

## REPORT

In compliance to Head Office letter No. 1-14016(II)91/2015-Domestic Marketing. dt. 23-12-2015, we had participated in the "Christmas & Winter Carnival at New Delhi". The said exhibition was organized by M/s. SOS Care India, New Delhi. The above said exhibition was held w.e.f. 25<sup>th</sup>. Dec. 2015 to 03<sup>rd</sup>. Jan. 2016 at Moment Mall, Kirti Nager , New Delhi which has a sophisticated and a posh setting. Moments Mall is a luxurious shopping mall. It is developed by Anant Raj Industries Limited. The mall consists of interesting food court, retail spaces, entertainment zone and other attractions.

The mall occupies 7,50,000 sq. feet of the land area. It is one of the famous malls in Central Delhi situated in Kirti Nagar. Moments Mall consists of men's, women's and kids apparel; footwear, bags & accessories, gifts, books, music, health and beauty salons, electronics, Hyper Market, jewelery, watches, etc. The mall is located close to Kirti Nagar Interchange Station. It falls on the city's busiest Noida-Dwarka route.

The mall houses leading international and national brands. Some of the popular brands are Canon, Catwalk, Claire's, Clarks, Cocobery, DKNY, Fastrack, Hallmark, Kudos, Levi's, Marks & Spencer, More. Mothercare, Nike, Reliance Digital, Sotre 99, Sunglasses Hut, Westside, Adidas, Barbie, Bata, Biba, to name a few.

As per the directions from the Head Office, this Showroom has participated in the above said mega event by exhibiting Coir Products.

The above exhibition had started as per the scheduled on 25<sup>th</sup>. Dec. 2015 at 10.00 am.

All required efforts have been taken to make an attractive and effective participation of Coir Board in the above said Exhibition. All new designs of Door Mats, Matting including Coir Geo Textiles and Rubberized Coir Products were displayed in a good manner.

A large number of VIP's and other distinguished higher authorities from the different Ministries and Govt. and Semi Govt. Departments were also present on the occasion and also visited Coir Board's pavilion and very much appreciated for the efforts taken by the Coir Board to organize and participate in the above said exhibition in a good and attractive manner.

Coir Board Pavilion was well decorated with Coir and Rubberized Coir products and it gives a fabulous look to the visitors. A large number of other VIPs also

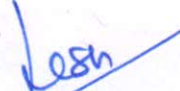
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our stall and enquired about Coir and Rubberized Coir Products. They were very much interested to know about the Coir Geo Textiles and Coir Ply. Some visitors were taken interest in Garden articles and appreciated our products. Some valuable remarks were noted in our Visitors Book. A copy of the Visitors Book is also attached with this report for verification and records. I am sure that it will give high class publicity among the VIPs and other concerned Officials involve in purchases and researches.

Some photographs taken on the occasion are also attached for your ready reference.

The Exhibition was concluded on 03<sup>rd</sup>. Jan. 2016 at 10.00 p.m.

Dated:- 27-01-2016.

  
Sr.Manager.  
Coir Board SR&SD,  
New Delhi.110001.

