



PHARMACEUTICALS EXPORT PROMOTION COUNCIL

(Set up by Ministry of Commerce, Govt., of India)

H.O.: 101, Aditya Trade Centre, Ameerpet, Hyderabad – 500038

Tel: 040-23735462/23735466, Fax: 91-40-23735464

E-mail: info@pharmexcil.com

Ref: PXL/H.O./CIR-5.2/2006-07

20th June 2006

All the Members of Council

Dear Member,

Sub: Participation in CPHI 2006, PARIS

Ref: Our Circular No. Ref: PXL/H.O./CIR-5/2006-07, 5th May 2006

Please to refer to our above cited circular wherein we have informed our members about Council's participation in the above event by organizing India-Pharmexcil Pavilion in a 465 sq.meters space. We are glad to inform the members that we have received good response from the members and 22 stalls have already been allotted out of 36 stalls available.

As already informed, the organizes of CPHI have agreed to officially declare our space as India Pavilion and thus members participating through the Council will get all the benefits available to Pavilions.

Location:

The Pavilion is ideally located in Hall No. 5 at the entrance between Hall No. 5 and 6. Please log on to <http://www.pharmexcil.com/v1/images/stallplan.jpg> to look into the floor plan of India pavilion and log on to <http://wayfinder.cphi.com> to see the location of the Pavilion in the Exhibition.

Pavilion Construction:

We will arrange for the construction of stalls in the Pavilion and the same will be allotted to the members with the following furniture:

1 table, 3 Chairs, 1 Info Desk, 1 Stool, 3 spot lights, 1 socket, 1 dust bin, carpet, fascia, white walls.

Members who require extra furniture for their stalls other than the furniture provided by us, may contact M/s Triumfo International, Noida, UP, Phone No. 0120-2461966/ 67/ 68, 2251600, Fax: 2460123, e-mail: contact@trumfo.de.

Cost of the stall:

Cost of the stall will be Euros 575 per sq.meter, which includes the cost of space, VAT, furniture. (The cost of Shell B scheme offered by the Organizers comes to Euros 641 per sq.meter)

Refund of VAT:

Members may please note that there is a VAT of 19.6% charged by the organizers, which is included in the cost. Council will be claiming the VAT and the same will be refunded as soon as we get the claim, after deducting 15% service charges paid by us to the agents.

Other Services offered:

a) Participation in Council's Common Area:

In order to encourage small exporters who are not able to take stalls, Pharmexcil has made arrangements by providing Common space within Council's stall. The participation charges through the Council's Common Area will be Rs. 1,25,000/-. One table and a chair will be provided to members to display their product brochures. We can provide this facility up to six members only, on first-come-first-serve basis. Only one person per company is permitted to be in the stall.

The above rate is excluding VAT, which will be borne by the council.

b) Distribution of brochures/catalogues

We also offer service to distribute the brochures/catalogues of members, who are not able to attend the exhibition. Service Charges for this facility is Rs.15,000/- per member. Members have to ensure that their material (not more than 100 brochures) is reached in time to the Council's booth at their own cost, by courier.

c) Advertisement:

On this occasion, Pharmexcil is planning to bring out a dummy size booklet and CD for distribution to the visitors. This booklet and CD contain information about Indian Pharmaceutical industry, about Council and its activities, apart from the information about all the participants in the India Pavilion. We also carry advertisements in the booklet from the members. Details of advertisement tariff are given below:

a) Front Inside page	::	Rs. 15,000/-
b) Inside Full page	::	Rs. 10,000/-
c) Inside Half page	::	Rs. 5,000/-
d) Back Inside page	::	Rs. 15,000/-
e) Back Page	::	Rs. 20,000/-

Mechanical details about the advertisement material will be informed to the members soon.

MDA:

Members whose exports do not cross more than Rs.15 crores during the previous financial year are eligible for MDA to the extent of Rs.80,000/- towards stall rental charges. Eligible members are requested send their MDA application immediately. Forms are available in our web site www.pharmexcil.com

Payment Schedule:

Rs. 50,000 to be paid on reservation of stall and remaining amount has to be paid on or before 31.7.2006.

Members may please note that payment has to be made in Indian Rupees at the exchange rate of Euros prevailing as on the date of payment.

Allotment of stalls:

Floor plan of Pharmexcil-India pavilion is available in our web site. While the members have the liberty to choose the stall required by them, generally allotment will be made on first-come-first-serve basis. However, final decision of allotment rests with the Council.

Cancellation of Allotment:

In case payment is not made as per the above schedules, Council reserves the right to cancel the allotment of the stall and re-allot the same to the other interested members. Advance amount paid will be forfeited.

SOTC Package:

SOTC is offering 15% discount on the printed tariff rates exclusively to Pharmexcil Members. Interested Members may contact SOTC, Hyderabad (Mobile: 9885154919; Phone: 040 55824783, e-mail: LaxmiA@KUONIINDIA.com)

Thanking you and looking forward to your full co-operation to make this mega event a grant success.

With regards

DR. PV APPAJI
EXECUTIVE DIRECTOR

Important:

- a) As per the revised MDA guidelines, MDA is not available to the exporters who participate directly with effect from 1.4.2006. Therefore, members are requested to participate in the Pharmexcil-India Pavilion to take benefit of Rs.80,000/- as MDA.
- b) We have applied for more financial assistance under other schemes of Govt. of India and in case our application is approved, the assistance available to the members would be more than Rs.80,000/-.
- c) As per revised MDA guidelines, MDA claims will be settled within one month from the date of receipt of claims, provided the Claims are submitted with all the required documents properly.