

**Report on the Participation of CDB, RO, Chennai at the Pollachi Trade exhibition from 29.12.13 to 05.01.2014.**

Coconut Development Board, Regional Office, Chennai participated in the Pollachi Trade Fair Exhibition at Mahalingapuram Municipal grounds, Pollachi from 29.12.13 to 5.01.14. The trade exhibition was organized by Pollachi Chamber of Commerce and Industry to show case the expertise of the trading business, industrial and service community to the region. Board displayed Coconut based food products such as coconut milk powder, ball copra, desiccated coconut, coconut chips, vinegar, branded coconut oil, virgin coconut oil, packed tender coconut water, coconut milk, coconut cream, coconut hair oil, coconut chutney powder, shell charcoal, activated carbon, wood and shell based coconut handicraft items etc. Displayed Boards publications and sold to public, enlisted subscription for journals, distributed brochures to the visitors at the Board stall. Enquiries on coconut cultivation aspects, formation of CPS, CPF & FOCT were detailed to the farmers who visited at the Boards stall. Around 75,000 farmers/entrepreneurs visited the exhibition. There were around 175 stalls participated in the exhibition. M/s KMR Industries, desiccated coconut manufacturer and Sri. Pandiaraj, Tender coconut opener manufacturer also participated with the Boards stall. Sri. Sudharsana Nachiyappan Honble Union Minister of state for commerce inaugurated the exhibition. Sri. S. Damodaran, Hon'ble Minister of Agriculture, Tamil Nadu Sri. Muthukaruppanasamy, MLA Pollachi and Smt. Sasmi seetha Hegde, Sub-collector, Pollachi visited the Boards stall besides other dignitaries. Sold publications for Rs.1930/- and enlisted subscriptions for Rs.5420/-

# Pollachi Exhibition

