dec 2025 B. Discount @ 50% for Start-ups as per ITPO policy C. Mobilisation Support: - Commission / Discount to Trade Bodies/ Associate Chambers/ Associations / States etc. for mobilisation as per following :-										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Area (Sq Mtrs)</th> <th style="text-align: center;">Discount / Commission</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Upto 250</td> <td style="text-align: center;">NIL</td> </tr> <tr> <td style="text-align: center;">251 to 500</td> <td style="text-align: center;">5%</td> </tr> <tr> <td style="text-align: center;">Above 500</td> <td style="text-align: center;">10%</td> </tr> </tbody> </table>			Area (Sq Mtrs)	Discount / Commission	Upto 250	NIL	251 to 500	5%	Above 500	10%
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Only one discount, out of above A, B & C will be given to an entity on Bare Space Rentals										
Advertisement Tariff :										
Position	Indian Companies	Foreign Companies								
Inside Page	₹7,500	USD 120								
Cover Pages (2 nd or 3 rd or 4 th)	₹10,000	USD 200								
GST @ 18% or at the prevailing rate will be charged extra										
Payment procedure – (Bank Details)	Account Name: "India Trade Promotion Organisation" Account No. 33228012232 State Bank of India, La Martiniere Branch, Kolkata IFS Code : SBIN0003681 MICR code : 700002058									
For any query Contact	Ms. Rumela Roy Shri Swapan Shaw Ms. Karabi Mitra Mallick	Mobile : 9874649720 email: itporok@itpo.gov.in Mobile : 8910698030 email: swapan@itpo.gov.in Mobile : 9830415073 email: karabimitra@itpo.gov.in								