

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								
<p>A. Early Bird Discount @5% for parties making full payment upto 31st Dec 2025</p> <p>B. Discount @ 50% for Start-ups as per ITPO policy</p> <p>C. Mobilisation Support: - Commission / Discount to Trade Bodies/ Associate Chambers/ Associations / States etc. for mobilisation as per following :-</p> <table><tr><td>Area (Sq Mtrs)</td><td>Discount / Commission</td></tr><tr><td>Upto 250</td><td>NIL</td></tr><tr><td>251 to 500</td><td>5%</td></tr><tr><td>Above 500</td><td>10%</td></tr></table> <p>Only one discount, out of above A, B & C will be given to an entity on Bare Space Rentals</p>				Area (Sq Mtrs)	Discount / Commission	Upto 250	NIL	251 to 500	5%	Above 500	10%
Area (Sq Mtrs)	Discount / Commission										
Upto 250	NIL										
251 to 500	5%										
Above 500	10%										
Advertisement Tarrif :											
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 Mobile : 9874649720 email: itporok@itpo.gov.in Shri Swapan Shaw Mobile : 8910698030 email: swapan@itpo.gov.in Ms. Karabi Mitra Mallick Mobile : 9830415073 email: karabimitra@itpo.gov.in									