

25<sup>th</sup> March, 2025

Dear Sir/Madam,

Subject: Invitation to Participate in the India Pavilion at Arabian Travel Market (ATM) 2025, Dubai  
**(Last date for confirmation 4<sup>th</sup> April 2025)**

We are delighted to announce that **Services Export Promotion Council (SEPC)**, is organising the prestigious **India Pavilion** in close association with Ministry of Tourism, Govt of India, Ministry of Commerce and Industry at the **Arabian Travel Market (ATM) 2025**, scheduled to take place from **28 April to 1 May 2025** at the Dubai World Trade Centre, Dubai. SEPC is also synergising its effort with IATO as well.

### **A Gateway to Global Opportunities**

ATM Dubai is the Middle East's premier travel and tourism event, attracting over 46,000 industry professionals, 2,600+ exhibitors, and buyers from 160+ countries. This is your chance to showcase your unique offerings to an influential audience of decision-makers, travel trade professionals, and high-value clients from across the globe. The India Pavilion will serve as a dynamic platform to promote India's rich tourism potential and elevate your brand in one of the world's fastest-growing tourism markets.

### **Participate in the India Pavilion**

While there is no subsidy on the overall cost this year, the India Pavilion promises an unparalleled experience and immense value addition for all participants. Here's why this is an opportunity you cannot afford to miss:

- **Prime Visibility:** Position your brand within a professionally curated pavilion, designed to reflect India's vibrant tourism heritage and innovation.
- **Networking Powerhouse:** Connect with global tour operators, hotel chains, airlines, and media, opening doors to lucrative partnerships and business growth. SEPC will be ensuring that your business meetings are prescheduled in addition to your own efforts.
- **Rich Experience:** Benefit from SEPC's expertise in delivering a world-class showcase that blends tradition with modernity, ensuring your offerings stand out.
- **Market Expansion:** Tap into the booming Middle Eastern market and beyond, where demand for India's diverse tourism products—spiritual retreats, luxury getaways, heritage tours, and more—is on the rise.
- **Value for Investment:** The India Pavilion is crafted to maximize your ROI by offering a prestigious platform that amplifies your reach and impact.

### **Participation Details**

- **Space Offered:** ref: tentative layout as attached.
  - A. 4 square meters (fully built-up booth):
  - B. Table space- details as in layout and design attached.
- **Cost:**
  - A. 4 square meters (fully built-up booth): INR 7.00 Lakhs. Additional amenities will be charged
  - B. Table space- Rs.3.50 Lakhs. No additional amenities

This year, the cost reflects the premium experience and strategic positioning SEPC is committed to delivering. The India Pavilion is not just a booth—it's a statement of India's tourism prowess, designed to captivate, engage, and convert prospects into partners and clients.

### Seize the Spotlight!

Imagine your brand spotlighted amidst the energy and prestige of ATM 2025, surrounded by the best of India's tourism industry. This is your moment to dazzle the world with your unique story—whether it's the allure of your luxury hotel, the charm of your curated tours, or the promise of an unforgettable Indian experience.

With SEPC and the Ministry of Tourism backing this initiative, you're not just participating—you're leading the charge in showcasing India as a 365-day destination. At Rs.7.00 Lakhs for 4 sqm, you're investing in a transformative opportunity that promises exponential returns through global exposure, quality leads, and lasting relationships.

### How to Register

Spaces are limited and will be allocated on a **first-come, first-served basis**. To secure your stall, please register through the below mentioned link:

(link: <https://forms.gle/xdneTQocgDEytThA6>)

You may also send your confirmation on the following:

Mr. Kaushik Guha Roy Mobile: 8860142359 Email: <a href="mailto:kaushik.guharoy@servicesepc.org">kaushik.guharoy@servicesepc.org</a>	Mr. Abhishek Sahdev Mobile: 9560264622 Email: <a href="mailto:abhishek.sahdev@servicesepc.org">abhishek.sahdev@servicesepc.org</a>
With a copy to <a href="mailto:abhay.sinha@servicesepc.org">abhay.sinha@servicesepc.org</a>	

**We must receive the confirmation along with payment by 4<sup>th</sup> April 2025.**

For further inquiries or assistance, feel free to reach out to us at above mentioned details.

Join us at ATM 2025 and let the India Pavilion be the launchpad for your next big success. Together, we'll showcase the unparalleled beauty, diversity, and hospitality of India to the world.

With best regards



Karan Rathore  
Chairperson



# INDIA PAVILION

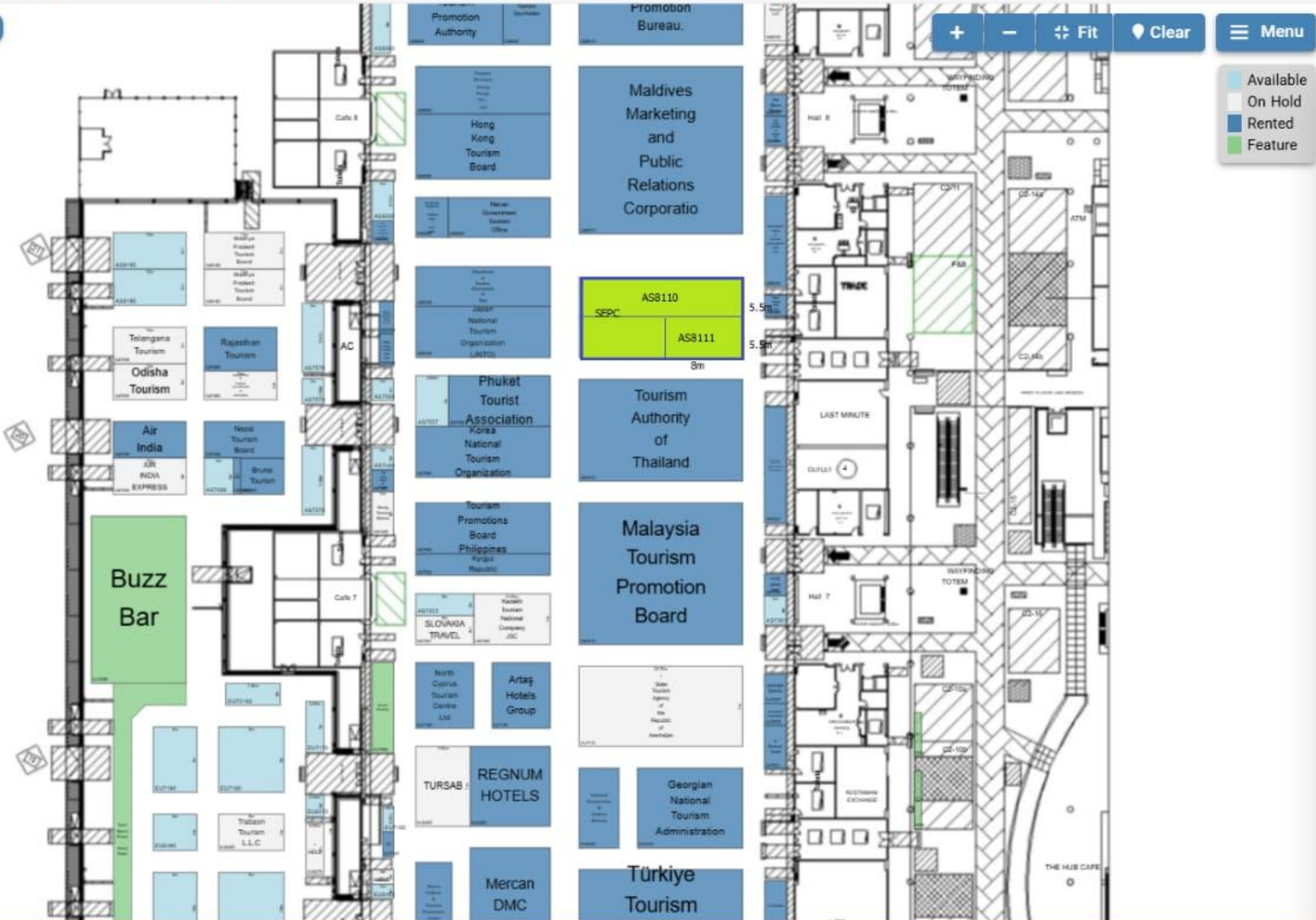


**arabian  
travel market®**

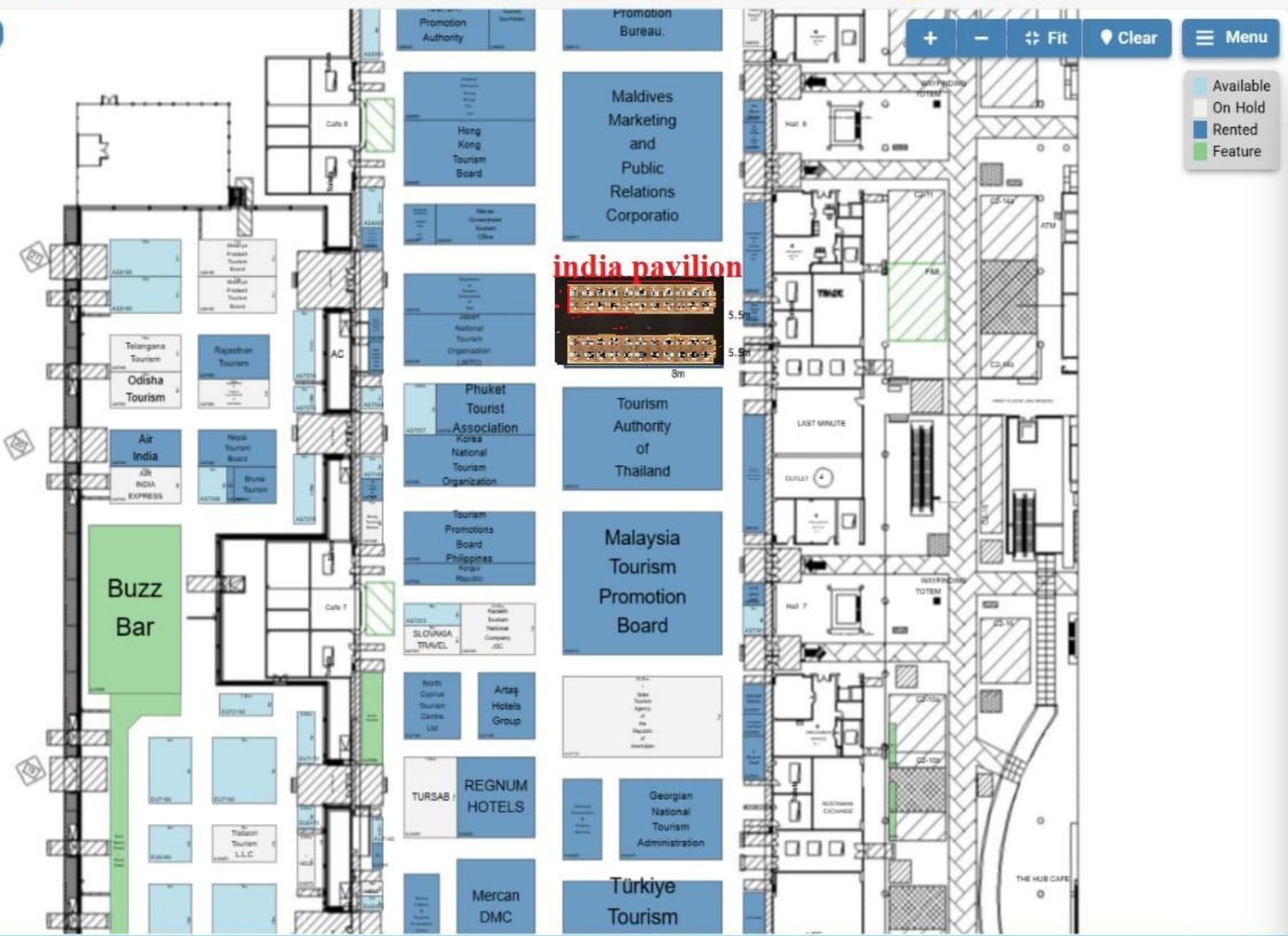
**DUBAI**

Mon 28 April - Thu 1 May 2025

- Exhibitor List
- Available Booth List
- Pavilion List



- Exhibitor List
- Available Booth List
- Pavilion List



Layout plan

# INDIA PAVILION



## STATE PARTICIPATION



## INDIVIDUAL PARTICIPATION

COMMON AREA WITH TABLE SPACE - 16 NOS  
(T1 TO T16)

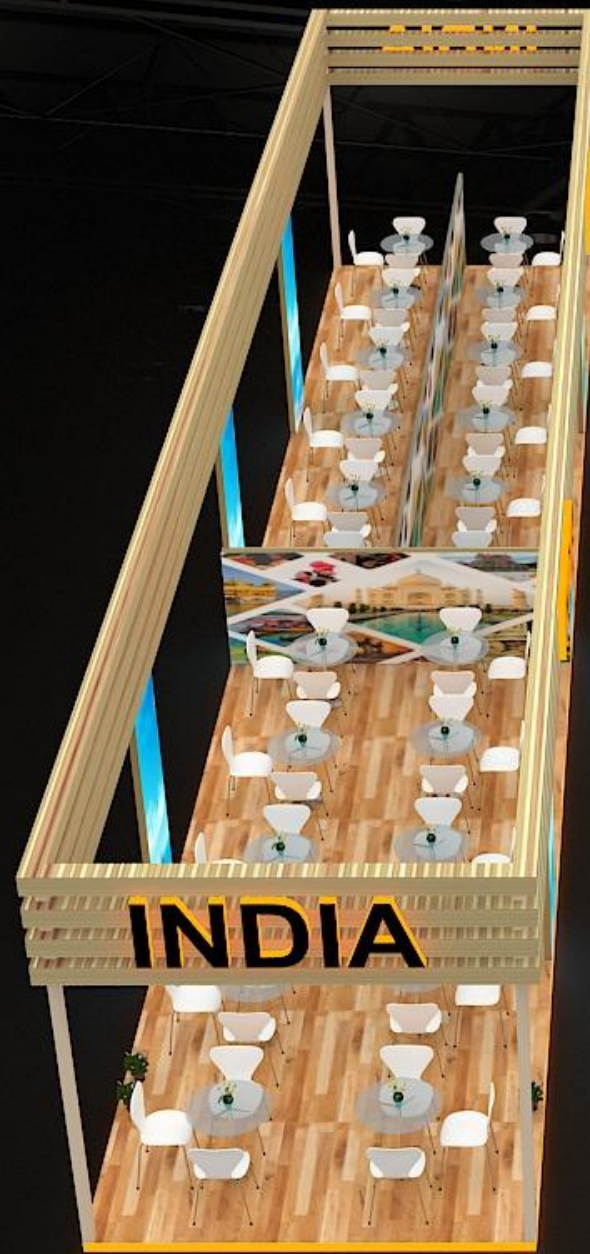
# EACH STALL OF 4 SQ MTR (2X2 MTR) FACILITIES

- ▶ Round Table - 01 Nos
- ▶ Chairs - 03 Nos
- ▶ Fascia Name -01Nos ( on the Backwall)
- ▶ Posters - 0 2 Nos (600 mm (H) x 2000 mm (W))
- ▶ Plug Point/ socket -01 Nos
- ▶ Waste Paper Basket -01 Nos

# COMMON SPACE FACILITIES

- ▶ Reception Table - 01 Nos
- ▶ Bar Stool - 01 Nos
- ▶ Fascia Name -01Nos
- ▶ Posters - 01 Nos
- ▶ Plug Point/ socket -01 Nos
- ▶ Waste Paper Basket -01 Nos







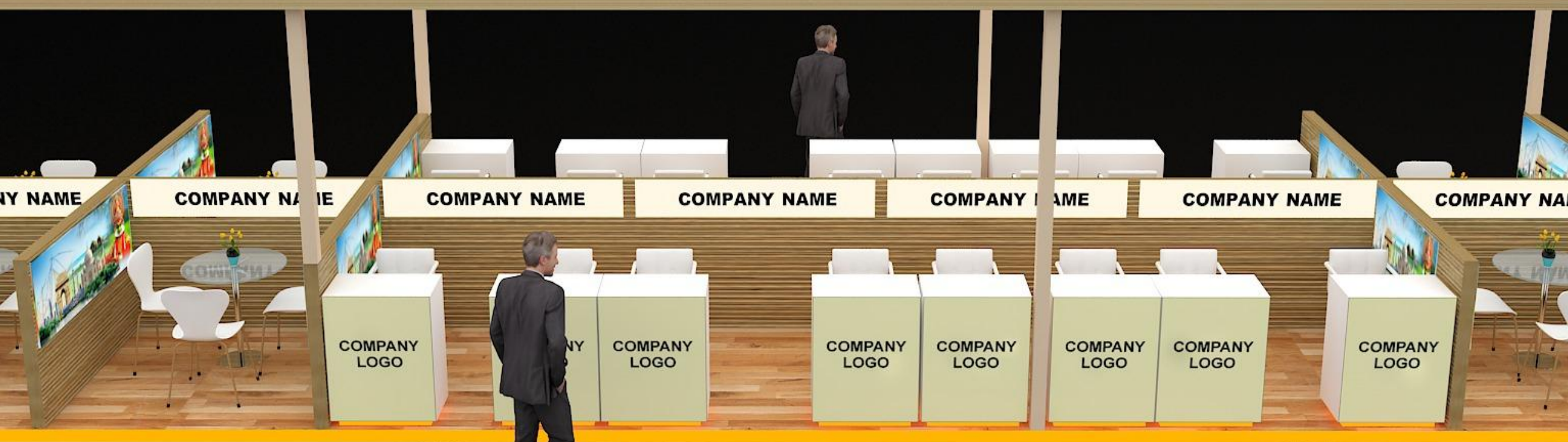






IA

IND.



COMPANY NAME

COMPANY NAME

COMPANY NAME

COMPANY NAME

COMPANY NAME

COMPANY NAME

COMPANY NAME

COMPANY LOGO

COMPANY LOGO

COMPANY LOGO

COMPANY LOGO

COMPANY LOGO

COMPANY LOGO

COMPANY LOGO

