CIRCULAR FOR PARTICIPATION AT THE 45TH EDITION OF INDIA INTERNATIONAL TRADE FAIR (IITF) 2026 ORGANIZED BY INDIA TRADE PROMOTION ORGANISATION AT BHARAT MANDAPAM, NEW DELHI, FROM 14- 27 NOVEMBER, 2026, ALONG WITH TEA BOARD INDIA

Ref.no.: PROM-DOMP/31/2026-O/o Directorate of Tea Promotion **Dated: 10.11.2026**

A. OBJECTIVE

To reinforce the positive image of tea in the minds of the Indian populace, as well as to promote tea as the preferred beverage with a view to increase consumption.

B. INTRODUCTION

The India International Trade Fair (IITF) 2026 serves as a premier global B2B platform that unites technology innovators, equipment manufacturers, ingredient suppliers, and beverage industry leaders to drive trade partnerships, technological innovation, and advanced manufacturing solutions.

Considering the importance of the event, Tea Board India invites applications from **Three (03)** interested stakeholders for participation in IITF 2026, organized by the India Trade Promotion Organisation at Bharat Mandapam, Pragati Maidan, New Delhi, from 14–27 November 2026, alongside Tea Board India. Each selected stakeholder will be allotted approximately 9 sq. m of space and the inauguration of the event will be held on 13 November 2026.

C. RECEIPT AND SCRUTINY OF APPLICATIONS:

1. All applications for participating at India International Trade Fair (IITF) 2026 along with Tea Board India shall be submitted by the applicant online at Service Plus portal (https://serviceonline.gov.in) under the Service name: Participation in Domestic Events Trade Fairs and Exhibitions Etc Along with Stakeholders.
2. After successful submission of application, an acknowledgement will be generated automatically with unique ID (reference No.). The acknowledgement is a confirmation towards receipt of application and does not entitle or make the applicant eligible for financial assistance under the scheme.
3. The application will be scrutinized by the Tea Board, and acceptance or rejection of application will be intimated.
4. Any application incomplete on account of lack of documents confirming such compliances shall be summarily rejected.

D. ELIGIBILTY CRITERIA

1. Indian tea companies registered as per TMCO 2003 /TDECO
2. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.

E. CONDITIONS

1. Only Indian tea must be showcased, sampled, displayed at the events. Indian teas not having the major component as Camellia sinensis, as well as other origin teas apart from India should not be displayed, sampled/sold/ /promoted under any circumstances. For participating in Domestic Fairs & Exhibitions with Tea Board, each applicant is to be provided a minimum exclusive space as far as practicable.
2. Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition.
3. Representatives from the exhibiting companies shall preferably be of senior management level. Leaving the stalls empty before the completion of the event would be viewed seriously and might lead to non-acceptance of participation in the next event by Tea Board.
4. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
5. Advance participation charges and Application Fee will be forfeited if the participant who has confirmed participation pulls out of participation within 5 days before the commencement of the event.
6. In the event of a greater number of applicants applying than the available space in a particular event/fair/exhibition, preference will be given to the following categories in descending order of importance:
    i. Companies/Applicants dealing in value added/organic teas/specialty tea
    ii. MSMEs
    iii. Small tea growers/ Start Ups
    iv. Large Companies
7. In case of a greater number of participants within a particular category, the selection of applicant for that particular category would be done through drawing of lots. STGs will be exempted from any charge for the stall except payment of Rs. 1000/-+ GST as participation fee for each applicant. For SC and ST small grower participants, there will be no participation charges.

8. Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, sampling equipment, logistics, extra furniture, furnishing etc and other incidental charges will have to be arranged by and borne by the company.
9. A self-declaration that the company has not and will not avail benefit for a particular event from any other scheme of the Government or from any other Government/ Semi-government organization.
10. CA certified annual turnover certificate for the last three financial years for companies

F. SUBMISSION OF APPLICATION

1. The applications for each particular event will be considered only after uploading the event on Tea Board's website. **The cut-off date for receiving applications along with application and participation fees on the Service Plus portal for participation at the IITF 2026 is 12.11.2026.**
2. In case the requisite number of companies required for the joint participation in the event is not there so as to optimally use the space available with Tea Board, the Tea Board may extend the cut-off date.
3. In case the number of companies who have applied exceeds the space available with Tea Board they will be selected as per the criteria mentioned under 6 &7 above. However, in case of any cancellation or withdrawals by any of the selected companies opportunity would be provided to the next eligible company in the priority list.

G. APPLICATION FEE

1) A sum of Rs 5,000/- + GST is to be submitted as application fees. Small tea growers with valid smart cards to make payments of Rs 1000 /- + GST. SCs and STs are exempted.
2) An advance of Rs. 50,000/- (Rupees fifty thousand only) on account of participation fee to be submitted at the time of application. Not applicable in case of Start-ups (registered under Start up India). Start-ups will have to pay the applicable participation charges later.
3) In case any selected participant withdraws within 1 day before the date of the commencement of the event, then his application and participation fees will be forfeited

H. SCRUTINY OF APPLICATIONS

The applications received will be scrutinized and intimation would be conveyed regarding the applicant companies' participation at the earliest

I. ISSUANCE OF SANCTION

The approval for participation would be intimated upon completion of the scrutiny of applications, subject to availability of funds. Travel, boarding and lodging, etc will have to be arranged by the participants themselves.

J. INTIMATION REGARDING COMPLETION OF ACTIVITY

A report and feedback about the event, awareness generated, orders received etc. to be submitted within 4 weeks from the date of completion of the event by the participants.

K. SCALE OF ASSISTANCE:

1) 60% of the total cost of the furnished stall.
2) In case of Start- ups 80 % of the total cost for their furnished stall.
3) The excess money, if any, on both the sides will be adjusted (refunded/recouped) upon final calculation consequent to completion of the event.
4) Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, sampling equipment, logistics, extra furniture, furnishing etc and other incidental charges will have to be arranged by and borne by the participant