

07th February, 2024

Dear Sir/Madam,

**Subject: - Invitation to “ATITHI” Reverse Buyer-Seller Meet by SEPC at SATTE 2024
from 22nd - 24th February, 2024 at India Expo Mart, Greater Noida, India**

We are delighted to extend a special invitation to you for “ATITHI” an exclusive Reverse Buyer-Seller Meet, a pioneering initiative by the Services Export Promotion Council (SEPC), setup of Ministry of Commerce and Industries in collaboration with the South Asia's Travel & Tourism Exchange (SATTE) to enhance your business opportunities with the Indian Tourism Industry.

ATITHI, as the name says, is aimed to be one of the India's leading in-house brands, an international mega event on travel, tourism, hospitality, and India's cultural heritage, which aims to promote innovation and excellence in the tourism sector. The event will provide a global platform for bilateral trade, technology transfer, and capacity building for the next generation of the industry.

Why should you be part of “ATITHI”!

- Opportunity to conduct business with over 36,000 + qualified industry buyers and trade visitors
- The event will provide an opportunity for participants to meet potential business partners, investors, and suppliers. The matchmaking sessions will help participants identify new business opportunities and forge partnerships.
- Participate in world class Knowledge forums.
- Develop new & existing relations with business partners and suppliers.
- Network with key decision makers all under one roof.
- Pre-Scheduled B2B Meetings, serving as an effective tool to do quality business on a global scale.

Registration charges for B2B meeting with overseas buyers at “Atithi” 2024: (Per Person)

For Exhibitors at SATTE	For SEPC member (Non-exhibitor at SATTE)	For Non-exhibitor at SATTE and Tour & Travel Agents and Operators
Rs. 5,000/-	Rs. 10,000/-	Rs. 25,000/-

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

For participation in B2B meetings at “Atithi-2024”, please register through the given below link:

<https://atithiindia.org/exhibitor-registration>

For more queries / information / assistance, please feel free to connect with the following SEPC officials:

Mr. Mayank Sharma mayank.sharma@servicesepec.org Mobile: +91-8349417890	Ms. Ruby Kalsaini ruby.kalsaini@servicesepec.org Mobile: +91 79820 73402
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We look forward to your active participation and meeting you soon in the event.

Thanking you,



Karan Rathore
Chairman