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Hindustan Coir's Participation in the Onattukara Agri Fest-2015 held at
Onnattukara, kayamkulam from 19th to 23rd December, 2015

A Brief Report

As per the H.O. sanction order no. I-14016(11)82/2015-Domestic Marketing dt.15-12-2015 Hindustan Coir, Kalavoor participated in the Onattukkara Agri Fest-2015 exhibition held at Onnattukara, Kayamkulam from 19th to 23rd December, 2015.

A stall size of 3mtr x 3mtr has been taken into possession. The stall has been beautifully interior decorated with the varieties of coir products available with us in an elegant manner. We also accommodated Supreme Coir Industries in our stall for selling coir pith manure as per the instruction from Head Office. The exhibition timing was from 10am- 8.00pm. There were more than 30 stalls apart from us. Most of them were common people who came to attend the show.

The show was for 5 days. It is estimated that nearly 5,000 people visited the event. The visitors were very much interested in the display of our products. The brochures, pamphlets were distributed among potential visitors. The total sales effected at the counter comes to Rs.6469.- after discount. The total expenses incurred for participation in this show comes to Rs.27,600/-.

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.


MANAGER.