



**COFFEE BOARD**  
**Promotion Section, Bengaluru**

**Ref. No.:** CB/PRM/EXP/2025-26/367

**Date:** 26.03.2026

**CIRCULAR**

**Subject:** Coffee Board's physical participation in the Foreign Promotional Events in the month of April & early May 2026-Reg.

Greetings from the Coffee Board,

In anticipation of the approval from the Government of India, the Coffee Board has proposed to participate in the following foreign promotional events in the months of **April 2026 and early May 2026**.

Interested stakeholders are requested to come forward for a strong representation of Indian Coffees in the international markets through united participation in these events.

Sl. No	Event, dates and venue	Cost sharing (incl. GST) to be paid by the interested stakeholders/companies	Slot left	Remarks
1.	<b>The IndusFood – Asia 2026, Singapore</b> <b>Date:</b> 21-24 April 2026 <b>Venue:</b> FHA, Singapore	₹59,000/-*	<b>10 companies</b>	The Honorable Commerce & Industry Minister has urged to expand the prestigious IndusFood to International platform and to participate in this inaugural edition of IndusFood – Asia organised by TPCI. Networking meetings and interaction with buyers are being organised on the sidelines of the event.
2	<b>Coffex Istanbul 2026, Istanbul, Türkiye</b> <b>Date:</b> 08-10 May 2026 <b>Venue:</b> Istanbul Lutfi Kırdar International Convention and Exhibition Center (ICEC), Türkiye	₹29,500/-*	<b>10 companies</b>	Participation in collaboration with the Consulate General of India in Istanbul

\* Note: **50% discount** to the companies from **Andhra Pradesh & Odisha (Non-Traditional Areas-NTA), North Eastern Region (NER) and Start-ups companies incubated in the Atal Incubation Centre-CCRI-Centre for Entrepreneurship Development (AIC-CCRI-CED)** of the Coffee Board.

The General Terms & Conditions for the confirmation and participation in the events along with Coffee Board have been furnished overleaf.

## **General Terms & Conditions**

- Cost sharing will be charged per company as per the rates mentioned in the above table by the Coffee Board.
- The interests will be considered on a First Pay First Service (FPFS) basis.
- No backing off is allowed after confirmation. If backed off, Coffee Board won't refund the participation charges to any company, if any one decides to withdraw their participation after confirmation.
- Request for extra space to any company may be considered subject to availability of space and will be charged additionally on pro-rata basis. The shared common space like the common brew bar, networking area, common storage area etc. are accessible by any co-participating companies.
- The design of the pavilion and facilities to be provided to the participants are purely vested with the Coffee Board. Stall design, fabrication, common brew bar, other activities and facilities in pavilion etc. will be discussed in due course, wherever applicable.
- Location of stalls within the pavilion will be decided on lottery method or First Pay First Service (FPFS) basis.
- Last date for payment and confirmation is on or before **06<sup>th</sup> April 2026 01.00 PM.**
- The payment may be made to the following account:

### **“Coffee Board IEBR Account”**

A/C No. : **64015049024**

Bank : State Bank of India

Branch : Dr. B. R. Ambedkar Veedhi Branch, Bengaluru.

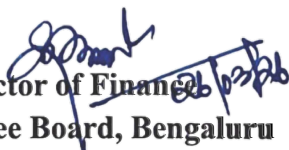
IFSC : **SBIN0040022**

- The confirmation of participation along with the proof of payment may be sent to [promotion.cb@gov.in](mailto:promotion.cb@gov.in) CC to [ddmr.coffeeboard@gmail.com](mailto:ddmr.coffeeboard@gmail.com) and [dirfincb@gmail.com](mailto:dirfincb@gmail.com) on or before the deadline.

### **Please note:**

- Participation will be strictly on a First-Pay First-Serve (FPFS) basis.
- No further interests will be considered after the deadline (**06<sup>th</sup> April 2026 01.00 PM**).
- Participation will be confirmed only after the payment is received by the Coffee Board and only expression of interest won't guarantee the slot.
- The decision taken by the Competent Authority of the Coffee Board will be Final.

Regards,

  
Director of Finance  
Coffee Board, Bengaluru