

Sub: Inviting Limited Tender Enquiry from the agencies who applied for C&D of APEDA pavilion in Summer Fancy Food, 2015, for carrying out Brand Promotional Activities in Summer Fancy Food Show to be held at New York from 28<sup>th</sup> – 30<sup>th</sup> June 2015

Sir,

APEDA is participating in Summer Fancy Food Show to be held at Javits Centre, New York from 28<sup>th</sup> – 30<sup>th</sup> June 2015. APEDA also intends to carry out the following generic promotion activities during the event.

1. Carrying out in-store promotion of processed (value added) food products in super markets/retail stores for product display and carrying out free sampling and tasting campaign. Hostesses as per the requirement to be provided wearing Indian attire.
2. Advertisement campaign in on-line/off-line media, giving wider publicity about APEDA's participation in the Summer Fancy Food Show and the product promotion programme.
3. Select strategic location in the city for hoardings such as Airports, Markets and Bus stops.
4. Advertisements in Buses and taxis regarding APEDA's participation.
5. Preparation of Publicity Material such as brochures, flyers, souvenirs etc. for distribution during the product promotion programme.

The interested firms may submit their financial bids in a sealed envelope on or before 18.06.2015. The EMD submitted by the firms applied for Designing and Construction of APEDA pavilion in the above trade fair is being retained for consideration of the brand promotion activity.

Dr. Navneesh Sharma  
General Manager - D