



## DrinksLiveAwards

We propose to hold an event - **DrinksLiveAwards**. The event is scheduled to be held on 29 & 30 November, 2024 at Delhi, India & 30 & 31 December, 2024 at Goa, India.

### Registration fee

- To enable National and International participants to participate in the Event, Theme Promoters shall charge onetime registration / participation fee of INR 10,000/- ( USD 125/- ) non-refundable from each participant

### Charges for Participation in DrinksLiveAwards

1	Label registration 1 set of Label = two bottles of 750 ml, to be submitted for tasting	INR 20,000/- or US\$ 250/- The fee is per set of Label
2	Design and Packaging 1 set = two bottles per label.	INR 20,000/- or US\$ 250/- The fee is per set of Label
3	Last date for submission of Bottles for clearance	22 November, 2024
4	Goods & Service Tax (GST) is applicable on all the above activities	Current GST slab applicable is 18%

## Theme Promoters

40-A, D.D.A FLATS, (L.I.G.), RAJOURI GARDEN, NEW DELHI-110027

Mobile: + 91 9599 71 7170, + 91 9717 71 7170

E-mail: [themepromoters@gmail.com](mailto:themepromoters@gmail.com), [www.drinksliveawards.com](http://www.drinksliveawards.com)

## **Important instructions for the participants**

### **1. Cancellation of participation by the participant**

- In case of cancellation, the request should be communicated to the Organizer on or before September 30, 2024 so that the Organizer may arrange for refund the payment made by the participant after deducting 10% towards incidental expenses incurred by the Organizer.
- However, any Taxes paid on the total payment will not be refunded.
- No communication further in this respect shall be entertained after the expiry of the cut of date for refund

### **2. Custom / Import Duty**

- Custom / Import duty as applicable for items being brought to India by any participant for the event will be levied by the Customs Department of Govt. of India which will not be refundable.
- The importer shall be responsible for the custom clearances.
- Our support in this respect shall be limited

### **3. Excise Duty**

- Excise duty as applicable in the State of Delhi & Goa, India shall apply for this event.
- Excise duty has to be paid on all the bottles brought by the participants for the event
- In addition, Goods and Service Tax (GST) also has to be paid
- Government shall not refund the duties and taxes paid
- As per Excise Act, maximum acceptable range of ethanol by volume (% v/v) in Delhi is 50% V/V or 75 Proof in the case of distilled spirits such as Whisky, Gin, Rum, and Vodka etc.
- In the case of Wine it is 12% V/V
- In the case of Beer, it is 8% V/V
- Excise duty paid for Label and design & packing registration is applicable only for the specific event
- We require two months' time to register unregistered Label / Brand of Alcoholic Drinks with the Excise Department for Event

### **4. Force measure clause applicable**

- In case of any unavoidable situation arise due natural calamities or Government decisions, in case the event is to be postponed or cancelled, organizers reserves the right to cancel or change the venue, date and timing

**5.** We reserve the right to cancel the participation of any participant at any point of time without giving any reason and our liability is maximum to the participation charges without any kind of government taxes.

**6.** Subject to Delhi Jurisdiction only.

**Note** - Our accepted form of payment is solely in Indian Rupees (INR). Although we do provide approximate pricing in US Dollars (USD), we kindly request all payments to be made in INR.

**Thanks and regards**

**For and on behalf of Theme Promoters**

Anuj Ahuja

Director

(M) +91 9599 71 71 70 (Whatsapp)

(M) +91 9717 71 71 70

(URL) : [www.drinksiveawards.com](http://www.drinksiveawards.com)

Email : [themepromoters@gmail.com](mailto:themepromoters@gmail.com)

## DrinksLiveAwards & India International Drinks Expo

New Delhi

We propose to hold an exhibition - **DrinksLiveAwards & India International Drinks Expo**. The exhibition is scheduled to be held on 29 & 30 November 2024 at New Delhi (India). We invite interested participants to exhibit their branded products at the exhibition and share their valued experiences to other participants as well as visitors to the exhibition. More details about the exhibition are given below

### Part – A

#### About the Expo

<b>Exhibition Theme</b>	: India International Drinks Expo
<b>Name of the Organizer</b>	: Theme Promoters, New Delhi
<b>Expected date of Exhibition</b>	: 29 & 30 November, 2024
<b>Exhibition Timings</b>	: From IST 2.00 PM to 10.00 PM

### Part – B

#### Proposed product Showcase

<b>Proposed product Showcase</b>	<ul style="list-style-type: none"><li>✓ Premium &amp; Luxury Spirits, Beers etc.</li><li>✓ RTD (Ready to Drink)</li><li>✓ Soft Drinks</li><li>✓ Ciders</li><li>✓ Mixers and Materials</li><li>✓ Flavors</li><li>✓ Equipment's &amp; Accessories</li><li>✓ Light &amp; Sound</li><li>✓ Serving Glasses</li><li>✓ Printing</li><li>✓ Packaging</li><li>✓ Technology</li><li>✓ Food</li></ul>
----------------------------------	--

---

## Theme Promoters

40-A, D.D.A FLATS, (L.I.G.), RAJOURI GARDEN, NEW DELHI-110027

Mobile: + 91 9599 71 7170, + 91 9717 71 7170

E-mail: [themepromoters@gmail.com](mailto:themepromoters@gmail.com), [www.drinksliveawards.com](http://www.drinksliveawards.com)

## Part – C

### **Cost involvement to participate in the Exhibition**

#### **Registration fee**

- To enable National and International exhibitors to participate in the Exhibition, Theme Promoters, New Delhi shall charge onetime registration / participation fee of INR 10,000/- ( USD 125/- ) non-refundable from each participant

### **Space allocation for display of products**

#### **Standard / normal location**

<b>Alcoholic &amp; Non Alcoholic Drinks</b>	<b>Shell Scheme (built up) per sqm (Min. Booking 9 sqm.)</b>	<b>Bare space per sqm. (Min. Booking 36 sqm.)</b>
National Participants	INR. 11000/-	INR. 9500/-
Overseas Participants	US\$ 230/- (payment in INR )	US\$ 200/- (payment in INR. )

#### **Special location**

2- side facing (Premium area)	Basic charges + 10%
3- side facing (Premium area)	Basic charges + 20%
Island look (Premium area)	Basic charges + 30%

### **Charges for Participation in DrinksLiveAwards**

Last date for submission of Bottles to Excise Department for clearance	October 31, 2024
Goods & Service Tax (GST)is applicable on all the above activities	Current GST slab applicable is 18%

## Part – D

### **Important instructions for the participants**

#### **1. Cancellation of participation by the participant**

- The rates mentioned for standard and special space above are for per square meter.
- Minimum application should be 9 square meter for shell scheme and 36 square meter for bare space.
- The space will be earmarked on the basis of first-cum-first served basis.
- Once the space is confirmed and reserved by the Organizer, in case of cancellation, the request should be communicated to the Organizer on or before September 30, 2024 so that the Organizer may arrange for refund the payment made for the space by the participant after deducting 10% towards incidental expenses incurred by the Organizer.
- However, any Taxes paid on the total payment will not be refunded.
- No communication further in this respect shall be entertained after the expiry of the cut of date for refund

#### **2. Facilities provided by the Organizer**

##### **Shell Space facility**

- When exhibitors book their participation to display their products, shall provide the below mentioned facilities at no additional cost:
  - ✓ By default minimum 9 square meters of space will be reserved / allocated to each participant on first-cum-first served basis
  - ✓ Area covering partition panels,
  - ✓ Fascia,
  - ✓ Three spotlights,
  - ✓ One table with three chairs,
  - ✓ One power point socket
  - ✓ One waste paper basket

##### **Bare Space facility**

- If any exhibitor is interested, bare space is also available to them
- The minimum bare space to be booked is 36 square meters.

- Exact requirement of bare space required should be communicated to the Organizers in writing well in advance.
- Expenses for construction of booth etc. on the bare space to be borne by the participant

### **Instruction for Construction of booth on bare space**

- The height of partition panels should not be more than 2.8 meters and that of fascia is 4 meters.
- The design for construction & decoration of the booth should be submitted to the organizers prior to commencement of construction for forwarding the same to the Architectures of the concerned department for approval

### **3. Custom / Import Duty**

- Custom / Import duty as applicable for items being brought to India by any participant for the exhibition will be levied by the Customs Department of Govt. of India which will not be refundable.
- The importer shall be responsible for the custom clearances.
- Our support in this respect shall be limited

### **4. Excise Duty**

- Excise duty as applicable in the State of Delhi, India shall apply for this exhibition.
- Excise duty has to be paid on all the bottles brought by the participants for the exhibition
- In addition, Goods and Service Tax (GST) also has to be paid
- Government shall not refund the duties and taxes paid
- As per Delhi Excise Act, maximum acceptable range of ethanol by volume (% v/v) in Delhi is 50% v/v or 75 Proof in the case of distilled spirits such as Whisky, Gin, Rum, and Vodka etc.
- In the case of Wine it is 12% V/V
- In the case of Beer, it is 8% V/V
- Excise duty paid for Label and design & packing registration is applicable only for the specific exhibition
- Delhi Government doesn't allow sale of Alcoholic products at the Expo.
- Therefore, exhibitors have to maintain compulsory stock register and to submit the same to Govt. Authorities, if required
- We require two months' time to register unregistered Label / Brand of Alcoholic Drinks with the Delhi Excise Department for Expo

### **5. Hotel accommodation and transportation**

- Hotel accommodation and transportation at Delhi shall have to be borne by the participant. All payments in this respect shall have to be paid directly by the participants to the service providers.
- Organizers shall not take any responsibility whatsoever may be in this respect.
- However, if any participant require any assistance from the Organizers in this respect, it would be our pleasure to extend the same
- Wherever possible, the Organizers shall extend their help at Delhi but any cost implications are there, the same will have to be borne by the participants

## **6. Entry to the Exhibition Hall**

- Entry will be allowed only to strictly screened audience of Selected representatives of Importers, F&B (Food & Beverages), stakeholders, Beverage Companies, Retailers & Buyers, Corporates, Consumer Enthusiasts and other categories on verification of invitation card and/or entry passes issued by the organizer

## **7. Force measure clause applicable**

- In case of any unavoidable situation arise due natural calamities or Government decisions, in case the exhibition is to be postponed or cancelled, organizers reserves the right to cancel or change the date and timing

## **8. Visa and related arrangements for International participants**

- We shall issue invitation requests to all the participants for visiting India to participate in the exhibition.
- Obtaining a visa is the responsibility of the individual participants

**9.** India being one of the world's largest market, Theme Promoters, offer to showcase your products in India

**10.** We are working with all exhibitors to encourage them to showcase unique products / experiences in order that they gain maximum mileage from their investment in the show

**11.** We reserve the right to cancel the participation of any exhibitor/participant at any point of time without giving any reason and our liability is maximum to the participation charges without any kind of government taxes.

**12.** Subject to Delhi Jurisdiction only.

## **Note:**

- Our accepted form of payment is solely in Indian Rupees (INR). Although we do provide



approximate pricing in US Dollars (USD), we kindly request all payments to be made in INR.

- Participation in DrinksLiveAwards does not require participation in the exhibition but your product will not be showcased in the exhibition.
- Only for Alcoholic Drinks we need special permission from Excise department which is for exhibition purpose only with a small fees.

For eg. If exhibition is for two days then your product will be registered for two day exhibition only

- If your Label / Brand is already registered for sale in New Delhi, please contact for other options to participate in the exhibition.

**Thanks and regards**  
**For and on behalf of Theme Promoters**

Anuj Ahuja

Director

(M) +91 9599 71 71 70 (Whatsapp)

(M) +91 9717 71 71 70

(URL) : [www.drinksliveawards.com](http://www.drinksliveawards.com)

Email : [themepromoters@gmail.com](mailto:themepromoters@gmail.com)

## DrinksLiveAwards & India International Drinks Expo

Goa

We propose to hold an exhibition - **DrinksLiveAwards & India International Drinks Expo**. The exhibition is scheduled to be held on 30 & 31 December 2024 at Goa (India). We invite interested participants to exhibit their branded products at the exhibition and share their valued experiences to other participants as well as visitors to the exhibition. More details about the exhibition are given below

### Part – A

#### About the Expo

<b>Exhibition Theme</b>	: India International Drinks Expo
<b>Name of the Organizer</b>	: Theme Promoters, New Delhi
<b>Expected date of Exhibition</b>	: 30 & 31 December, 2024
<b>Exhibition Timings</b>	: From IST 12.00 to 22.00

### Part – B

#### Proposed product Showcase

<b>Proposed product Showcase</b>	<ul style="list-style-type: none"><li>✓ Premium &amp; Luxury Spirits, Beers etc.</li><li>✓ RTD (Ready to Drink)</li><li>✓ Soft Drinks</li><li>✓ Ciders</li><li>✓ Mixers and Materials</li><li>✓ Flavors</li><li>✓ Equipment's &amp; Accessories</li><li>✓ Light &amp; Sound</li><li>✓ Serving Glasses</li><li>✓ Printing</li><li>✓ Packaging</li><li>✓ Technology</li><li>✓ Food</li></ul>
----------------------------------	--

---

## Theme Promoters

40-A, D.D.A FLATS, (L.I.G.), RAJOURI GARDEN, NEW DELHI-110027

Mobile: + 91 9599 71 7170, + 91 9717 71 7170

E-mail: [themepromoters@gmail.com](mailto:themepromoters@gmail.com), [www.drinksliveawards.com](http://www.drinksliveawards.com)

## Part – C

### **Cost involvement to participate in the Exhibition**

#### **Registration fee**

- To enable National and International exhibitors to participate in the Exhibition, Theme Promoters, Goa shall charge onetime registration / participation fee of INR 10,000/- ( USD 125/- ) non-refundable from each participant

#### **Space allocation for display of products**

##### **Standard / normal location**

<b>Alcoholic &amp; Non Alcoholic Drinks</b>	<b>Shell Scheme (built up) per sqm (Min. Booking 8/9 sqm.)</b>	<b>Bare space per sqm. (Min. Booking 36 sqm.)</b>
National Participants	INR. 7500/-	INR. 6500/-
Overseas Participants	US\$ 200/- (payment in INR )	US\$ 180/- (payment in INR. )

##### **Special location**

2- side facing (Premium area)	Basic charges + 10%
3- side facing (Premium area)	Basic charges + 20%
Island look (Premium area)	Basic charges + 30%

#### **Charges for Participation in DrinksLiveAwards**

Last date for submission of Bottles to Excise Department for clearance	22 November, 2024
Goods & Service Tax (GST) is applicable on all the above activities	Current GST slab applicable is 18%

## Part – D

### **Important instructions for the participants**

#### **1. Cancellation of participation by the participant**

- The rates mentioned for standard and special space above are for per square meter.
- Minimum application should be 8/9 square meter for shell scheme and 36 square meter for bare space.
- The space will be earmarked on the basis of first-cum-first served basis.
- Once the space is confirmed and reserved by the Organizer, in case of cancellation, the request should be communicated to the Organizer on or before September 30, 2024 so that the Organizer may arrange for refund the payment made for the space by the participant after deducting 10% towards incidental expenses incurred by the Organizer.
- However, any Taxes paid on the total payment will not be refunded.
- No communication further in this respect shall be entertained after the expiry of the cut of date for refund

#### **2. Facilities provided by the Organizer**

##### **Shell Space facility**

- When exhibitors book their participation to display their products, shall provide the below mentioned facilities at no additional cost:
  - ✓ By default minimum 8/9 square meters of space will be reserved / allocated to each participant on first-cum-first served basis
  - ✓ Fascia,
  - ✓ Three spotlights,
  - ✓ One table with three chairs,
  - ✓ One power point socket
  - ✓ One waste paper basket

##### **Bare Space facility**

- If any exhibitor is interested, bare space is also available to them
- The minimum bare space to be booked is 36 square meters.

- Exact requirement of bare space required should be communicated to the Organizers in writing well in advance.
- Expenses for construction of booth etc. on the bare space to be borne by the participant

### **Instruction for Construction of booth on bare space**

- The height of partition panels should not be more than 2.8 meters and that of fascia is 4 meters.
- The design for construction & decoration of the booth should be submitted to the organizers prior to commencement of construction for forwarding the same to the Architectures of the concerned department for approval

### **3. Custom / Import Duty**

- Custom / Import duty as applicable for items being brought to India by any participant for the exhibition will be levied by the Customs Department of Govt. of India which will not be refundable.
- The importer shall be responsible for the custom clearances.
- Our support in this respect shall be limited

### **4. Excise Duty**

- Excise duty as applicable in the State of Goa, India shall apply for this
- Excise duty has to be paid on all the bottles brought by the participants for the exhibition
- In addition, Goods and Service Tax (GST) also has to be paid
- Government shall not refund the duties and taxes paid
- As per Goa Excise Act, maximum acceptable range of ethanol by volume (% v/v) in Goa is 50% V/V or 75 Proof in the case of distilled spirits such as Whisky, Gin, Rum, and Vodka
- In the case of Wine it is 12% V/V
- In the case of Beer, it is 8% V/V
- Excise duty paid for Label and design & packing registration is applicable only for the specific exhibition
- Goa Government allow sale of Alcoholic products at the event for registered products only (with a small fee). Non registered products allow to showcase and tasting.
- Therefore, exhibitors have to maintain compulsory stock register and to submit the same to Authorities, if required
- We require two months' time to register unregistered Label / Brand of Alcoholic Drinks with the Goa Excise Department for Expo

**5. Hotel accommodation and transportation**

- Hotel accommodation and transportation at Goa shall have to be borne by the participant. All payments in this respect shall have to be paid directly by the participants to the service providers.
- Organizers shall not take any responsibility whatsoever may be in this respect.
- However, if any participant require any assistance from the Organizers in this respect, it would be our pleasure to extend the same
- Wherever possible, the Organizers shall extend their help at Goa but any cost implications are there, the same will have to be borne by the participants

**6. Entry to the Exhibition Hall**

- Entry will be allowed only to strictly screened audience of Selected representatives of Importers, F&B (Food & Beverages), stakeholders, Beverage Companies, Retailers & Buyers, Corporates, Consumer Enthusiasts and other categories on verification of invitation card and/or entry passes issued by the organizer

**7. Force measure clause applicable**

- In case of any unavoidable situation arise due natural calamities or Government decisions, in case the exhibition is to be postponed or cancelled, organizers reserves the right to cancel or change the date and timing

**8. Visa and related arrangements for International participants**

- We shall issue invitation requests to all the participants for visiting India to participate in the exhibition.
- Obtaining a visa is the responsibility of the individual participants

**9.** India being one of the world's largest market, Theme Promoters, offer to showcase your products in India

**10.** We are working with all exhibitors to encourage them to showcase unique products / experiences in order that they gain maximum mileage from their investment in the show

**11.** We reserve the right to cancel the participation of any exhibitor/participant at any point of time without giving any reason and our liability is maximum to the participation charges without any kind of government taxes.

**12.** Subject to Delhi Jurisdiction only.

**Note:**

- Our accepted form of payment is solely in Indian Rupees (INR). Although we do provide approximate pricing in US Dollars (USD), we kindly request all payments to be made in INR.
- Participation in DrinksLiveAwards does not require participation in the exhibition but your product will not be showcased in the exhibition.
- Only for Alcoholic Drinks we need special permission from Excise department which is for exhibition purpose only with a small fees.

For eg. If exhibition is for two days then your product will be registered for two day exhibition only

- Goa Government allow sale of alcoholic products at the event for registered products only (with a small fee). Non registered products allow to showcase and tasting.

**Thanks and regards**  
**For and on behalf of Theme Promoters**

Anuj Ahuja

Director

(M) +91 9599 71 71 70 (Whatsapp)

(M) +91 9717 71 71 70

(URL) : [www.drinksliveawards.com](http://www.drinksliveawards.com)

Email : [themepromoters@gmail.com](mailto:themepromoters@gmail.com)