

21<sup>st</sup> January, 2026

Dear Sir/Madam,

**Subject: Invitation to join “ATITHI”- RBSM by SEPC co-located with SATTE 2026.**

We are pleased to invite you to join “ATITHI,” an exclusive **Reverse-Buyer-Seller-Meet (RBSM)** – an initiative by the **Services Export Promotion Council (SEPC)**, set up by the Ministry of Commerce and Industry, in collaboration with **South Asia's Travel & Tourism Exchange (SATTE)** scheduled to be held from **25<sup>th</sup> to 27<sup>th</sup> February, 2026 at Yashobhoomi (India International Convention & Expo Centre), Dwarka, Sector-25, New Delhi.**

This premier event is designed to unlock new business opportunities and fosters new business alliances and joint ventures, expanding India's footprint in global tourism markets. We look forward to your participation in this unique platform that brings together global buyers and key Indian stakeholders to drive growth and collaboration in the travel, tourism, and hospitality sectors.

“ATITHI” – inspired by the essence of its name – aspires to become one of India’s premier in-house brands and a flagship international mega event celebrating travel, tourism, hospitality, and India's rich cultural heritage. The event is designed to promote innovation and excellence within the tourism sector, providing a dynamic global platform for bilateral trade, technology exchange, and capacity building to shape the next generation of the industry.

**Main objectives to be a part of “ATITHI”-2026:**

- B2B interactions will create a comprehensive platform to engage with foreign stakeholders, including key decision-makers, policy experts, travel companies, tourism boards, investors, technology specialists, and medical value travellers – all under one roof.
- Pre-scheduled B2B Meetings, serving as an effective tool to do quality business on a global scale.
- Exchange insights about emerging trends, strategies, and technologies.
- Unique platform to explore new markets, identify and enter new geographical areas.
- Interactions to facilitate direct negotiations between businesses. These discussions can lead to lucrative deals and partnerships.
- It’s an opportunity to showcase products and services to a targeted audience.
- Beneficial for small to medium-sized enterprises looking to scale quickly without substantial marketing budgets.
- Establish new partnerships, collaborations, and potential joint ventures through B2B meetings.
- Opportunities to expand market reach, enhancing product offerings, and strengthening industry relationships, can ensure long-term success and sustainability in a competitive landscape.
- Enhance your brand's presence in front of a targeted and diverse audience.

- Analyse what competitors are offering and how to differentiate your services.
- Opportunities to present travel packages, destination attractions, hospitality services, and innovations to a global audience.
- Present tourism infrastructure projects to potential investors.

**Registration charges for B2B meetings with overseas buyers at “ATITHI” 2026:**

Exhibitors at SATTE	SEPC member (Non-exhibitor at SATTE)	IATO Members /Associations (Non-Exhibitors)	Non-exhibitor at SATTE and SEPC non-member
Rs. 7,000/-	Rs. 10,000/-	Rs. 25,000/-	Rs. 35,000/-

\* 18% GST will be applicable on the above-mentioned charges.

For participation in B2B meetings at “ATITHI-2026”, please [Click Here](#).

**SEPC Bank details for submission of registration charges through NEFT/RTGS:**

Bank Name:	IDBI Bank Ltd
Branch Address:	D-823, Main Road, New Friends Colony, New Delhi-110065.
A/c No.:	167104000118514
IFSC Code:	IBKL0000167

**SEPC official's contact details for more information or assistance:**

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Join us at “ATITHI”-2026 and make this opportunity the launchpad for your next big success. Together, we will showcase to the world the unparalleled beauty, diversity, and vast potential of India’s tourism and hospitality services sector.

Thanking you,

With Regards,

Services Export Promotion Council (SEPC)