



PROPERTY 2009
15th Real Estate & Housing Finance Exhibition
1st, 2nd, 3rd & 4th October 2009
At BKC Grounds, Opp. Citi Bank, BKC, MUMBAI

Manual For Exhibitors

Exhibitor's guide to the rules and regulations and general information about the Exhibition

BROUGHT TO YOU BY:



MAHARASHTRA CHAMBER OF HOUSING INDUSTRY
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IMPORTANT CONTACTS

Individual Hall Incharge:

Developers	{	Shashikant Nimbalkar	Cell Number: 9987521510
		Siddharth Mhatre	Cell Number: 9820921451
		M. A. Patel	Cell Number: 9820921461
Sponsorships & HFI's	{	Ashok Lulla	Cell Number: 9867619950
		Sidney D'Souza	Cell Number: 9820796657
Accounts		Achuthan Kutty	Cell Number : 9820123259

STALL BUILDING CONTRACTOR

Mr. Vipul
R. M. BHUTHER & CO.
104, Bajaj Bhavan,
Nariman Point,
Mobile : 9322905317
Tel : 22023416
Fax : 22027415

STALL HOSTESS INCHARGE

Ms. Renuka Uchill
Premier Marketing
E-203, Vasant Sagar, Krishna Bldg.,
Thakur Vilage, Samta Nagar,
Kandivli (East), Mumbai.
Mobile: 9820214536 & 9820241653

KEY ACTION POINTS

All Forms must be returned to MCHI within the stipulated deadline.

Exhibition Directory Entry

Form 1 should be sent by return (in any event, no later than 10th September 2009).

See Form 1 [Page 17]

The Organizers have appointed an Official Stand Fitting Contractor, possession of the stall will be given only after presenting the **Possession Letter to the Hall Managers.**

Possession Letter will be issued only after the receipt of 100% payment against the stalls

Exhibitors participating in the exhibition after the stipulated deadline are requested to submit ALL the necessary forms ASAP to MCHI

Space Only Stand

Dimensioned drawings of all the "Bare Space Only" stands must be sent to the Organizers for approval not later than 21st September 2009.

Note: There are total numbers of 5 Forms To be filled and sent back to MCHI.

SHOW TIME TABLE

Build Up Saturday 26th September 09
(Build-up begins after 5.00 pm)

Please check the schedule on page 7.

Show Open

Thursday	1 st October 09	11 am - 8 pm
Friday	2 nd October 09	11 am - 8 pm
Saturday	3 rd October 09	11 am - 8 pm
Sunday	4 th October 09	11 am - 8 pm

Breakdown Sunday 4th October 09

Breakdown begins - 20.30 hrs.
Halls open for removal of products - 20.30-24.00 hrs.

NB: Shell scheme stands will be dismantled from 22.00 hrs on Sunday and exhibitors occupying shell scheme should ensure that their products and displays are removed promptly.

Official Inauguration Thursday 1st October 09 11.00 Hrs.

IN HALL OPERATION SCHEDULE

Note: Exhibitors in Hall A, B & C will have to approve their stall design plans from MCHI to avoid the blockage of A/C and other technical problems.

❖ SHELL SCHEME

The Exhibitors will get 5 days to build the stands in Hall A & Bare Spaces in Hall B, & 3 Days for Shell Schemes in Hall B.

We prefer that Exhibitors unload their goods and arrange their displays only after the stands have been set-up. This will greatly facilitate our operations.

❖ BARE SPACE

Exhibitors who require bare space to decorate their stall will have to intimate us in advance.

Note: Bare space includes Stall Area but without carpet & panels.

❖ STALL POSSESSION & COMPLETION TIMINGS FOR SET UP:

Section	Date	Timings
Section A	26 th September 09	After 5 pm
Section B	27 th September 09	10 am - 10 pm
Section C	29 th September 09	10 am - 10 pm

**Please note : Stall possession will be given only after 5 pm on 26th September
No stall possession will be given after 10 pm on any of the days**

❖ REMOVAL OF EXHIBITS

Light and small exhibits must be packed and carried away right after the exhibition closes on the last day. Dismantling of the stands will be done immediately after the closure of the exhibition. The Halls will be open on 4th October 09 up to 12.00 midnight for this purpose.

SECTION 1 - STAND CONSTRUCTION SERVICES

THE SHELL SCHEME PACKAGE ONLY



Where applicable, a shell scheme stand to the specification detailed will be erected by the official contractor. **A typical shell stand is shown above.** All stand fitting and display must be contained within the shell scheme structure and may not exceed 2.5 meters in height. **No projections into gangways will be permitted.**

The Following Items are included in packages for Shell Scheme only except Power Supply, Electrical Socket, Exhibitor Passes & Car Passes

Size	Table	Chairs	Spot Lights	Power Supply In KW	Electrical Socket Amp	Exhibitor Passes	Car Passes
6m ²	1	2	3	1.00	1	3	1
9m ²	1	2	3	1.00	1	3	1
12m ²	2	4	6	2.00	2	6	2
15m ²	2	4	6	2.00	2	6	2
18m ²	2	4	6	2.00	2	6	2
20m ²	2	4	6	2.00	2	6	2
27m ²	3	6	8	2.70	3	7	3
36m ²	3	6	8	2.70	3	7	3
39m ²	4	8	10	3.40	4	9	4
40m ²	4	8	10	3.40	4	9	4
50m ²	6	12	12	4.00	6	12	6
51m ²	6	12	12	4.00	6	12	6
70m ²	8	16	14	5.00	8	16	8
75m ²	8	16	14	5.00	8	16	8
77m ²	8	16	14	5.00	8	16	8
90m ²	11	22	18	7.00	11	22	11
99m ²	11	22	18	7.00	11	22	11
110m ²	11	22	18	7.00	11	22	11
120m ²	13	26	20	8.00	13	26	13
125m ²	13	26	20	8.00	13	26	13
150m ²	15	30	22	9.00	15	30	15

*** Please note above package is applicable only for 4 days of the exhibition i.e 1st - 4th Oct 09.**

❖ **Fascia Panel**

30cm high at 2.2 meters to the underside, to each open elevation, comprising aluminum frame with infill, fitted between dividing walls with additional supports at corners and where fascias exceed 4 meters in length.

❖ **Name Panel**

The company name as specified on **Form 1 [Page 17]** will be applied directly to the fascia. No alterations to the Shell Scheme name panel will be permitted, nor will the Organizers allow exhibitors' display material to be applied to the fascia.

❖ **Furniture, Lights, Power Plug**

As per the Shell Scheme Package Details on **Page - 8**

❖ **Power Supply**

Exhibitors will be provided with limited power supply at their stall as per the package on **Page - 8**.

STAND FITTING REGULATIONS

❖ **Shell Scheme**

A typical shell stand is shown on **Page 8**. All stand fitting and display must be contained within the shell scheme structure and may not exceed 2.5 meters in height. **No projections into gangways will be permitted.**

Exhibitors may affix lightweight photos, technical information, sheets, etc., direct to the shell scheme walls double sided adhesive pads or similar, provided such materials can be removed at the close of the Exhibition without damage to wall panels.

All back to back stands have to be closed up to a height of 1.5 meters. Ensure that no visitors should cross to the other side.

Stalls next to Emergency Exit area will be 3 side closed stall.

❖ **Bare Space Only**

Stand fitting and display work to **"Bare Space Only"** stands inside the halls **should be as per the Height Restrictions mentioned below**. Where exhibitors are making their own arrangements for the erection of a stand they are reminded that, where their stand abuts another Exhibitor's area, the back of any dividing walls, panels or exhibits must be painted white or masked to present a neat appearance. All space only exhibitors are responsible for ensuring that their stand number is clearly displayed.

Height Restrictions :-

Height 4 mtrs to all the Participants in Hall A & B

It is strictly prohibited to affix nails, hooks, tracks screw, adhesives, paint or similar items to the floors, walls, ceiling or other parts of the premises. Drilling holes into the floor is strictly prohibited. The use of plastic packing tape, gaffer tape, and masking tape of drafting tape on the floor will not be allowed. The official contractor will charge the offenders for any damage to their shell scheme panels.

Double-deck structures are not permitted.

Dimensioned drawings of all “Bare Space Only” stands must be sent to the Organizers for approval, not later than 21st September 09. The Organizers reserve the right to reject a design likely to unreasonably affect nearby exhibitors’ sites in any way or not confirming to safety standards.

Exhibitors employing stand fitting contractors must ensure that the company is approved by the Organizers. It will not be possible for exhibitors to obtain on-site services or labour for the erection of their stands and displays, unless prior arrangements have been made.

All materials used in the construction of stand fitting and displays must be either :

- Non-combustible material
- Flame resistant if plastic
- Flame resistant boarding
- Timber of any thickness, treated so as to be flame resistant
- Timber of thickness of more than 25 mm minimum
- Chipboard or block board more than 18mm thick

All textile materials used for decorative finishes to stands :

- Shall be able to pass a test for flammability or for surface spread of flame
- Shall be fixed taut or in tight pleats to a solid backing
- Shall be secured at floor level
- Shall not ignite when subjected to a flame after 10 seconds
- Shall not have an afterglow when subjected to a heat source for 10 seconds

Any paint used should be water-based and the use of paint sprayers in the halls is not permitted.

FLOOR LOADING CAPACITY

Exhibitors with heavy exhibits should send full details, including the exact position of the exhibit, to the Organizers to ascertain whether special weight spreading facilities are necessary.

ELECTRICAL REQUIREMENTS

- ❖ **R.M Bhuther & Co.** will be solely responsible for the installation of electrical cables and necessary switch gear between the mains supply and each individual exhibitor to suit the exhibitor's requirements.
- ❖ The costs of main supplies to "Bare Space" stands are not included in the "Bare Space" price and exhibitors are advised to order such supplies using **Form 3 [Page 21 - 22]** Any orders for main supplies received after 21st September 09 will be subject to a 20% surcharge.
- ❖ Additional power supply of spotlights can be ordered by filling **Form 4 [Page 23]** Three phase and connections on 24 hours supply will be however, charged extra.
- ❖ Electrical installation of shell stands requires special fastenings, clips and brackets to fit the aluminum extrusions. Under no circumstances may exhibitors modify this work or carry out their own installation.

SECTION 2 - GENERAL SERVICES

TEMPORARY STAFF

The Organizers can make arrangements for temporary staff for manning the stall during the Exhibition

Exhibitors requiring temporary stand Hostesses should apply to MCHI using **Form 5 [Page 24]** and arrangements will be made as requested.

FLOWERS & PLANTS

Flowers and plants are available on hire from the official floral contractor who will be in attendance in the Halls during the build-up period.

Exhibitors requiring flowers arrangements may contact the Hall Managers.

PHOTOGRAPHY

The official exhibition photographer will be in attendance throughout the event in the Hall. You will be advised of the photographer's contact details in your Welcome Pack. Exhibitors who wish to employ their own photographers should contact the Organizers' Office to arrange authorization and passes.

SECURITY

General security arrangements for the exhibition will be controlled by the Organizers.

While the Organizers will make all reasonable arrangements for security, they will not take responsibility for any loss or damage which may occur and the responsibility for the security of a stand, its exhibits and contents (including personal property), is that of the exhibitor.

All Exhibitors must arrange their own insurance to cover all risks and stages.

FIRE, EMERGENCY & ACCIDENT PRECAUTIONS

The exhibition halls are equipped with fire extinguishers and fire hoses. Emergency Exits have also been created in Halls which are marked in case of emergency.

STAND CLEANING

All stands will be cleaned at no additional cost. All areas will be cleaned overnight before the exhibition opens and daily thereafter. Exhibitors will be responsible for cleaning of their stand equipment and displays.

VIP LOUNGE

A VIP Lounge is available in the exhibition venue close to Hall A. Please feel free to use it for your meetings and interactions.

MEDIA / PRESS SERVICES

The Press Office at the venue will operate throughout the exhibition for the local and regional general media, and trade journals.

The Press Office will also issue regular press releases during the show. Exhibitors are welcome to inform the Press Office of suitable stories.

EXHIBITOR PASSES

A limited number of Exhibitor passes will be issued at the Organizer's site office, FREE OF COST to each exhibitor as mentioned on Page - 8. The passes will be issued only on presenting your Visiting card to the authorized Personnel.

CAR PARKING

Car parking Lots are available to at the car parking zone demarcated in the Exhibition Venue.

A limited number of car passes will be issued FREE OF COST to each exhibitor as mentioned on Page - 8

FIRST AID

Kindly contact any staff of MCHI at the Organizers' Site Office Desk should your require First Aid.

CAFETERIA

Air-conditioned Cafeteria is available in the Exhibition for both exhibitors and visitors.

REST ROOM FACILITIES

Adequate Toilet Facilities are arranged.

BUSINESS CENTRE

Telephones, Fax, Photocopying facilities are available at the Business Centre located in the registration area at the exhibition venue at a nominal cost.

SECTION 3 - EXHIBITION CATALOGUE

This year's exhibitor's comprehensive Catalogue will be released at the show and will also contain an alphabetical list of exhibitors and a description of their exhibits

Please complete your Catalogue Entry on **Form 1 [Page 17 - 19]**, and return before the dead line indicated on each page.

It is important that all details are complete, accurate and legible. This includes the company name, as well as all address details, telephone, fax, e-mail, website and contact name.

The word limit for your catalogue entry copy is strictly 50 words. Longer entries will be edited. Refer to **Form 1 [Page 19]**.

The Catalogue will continue to be used by visitors/ potential flat buyers as a reference after the show, therefore, accurate information is vitally important.

Exhibitors are also invited to advertise: please complete **Form 2 [Page 20]** and send it back immediately.

SECTION 4 - ADMISSION TO EXHIBITION

EXHIBITOR STAFF REGISTRATION

Exhibitor/Contractor passes and badges will be prepared by the Organizers and issued free to stand representatives of exhibiting companies. These badges are not transferable. Strict security is maintained in the Exhibition Halls and personnel must be in possession of the necessary identification pass to gain entry. Badges may be ordered using **Form 1 [Page 18]**, which should be returned by 10th September 09.

Badges will be supplied for all stand personnel. These will be distributed with the Exhibitor Welcome Packs, available for collection during Build-Up from the organizers office at the venue.

CONTRACTOR / SUPPLIER BADGES

Official suppliers, contractors of Organizers & Contractors of Exhibitors will be allowed only with Badges. Badges will be issued to contractors/suppliers only with request of exhibitors. These badges are valid only during the build up period i.e. up to 30th September 2009.

VISITOR REGISTRATION

Admission for Visitors is free on Registration Only.

Visitors Registration Form and Badges will be available at the Registration desk throughout the event.

Visitors can also pre- register at the MCHI website to avoid queues and registration formalities at the Venue.

SECTION 5 - GENERAL RULES

- ❖ Exhibitors must ensure that all gangways adjoining the stand are not blocked during build up and break down to a degree which inhibits the movement of other exhibitors and freight. The exhibitor is also responsible for ensuring that no product or display is placed in the aisle adjacent to his stand throughout the open hours of the Exhibition. The Organizers reserve the right to restrict the area of scaffolding or plant and limit the times during which it shall remain in the halls or on the stand.
- ❖ No part of any stand or exhibits including fascia, signs, lighting, corner posts or other fittings shall project into or overhang any gangway or adjacent stands, obscure any fire or exit signs, or be suspended from the roof. Additionally, any display or other items attached must not project over the frontage of space taken by another exhibitor.
- ❖ It is strictly prohibited to affix nails, tacks, screws, adhesives, paint or similar items to the floor, walls, ceilings or other parts of the premises. No cement, mortar, resins or adhesives may be applied directly to the hall floors.
- ❖ Audio-visual displays, amplifiers, videos and neon signs may only be used with the Organizers' prior written consent. Exhibitors are requested to keep noise levels, music system volumes etc. down. Volume levels should not interfere with normal conversation on neighboring stands.
- ❖ Exhibitors are not permitted to paste or otherwise affix or exhibit advertisements anywhere in the Exhibition halls except on their own stands. In addition, exhibitors may not distribute handbills, advertisements, photographs or other printed matter from the aisles and the outside areas of the Exhibition.
- ❖ Exhibitors are not permitted, and shall not permit others, to connect or otherwise interfere with the electrical, gas, water, or other fittings of the hall and shall not introduce into or use in the halls any supplementary plant for the generation or supply of electricity or for artificial lighting or generating power.
- ❖ Exhibitors providing their own display must ensure that these are completely finished including pre-mounting of samples, exhibits, lettering, and photographs before delivery to the exhibition halls.
- ❖ Exhibitors are not permitted to change or alter their displays during the open periods of the exhibition. Such changes or alterations should be carried out when the exhibition is closed to visitors and only with the permission of the Organizers.
- ❖ It is prohibited to take electrical supplies from sockets located in the hall walls.

COMPULSORY FORM

Please Complete And Email To:

Maharashtra Chamber of Housing Industry Email : nishita@mchi.net

NAME FOR STAND FASCIA - FOR SHELL SCHEME ONLY

	Stall No.	<input type="text"/>	Hall No.	<input type="text"/>
Company Name	<input type="text"/>			
City / Country	<input type="text"/>			
Telephone	<input type="text"/>	Fax	<input type="text"/>	
Email	<input type="text"/>	Website	<input type="text"/>	
Contact Name	<input type="text"/>	Position	<input type="text"/>	
Signature	<input type="text"/>	Date	<input type="text"/>	

Shell scheme exhibitors' company name and Stand Number appear on the **STAND FASCIA & Exhibitor List**. Please **TYPE OR PRINT** in **CAPITAL LETTERS** below as you wishes it to appear.

Company Name: _____

Projects in City / Cities :- _____

Note:

Only company names with a maximum of 30 characters are included in the shell scheme price and no logos are included.

FORM 1 (contd.)

OFFICIAL CATALOGUE ENTRY & INDEX

Please ensure that all details are complete, accurate and legible.

Name of Exhibiting Company: _____

Stall No: _____ Hall : _____

Address _____

Tel No: _____ Fax No: _____

Email Address _____ Website _____

FOR BUILDERS

Name of Concerned Person _____

MCHI Member Yes () No ()

Projects: Residential () Commercial () Both ()

Project in (Name of City) _____

Location _____

Projects Approved by _____

FOR HOUSING FINANCE COMPANIES / BANKS

Services Offered _____

Rate of Interest _____

50 word Catalogue Entry

Please give a brief description of your Company, in terms of who are the top management, what is their vision for the future, growth plans, employee strengths etc. This must be 50 words or under.

Copy will be edited if necessary.

Please type your entry.

Exhibitors are reminded that only the completion of this form qualifies the exhibiting company for a free entry in the Exhibition Catalogue. The Organizers will take no responsibility for any omissions of any exhibitor who does not complete and return this form as indicated, or for any omission or error resulting from insufficient, unclear or late information received from the exhibitor.

OFFICIAL CATALOGUE ADVERTISING - OPTIONAL

Stall No. Hall No.

Company Name

Contact Name Position

Sizes	Mechanical Data	Rs.	Please Tick
Full Page	19.4 cms (W) x 25.7 cms (H)(non bleed) 21 cms (W) x 27.3 cms (H) + 3mm bleed	50,000	Please Tick ()
Half Page	19.4 cms (W) x 12.6 cms (H)	35,000	Please Tick ()
Double Spread	40.4 cms (W) x 25.7 cms (H) (non bleed) Please provide gutter space	110,000	Please Tick ()
Back Page	19.4 cms (W) x 25.7 cms (H)(non bleed) 21 cms (W) x 27.3 cms (H) + 3mm bleed	85,000	Please Tick ()
Inside Front Page	19.4 cms (W) x 25.7 cms (H)(non bleed) 21 cms (W) x 27.3 cms (H) + 3mm bleed	75,000	Please Tick ()
Inside Back Page	19.4 cms (W) x 25.7 cms (H)(non bleed) 21 cms (W) x 27.3 cms (H) + 3mm bleed	75,000	Please Tick ()
The rates mentioned above are for each insertion only.			

Material Deadline : 15th September 09

Screen : 133
 Material : CD with progressive proofs.
 Corel (CDR) - 12 Version Convert to Curve

ADDITIONAL FURNITURE & DISPLAY AIDS HIRE - OPTIONAL

Please Complete And Email To:

Maharashtra Chamber of Housing Industry

Email : nishita@mchi.net

Company Name	<input type="text"/>		
	Stall No.	<input type="text"/>	Hall No. <input type="text"/>
Telephone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>	Website	<input type="text"/>
Contact Name	<input type="text"/>	Position	<input type="text"/>
Signature	<input type="text"/>	Date	<input type="text"/>

Sr.No.	ITEM DESCRIPTION	SIZE in mm	UNIT COST (Rs.)
2	Cushion Chair	-	400.00
3	Black Cushion Chair	-	600.00
4	Black Cushion High chair	-	600.00
5	Folding Chair	-	150.00
6	Bar Stool	-	300.00
7	Square table	800 x 800 x 800 ht	500.00
8	Round Table	900 dia x 750 ht	500.00
9	Glass Top Round Table	700 dia x 700 ht	900.00
10	Lockable Cabinet	1000 x 500 x 750 ht	1,000.00
11	Glass Top Showcase	1000 x 500 x 1000 ht	2,000.00
12	Desk Table	1000 x 500 x 750 ht	650.00

13	Chain Barrier	2000	600.00
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14	Curved Reception Counter	1500 x 500 x 750 ht	3,000.00
15	Brochure Rack		750.00
16	Side Table	500 x 500 x 500 ht	300.00
17	Centre Table	1000 x 500 x 500 ht	350.00
18	Tall Showcase	1000 x 500 x 2500 ht	3,500.00
19	Wooden Shelf / Glass Shelf	230	300.00
20	Spotlight of 100 watts	-	250.00
21	Socket of 5/15 amperes	-	400.00
22	100 Ltr. Refrigerator	-	2,500.00
23	Panel / Door	-	1,000.00
24	Stopper / Picture Clamps	-	15.00
25	Picture Retainer	-	50.00

* Service tax 12.36 % & Vat 1.5 %

Rates quoted are on rental basis and for the entire duration of the exhibition

Orders are valid only when accompanied with full payment.

All payment should be made directly to the official stand contractor R. M. Bhuther & Co.

ANY ORDERS RECEIVED AFTER THE DEADLINE WILL BE SUBJECT TO A 20% SURCHARGE.

ADDITIONAL POWER SUPPLY - OPTIONAL

Please Complete And Fax To:

Maharashtra Chamber of Housing Industry

Email : nishita@mchi.net

Stall No.

Hall No.

Company Name

Telephone

Fax

Email

Website

Contact name

Position

Signature

Date

- ❖ Shell Scheme Package stands are provided with one (1) 13 Amp socket with main power supply and three (3) spot lights for every 9 sq.m. Any other requirement will be charged extra
- ❖ Space only stands must indicate main power supply requirement in this form

Total sq mts _____ KW
 Total Power required _____ KW
 Power Supply entitled to _____ KW
 Extra Power Supply required _____ KW

Charges to be paid @ Rs.600/- per KW to _____

* Service tax 12.36 % & Vat 1.5 %

Payments should be made by cash on the opening day of the exhibition to the Official Contractor, R. M. Bhuther & Co.

Orders are valid only when accompanied by full payment.

TEMPORARY STAND HOSTESSES - OPTIONAL

Please Complete And Fax To:

Maharashtra Chamber of Housing Industry

Email : nishita@mchi.net

Stall No.

Hall No.

SS

Company Name

City/Country

Telephone

Fax

Email

Website

Contact Name

Position

Signature

Date

We wish to engage the temporary personnel at our stall

Number of Hostesses: _____

Date From _____ to _____

Time from _____ to _____

Payment should be made by cash on the opening day of the exhibition to :

**Ms. Renuka Uchill,
Premier Marketing,
E - 203, Vasant Sagar, Krishna Bldg,
Thakur Village, Samta Nagar,
Kandivili (E), Mumbai.
Tel: 9820214536 & 9820241653**