

## COCONUT DEVELOPMENT BOARD IN INDIAN INTERNATIONAL TRADE FAIR, 2015

Coconut Development Board is participating in the 35<sup>th</sup> edition of Indian International Trade fair (IITF) which is scheduled from 14<sup>th</sup> – 27<sup>th</sup> of November 2015, at Pragati Maidan, New Delhi. IITF, being the largest integrated trade fair of Indian subcontinent with B2B (business-to-business) and B2C (business-to-consumer) components, will be utilized as a platform by the Board, mainly to introduce Neera and various value added products in North Indian market. Coconut delicacies such as packed tender coconut water, coconut milk powder and coconut milk, coconut chips, desiccated coconut, virgin coconut oil etc. from the factories of renowned companies

like, Suryashobha, Yogic Foods, Malabar Coconut Producer Company and Kera Tech will be exhibited in the Board's pavilion, Food Sector, 18U – 16B, near Ministry of Steel pavilion. Product awareness and sample sale will be done from the pavilion, which will be open for business visitors from 14<sup>th</sup> – 18<sup>th</sup> and for general public from 19<sup>th</sup> – 27<sup>th</sup>. Fair expects an attendance of about 1,00,000 visitors each day of the exhibition. The theme of the fair is "Make in India" and visitors can relish the taste of our country's coconut products at Hall No: 18.

