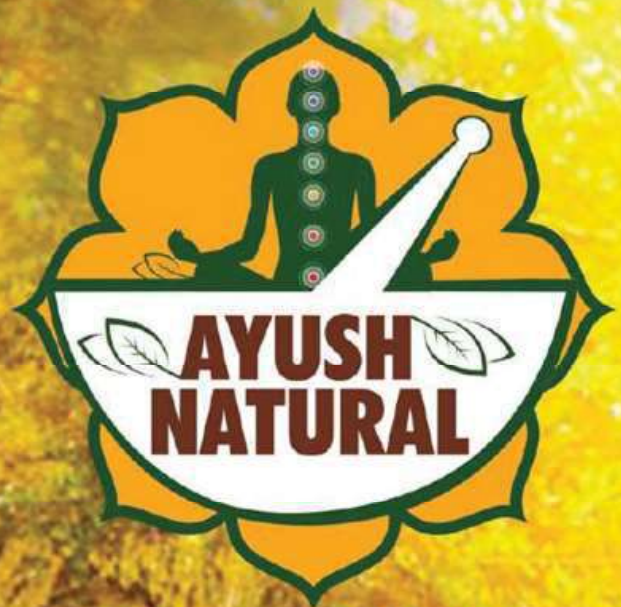


Making Indian Swadeshi Heritage  
- a Universal Peoples' Movement  
[www.ayushnatural.com](http://www.ayushnatural.com)



**INTERNATIONAL  
EXHIBITION &  
CONFERENCE**

**The Herbal, Health, Organic, Body & Beauty Mega Show**



Ministries of Government of India  
SIH Directorate, Government of Maharashtra  
Rashtra Council of Indian Medicine & Others

PRESENTS  
0 + PRO  
EXHI

The Union Commerce & Industry Minister, Hon. Suresh Prabhu & Padmashree Dr. HR Nagendra, Prime Minister's AYUSH Adviser seen at Trinity's Mumbai edition held at World Trade Center, Mumbai from 11 - 13 May 2018.

Trinity's 2018  
Expos Abroad

## MEGA INTERNATIONAL SHOWCASE ACROSS INDIA & ABROAD

### Targeting Thousands. 10 Years Professional Expertise.

It's all here. Under 1 Roof. Anything & everything related to AYUSH & Organics – aimed at promoting this Indian heritage on a scale that makes it a world peoples' movement. AYUSH Natural, starting out from Goa, Mumbai.... is India's international natural products expo & business summit covering all state capitals - India First - and then will even go abroad. We are thankful to the Union & State Governments, who are pro-active when it comes to swadeshi and herbal products. But, to make it a peoples' movement there is need to increase visibility & usage to make AYUSH Natural - a part of every citizens daily lifestyle, if not - First Choice.

The boom in demand for swadeshi & natural products has attracted the attention of even of multinational companies. So here is a series coming from one of India's Top 3 Trade Fair Organizers – The Trinity Group – call for a detailed brochure & group profile. Here is brief info about this mega show!

## NATURALS, SWADESHI & MADE-IN-INDIA AROUND THE WORLD

The global herbal market is around **USD \$ 80 billion**, but India's share is a meagre 0.5 percent at **\$358.60 million** which shows the huge scope for the country. The world herbal product market is growing at the rate of 7% annually and by **2050 is expected to reach 6 trillion**. According to a Exim Bank Report, the **Indian herbal market** is estimated as Rs. 4205 crores and has the potential by **2020 to reach Rs. 7000 crores**, and currently exports of these products are over Rs. 500 crores and rising rapidly. **The Indian Ayurvedic market alone is expected to rise to USD \$ 8 billion by 2022 and to grow at a CAGR of 16 % over the next 10 years.**

Earlier this year, India has signed an MoU with the World Health Organization (WHO) to develop a global protocol for promoting traditional and complimentary medicines which will assist in providing greater worldwide accessibility for products from the sector. **Along with Yoga, AYUSH is recognized internationally, especially in SAARC, ASEAN countries like Sri Lanka, Nepal, Bhutan, Malaysia, Bangladesh... In the Middle-East, Europe, Americas and ANZ these products are exported in different forms like food, medicines, dietary or health supplements, nutraceuticals, cosmetics, natural products, etc.**



## TRINITY'S 10 POINT PHILOSOPHY

1. Skill India
2. Glocalization
3. Make in India
4. Living Naturally
5. Medical Tourism
6. Healthy Lifestyles
7. Alternative Medicine
8. Organic Products Use
9. Agro-Food Processing
10. AYUSH Internationally



## INDIAN MNCS & TRANSNATIONALS

- Himalaya Drug Co. expects to hit USD \$ billion by 2020
- Dabur has 30 products on Amazon & plans to add 80 more
- Naturals' contribution in personal care industry revenues would be 50 % by 2025
- Patanjali to double its turnover to Rs. 10,000 crores & also its production capacity
- Dabur Red is now No. 3 player in oral care market with India's first ayurvedic gel toothpaste
- Patanjali in 2 years has opened 5 new food parks & is planning a Rs. 1000 crore public offering
- In 2017, HUL launched natural hair-care brands like Tresemme Botanique & Clinic Plus Ayurveda
- Dabur to be largest grower of medicinal herbs by raising its cultivation area to 4,500 acres by 2018
- Cholayil & similar age-old businesses are reaping from the popularity of ayurveda-based FMCG products
- Colgate Palmolive launches Colgate Herbal, Active Salt, Active Salt Neem, Cibaca Vedshakti and Sensitive Cloye
- Dabur introduced ayurvedic cough remedies under the Honitus & Honey-Ginger brand with Amla in the Real juice brand
- Hindustan Unilever acquired Indulekha brand for Rs. 330 crores, relaunched Lever Ayush of toothpaste, hand & face wash, shampoo, etc.
- Sri Sri Tattva has 300 SKUs, is to expand to 30 countries & plans to have 1000 domestic retail stores, besides spas & panchakarma centers
- In oral care, Patanjali's share trebled to over 6 % in a year and it claims a 15 % share of the shampoo market and 50 % of the honey market
- VLCC, a body & beauty brand has developed natural face washes & kits, free of parabens, synthetic colourants & other ayurvedic formulations
- Age-old brands - , Shree Dhootapapeshwar (1872), Dabur (1884), Amrutanjan (1893), Sandu (1899), Hamdard (1906), Zandu (1910), Himalaya (1930), Baidyanath (1917), Charak (1947), Vicco (1952), ArogyaBhawan (1958), Emami (1974), SKM Siddha (1989) Surya (1999), Patanjali (2006) & more.

## HIGHLIGHTS - QUALITY TARGET-AUDIENCE

- B2B + B2C Visitors
- 5,000 Key Purchasers
- International Marketing
- World Industry Leaders
- Country and State Pavilions
- Sampling & Product Launches
- Sourcing Products & Materials
- 10,000 Foreign & Indian Visitors
- Teachers, Students & Practitioners
- Service Providers & Professionals
- All Streams of Alternative Wellness
- Awards, Competitions & Workshops
- Cutting-edge Technology & Equipment
- Government Boards, Export Promotion Councils...



## WHY EXHIBIT

### How this mega showcase will help your business? It will:

- Combine the mass-reach of advertising, the targeting of direct mail, the persuasive power of face-to-face marketing, networking benefits of the internet to create a unique environment achieve business objectives.
- Raise your company profile, change market perceptions, survey & react to the competition, strategize to maximize market potential, venture into new territories, etc. making it a synergistic marketing tool.
- Attract buyer / customer comes to you, being pro-active rather than passive recipients of your messages. They make a conscious decision to visit and set aside valuable time to do so.
- Access a 3D medium, where customers are not convinced by mere words, but can actually see, taste, touch and try out products for themselves - live demos - and then decide.
- Bring unparalleled exposure to your market segment within days, with a two way communication; where clients can clarify, question or seek information and get a response.
- Present a neutral sales environment, where the client is under no great pressure to buy, while the seller is at his best and well-equipped to deal with all queries.
- Avail of appointment setting systems, interaction opportunities with key publics, buyer-seller meets, knowledge seminars, awards and the like.
- Create a highly flexible and non-intimidating environment, in which a variety of sales and marketing objectives are met far beyond expectations.
- Draw at the given point of time or near future, potential / focused high profile target audience who either buy or make in-principle choices.
- Enable coming together of buyers & sellers, to build confidence, which has decreased with increasing internet usage.
- Generate sales / leads, launch new products, create brand images, maintain customer relations & get a trade contact.
- Exploit one of the most effective media for starting, reinforcing and building businesses within India and abroad.
- Assist faster penetration of the market to reach maximum of your clients in the shortest possible time - 3 days !a



## WHO VISITS?

### Thousands from among:

- AYUSH • Agents • Ayurveds • Brands • Care Centres • Caterers • Chefs • Clinics • Commercial Kitchens
- Consultants • Consumers • Cultivators • Dealers • Delis • Department Stores • Distributors • End Users
- Exporters • Farm Shops • Farmers Markets • Food Processors • Foreign Delegates • Healthcare Institutions
- HNIs • Hospitals • Importers • Institutions • Laboratories • Malls • Manufacturers • Manufacturers
- Practitioners • Multinationals • Natural Businesses • Online Retailers • Organic Outlets • Pharma Companies
- Policy Makers • Practitioners • Producers • Professionals • R & D Centers • Restaurants • Retailers
- Sourcing • Specialists • Students • Supermarkets • Suppliers • Traders • Wholesalers • **And Much More**

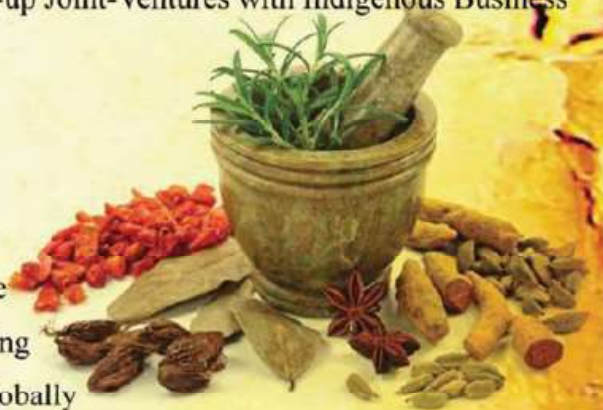
## DEMAND BOOSTERS - WHY INCREASING DEMAND?

- ✿ AYUSH based FMCGs
- ✿ Focus on body & beauty
- ✿ Higher disposable incomes
- ✿ Quest for peace & serenity
- ✿ Over 5000 year track record
- ✿ Maturing the organic market
- ✿ Liberal Government Marketing
- ✿ Heightened health consciousness
- ✿ Health insurance & mediclaim options
- ✿ Increase in wellness & medical tourism
- ✿ A fusion of spirituality, health & science
- ✿ Growing urbanization & industrialization
- ✿ Rapid growth & investment opportunities
- ✿ Government allowed 100 % FDI for AYUSH
- ✿ GST rate reduced to 5 % on AYUSH products
- ✿ Ill-effects of chemicals and artificial products
- ✿ Temporary results of chemical based products
- ✿ Increase in AYUSH colleges & all India institutions
- ✿ Side-effects of processed and un-natural products
- ✿ Consumer awareness of rival products' drawbacks
- ✿ AYUSH like the healthcare industry is recession proof
- ✿ Holistic healing & cures for chronic or lifestyle diseases
- ✿ Online availability, packaging, transportation & storage
- ✿ India is the world's 2nd largest exporter of medicinal plants
- ✿ Integration with biotech, pharmaceutical & cosmetic industries
- ✿ Strong government impetus with separate ministry & incentives
- ✿ World Health Organization (WHO) promotes traditional medicare
- ✿ Rising Popularity of CAM - complimentary & alternative medicine
- ✿ Over 30,000 branded & 1,500 traditional AYUSH products available
- ✿ Cost-effective rates, high levels of stress & pressures of modern living
- ✿ Yoga estimated to be USD \$ 27 billion in USA & US \$ 80 billion globally
- ✿ AYUSH information cells set up in Israel, Tajikistan, Peru, Russia & Tanzania
- ✿ India has signed MoUs with and has AYUSH Chairs in a number of countries
- ✿ Direct employment to 1 million & indirect employment to 25 million by 2020
- ✿ Domestic AYUSH market is Rs. 5 billion, exports is Rs. 2 billion & growing rapidly
- ✿ Indian healthcare market growing at over 20 % and to be USD \$ 280 billion by 2020
- ✿ Sri Lanka has more AYUSH practitioners than modern allopathic medical professionals
- ✿ Rise of retail & distribution channels like pharmacies, supermarkets, dealers, malls, etc.



## WHY VISIT ?

- Industry Event
- Latest Updates
- Get Medical Advise
- Buy at Special Prices
- Venture into New Markets
- Sign Joint-Ventures / Tie-ups
- Benefit from Product Launches
- Expand Your Business Portfolio
- Check-out the International Edge
- Network with Industry Specialists
- Attend Demos & Collect Samples
- Connect with the Market-Leaders
- Meet One-on-One with Professionals
- Survey & Evaluate Market Conditions
- Set-up a Trade & Distribution Network
- Witness New Technologies & Equipment
- Source or Offer Raw Materials & Supplies
- Be There for Free Workshops & Presentations
- Sign-up Joint-Ventures with Indigenous Business





The natural segment in India's personal care market is estimated at **₹18,500 crore** (\$3 billion), which is

**41%**

of the total personal care market, says Nielsen



## BIYANI BELIEVES AYURVEDA WILL BOOST FUTURE GROWTH

Kishore Biyani's Future Group has ambitious plans for ayurvedic products and it plans to enter almost every FMCG category in this segment. ET had reported that Future Group is preparing to launch its own ayurvedic hair oil and other beauty products targeting the mass market. "We are in talks for acquisitions in the ayurvedic beauty space", Biyani had told ET, adding that his company is inspired by the rapid growth of Patanjali and wants to become as big as the herbal products major in the FMCG space. Biyani, a pioneer of modern retail in India, runs 1,700 outlets nationwide. Future Group targets opening as many as 10,000 small stores in the years to come. The group aims to clock revenue of Rs. 60,000 crore from smaller format stores, up from about Rs. 5,000 crore at present.



**Philippe Haydon**, CEO, Himalaya Drug Company

Present in ayurveda and related fields for decades

Plans to extend its presence in categories such as **baby care and wellness**, as it seeks to become a billion-dollar business by 2020

Advantage: **Experience in ayurveda and natural ingredients**

*"In the personal care space, millennials are leading the herbal and natural trend as they are becoming savvier about green choices, which is driving a marked preference for these products"*



**KK Chutani**, executive director, Dabur

Strong heritage in ayurveda

Plans to expand its presence in this market with its **Honitus and Real brands and extend medicinal herb** cultivation acreage

Advantage: **Background in ayurveda and capabilities in growing and testing herbs inhouse**

*"Despite the growing presence of larger rivals, we have built the No. 3 brand in oral care and have a growing interest in healthcare supplements and hair care"*

### Sri Sri Tattva

Present in personal and health care products

Plans to expand its presence in **food, especially staples**, and enter categories such as apparel

Advantage: **Captive audience, since it is part of Sri Sri Ravi Shankar's group that has some 300 million followers globally**

*"We believe that companies that can mix traditional values of ayurveda with a modern outlook to business will dominate this market"*

**Tej Katpitia**, CMO, Sri Sri Tattva



## Patanjali is Setting the Pace...

Present in six or seven categories currently, with business **growing at 100% per year**

Plans to expand into a dozen categories, with headcount expected to grow five-fold and production capacity double

Advantage: **Pushes its Indian heritage over the foreign companies**

*"We want to be the No. 1 consumer goods company in India"*

**Acharya Balkrishna**, CEO, Patanjali Ayurved



The contribution of the naturals segment in the Indian personal care industry has increased by around **one percentage point every year**. If the same trend continues, then naturals' contribution by 2025 would be almost half of total personal care sales, according to Nielsen

The Indian ayurvedic health products market is forecast to grow from

**\$500 million to \$1.1 billion by 2021**, says TechSci Research

Food staples with natural additives account for below 5% of the segment, but per industry estimates this could be **12-15% in five years**

**Issam Bachaalani**, managing director, Colgate-Palmolive India

Leader in oral care, with a significant share in personal care, too

Plans to expand its naturals presence, having introduced several brands such as **Sensitive Clove and Cibaca Vedshakti** recently

Advantage: **Nationwide reach with dentists**

*"Our existing naturals portfolio in India include Colgate Herbal, Active Salt and Active Salt-Neem, to which we have also introduced Cibaca Vedshakti and Sensitive Clove. We are growing our naturals portfolio and will continue to provide innovations from Colgate that address specific consumer needs"*



**Arjun Vaidya**, CEO, Dr Vaidya's

Range of 35 products, mainly available online

Plans to **expand its range** and take its products overseas

Advantage: **Six generations of the family have grown up around ayurveda**

*"We want to replicate the success of yoga with ayurveda and think consumers have evolved from wariness and suspicion previously to rapid adoption, as the shift towards natural products has gathered speed"*



### VLCC

VLCC has evolved from a fitness and slimming venture into conventional consumer goods and more recently into products with natural ingredients

Plans to expand in consumer care range, even as it **seeks to expand in segments such as face wash**

Advantage: **Fitness-conscious users may be more amenable to trying natural products**



*"The personal care industry has been witnessing a transition due to changes in consumer demands and*

*because of increased awareness about natural products among customers and, hence, a shift in consumer behaviour"*

**Natarajan MV**, chief business officer, products business, VLCC

## EXHIBITOR PROFILE

### Companies who are / into:

• Agriculture • Antioxidants • Aromatherapy • Ayurveda • AYUSH • Baby Care • Baths • Beauty • Beverages • Bio-energetics • Body Care • Cereals • Chinese Medicines • Cleaners • Colleges • Colors • Commodities • Cosmetics • Crop Care • Cultivators • Dairy Products • Dentistry • Detergents • Diet Products • Dietary Supplements • Dried & Salted • Equipment • Encapsulated Herbs • Essence Sticks • Fertilizers • Fibres • Fitness • Flavoring • Foods • Foreign Companies • Forest Products • Fortified Foods • Fragrances • Fruits • Gifts • Gluten-free Govt. Agencies • Grains • Hair • Handicrafts • Health Spas • Herbals • Herbs • Homeopathy • Honey & Related • Hospitals • Hotels & Resorts • Hygiene • Ingredients • Institutions • Labeling • Logistics • Major Brands • Make-up • Marine Products • Massage • Medical Tourism • Medicines • Mineral Water • Natural Remedies • Naturoceuticals • Naturopathy • Nutritional Drinks • Nuts • Oils & Oilseeds • Outsourcing • Packaging • Perfumes • Pesticides • Physiotherapy • Plant Extracts • Powders • Probiotics • Processing Equipment • Producers • Raw Materials • Readymade Meals • Refrigerated/Frozen • Rejuvenation Centers • Seeds • Services • Siddha • Skin • Soya Products • Spas • Speciality Clinics • Spices • Sports Food • Storage • Textiles • Therapies • Toys • Traditional Medicines • Transport • Unani • Universities • Vegetables • Yoga & Meditation • **And Much Morea**

## NATIONAL & INTERNATIONAL PROMOTION



**Social Media & Telecom**



**Associations & Chambers**



**Media Briefings**



**English Newspapers**



**Vernacular Dailies**



**TV & Cable Channels**



**In Venue Displays**



**Outdoor Publicity**



**Special Invitations**



**Online Marketing**



**Radio FM**



**Business Visits**





## INDIAN EXPANSION & GOVERNMENTS PUSH ABROAD

Patanjali expects to cross Rs. 10,000 crore in revenue next year. It expanded its reach from 200 Patanjali outlets in 2014 to 5,000 franchise stores currently and launched more than two dozen mainstream FMCG products as none of the existing herbal players catered to categories such as noodles, oats and detergents. Patanjali already sells about Rs. 150 crore worth of cattle feed a year and expects to cross the Rs.1,000-crore mark this year.

MNCs in India are not to be left behind. Colgate-Palmolive (India) Ltd launched Cibaca Vedshakti, a toothpaste made of natural ingredients. Colgate also introduced Colgate Sensitive Clove, Colgate Active Salt Neem and Colgate Total Charcol Deep Clean and many more natural based products are in the pipeline. Hindustan Unilever has re-launched Lever Ayush for its Ayurvedic range and acquired Kerala-based Ayurvedic hair oil brand Indulekha for Rs. 330 crore earlier this year.

Indian transnationals like Emami acquired Ayurvedic hair oil & shampoo brand Kesh King from SBS Biotech Ltd for Rs 1,651 crore. Dabur made its first foreign acquisition in 2010 by buying Hobi Kozmetik Group, a leading personal care products company in Turkey, for \$69 million. It also acquired US-based Namaste Laboratories for \$100 million in the same year. Cigarette-to-shampoo maker ITC Ltd reaches to around 4.3 million retail stores.

Dabur is doubling its herb cultivation. By March 2017, Dabur will have 3,800 acres for medicinal herb farming. It also has a greenhouse at Pantnagar in Uttarakhand. It will spend Rs. 600 crore in back-end supply chain. Medicinal farming will be spread across 8 states and engage about 2,500 farmers, up from 1,200 at present. Dabur products reach 5.3 million outlets. HUL reaches 6.3 million of the estimated 8 million retail outlets.

### Scope Abroad

For global promotion/ propagation of the AYUSH systems of medicine, since past few year the government has adopted strategy for signing of Country to Country MoU on cooperation in Traditional Medicine; setting up of AYUSH Academic chairs in Foreign Universities / Institutes and opening of AYUSH Information Cell in the premises of the India Missions / ICCR Cultural Centre to disseminate authentic information about AYUSH, etc. MoUs for 'Country to Country cooperation in the field of traditional medicine' have been signed with China, Malaysia, Hungary, Trinidad and Tabago and is in the pipeline with Serbia, Nepal, Bangladesh, Sri Lanka and Mexico. Along with these, other countries co-operating are Brazil, Cambodia, Japan, Jordan, Kenya, Malaysia, Mali, Mongolia, UK, USA Bhutan, DPR Korea, Indonesia, Myanmar, Maldives, Thailand, Cuba, Indonesia, etc.

The biggest markets for Indian herbal products are Western Europe, Russia, USA, Kazakhstan, UAE, Nepal, Ukraine, Japan, Philippines, Kenya etc. By 2020, non-communicable diseases (NCDs) are expected to account for 7 out of every 10 deaths in developing regions and AYUSH has the strength in managing NCDs, that is time-tested and our ancient heritage.

SUPPORTED BY



# THE CHAMBER FOR IMPEX, TRADITIONAL & INTEGRATED HEALTH

IMPORT, EXPORT, AYUSH, WATER, ENERGY, ORGANIC  
AGROFOOD, SWADESHI, CLEANTECH, PROCESSING & MORE

SUPPORTED BY CHAMBER FOR IMPEX,  
TRADITIONAL & INTEGRATED HEALTH  
REGISTERED UNDER THE COMPANIES ACT,  
2013 AS A NOT FOR PROFIT COMPANY UNDER  
SECTION 8 OF THE COMPANIES ACT, 2013.  
(Pursuant to rule 19 (2) the Companies  
(Incorporation) Rules, 2014)

## OBJECTS OF THE CHAMBER

1. To represent & promote (Made in India) Swadeshi stakeholders of products, including doctors, paramedics, academia, professionals, importers-exporters, dealers-distributors for these sectors:

1a - Ayurveda, Unani, Yoga & Naturopathy, Siddha & Sowa Rigpa & Homeopathy

1b - AgroFood (Herbal, Organic, Processed & Natural Products)

1c - Hospitality (F & B, Hotels, Tourism, Wellness, Catering & Ingredients)

1d - Healthcare (Allopathy, Wellness, Medicare, Other Systems & Alternative Energy) and

1e - Those related industries like start-ups, packaging, electronics, heat-cold equipment or ancillaries sectors.

2. To promote bilateral relations between India and other countries with a view to increase:

2a - Foreign exchange,

2b - Better sourcing

2c - Indigenous production

2d - Export promotion

2e - Import substitution

2f - Knowledge sharing,

2g - Technology up gradation

2h - Cost-effective technologies

2i - Pollution-free equipment

2j - Human resource development

3. To undertake activities like:

3a - Organizing events, (expos, tours, seminars, workshops, conferences)

3b - Liaising with stakeholders (government & authorities/organizations in India and overseas)

3c - Publishing materials (web, print, reports, audio-visual & other media)

3d - Synergy opportunities (creating linkages between various related sectors)

3e - Recognition & honours (awards, medals, plaques or certificates for achievements)



For More Info: Mr. Joseph Dias, MA (Economics), Chairman, Ex - Special Executive Magistrate, Government of Maharashtra  
Call +91 9769555657 Email



## COST EFFECTIVE TARIFFS

- Company Fascia Name
- White Modular Built-up Stand
- Panels (Back & Side Octonorm Walls)
- 1 Table, 2 Chairs, 2 Spotlights, Dustbin
- One Electric Point (5 Amp).

These are early bird rates. Two options are available:

Raw Space - Rs. 12,000 /- per sq.mtr

Builtup Stand - Rs. 12,500 /- per sq mt

15 - 20 % Premium on Corner Stalls

• Overseas Exhibitors ( Tariffs in US \$ or Euros )

• Space - US \$ 200 or Euro € 170 per sq mt.

• Shell - US \$ 215 or Euro € 185 per sq mt.

\*18 % GST applicable on all payments



## PARTNER & SPONSOR

Partnerships are of 6 types and each has varying degrees of exposure from maximum to minimum depending on the one selected. Branding and Logo Presence or Website Mention would be permitted in Promotional Material like Banners, Posters, Hoardings, Newspapers, Magazines, Online, Awards, etc., besides which the media campaign and possibilities include -

- Premium Booth at the AYUSH Natural World Expo
- Nominations for the Best in the AYUSH Natural Awards.
- Full Page Color Advertisement in Awards Catalogue & Expo Directory.
- Invitations & Email blasts (EDMs) by Trinity to our Exclusive Database.
- Logos, Branding & Displays at the AYUSH Natural World Expo Venue.



## ADVERTISE

Trinity gets a minimum of 15 % discount on advertisements published in any newspaper or publication with a mention of AYUSH Natural, which we pass on entirely to our exhibitors only. Additionally, you can also target all those visiting the exhibition by advertising in the BUYER'S GUIDE – Online, Print & CD - minimum 5,000 copies of which are published. The full page size is 12 x 18 cms. Types are:

Inside Front Cover – ₹1,00,000 /- only

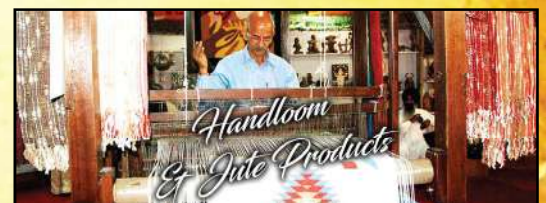
Back Cover – ₹75,000 /- only.

Inside Back – ₹50,000 /- only

Colour Page – ₹30,000 /- only

Black & White – ₹20,000 only

B & W Half Page – ₹10,000 only



## www.ayushnatural.com - Online & Awards

A special website, e-promotions & Awards of Excellence targeted at your special audience are scheduled prior to, during & even after the event providing opportunities to attract their attention. Do contact for more info or check the website. Costs: Minimum ₹25,000.00 only.



Trinity's 2018 & Earlier Expos: Seen are Union Ministers Shri Suresh Prabhu and Shri Shripad Naik; Prime Minister's Adviser, Padmashree Dr. HR Nagendra; Smt. Mridula Sinha, Governor; Shri. Laxmikant Parsekar, Goa Chief Minister; Vijay Kalantri, President, Asscn of Indian Industries; Trinity's World Award Winners; Mumbai Mayor & a section of distinguished audience.

### SUPPORTED BY THE CHAMBER FOR IMPEX, TRADITIONAL & INTEGRATED HEALTH

Registered as a Section 8 Company under the Companies Act, 2013 for promotion of commerce & not-for-profit purposes. Recognized by the Union Ministry of Corporate Affairs, Government of India & Other Relevant Government Ministries.

### PROFESSIONAL ORGANIZERS

This mega event is being organized by the Trinity Group of which Trinity Enterprises - marketing this mega B2B and B2C international exhibition & conference, is not just MSME (Govt of India) company, but is also supported by NSIC (National Small Industries Corporation) and rated by CRISIL (a Standard & Poor's Global Co) for its efficiency. Trinity Ventures is an ISO 9001 : 2015 company, recognized by the American National Standards Institute (ANSI) for "organising trade and business exhibitions, event management, media and publications".

Trinity - incorporated in 1994, has over the last almost 25 years emerged as India's premium producers of International B2B exhibitions and specialized events. The Hospitality + Food & Beverage International Expos, currently in its 13th edition, Sports & Fitness, India Pets Zoo, Udyog (industrial automation) and the Goa Boat Show are some of its flagship brands or properties that travel across the country. Trinity is also member of a number of trade, professional and industrial associations - European Union Chambers of Commerce, Mahratta Chamber of Commerce, Industries and Agriculture, etc. and works actively with these agencies.

SUPPORTED BY

**THE CHAMBER  
FOR IMPEX,  
TRADITIONAL  
& INTEGRATED  
HEALTH**

IMPORT, EXPORT, AYUSH, WATER, ENERGY, ORGANIC  
AGROFOOD, SWADESHI, CLEANTECH, PROCESSING & MORE

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SUBSIDY  
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over  
**20**  
years  
in show business  
Incorporated in 1994

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