

## 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 EDM MALL, KAUSHAMBI, GHAZIABAD (U.P.)". The said exhibition was organized by M/s. SOS Care India, New Delhi. The above said exhibition was held w.e.f. 01<sup>st</sup> Jan. to 17<sup>th</sup> Jan. 2016. Earlier this exhibition was only up to 10<sup>th</sup> Jan. 2016 but after further negotiation with the organizer, he has extended the duration of this exhibition for another one week i.e. the exhibition was extended up to 17<sup>th</sup> Jan. 2016 at the same cost. No extra amount was charged by the organizer for extending the duration of the above exhibition.*

*East Delhi Mall in Kaushambi, Ghaziabad, in which this exhibition was conducted, designed to cater to all possible needs of customers under one roof. East Delhi Mall is one of the biggest malls in North India. It has been in operation for more than 5 years. It is popularly known by its short form 'EDM'. It has been the favorite destinations of youngsters and weekend planners.*

*East Delhi Mall (Kaushambi) has a number of retail spaces which sell a wide range of national and international products and services. It houses various popular brands such as Mc Donald's, Pizza Hut, Arches, Meena Bazaar, Lilliput, Bruno-Manetti, Plant M, Kwaliti Express, Fortune Cookies, Oswal (AO Brand), Lee Cooper, Madhura Garments, Zodiac, Numero Uno, Raymond's, BIBA, Adidas, Soles, Vivid Furnishings, Mushrooms and Cafe Coffee Day.*

*The Mall lies at a distance of 36 kms from the International Airport and about 34 kms from Domestic Airport. The Railway Station is just 13 kms from the Mall. The hypermarket sells home appliances, apparels, accessories, kitchen wares, electronic products, processed and packaged food items,*

*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 01<sup>st</sup> Jan. 2016 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.*



