



**CENTRAL SILK BOARD**  
**SILK MARK ORGANISATION OF INDIA**  
 Ministry of Textiles, Govt. of India  
 #16, Mittal Chambers, Nariman Point,  
**MUMBAI – 400 021**  
**Ph. 022 - 22020330, 22020326 Fax. 022 - 22020329**  
 visit : [www.silkmarkindia.com](http://www.silkmarkindia.com) E-mail: [mumbai@silkmarkindia.com](mailto:mumbai@silkmarkindia.com)  
**Regd., No. 1054/2003-04**



No. CSB / RO/MUM/48/2018-19/ADMN./NLSHE / PUNE EXPO DATED: 01. 01. 2019

To,

Respected Silk Mark Members,

**Sub: Invitation to Participate in National Level Special Handloom Expo - Silk Mark Expo 2019 Pune from 1st March 2019 to 14<sup>th</sup> March 2019 (14 Days) at SONAL HALL, 19, Karve Road, Near Ayurved Rasashala, Pune - 411004 - Regarding**

The Silk Mark Organisation of India, Central Silk Board is organizing National Level Special Handloom Expo –Silk Mark Expo 2019 Pune from 01<sup>st</sup> March 2019 to 14<sup>th</sup> march 2019 (14 Days) at SONAL HALL, 19, Karve Road, Near Ayurved Rasashala, Pune - 411004 an Exhibition cum sale of 100% Pure Silk Products affixed with Silk Mark Labels and Handloom Mark Labels. The authorized users of SMOI are invited to participate and & utilize the opportunity to Display & Sell the 100 % Silk Products with Silk Mark Tag and Handloom Mark Tag.

|                                      |  |   |                     |                   |                     |
|--------------------------------------|--|---|---------------------|-------------------|---------------------|
| <b>1 Duration</b>                    |  | <b>From 01<sup>st</sup> March 2019 to 14<sup>th</sup> March 2019 ( 14 Days )</b>  |                     |                   |                     |
| <b>2 Venue</b>                       |  | <b>SONAL HALL, 19, Karve Road, Near Ayurved Rasashala, Pune - 411004</b>  |                     |                   |                     |
| <b>3 Timings</b>                     |  | <b>FROM 11.00 AM TO 8.00 PM</b>   |                     |                   |                     |
| <b>4. Stall rent details</b>         | <b>Size in Sq.Mt</b>                                       | <b>No. of Stall</b>   | <b>Stall Rent</b>   | <b>GSTN</b>       | <b>Total</b>        |
|                                      | <b>3. 0 x 2.0 Mts.</b>                                     | <b>1</b>  | <b>Rs. 20,000/-</b> | <b>Rs. 3600/-</b> | <b>Rs. 23,600/-</b> |
| <b>5. Mode of Payment</b>            |  | Demand Draft or Cheque in favour of <b>Silk Mark Organization of India- Expo A/C</b> payable at <b>MUMBAI</b> or RTGS/NEFT/CBS through <b>Central Bank Of India, A/C No. 3089136765 IFSC Code CBINO281067</b> . Stall will be confirmed only after receipt of full Payment on or before <b>14.02.2019</b> failing which stall will be re-allotted to the AUs from the waiting list. Stall will be allotted on First cum first serve basis depending upon the availability of stall subject to acceptance of application by the chapter. |                     |                   |                     |
| <b>6 Booking last Date</b>           |  | <b>14.02.2019</b>   |                     |                   |                     |
| <b>7 Cancellation procedure</b>      | On or before <b>14.02.2019</b> ( 25% Cancellation Charge ) |   |                     |                   |                     |
|                                      | On or before <b>20.02.2019</b> ( 50% Cancellation Charge ) |   |                     |                   |                     |
|                                      | After <b>25.02.2019</b> ( 100% Cancellation Charge )       |   |                     |                   |                     |
| <b>8. Pre-Qualification Criteria</b> |  | Only 100% Pure Silk Products would be allowed to display and sell in the Expo. All products shall invariably be tagged with <b>Handloom Mark Tags, Silk Mark Labels</b> and also <b>Price Tags</b> . The AUs of Silk Mark are allowed to participate in the <b>National Level Special Handloom Expo – Silk Mark Expo 2019Pune</b> .   |                     |                   |                     |
| <b>10. Credit Card Facility</b>      |  | <b>Debit / Credit</b> facility will be arranged by SMOI through a service provider.   |                     |                   |                     |
| <b>11. Facilities to be provided</b> |  | Table, Chairs, Fascia, Wooden / Steel rack for storage of Silk Materials, Halogen lights.   |                     |                   |                     |

For further details you may please contact Shri Y.S.Rao, Deputy Director(Insp.), SMOI, Hyderabad ( Mobile No. 09573553337 )

Yours Faithfully  
 Alok Kumar  
 Assistant Director(Insp.)  
 Mobile 09819565597

## TERMS AND CONDITIONS

Stalls for participation in the **National Level Special Handloom Expo – Silk Mark Expo 2019 Pune** are available only for the **Authorized Users of Silk Mark and Handloom Mark** Registered Members on following terms and conditions.

1. All the participants have to produce the current Silk Mark- AU certificate mentioning the validity period, and also copy of Handloom Registration Certificate.
2. Only 100% Silk & Handloom Products are allowed for display & sale in the Expo
3. **All the products display for sale shall invariably be tagged with Handloom Mark and Silk Mark label along with Price Tag.**
4. Expo Participant should have prescribed Bill Book in triplicate (White, Pink and yellow as one set) to maintain uniformity in Silk Mark Expos.
5. Exhibitors are NOT allowed to bring Non-Silk / Mixed Silk Products into the Exhibition hall and these are banned during the Expo. In case any product found to be of Non-Silk, the same will be seized by the organizing authority.
6. Confirmation of stall allotment will be done only after the realization of Cheque/ RTGS/ NEFT/CBS for the full amount towards the stall rent.
7. The stall will be allotted & confirmed on first come first serve basis depending upon the availability of stalls.
8. No alteration to the size of the stall by the participant will be allowed. Modifications to the outer structure of the stalls are allowed only after it is ensured that the changes will not block or obstruct other exhibitors' stall.
9. Any damage or loss caused by exhibitor to any part of exhibition centre or to the goods belonging to other exhibitors will be charged for by the organizers from the exhibitors concerned.
10. Tables, parts of the stall portion should not over hang the allotted area. No luggage, parcels should be kept near gangways, fire extinguishers points, emergency exits, Etc.
11. Extra lights, fan, table etc., will be provided on request on Extra Charges. The extra amount has to be paid by the participant to the service provider directly.
13. Hoardings, Banners, Buntings, Wall Hangings will not be allowed to be displayed in the exhibition premises or on the roads in the vicinity unless their designs, specification, size, locations have been approved by the organizer. Playing Television sets with high volume is not at all permitted inside the stall as it disrupts the other participants.
14. A self-imposed discipline should be maintained on reasonable pricing and a maximum of 20% discount may be allowed & should not indulge in unfair bargaining, pricing.
15. Strict discipline should be maintained during the Expo period and any violation of Silk mark and Handlooms Mark rules will be viewed seriously. The participants violating rules and regulations will be banned without assigning any reasons for future expos.
16. The participants should allow the organizer for inspection of materials on display & sale in the expo as and when required for purity and fair pricing.
17. Consumer satisfaction is of paramount importance for the success of the Expo and therefore all the participants should address consumer complaints, if any, immediately without altercation and/or arguments to the fullest satisfaction of consumer.
18. The sales persons should be neatly dressed (**Dress Code is White Shirt**), speak in soft, mild voice with the consumers and should give utmost respect to them and also do business politely.
19. The products displayed in the stall for sale should be of good quality and no inferior quality products like old stock, torn, discolored should be displayed and sold in the expo.
20. Only Authenticated Bills mentioning name of the shop should only be issued.  
Rate / Price of the silk product should be properly mentioned in Sales Receipt or Bills issued to consumers.
21. No eatables, Food packets are allowed inside the Expo hall & stall.
22. All the participants and salespersons should be present at the time of opening the main door leading to Expo hall. The expo hall will be opened (½) half an hour before scheduled time for proper cleaning. All the waste materials lying inside the stall should be handed over to cleaning personnel.

23. Exhibited Material will not be allowed to taken out of exhibition premises without valid Gate pass provided by the organizer.
24. Full and final payment towards the stall rent and any other dues should be paid by Cheque or RTGS/NEFT/CBS before the concluding day of exhibition.
25. Material will be seized if the participant is failed to pay stall rent at the end of event.
26. No refund of payment will be made for cancellation of the stall space booked by the exhibitor after the commencement of the Expo.
27. Subletting of allotted stalls is not permitted.
28. All the exhibitors will abide by the rules and regulations laid down by SMOI and DC (HL).
29. The decision of the organizers will be final and binding on all matters related to SMOI.
30. The organizers shall be at liberty to change the dates, timing or venue of the exhibition owing to unavoidable circumstances or to cancel the exhibition for such reasons under advice to exhibitors.
31. Cheque bounce is a serious offence under the law and all the participants should take proper precautionary measure before issuing a post dated cheque.
32. Distribution of Hand bills, Pamphlets, Brochure at the entrance of the main expo hall or in front of the other's stall is totally prohibited.
33. Sufficient number of mirrors is being arranged inside the hall for the convenience of the consumers and these mirrors should neither be moved from its original place nor covered with saree samples.
34. All efforts are being taken care including media publicity to make the Expo a grand success. However the sale of Silk products and business turn over is entirely the responsibility of the participants. Under any circumstances demand for discounting of the stall Rent is not entertained by the organizer.
- 35. The AU's are advised to provide their GSTN to organizers.**
- 36. SMOI won't be providing Carry Bags. Exhibitor will bring their own Carry Bags.**

We have read carefully all the rules and regulations of **National Level Special Handloom Expo – Silk Mark Expo 2019, Pune** and hereby explicitly agree to comply with all rules and regulations contained there in.

We further agree to comply with such other rules as may be modified by exhibition authority from time to time.

Company Name.....

Signature.....

Designation.....

(With rubber stamp)

## EXHIBITOR'S PROFILE

|   |
|---|
| 1. Name and Address<br>of the Company :                     |
| 2.: Contact Person :  |
| 3.: Telephone NO. :   |
| 4. Mobile No :  |
| 5.: E-mail ID :   |
| 6.: Branches if any :                                       |
| 7. Silk Mark A.U. Regn. No & Validity Date :                |
| 8. GSTN No.   |
| 9. Handloom Mark Registration No & Validity Date :          |
| 9. Company Status :   |
| 10. Products Profile :                                      |
| 11. Specialty Products : Manufacturer / Wholesaler / Trader |
| 12. Price Range of Products :                               |
| 13. Awards/Recognition Received :                           |

Place:

Date:

A.U's signature with Seal  
Name of the signatory

To,

The Assistant Director ( Insp )  
Central Silk Board  
Silk Mark Organization of India,  
Ministry of Textiles, Govt. of India  
#16, Mittal Chambers, Nariman Point,  
**MUMBAI – 400 021.**

Dear Sir,

We have read and understood carefully all the rules & regulations of Expo and hereby explicitly agree to comply with and hereby request you to confirm our stalls at **National Level Special Handloom Expo – Silk Mark Expo 2019 PUNE from 01<sup>st</sup> March 2019 to 14<sup>th</sup> March 2019 ( 14 Days ) at SONAL HALL,19, Karve Road, Near Ayurved Rasashala, Pune - 411004** as per the details mentioned below.

1. Exhibitors Name .....  
Address .....  
.....
2. Telephone No .....  
.....
3. Mobile No. ....
4. E-mail ID .....
5. Name to appear on Fascia .....
6. Products to be exhibited .....
7. No of Stalls applied for ..... Preferred Stall Number (s) .....
8. Total amount for stalls (Rs.) .....
- 9 Advance amount (Rs.) .....
- 10 . RTGS / Cheque No ..... Dated .....

Name of Bank.....Branch.....  
Company Name.....

Signature.....

Designation.....

(With rubber stamp)