

विकास आयुक्त का कार्यालय  
(सूक्ष्म, लघु एवं मध्यम उद्यम)  
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय  
(भारत सरकार)

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,  
नई दिल्ली-110 108



OFFICE OF THE DEVELOPMENT COMMISSIONER  
(MICRO, SMALL & MEDIUM ENTERPRISES)  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
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No. 5(20)/2017-DF/MSME-DI(MATU)(Pt.1)

Dated: 12.02.2018

The Director,  
MSME-DI, New Delhi.

Subject: **Participation of MSEs in Khadhya Khurak 2018 from 2-5 January, 2018 being organized by Khimashia Associates at Exhibition Centre, Gate No.9, Ner Udyog Bhawan, Gandhi Nagar, Gujarat and Showman's Grand Shopping Expo GSE, 2018 being organized from 18-22 January by Showman Associates Pvt. Ltd. at Govt. College for Girls, Firozpur Road, Ludhiana, Punjab under "Domestic Trade Fair/Exhibitions" a component of MATU Scheme -reg.**

Sir,

Please refer to your letter dated 01.01.2018 attached therewith proposals of the MSEs for approval regarding participation of MSEs in Khadhya Khurak 2018 from 2-5 January, 2018 being organized by Khimashia Associates at Exhibition Centre, Gate No.9, Ner Udyog Bhawan, Gandhi Nagar, Gujarat and Showman's Grand Shopping Expo GSE, 2018 being organized from 18-22 January by Showman Associates Pvt. Ltd. at Govt. College for Girls, Firozpur Road, Ludhiana, Punjab under "Domestic Trade Fair/Exhibitions" a component of MATU Scheme.

2. In this context, it is informed that proposal from your Institute for participation of MSEs in the aforesaid Trade Fair/Exhibition under the component "Domestic Trade Fair /Exhibitions" component of MATU Scheme has been approved (as annexed).

3. The approval is subject to the entry of data of participants at web portal [www.msmedatabank.in](http://www.msmedatabank.in) before releasing the subsidy to them, thereafter, the amount of financial assistance released to the MSEs is also needed to be entered on the web portal. The expenditure must adhere to the conditions under the component "**Domestic Trade Fairs/Exhibitions**" of **MATU Scheme**. Further, the subsidy should be released to beneficiaries within one month from the date of completion of Trade Fairs/ Exhibitions.

This issues with the approval of AS&DC (MSME).

Encl: As above.

Yours faithfully,

(A.K. Verma)

Deputy Director (MATU)



Sl. No	Name of MSME-DI	Name of the Fair/exhibition along with venue & date and organizers name	Name and address of MSEs	Name of exhibit	Category	Remarks
1	New Delhi	Khadhya Khurak 2018 from 2-5 January, 2018 being organized by Khimashia Associates at Exhibition Centre, Gate No.9, Ner Udyog Bhawan, Gandhi Nagar, Gujarat	M/s. Sunrise Trolley Mnfrs. A-36, DSIIDC, Industrial Area, Narela Delhi	Ice cream trolley, food trolley	Gen.	Recom.
			M/s. New Imperial Associates Exim Pvt. Ltd., F-331, Sec-63, Noida	Packaging system, coding system	Gen.	Recom.
			M/s. Bharat Agro, C-1, Sec-B-3, Tronica City Loni Ghaziabad	Canned fruits & vegetables	Gen.	Recom.
2		Showman's Grand Shopping Expo GSE, 2018 being organized from 18-22 January by Showman Associates Pvt. Ltd. at Govt. College for Girls, Firozpur Road, Ludhiana, Punjab	M/s. First Bite Pickles & Foods, C-31, First Floor, Parsvnath Paradise, Mohan Nagar, Ghaziabad.	Pickles	Gen.	Recom.

*P. B. B.*  
12.02.18