

## Fact Sheet

Name of the Fair	India JuteLoom Craft and Khadi Fair									
Concurrent Fair	India International Footwear Fair - Kolkata Edition									
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"> <li>• Textiles, Apparel &amp; Fashion Accessories</li> <li>• Knitwear, Sportswear, Shawls, Scarves, and Made-ups</li> <li>• Home Furnishings, Bed Linen, Table Linen, Carpets</li> <li>• Jute and Jute-based Products</li> <li>• Handloom and Handicraft Items</li> <li>• Khadi and Allied Products</li> </ul>									
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									
Publicity	General publicity campaign through Billboards, Print, Electronic & Social media for attracting maximum footfall.									
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									
<b>Participation charges</b>	<b>Shell Scheme</b>	<b>Bare Space</b>								
National Participants	Rs.7500/- Per Sq Mtr	Rs.7000/- Per Sq Mtr								
Foreign participants	US\$ 120/- Per Sq Mtr	US\$ 100/- Per Sq Mtr								
<b>A.</b> Early Bird Discount @5% for parties making full payment upto 31 <sup>st</sup> Dec 2025 <b>B.</b> Discount @ 50% for Start-ups as per ITPO policy <b>C.</b> 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;"> <tr> <td style="width: 33%;">Area (Sq Mtrs)</td> <td style="width: 67%;">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>			Area (Sq Mtrs)	Discount / Commission	Upto 250	NIL	251 to 500	5%	Above 500	10%
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Upto 250	NIL									
251 to 500	5%									
Above 500	10%									
Only one discount, out of above A, B & C will be given to an entity on Bare Space Rentals										
<b>Advertisement Tariff</b>	: tentative									
Position	Indian Companies	Foreign Companies								
Inside Page	₹7,500	USD 120								
Cover Pages (2 <sup>nd</sup> or 3 <sup>rd</sup> or 4 <sup>th</sup> )	₹10,000	USD 200								
<b>All rentals are exclusive of applicable GST</b>										
For any query Contact	Ms. Rumela Roy Shri Swapan Shaw Ms. Karabi Mitra Mallick	Mobile : 9874649720 email: <a href="mailto:itporok@itpo.gov.in">itporok@itpo.gov.in</a> Mobile : 8910698030 email: <a href="mailto:swapan@itpo.gov.in">swapan@itpo.gov.in</a> Mobile : 9830415073 email: <a href="mailto:karabimitra@itpo.gov.in">karabimitra@itpo.gov.in</a>								