



GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL  
& MEDIUM ENTERPRISES



एन एस आई सी  
N S I C



# PHD UPITEX

UTTAR PRADESH INTERNATIONAL TRADE EXPO

23-27 FEB  
2023

Lawn 2, Indira Gandhi Pratishthan,  
Lucknow, Uttar Pradesh



JOIN THE GROWING  
**TRILLION DOLLAR**  
ECONOMY OF  
UTTAR PRADESH

[WWW.UPITEX.COM](http://WWW.UPITEX.COM)

**EXPLORE**  
BUSINESS OPPORTUNITIES

**EXTEND**  
TO REACH OUT TO NEWER MARKETS

**EXCEL**  
AS A GROWTH-ORIENTED ENTERPRISE

“

*Hon'ble Chief Minister of Uttar Pradesh Shri Yogi Adityanath has recently announced that the State Government shall spend **19-20 billion dollars** on developing auto parts and ancilliary industry besides developing western UP as an **original equipment manufacturing hub** and create a **trillion-dollar economy** for the state...”*

# PHD UPITEX 2023

UP INTERNATIONAL TRADE EXPO . LUCKNOW

Lawn 2, Indira Gandhi Pratisthan, Lucknow

The most populous state in India, Uttar Pradesh, has set a goal of becoming a **\$1 Trillion Economy** by 2027, which is one-fifth of the Nation's target by that year.

In order to bring in further investments and encourage local businesses to join this momentous vision of UP, PHD Chamber of Commerce & Industry is organising the first edition of Uttar Pradesh International Trade Expo (**UPITEX**) as its inaugural event in Lucknow.

23-27 FEB 2023

Lawn 2, Indira Gandhi Pratisthan,  
Lucknow, Uttar Pradesh

**UPITEX** would boost trade and commerce and attract major investments. The UPITEX is a continuation of PHD Chamber's series of successful similar initiatives in Punjab, Haryana and Himachal Pradesh since 2003, with active support of respective State Governments.

## KEY HIGHLIGHTS

- Industry Specific Conferences
- **B2B** Meetings
- **Focus Group** Meets
- **Buyer Seller** Meets
- Showcase / Sell Your Products / Create Brand Awareness
- Over **300 Exhibitors**
- **2.5 Lakh Visitors** Expected
- Complete Sanitation and Disinfection Protocol as per WHO and Health authorities guidelines to ensure Visitors' and Exhibitors' safety.

## ORGANISER'S PROMOTIONAL SUPPORT FOR EXHIBITORS

- Advertisements in print & electronic media
- Radio spots, road shows & online promotions
- Cross promotions
- E-mailers to key targets
- Invitations to Top Managers, Trade Groups, Associations, Govt. Officials, Embassies, etc.
- Collaboration with Foreign Chamber of Commerce and Industry
- Exclusive Media Previews and PR Campaign
- Nationwide PR Campaigns
- Outdoor promotions

# THE **LARGEST EXPO** & BUSINESS **GATEWAY** TO UTTAR PRADESH

PHD  
**UPITEX**<sup>2023</sup>  
UP INTERNATIONAL TRADE EXPO . LUCKNOW

## STEERING COMMITTEE

*Chair*

**Mr. SAKET DALMIA**  
President, PHDCCI

**Mr. SANJEEV AGRAWAL**  
Sr. Vice President, PHDCCI

**Mr. HEMANT JAIN**  
Vice President, PHDCCI

**DR. LALIT KHAITAN**  
Chair, UP State Chapter  
PHDCCI

**Mr. PRADEEP AGRAWAL,**  
Co-Chair, UP State Chapter  
PHDCCI

**Mr. SAURABH SANYAL**  
CEO & Secretary General, PHDCCI

**DR. RANJEET MEHTA**  
Deputy Secretary General, PHDCCI

**Ms. APARAJITA MANGOTRA**  
Head Media PHDCCI

**Mr. ATUL SRIVASTAVA**  
Resident Director UP State Chapter, PHDCCI

SCALEUP YOUR BUSINESS AT THE  
**LARGEST EXPO** & BUSINESS  
**GATEWAY** TO UTTAR PRADESH

**6 PAVILLIONS | 300+ STALLS**  
**2.5 LAKH+ EXPECTED VISITORS**

**ARCHIBUILD** (LKO EDITION) | **BRAND STREET** |  
**LIFESTYLE** | **CONSUMEREX** | **AGRI . FOOD . FARM** |  
**FASHION STREET** | **FURNITURE** | **HOME DECOR**  
**HANDICRAFTS** | **AUTOMOBILES** | **SOLAR POWER**

**Reserve Your Space** today for  
better positioning and visibility  
of your brand.

M: +91 **98145 66547**  
M: +91 **98551 66547**  
M: +91 **99141 12335**  
M: +91 **79866 49704**





**FOR SPACE BOOKING  
or TRADE QUERIES,  
PLEASE CALL**

M: +91 **98145 66547**  
M: +91 **98551 66547**  
M: +91 **99141 12335**  
M: +91 **79866 49704**

tradefairs93@gmail.com  
phdexpo@gmail.com

**FOR SPONSORSHIP /  
CORPORATE PARTICIPATION**  
CALL HARDEEP SINGH

**+91 98145 66547**



## PHD Chamber of Commerce & Industry

PHD Chamber of Commerce and Industry (PHDCCI), a National Apex Chamber, established in 1905, has been relentlessly working for the socio-economic development of India and for promotion of Indian industry, trade and entrepreneurship across the globe.

PHDCCI has been an active participant in the India Growth Story through its Advocacy Role with Government of India and State Governments. With local roots and global reach, the PHD Chamber of Commerce and Industry (PHDCCI) helps businesses of all sizes connect, succeed, and expand.

Collectively, PHDCCI represents over 1,50,000 businesses of varying sizes that employ over ten million people all across India.

We also have a robust international network consisting of over one hundred chambers of commerce and business groups located on every continent.

Together with policymakers, we drive change from the bottom up and assist businesses of all sizes in achieving more. We assist businesses in establishing relationships on all levels. We are the industry's trusted voice. We also give our member companies a respected voice, ensuring their concerns and priorities are heard in the halls of power.

PHDCCI is a single platform that provides-

- A pool of best manufacturing companies of all sizes
- Product launches for wider market access in India
- Business lounge facility for all your private business meetings
- Water Audit services
- PHDCCI Centre for Sustainability
- Arbitration and conciliation facilities
- Provident Fund help desk for your businesses
- A communication tool to increase your visibility and promote your services and products
- Exclusive Member-to-Member product and service offers
- Research based policy inputs to the members
- Opportunity to take part in International exhibitions through market access initiative of GOI

---

PHD Chamber of Commerce and Industry  
PHD House, Plot - B, Phase - II,  
Vibhuti Khand Gomti Nagar  
Lucknow 226 010, U.P. India

Tel: +91-522-2728940

Email: tradefairs93@gmail.com

Website: www.phdcci.in

**HOTLINE: 0172-5076732 / 5076733**

**www.upitex.com**

## SPACE RESERVATION FORM

Please fill and Email this Form to [tradefairs93@gmail.com](mailto:tradefairs93@gmail.com)  
Booking closes on 31 January 2023

**23-27 FEB 2023**

Lawn 2, Indira Gandhi Pratisthan,  
Lucknow, Uttar Pradesh

We shall be participating at **UPITEX 2023, Lucknow**  
Kindly reserve the Exhibition Space for us.

Name of the Organisation \_\_\_\_\_

GST No. of the Organisation (Mandatory) \_\_\_\_\_

Complete Postal Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Pin/Zip Code \_\_\_\_\_

Telephone Nos. (with ISD/STD Code) \_\_\_\_\_ Fax No. \_\_\_\_\_

Email ID \_\_\_\_\_ Website \_\_\_\_\_

Name of the Authorised Signatory \_\_\_\_\_ Designation \_\_\_\_\_

Telephone Nos. (with ISD/STD Code) \_\_\_\_\_

Type of Organisation ☐ Government Department ☐ Public Sector ☐ Joint Sector ☐ Private ☐ Others (Please specify) \_\_\_\_\_

Products Manufactured/Services Provided \_\_\_\_\_

Name on the Fascia of the Stall (25 letters only incl. space) \_\_\_\_\_

Types of Products/Services to be displayed \_\_\_\_\_

Rental for Exhibition Space (per sqm)	Space Categories	Domestic Rates (INR)	Area : _____ sqm	* 20% Premium on basic space rentals for Island stall * 15% for 3 side open * 10% for 2 side open
	Indoor Shell Space	7200	Stall No. : _____	
	Indoor Raw Stall	6000	Hall No. : _____	
	Outdoor Raw Space	4000		

\* Actual rates of premium on rentals may vary at the time of booking.

**GST number of all the Exhibitors is mandatory.** TDS should not be deducted on space rental, unless amount credited/paid on account of the rent during financial year exceeds Rs. 2,40,000/- under section 194 (l) of Income Tax Act. 1961 (w.e.f. 1 April 2019).

Payment Schedule	<ul style="list-style-type: none"> <li>50% of the total amount payable to be deposited with submission of this form</li> <li>Balance &amp; full payment to be deposited on or before <b>31 January 2023</b>.</li> <li>100% advance payment of space rental &amp; all taxes (as applicable) for overseas participants</li> </ul>					
	Beneficiary	Bank	Current Account No.	IFSC Code	Branch Code	Bank Code
RTGS Details	PHD Chamber of Commerce & Industry	IDBI Bank, Kisaan Sehkari Bhawan. 2 M G Marg. Lucknow	0132017010000	IBKL00000015	226259002	013

Enclosed Cheque/DD No: \_\_\_\_\_ Dated \_\_\_\_\_ drawn in favour of "PHD Chamber of Commerce and Industry"  
payable at Lucknow /New Delhi, on Bank \_\_\_\_\_ for (amount) Rs. \_\_\_\_\_

Date \_\_\_\_\_ Authorised Signatory \_\_\_\_\_

**Allotment of Stalls is strictly on first-come-first served basis. PHD Chamber reserves the rights to change any specification without prior notice.**

MAIL TO: [tradefairs93@gmail.com](mailto:tradefairs93@gmail.com)

**PHD Chamber of Commerce and Industry**

PHD House, Plot - B, Phase - II,  
Vibhuti Khand Gomti Nagar  
Lucknow - 226010, U.P. India

Email: [tradefairs93@gmail.com](mailto:tradefairs93@gmail.com)

**For Space Booking and Sponsorships  
please Call :**

M: +91 **98145 66547**

M: +91 **98551 66547**

M: +91 **99141 12335**

M: +91 **79866 49704**

**HOTLINE: 0172-5076732 / 5076733**

# RULES & REGULATIONS

## ORGANISER

PHD Chamber of Commerce & Industry  
Regional Office, Lucknow

**Date: 23-27 FEBRUARY 2023**

**Timing:** 10:00 to 20:00 hrs

**Venue:** Lawn 2, Indira Gandhi Pratishthan, Lucknow, UP

## EXHIBITOR:

Any company/organization/state/country participating in the exhibition. Organisers reserve the right of participation.

Space Categories	Domestic (INR)
Indoor Shell Space	7200
Indoor Raw Stall	6000
Outdoor Raw Space	4000

Premium on basic rentals for 2, 3 & 4 side open stalls.

The Organiser will provide the following facilities in shell scheme.

Stall Size (Sq.m)	Tables	Chairs	Focus Lamps
9	1	2	3
12	1	2	4
15	2	4	5
18	2	4	6
21	2	4	7
24	2	4	8
27	3	6	9
30	4	6	10
32	5	8	10
36	5	8	12

Each booth will have modular structure, fascia with company name, one electric plug point- 5/15 amps, synthetic carpet, waste paper basket & general security during the fair period

The prospective EXHIBITOR should apply on the application form participation, together with advance payment including 50% space rentals and security deposit. **GST as per Government of India Guidelines is applicable.** All bookings will be made on first-cum-first-served basis subject to receipt of all advance payments.

## EXTRA FURNITURE:

Extra furniture will be available with the contractor on chargeable basis.

## REGISTRATION FOR PARTICIPATION:

It is mandatory for exhibitor to forward the registration form to PHD Chamber, Lucknow along with advance payment i.e. 50% space rentals for participation.

## ALLOTMENT OF EXHIBITION SPACE:

All bookings will be made on first-come-first-served basis subject to the receipt of all advance payments. Organizers will make confirmation of allotment of space on receipt of the registration form duly signed along with appropriate advance payment. Organisers reserve the right to allocate space, change the layout plan, add or delete corridors as shown in the space plan. Organisers reserve the right to reduce the allotment of space to any applicant without assigning any reason.

## PAYMENT SCHEDULE:

All payments should be made by Demand Draft payable to "PHD Chamber of Commerce and Industry" payable at Lucknow / New Delhi. Advance payment including 50% space rentals at the time of booking. **Full payment by 31 January 2023 or before.**

## SETTLEMENT OF CHARGES:

Any and all expenses chargeable to an exhibitor must be settled before the close of fair to ensure smooth removal of goods from the fair site.

## STAND COMPLETION:

By 2000 hrs with all exhibits in position on 22 February 2023 positively. Work will not be allowed after that due to security reasons.

## REMOVAL OF EXHIBITS:

Removal of any exhibit during the fair period is prohibited. Negotiations for sale, however, may be conducted. Removal of exhibits and other materials shall be allowed only after 2100 hrs on the last day after the closure of the exhibition.

## MOVEMENT OF VEHICLES:

Vehicles containing exhibition material will be allowed up to a certain point at the venue. All vehicles must provide list of items being carried in the exhibition area and receive the pass for the same, which will be required at the end of the exhibition for the removal of exhibits and other material.

## CANCELLATION:

The prospective exhibitor is liable to forfeit the entire space rental in case of cancellation.

## SALE OF EXHIBITS:

Exhibitors are allowed to conduct negotiations for sale subject to mandatory clearance from Excise & Sales Tax Department and also ensure that exhibit will not be removed during the exhibition hours. Exhibits to be displayed during the fair can be brought one day before the start of the Fair.

## LOCATION TAX FORMALITIES:

Participation / Sale of Exhibits are subject to mandatory clearance from Excise & Sales Tax Department, Chandigarh. All Exhibitors are required to produce necessary clearance before taking possession of the stall.

## BINDING TERMS OF CONTRACT:

The submission of the registration form duly signed by an authorized officer of the exhibitor shall be deemed as confirmation of participation and acceptance and becomes binding as soon as the organisers have confirmed the allotment of space to the applicant. Dispute, if any, will be subject to Chandigarh Jurisdiction.

## VIOLATION OF RULES:

The organizers reserve the right to decide on the fulfillment of the rules and have the authority to demand removal/change of any structure, which is found not in conformity with the rules and can also cancel a confirmed booking without assigning any reason. The decision of the organizers will be final and binding.

## DAMAGE:

Exhibitor will be required to make good all damage to the fair facilities caused during the installation/dismantling of their exhibits.

## SAFETY & SECURITY:

Organisers will not provide overnight security on the day prior to the exhibition and the last day of the exhibition. Safety & Security of all exhibits in the stalls will be responsibility of the exhibitors only.

## STALL POSSESSION:

Stall will be allocated after acquiring clearance and stall possession certificate from on-site accounts office of the organisers.

## INSURANCE OF EXHIBITS:

Exhibitors are responsible for insuring their exhibits for the fair period.

I/We have read the General Exhibition rules mentioned above and confirm that we shall abide by these rules.

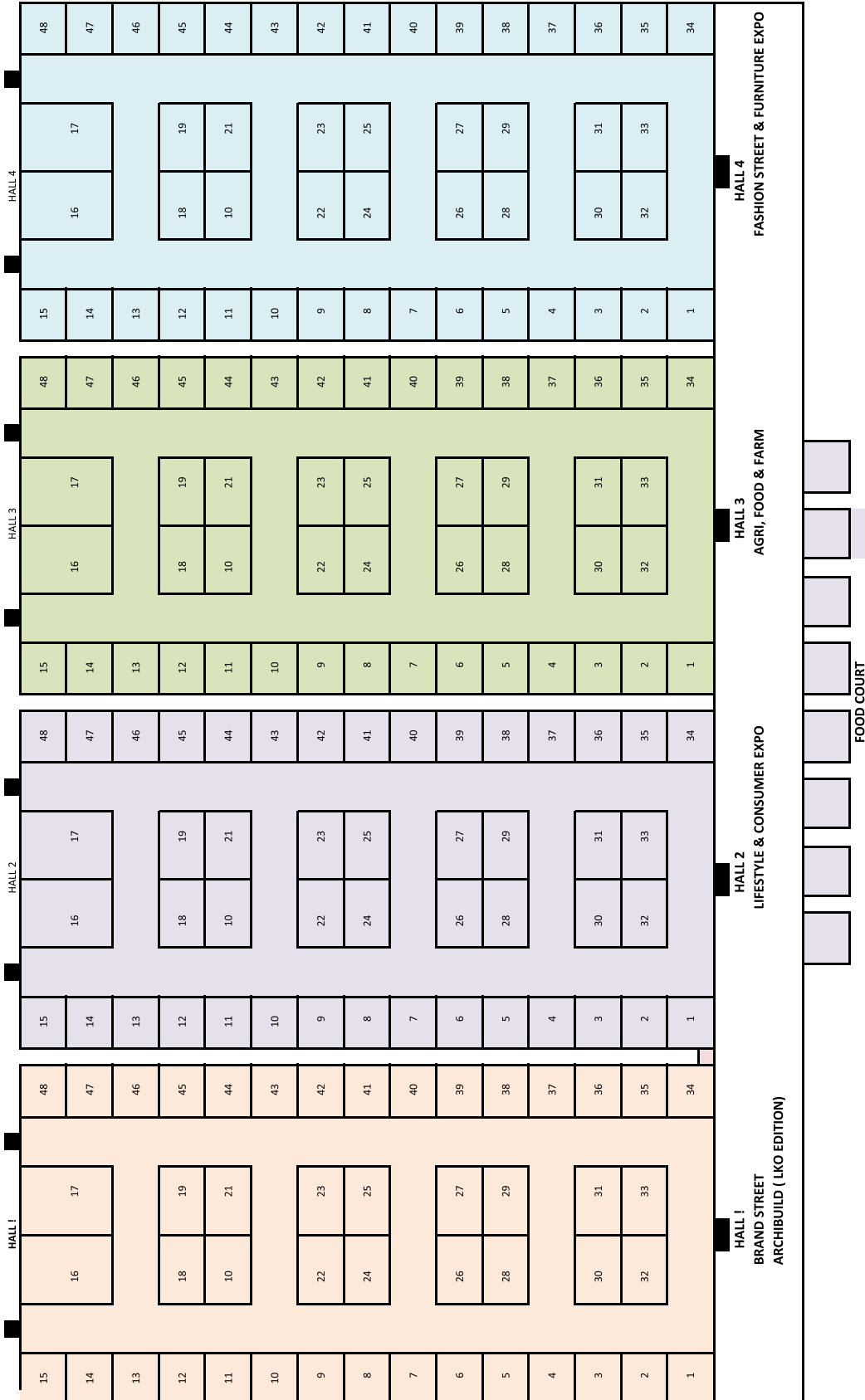
Name \_\_\_\_\_ Designation \_\_\_\_\_ Mobile No. \_\_\_\_\_

**LAYOUT PLAN**

**23-27 FEB 2023**

Lawn 2, Indira Gandhi Pratisthan,  
Lucknow, Uttar Pradesh

INDIRA GANDHI PRATISTHAN, LAWN 2, UPITEX 2023, 23-27 Feb 2023



## SPONSORSHIP FORM

**23-27 FEB 2023**

Lawn 2, Indira Gandhi Pratishthan,  
Lucknow, Uttar Pradesh

We hereby confirm our participation at **UPITEX 2023**  
as Sponsors

☐ **Event Sponsor** ☐ **Event Co-Sponsor** ☐ **Pavilion Sponsor** ☐ **Pavilion Co-sponsor**

Name of the Organisation \_\_\_\_\_

GST No. of the Organisation \_\_\_\_\_

Complete Postal Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Pin/Zip Code \_\_\_\_\_

Telephone Nos. (with ISD/STD Code) \_\_\_\_\_ Fax No. \_\_\_\_\_

Email ID \_\_\_\_\_ Website \_\_\_\_\_

Name of the Authorised Signatory \_\_\_\_\_ Designation \_\_\_\_\_

Telephone Nos. \_\_\_\_\_

Type of Organisation ☐ Government Department ☐ Public Sector ☐ Joint Sector ☐ Private ☐ Others (Please specify) \_\_\_\_\_

Products Manufactured/Services Provided \_\_\_\_\_

Name on the Fascia of the stall \_\_\_\_\_

Nature of Products to be displayed \_\_\_\_\_

**Please attach the following with your confirmation or send the same to reach us by 31st January 2023.**

- High Resolution Logo (cdr / ps / jpg / png / ai)
- High Resolution copy of your advertisement / text along with photos for the Catalogue & Online promotion

### Payment Schedule

- 50% of the total amount payable to be deposited with submission of this form
- Balance & full payment to be deposited on or before **31 January 2023**
- 100% advance payment of sponsorship amount & all taxes ( as applicable) for overseas participants

### RTGS Details

Beneficiary	Bank	Current Account No.	IFSC Code	Branch Code	Bank Code
PHD Chamber of Commerce & Industry	IDBI Bank, Kisaan Sehkari Bhawan. 2 M G Marg. Lucknow	0132017010000	IBKL0000015	226259002	013

Enclosed Cheque/DD No: \_\_\_\_\_ Dated \_\_\_\_\_ drawn in favour of "**PHD Chamber of Commerce and Industry**" payable at Chandigarh /New Delhi, on Bank \_\_\_\_\_ for (amount) Rs. \_\_\_\_\_

Date \_\_\_\_\_

Authorised Signatory \_\_\_\_\_

MAIL TO: [tradefairs93@gmail.com](mailto:tradefairs93@gmail.com)

**PHD Chamber of Commerce and Industry**

PHD House, Plot - B, Phase - II,  
Vibhuti Khand Gomti Nagar  
Lucknow - 226010, U.P. India

Email: [tradefairs93@gmail.com](mailto:tradefairs93@gmail.com)

**For Space Booking and Sponsorships please Call :**

M: +91 **98145 66547**

M: +91 **98551 66547**

M: +91 **99141 12335**

M: +91 **79866 49704**

**HOTLINE: 0172-5076732 / 5076733**



# SPONSORSHIP OPPORTUNITIES

Event Sponsor Sponsorship Amount: Rs. 15 lac	Event Co-Sponsor Sponsorship Amount: Rs. 7.5 lac	Pavilion Sponsor Sponsorship Amount : Rs. 3.5 lac	Pavilion Co-sponsor Sponsorship Amount : Rs. 2 lac
<p>Sponsorship available in the category: 1 for the event</p> <p>Complimentary 100 sqm fully furnished built up/raw stall space</p> <p>Company's corporate logo to be carried on all visitor promotion print advertisements as "Event Sponsor"</p> <p>Prominent display of logo at prime position</p> <p>Display of corporate logo at the registration counter as "Event Sponsor"</p> <p>Display of the sponsor's logo at the entry point of the exhibition site</p> <p>Corporate logo on admit cards/ tickets</p> <p>Acknowledgment in the fair catalogue</p> <p>One page central spread four- colour advertisement in the fair catalogue</p> <p>Special one page write-up of the sponsoring company in the fair catalogue</p> <p>Special acknowledgment during the inaugural &amp; valedictory ceremony of the fair</p> <p>25 flags to be put at the exhibition site</p> <p>20 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation)</p> <p>Complimentary admit cards (500 nos.)</p>	<p>Sponsorship available in the category: 2 for the event</p> <p>Complimentary 54 sqm fully furnished built up space</p> <p>Company's corporate logo to be carried on all visitor promotion advertisements as "Event Co-Sponsor"</p> <p>Display of the sponsor's logo at the entry point of the exhibition site</p> <p>Corporate logo on admit cards/ tickets</p> <p>Acknowledgment in the fair catalogue</p> <p>One page four-colour advertisement in the fair catalogue</p> <p>Special one page write-up of the sponsoring company in the fair catalogue</p> <p>Special acknowledgment during the inaugural &amp; valedictory ceremony of the fair</p> <p>15 flags to be put at the exhibition site</p> <p>15 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation)</p> <p>Complimentary admit cards (300 nos.)</p>	<p>Sponsorship available in the category: 1 per pavilion</p> <p>Complimentary 36 sqm fully furnished built up space</p> <p>Company's corporate logo to be carried on all visitor promotion advertisements as pavilion sponsor</p> <p>Display of the sponsor's logo at the entry points of the exhibition site</p> <p>Corporate logo on admit cards/ tickets</p> <p>Acknowledgment in the fair catalogue</p> <p>One page four- colour advertisement in the fair catalogue</p> <p>One page write-up at the sponsoring company in the fair catalogue</p> <p>Acknowledgment during the Inaugural &amp; valedictory ceremony of the fair</p> <p>10 flags to be put at the exhibition site</p> <p>10 nos. invitation cards for VIP dinner, lunches and cultural events (subject to event confirmation)</p> <p>Complimentary admit cards for entry (200 nos.)</p>	<p>Complimentary 18 sqm fully furnished built up space</p> <p>Company's corporate logo to be carried on all visitor promotion advertisements</p> <p>Display of the sponsor's logo at the entry point of the exhibition site</p> <p>Corporate logo on admit cards/ tickets</p> <p>Acknowledgment in the fair catalogue</p> <p>One page B/W advertisement in the fair catalogue</p> <p>One page write-up of the sponsoring company in the fair catalogue</p> <p>Acknowledgment during the Inaugural &amp; valedictory ceremony of the fair</p> <p>5 flags to be put at the exhibition site</p> <p>5 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation)</p> <p>Complimentary admit cards (100 nos.)</p>

## Session Sponsor/ Conference Sponsorship

### Sponsorship Amount: Rs. 5 lac

- Complimentary fully furnished built up space of 20 Sqm
- Company Corporate Logo on all the conference promotional marketing collaterals
- Display of the Logo at the entry point of the conference Hall
- 10 flags to be placed with sponsor logo branding at the conference venue
- 10 nos of Invitation card for VIP lunch, dinners and cultural events ( subject to event confirmation)
- Opportunity to share the dias during the inaugural session of the conference
- Complimentary admit card for entry 250 no's
- Special Coverage by the media for sponsoring the conference
- Ackduring the inaugural and valedictory ceremony of the fair