



## **Expression of Interest for setting up Indian Spices Experience Zones at G20 Events in India**

2023 is the year of G20 presidency of India. During the year four meetings of the Trade and Investment Working Group (TIWG) of the G20 countries are scheduled to be organized in India in various locations. Leaders from G20 countries, key officials and representatives from Trade & Industry from G20 countries are expected to attend these high profile meetings. In this connection the Ministry of Commerce & Industry has proposed to set up 'Experience Zone' through Commodity Boards at the respective venues of the meetings. These meetings are expected to happen at Mumbai, Bengaluru, Kevadia and Jaipur. The first such meeting is scheduled at Grand Hyatt, Mumbai during 29-30, March 2023.

Spices Board proposes to set up Spice Experience Zone with participation of exporters/leading domestic brands /start ups in an area ranging from 600-1000 square feet. This provides good opportunities to showcase high quality Indian Spices and the spice industry before the international delegates and VIP guests.

In this connection, Spices Board invites Expression of Interest (EOI) for setting up Spices Experience Zone from the interested exporters / leading domestic brands / start ups dealing with spices.

The participants selected through this Eoi may participate and organize displays, live counters/demo to showcase Indian spices and spice industry. The Board will assist and coordinate their participation. Apart from digital boards highlighting Indian spices, live display or demonstration of spice based nutraceuticals / cosmoceuticals/ snacks / dishes /beverages / drinks / chocolates / ice creams/ perfumes / flavours, etc. may be considered. The objective is to provide the delegates an authentic and rich first hand experience of Indian spices.

The interested parties may submit Expression of Interest in the prescribed form given as Annexure I. The Board may invite one or more applicants to set up the whole or part of the experience zone. Depending upon the no of selected participants and in consultation with them, the Board will allot the display area.

The interested parties are requested to propose a design layout and theme with pictures etc. and indicate the required area as per their theme. In the event of more applicants for the participation, the assessment will be done by the Board using the following criteria.

Sl. No.	Description	Marks
1	Start ups	10
2	Average Export Earnings of value added products of spices during the period of last 3 years (2019-20, 2020-21, 2021-22)	10
3	Average Domestic annual turnover of value added products of spices during the period of last 3 years (2019-20, 2020-21, 2021-22)	10
4	Range of value added products of spices like nutraceutical, cosmeceutical, ready to eat, ready to drink, perfumery, flavours, etc.	15
5	Presentation of the proposed lay out, design, pictures, display of value added products of spices etc	35
6	Previous experience in setting up spices Experience Zones in national / international level	20
	Total	100

### **Terms and conditions:**

1. The selected Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the event. All the requirements essential for putting up a good show at the India Spice Experience Zone viz. display of value added products of spices for touch, smell, taste, drink, eat, etc., equipments & dispensers, accessories, extra furnishing, travel, accommodation, logistics, smart liveries for the staff and other incidental charges will have to be arranged for and borne by the selected participant.

2. Each selected participant needs to propose a design, theme, products proposed for display, pictures and layout for a minimum 100 sq ft with proper displays and accessories. The Board will finalize the components in discussion with the selected participants.

3. Branding will be allowed in terms of packs/cartons/ caddies etc on display, leaflets, free gifts, etc. In addition, the selected participants have to provide high quality branded spices consumer packs with clear labelling, product description, usage, date of manufacturing, date of expiry, etc. with their brand / logo for inclusion in the Gift Hampers. The Gift Hampers will carry the logo / brand of the participants. The no of gifts required are approximately upto 500 nos and the exact number of gifts to be provided will be intimated for each of the four events.

4. The selected participants must display / exhibit only value added Spice products / branded spices consumer packs manufactured in India.

5. Spices Board reserves the right to amend, amplify or abrogate, in its discretion, any of the terms and conditions of the sub-component without notice as deemed necessary for

efficient and effective execution of the Spices Experience Zone and fulfilment of its objectives.

6. In the event of any doubt or dispute arising out of any application, the decision of the Secretary, Spices Board shall be final and binding.

7. The interested applicants are requested to submit EOI on or before 15.02.2023 by email to : [remashreeab.sb@gov.in](mailto:remashreeab.sb@gov.in)

8. For clarifications, please contact :

Dr A B Remashree

Director (Research & Finance)

Spices Board

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Mob : 9496699871

Email : [remashreeab.sb@gov.in](mailto:remashreeab.sb@gov.in)

### Expression of Interest to participate in setting up of the Spices Experience Zone

Sl. No.	Subject	Particulars
1	Name of the firm/company/applicant/organization	
2	Complete Communication address (E-mail, Telephone no, Mobile No, Address of Registered Office)	
3	Name of the Nodal official(s) to co-ordinate the participation	
4	Category : Exporter/Leading Domestic Brand/Start up. If exporter, please indicate CRES number. Please provide copies of GST registration details, PAN, FSSAI etc. In case of Start Ups, please indicate DPIIT registration number and attach copy.	
5.	Average Export Earnings of value added products of spices during the period of last 3 years (2019-20, 2020-21, 2021-22) – Please attach proof	
6.	Average Domestic annual turnover of value added products of spices during the period of last 3 years (2019-20, 2020-21, 2021-22) – Attach proof	
7	Range of value added products of spices like nutraceutical, cosmeceutical, ready to eat, ready to drink, perfumery, flavours – Please attach brochure/technical details	
8	Previous experience in setting up spices Experience Zones in national/international level – Pl attach proof and Photos / Videos	
9	Willingness to sponsor branded spice based gift items for high profile international / national events other than the said G20 events. If yes, please mention the no of gift packs ready to be made available	Yes / No  ----- Nos
10	Other details, if any	

## Declaration

1. I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

2. Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our participation in the forthcoming events with Spices Board, without prejudice to any other action that may be taken against us in this behalf.

3. I/We declare that Our company has not under any investigation/ charged/ prosecuted/debarred/black listed on any grounds related with trade and business.

Signature\_\_\_\_\_

Name (Block Letters)\_\_\_\_\_

Designation\_\_\_\_\_

Name of Applicant\_\_\_\_\_ Firm\_\_\_\_\_

Office Seal\_\_\_\_\_

Place:

Date: