



**SGEPC/2010-11**

**27<sup>th</sup> July 2010**

**All The Members Of The Council**

To,

Dear Sir (s),

The Council has already circulated the calendar of events for the year 2010-11 through its circular dated 25.05.2010.

As you are aware, BSM is Australia & New Zealand was scheduled to be held during March 2010 but could not be organized due to suggested change in timings .We are pleased to inform you that the Empowered Committee of MAI has approved this event in the meeting held today.

Accordingly the BSM will be organized in each of the following places during November '2010

1. Melbourne
2. Sydney
3. Auckland

A professional agency will be appointed to undertake following activities in association with High Commission of India.

1. Building database of potential buyers of Indian sport goods and toys specifically in reference to the products being displayed in the BSM.
2. Mailing invitations to the companies in the database followed by follow-up activities.
3. Releasing advertisement/press notes in the relevant magazine/newspapers for promoting the event.
4. Organizing the display of Indian Products at a suitable venue in each city.

Participation is invited from members for the BSM. Members interested to participate are requested to send us application for participation.

**A limited budget has been sanctioned under the MAI Scheme for this event. To contain the cost within the budget, the Council would be screening the applications and would consider only those applications which are received, fully completed along with the initial deposit by the 2<sup>nd</sup> August' 2010. Incomplete applications or applications received after 2<sup>nd</sup> August' 2010 are liable to be rejected.**

**Please note that only those requests will be accepted which are accompanied by the following:**

1. Completed application form, signed terms and conditions & undertaking
2. Initial Deposit of Rs. 35,000/-.

The last date for receipt of completed applications is **2<sup>nd</sup> August' 2010**

Looking forward to receiving your confirmations.

Regards

Gurpreet  
Trade Promotion Officer