

# **Advertisement**

## **Promoting Indian Basmati Rice**

Promotional events for increasing consumer awareness about Indian Basmati Rice are proposed to be held in India and focus markets abroad. Offers are invited from the expert agencies for conceptualizing and organizing such events during the year 2011-12 on behalf of APEDA. Detailed ToR may be seen at website [www.apeda.gov.in](http://www.apeda.gov.in). Agencies are required to submit their concepts and major contours of the proposed events within 21 days to Advisor (Cereals), Agricultural and Processed Food Products Export Development Authority, NCUI Auditorium Building, Opp: Khel Gaon, August Kranti Marg, Hauz Khas, New Delhi 110 016.

### **Terms of Reference: (to be uploaded on website)**

Basmati Rice is an important export product of India. The exports at current level of over 20 lakh tons per year reach over 100 countries across the globe. To promote the consumption of Indian Basmati, particularly with the main stream cuisines (viz Mexican, Thai, Italian, Chinese food) in the respective destinations, campaign is to be conducted during 2011-12 which may include an event in India followed by promotion programmes to be held in the focus markets at 4-5 places in EU, Americas and CIS.

The event management and publicity firms are invited to submit their concept notes and major contours of the events to be organized by APEDA for promotion of Indian Basmati Rice in the global markets.

The offers in sealed covers giving concept notes and details about technical capabilities of the bidding firm may be submitted within 21 days to Advisor (Cereals), Agricultural and Processed Food Products Export Development Authority, NCUI Auditorium Building, Opp: Khel Gaon, August Kranti Marg, Hauz Khas, New Delhi 110 016. The short listed firms may be invited to make presentations of the concept and major contours of the proposed events before an expert committee.