

**File No:FS-II-12011(26)/1/2024-FS-II-ITPO**  
**India Trade Promotion Organisation**  
**Notice**

Date: November 08, 2025

**Branding opportunities at India International Trade Fair -2025, Bharat  
Mandapam, November 14-27, 2025**

ITPO will be organizing the 44<sup>th</sup> edition of its flagship event **India International Trade Fair** from **November 14-27, 2025**, in halls 1 to 14 (Except hall 7) at Bharat Mandapam, New Delhi.

2. In connection to the same, 5 new branding sites at horseshoe have been identified and will be opening for online booking on 10.11.2025 at 12 noon. The price for each horseshoe branding site shall be Rs.85000/- excl. GST. The site has been detailed in the IITF 2025 - Branding Manual (Page 1.6), which is uploaded on ITPO's website. Remaining branding sites will be allocated in offline manner only.
2. The booking of horseshoe branding will be through ITPO's new online booking portal <https://booking.indiatradefair.com/login>.
4. All interested companies will be required to complete the mandatory account creation/registration process and pre-registration for IITF through this new portal. The link for online registration is <https://booking.indiatradefair.com/create-organiser>.
5. Please keep visiting ITPO website <https://www.indiatradefair.com> and the microsite of IITF 2025 <https://www.indiatradefair.com/iitf/> for further information and updates regarding IITF 2025 edition. In case of any queries, please contact [technicalsupport@itpo.gov.in](mailto:technicalsupport@itpo.gov.in) , Landline no: 011-23489729, 011-23378808.