

SAFE 2015 held at Marine Drive , from 05<sup>th</sup> October 2015 to 11<sup>th</sup>  
October 2015

A BRIEF REPORT

Coir Bhavan participated in the SAFE Mela 2015 exhibition held at marine Drive, Ernakulam from 5<sup>th</sup> October 2015 to 11<sup>th</sup> October 2015 organised by the Welfare services Ernakulam. A stall size 3m x 3m has been taken in to possession. The stall has been beautifully decorated WITH COIR PRODUCTS . Almost all varieties of coir products were displayed in an elegant manner. All efforts were made to display latest varieties of coir products including coir pith , composites, coir geotextiles, garden articles etc.

It is estimated that nearly 25000 people visited the event. The visitors were very much interested in the display of our products. The Organic nature of Coir pith and its applications were explained to them. The brochures , pamphlets were distributed among potential visitors. There were so many enquiries and were requested them to visit our Showroom to have more comparative details of our quality coir products.

While assessing the importance of the Board's participation in the exhibition the impact/success of participation cannot be judged in terms of the sales value at the counter or commission earned as a result of participation. This is because of the fact that an exhibition is a most effective and less costly tool for publicity and propaganda, as the prospective customers have an opportunity to see and study the products directly before concluding a deal or establishing a new business contract.

  
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