Sub: India Show during London Olympics, 1st and 2nd August, 2012

APEDA/TFD/IF/24/2012/ Dated: 22/05/2012

Dear Exporters,

Tea Board, London under the guidance of Ministry of Commerce & Industry are organizing exhibition on 1st and 2nd August, 2012 for promotion of Indian food products at the time of London Olympics in an area adjacent to the Royal Festival Hall. It is a prime location in Central London, only walking distance from famous London Eye. APEDA has been given an area of 54 Sqm. for display and promotion of basmati rice, processed food products, Indian wine etc. Besides the exhibition, Indian cuisine will be served and there will also be a cultural programme to attract the visitors.

We invite you to participate in this exhibition under the APEDA banner. You may display your products and also send your representative for the trade negotiations with the buyers. Considering that the space is limited and it is a unique event, participation will be strictly on first come first serve basis. We, therefore, request you to take the decision at the earliest. In case, require further information, may contact the trade fair division of APEDA or the undersigned at the following address:

Agricultural & Processed Food Products Export Development Authority (APEDA)  
(Ministry of Commerce & Industry, Govt. of India),  
NCUI Building 3, Siri Institutional Area, August Kranti Marg,  
New Delhi – 110 016  
Phone : 91-11- 26526186 (D), 26513204, 26514572, 26534186  
Fax : 91-11-26526186  
E-Mail: gmmpd@apeda.gov.in

Yours faithfully,

Dr. Tarun Bajaj  
General Manager