



#### For Stall Booking and Sponsorship Contact

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#### Our Delivery :

- Creating and promoting awareness on Engineering & B-Schools
- Establishing a platform to encourage quality interactions
- Hand holding the students in their decision making process
- Organizing the event to promote your brand
- Lead generation and distribution to partner colleges
- Building a 'Supply Pipeline' in the emerging markets



400 City Centre | 2nd Floor | Luby Circular Road | Dhanbad  
Jharkhand 826001 | India | 0326 3241934 / 09234368444  
info@college2campus.com | www.college2campus.com

design&print:www.digitalx2.com



Organised by





## From the Desk of Director...

Dear Madam / Sir

Greetings from College 2 Campus !

We would like to take this pleasure to introduce ourselves as "COLLEGE & CAMPUS EDUCATION SERVICES PVT. LTD ". CCESPL is working on the theme "Indian Education, the Quality Paradigm" for the last 8 years. So far we have made a mark in providing the quality education through organizing educational fair and admission guidelines etc.

Since 2005, we are involved in simplifying branding & admission process for various Engineering Colleges / Universities / B Schools. Marketing investment decision making is a taxing job often due to difference in branding channel and sales channel.

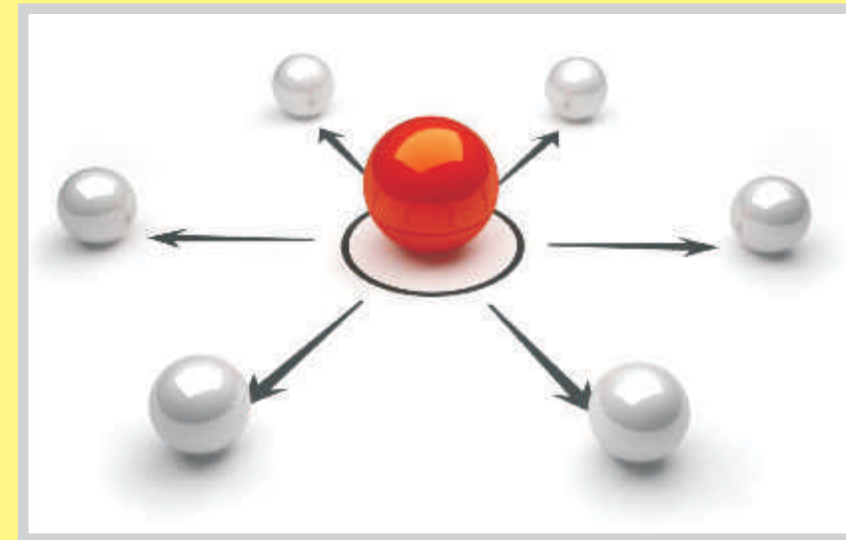
This year we are introducing cost-effective marketing strategy for all institutes. College and Campus Edu. Services Private Limited, India's Premier Educational Event Management Company makes it easy for you by providing you an advertisement package that not only gives you benefit of an excellent branding but also an effective channel for bringing sales. The package is designed to cater all your business needs on minimum investment & maximum gain model.

For further information please refer this brochure or visit us at [www.college2campus.com](http://www.college2campus.com).

Please feel free to contact us for any further clarification.

Happy Business!

Regards  
Satya Prakash Singh  
Director



## Our Value Added Partners



## EVENT CALENDAR

Patna	8th & 9th February, 2013	Taramandal
Ranchi	11th & 12th February, 2013	Milan Palace
Jamshedpur	13th February, 2013	Hotel Centre Point

Patna	12th & 13th April, 2013	Hotel Chanakya
Ranchi	15th & 16th April, 2013	Capitol Hill

Patna	31st May & 1st June, 2013	Taramandal
Ranchi	3rd & 4th June, 2013	Milan Palace
Jamshedpur	6th June, 2013	Hotel Centre Point
Dhanbad	8th June, 2013	Indoor Stadium



university expo 2013  
EDUCATION FOR ALL



### Terms & Conditions

- This booking order form will be governed by the following terms and conditions. The terms and conditions stipulated here are not negotiable unless and until specifically agreed to in writing by **College & Campus Edu. Services Pvt. Ltd.** Exhibitors are requested to study the terms and conditions carefully before finalizing their participation.
- For purposes of this order the word "**Organiser**" will refer to **College & Campus Edu. Services Pvt. Ltd.** Having their office at 400, City Centre, 2nd Floor, L.C.Road, Dhanbad, Jharkhand-826001, Ph-0326-3241934, 09234368444, and the word **Exhibitor** will refer to the person and / or Institution who has completed this stall booking contract form.
  - The booking of stall has to be made along with an advance payment of 50% by way of crossed cheque or D.D. drawn in favour of "College & Campus Edu. Services Pvt. Ltd.". Along with the stall booking contract form duly filled and signed by a competent authority. The balance payment will be paid first day of fair. Any extra charges payable towards additional services are to be paid in cash at the venue.
  - Non adherence to the payment Schedule will lead to the cancellation of the booking without reference to the exhibitor. A grace period of 15 days is given to the Exhibitor to make the balance payment. In case the payment is not received by the prescribed date, the space booked will automatically be cancelled without reference to the exhibitor and organizer will be free to market the space to other interested parties.
  - All Exhibitors are required to comply with all the provisions of Service Tax, Sales Tax Act Regulations or any Taxes and Levies as applicable by Govt. of India enforceable at the time of the Fair.
  - Exhibitors are requested to note that all floor plans shown in the brochure are tentative and the organizer reserve the right to amend the floor plan. Further, the organizer are not liable for any change in the venue or date arising from circumstances beyond their control.
  - In case of the event being cancelled or suspended in whole or in part for causes not in the Organizer control, the organizer do not accept any consequential liability in any such eventuality. Disputes are subject to Dhanbad Court Jurisdiction.
  - The Exhibitors are requested to bring their own stabilizer/inverter/UPS/spike busters etc. for a stabilized supply to power to their equipments, since the organizer cannot ensure stabilized power supply.
  - The rates do not include charges for extra lighting or decoration, demonstrators or sales personnel etc, which may be arranged on specific requests.
  - Although arrangements for round-clock security will be made by the organizer, the Exhibitors will be solely responsible for the safety of their goods.
  - Exhibitors will be fully responsible for any damage done to the premises, furniture and fixtures provided to them, and will have to make payments for any such loss/damages and the decision of the organizer in this respect will be final.

- Any damage/loss caused to goods suffered by the exhibitor owing to pilferage, fire, rain, floods, riots, strike or accident or malicious intent during transport and carriage or at the venue owing to the same or any other reasons what soever shall not be made good by the organizer to the concerned exhibitor.
- Allotment of stall location will be generally on a first-come-first served basis. The organizer reserve the right to allot stall locations as per categorization and their decision in this regard shall be final.
- The Exhibitors cannot sublet the stalls to third parties, transfer the stalls and utilize the stalls other than which the said stall has been contracted for.
- Fixing of nails, screws, bolts, etc. and painting directly on display panels provided is not permitted except on taking permission from the organizer present.
- Goods Materials/Objects which are hazardous, inflammable, banned or forbidden, or deemed inappropriate by the organizer will not be allowed in the venue.
- Disassembly and removal of all materials will have to be done on the same day after the end of the show, material can be taken out from the Exhibition site against authorized Gate Pass only.
- The organizer shall have a lien over the Exhibitors goods in case of his/her default in any manner.
- Under no circumstances will money be refunded by the organizer in case of cancellations on part of the Exhibitor who has booked stalls.
- The organizer reserve the right to cancel the stall booking any time before or during the event, by refunding the money received, at their sole discretion and without assigning any reason. In case the stall is cancelled due to misbehavior and unethical practice by the Exhibitor, money shall not be refunded to the Exhibitor.
- The organizer may cancel, suspend or alter dates of the exhibition owing to circumstances beyond its control. In case of change in dates and duration of the Exhibition the contractual obligation between the Exhibitor and Organizer remains unaffected. However, the organizer stand indemnified against excessive/low turnout of visitors/premature closure or suspension of the exhibition due to unavoidable circumstances. The same shall apply if the exhibition is cancelled due to riots, strike, rain, floor, earthquake or any manmade/natural disaster, including untimely demise of either exhibitor or organizer. No refunds will be made by the organizer in the event any situation as described above arises.
- In case the Exhibitors does not take possession of the stalls by 2p.m. on the opening day the organizer reserve the right to allot the stalls to others without refunding the advances made.
- Stall booking contract will be deemed completed only after full payment is made and the organizer have accepted the booking.
- All exhibitors will strictly abide by the rules, regulations, terms & conditions as prescribed herewith.

I \_\_\_\_\_ have read the "Terms & Conditions" of Participation in this Event series and agree to abide by them,

Signature \_\_\_\_\_

Name \_\_\_\_\_  
(On Behalf of College & Campus Edu. Services Pvt. Ltd.)

Signature & Seal \_\_\_\_\_

Name \_\_\_\_\_  
(On Behalf of Participating Institution)



# COLLEGE 2 CAMPUS EDUCATION EXPO 2013

When we close our eyes and imagine, we see our new generation youngsters shining through in the global competition. Be it in the field of Medical Science or Engineering, Information Technology or Genetic Engineering, Business Management or Chartered Accountancy, Art or Literature, Film Technology or Event Management, Airline Management or Hotel Management. We see them as young Indians, leading tomorrow's world. At 'College 2 Campus Education Expo 2013', expect everything under the sun accepting the, “keep quiet!”

## Why College2Campus Expo 2013 Series?

With the current surge of opportunities in Professional / Technology-related careers, the youngster's out of schools & Colleges are increasingly looking for guidance when it comes in choosing their career. While the lucky few are guided and are able to get into the competition-driven leading institutions, the vast majority runs from pillar to post to get information about good institutions.

Secondly, the fair is strategically timed just a few days after the declaration of the class XII & Graduation results of both ICSE and CBSE boards and various national level competitive exams. Viz: CAT, MAT, XAT, C-MAT, IIT, AIEEE, State Levels Exams, and University Exams etc.

Thirdly, the exhibition gives a platform to have top of mind recall for your institution and attract best talent from the prospective pool of students.

Last but not least, the exhibition is focused on professional education only therefore has a defined target of students who have decided to pursue a career as a professional knowledge worker.

### Who Visits?

The exhibition attracts targeted audience of students and parents looking for good institutions providing professional education in

- Engineering
- Medical Science
- Management
- Emerging Career Stream



### Stall Booking Contract Form

#### Institution Details

Contact Person	
Position or Job Title	
Institution Name	
Address	
City Pin Code	
Phone	
Cell	
Fax	
Email	
Website	
Affiliation	
Name board Fascia to be written on Stall	
Signature & Seal	
Date	

To  
College & Campus Edu. Services Pvt. Ltd.  
400, City Centre, 2nd Floor, L.C.Road, Dhanbad  
Jharkhand-826001, Ph-0326-3241934, 09234368444

Dear Sir,

We have read the “Terms & Conditions” set out overleaf and accept them and would like to book space at the following cities.

#### Event calendar

Patna(8 <sup>th</sup> & 9 <sup>th</sup> Feb 2013, Taramandal)		
Stall No.	Size	Amount (₹)
Ranchi(11 <sup>th</sup> & 12 <sup>th</sup> Feb 2013, Milan Palace)		
Stall No.	Size	Amount (₹)
Jamshedpur(13 <sup>th</sup> Feb 2013, Hotel Fortune Park Centre Point)		
Stall No.	Size	Amount (₹)
Patna(12 <sup>th</sup> & 13 <sup>th</sup> April 2013, Hotel Chanakya)		
Stall No.	Size	Amount (₹)
Ranchi(15 <sup>th</sup> & 16 <sup>th</sup> April 2013, Hotel Capitol Hill)		
Stall No.	Size	Amount (₹)
Patna(31 <sup>st</sup> May & 1 <sup>st</sup> June 2013, Taramandal)		
Stall No.	Size	Amount (₹)
Ranchi(3 <sup>rd</sup> & 4 <sup>th</sup> June 2013, Milan Palace)		
Stall No.	Size	Amount (₹)
Jamshedpur(6 <sup>th</sup> June 2013, Hotel fortune Park Centre Point)		
Stall No.	Size	Amount (₹)
Dhanbad (8th June 2013, Indoor Stadium)		
Stall No.	Size	Amount (₹)

Add 12.3% Service Tax	
Total Amount	

We enclose our DD/Cheque No.

Dated  On  Bank

for Rs.  in favour of “College & Campus Edu. Services Pvt. Ltd.”, payable at “Dhanbad ” towards advance and undertake to pay the balance as per the payment schedule mentioned overleaf.

**Other Payment Options ( Please Tick ☒ )**

☐ We have transferred the amount to your bank

Account Name : COLLEGE AND CAMPUS EDU. SERVICES PVT. LTD.

Account No. : 474820110000158

Name of Bank : BANK OF INDIA

Account Type : CURRENT

Branch : DHANBAD

IFSC Code : BKID0004748



# Participation Package

MBA FAIR

Patna	Ranchi	Jamshedpur
Stall	Stall	Table Space

Stall Size	Card Rate (₹)	Offer Rate (₹)
4 sq mt	90000	81000
6 sq mt	120000	108000
8 sq mt	140000	126000
12 sq mt	180000	162000

UNIVERSITY EXPO

Patna	Ranchi
Stall	Stall

Stall Size	Card Rate (₹)	Offer Rate (₹)
4 sq mt	80000	72000
6 sq mt	110000	99000
8 sq mt	140000	126000
12 sq mt	180000	162000

ADMISSION EXPO

Patna	Ranchi	Jamshedpur	Dhanbad
Stall	Stall	Table Space	Table Space

Stall Size	Card Rate (₹)	Offer Rate (₹)
4 sq mt	110000	99000
6 sq mt	140000	126000
8 sq mt	160000	144000
12 sq mt	200000	180000

MBA FAIR & UNIVERSITY EXPO

Patna	Ranchi	Jamshedpur
Stall	Stall	Table Space

Stall Size	Card Rate	Offer Rate (₹)
4 sq mt	170000	144500
6 sq mt	230000	195500
8 sq mt	280000	238000
12 sq mt	360000	306000

MBA FAIR & ADMISSION EXPO

Patna	Ranchi	Jamshedpur	Dhanbad
Stall	Stall	Table Space	Table Space

Stall Size	Card Rate	Offer Rate (₹)
4 sq mt	200000	170000
6 sq mt	260000	221000
8 sq mt	300000	255000
12 sq mt	380000	323000

UNIVERSITY EXPO & ADMISSION EXPO

Patna	Ranchi	Jamshedpur	Dhanbad
Stall	Stall	Table Space	Table Space

Stall Size	Card Rate	Offer Rate (₹)
4 sq mt	190000	161500
6 sq mt	250000	212500
8 sq mt	300000	255000
12 sq mt	380000	323000

MBA FAIR, UNIVERSITY EXPO & ADMISSION EXPO

Patna	Ranchi	Jamshedpur	Dhanbad
Stall	Stall	Table Space	Table Space

Stall Size	Card Rate	Offer Rate (₹)
4 sq mt	280000	224000
6 sq mt	370000	296000
8 sq mt	440000	352000
12 sq mt	560000	448000

12.3% tax applicable

# Promote your brands...

## Promotion and Publicity Plans

*The Fair is backed by a mega multimedia promotion and advertising campaign which will ensure large number of quality visitors to the fair. The strategy includes:*

- Display advertisements in the leading English & Vernacular dailies like: Hindustan, Hindustan Times, Prabhat Khabar, Dainik Jagaran, Dainik Bhaskar, The Times of India & i.Next etc.
- Radio spots in the leading Radio Stations like: Radio Mirchi & Big FM
- Advertisements in the Local TV channels and on the Cable TV network
- Outdoor Hoarding & Display like Banners, Kiosks etc

- Special Institutional Promotions
- Pre event and during the event Press conference & press Releases for wider reach and awareness
- Sending emails to target group and promotion on the internet very strategically
- SMS to Students group
- Direct-marketing activities at community associations to attract the right profile
- Entire publicity campaign will begin well in advance so that the target audience can plan their visit to the fair.







#### Knowledge Partner / Academic Partner - Rs. 2, 00,000/- + Service Tax, Each Event.

1. All Media Communications and Direct Marketing initiatives of Education Expo 2013 mentioning XYZ as Knowledge Partner / Academic Partner.
2. Logo on the welcome gates at the venue, information panel etc.
3. Logo on the website with hyperlink.
4. Logo over all the printing materials used during the event Session.
5. Quote in all PR Communications for the event.
6. Distribution of company literature along with the event kits.
7. Branding / Logo at Registration Counter.
8. Space to put up 2 self standing stands outside the auditorium.
9. Logo on all hoardings, banners, posters, News Paper & Mobile Van both locations.
10. 4 Sqrmt Octonorm A Type Stall for each Location.

#### Registration Sponsor Rs. 1, 50,000/- + Service Tax, Each Event

1. All Media Communications and Direct Marketing initiatives of Education Expo 2013 mentioning XYZ as Registration Sponsor.
2. Logo on the welcome gates at the venue, information panel etc.
3. Logo on the website with hyperlink.
4. Logo over all the printing materials used during the event Session.
5. Quote in all PR Communications for the event.
6. Distribution of company literature along with the event kits.
7. Special Branding / Logo at Registration Counter.
8. Space to put up 2 self standing stands outside the auditorium.
9. Logo on all hoardings, banners, posters, News Paper & Mobile Van both locations.
10. 4 Sqrmt Octonorm Stall for each Location.

#### Payment Terms:

The following payment terms and conditions will be applicable.

1. Confirmation of sponsorship must be on the company letter head or by company mail id.
2. Along with confirmation 50% of the sponsorship fee will have to be paid.
3. Remaining 50% shall be paid 15 days before the event.

#### Jurisdiction:

All matters are subject to Dhanbad Jurisdiction.

#### Cancellation Policy:

1. All cancellations will have to be in writing on the company letter head.
2. Full refund will be made for cancellations received before one Month.

#### Payment Methodology:

All payments to be made by Cheque / DD in the name of "COLLEGE AND CAMPUS EDU. SERVICES PVT. LTD.", payable at Dhanbad.





# Think! Sponsorship

## MBA Fair / University Expo / Admission Expo - 2013

### Presenting Sponsor—Rs. 5, 00,000/- + Service Tax, Each Event

1. All Media Communications and Direct Marketing initiatives of Education Expo 2013 mentioning XYZ as Presenting Sponsor.
2. Logo on the welcome gates at the venue, information panel etc.
3. Logo on the website with hyperlink.
4. Logo over all the printing materials used during the event Session.
5. Quote in all PR Communications for the event.
6. Distribution of company literature along with the event kits.
7. Branding / Logo at Registration Counter.
8. Space to put up 4 self standing stands outside the auditorium.
9. Logo on all hoardings, banners, posters, News Paper & Mobile Van both locations.
10. 12 Sqrmtr Octonorm Stall for each Location.

### Associate Sponsor—Rs. 4, 00,000/- + Service Tax, Each Event

1. All Media Communications and Direct Marketing initiatives of Education Expo 2013 mentioning XYZ as Associate Sponsor.
2. Logo on the welcome gates at the venue, information panel etc.
3. Logo on the website with hyperlink.
4. Logo over all the printing materials used during the event Session.
5. Quote in all PR Communications for the event.
6. Distribution of company literature along with the event kits.
7. Branding / Logo at Registration Counter.
8. Space to put up 3 self standing stands outside the auditorium.
9. Logo on all hoardings, banners, posters, News Paper & Mobile Van both locations.
10. 8 Sqrmtr Octonorm Stall for each Location.

### Co-Sponsor (Exclusive Sponsorship) - Rs. 3, 00,000/- + Service Tax, Each Event

1. All Media Communications and Direct Marketing initiatives of Education Expo 2013 mentioning XYZ as Co-Sponsor.
2. Logo on the welcome gates at the venue, information panel etc.
3. Logo on the website with hyperlink.
4. Logo over all the printing materials used during the event Session.
5. Quote in all PR Communications for the event.
6. Distribution of company literature along with the event kits.
7. Branding / Logo at Registration Counter.
8. Space to put up 3 self standing stands outside the auditorium.
9. Logo on all hoardings, banners, posters, News Paper & Mobile Van both locations.
10. 6 Sqrmtr Octonorm Stall for each Location.

### B-School Partner / University Partner / Engineering Partner - Rs. 2, 50,000/- + Service Tax, Each Event.

1. All Media Communications and Direct Marketing initiatives of Education Expo 2013 mentioning XYZ as B-School Partner / University Partner / Engineering Partner
2. Logo on the welcome gates at the venue, information panel etc.
3. Logo on the website with hyperlink.
4. Logo over all the printing materials used during the event Session.
5. Quote in all PR Communications for the event.
6. Distribution of company literature along with the event kits.
7. Branding / Logo at Registration Counter.
8. Space to put up 2 self standing stands outside the auditorium.
9. Logo on all hoardings, banners, posters, News Paper & Mobile Van both locations.
10. 6 Sqrmtr Octonorm Stall for each Location.







# 3<sup>rd</sup> Biggest MBA FAIR 2013

Patna | Ranchi | Jamshedpur



**Jamshedpur (MBA Fair 2013)**

**13th February 2013**

**11 am to 6 pm**

Fortune Park Centre Point

Bistupur, Jamshedpur

**Jamshedpur (Admission Expo 2013)**

**6th June 2013**

**11 am to 6 pm**

Fortune Park Centre Point

Bistupur, Jamshedpur

**Dhanbad (Admission Expo 2013)**

**8th June 2013**

**11 am to 6 pm**

Indoor Stadium

Dhanbad

Concept of Counselling Expo - We shall provide Table spaces at centrally located places, where delegates of the institutes will conduct extensive counseling to the students & their guardians. Our strategic Promotion Plans will draw attention of students & their guardians who will visit the venues for getting free counseling & admission.



## Participation Options - Table Space

Location	Date	(₹)
Jamshedpur	13th Feb. 13	20,000/-
Jamshedpur	6th Jun. 13	20,000/-
Dhanbad	8th Jun. 13	20,000/-

12.3% tax applicable



## Ranchi Edition

3rd & 4th June 2013

11 am to 7 pm

Milan Palace

Club Road, Ranchi

Advantage of Venue

Milan Palace, A sophisticated venue. Well-known for top level events & exhibitions.

Advantage of Location

Close proximity to the major towns viz. Jamshedpur, Bokaro, Dhanbad etc.

Advantage of Business

Large pool of students seeking admission to professional and academic courses.

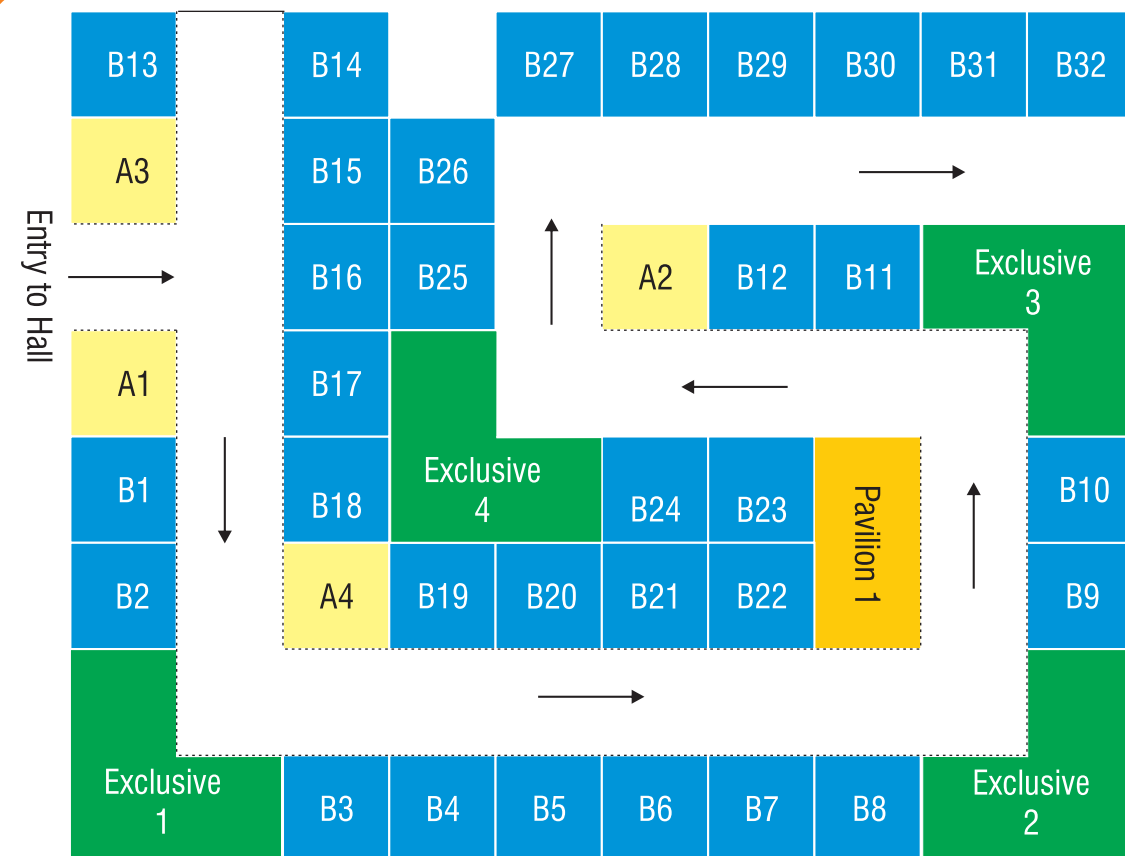
## Participation Options

Stall Size (Sq. Mts.) , Cost of Stall (₹)

4	■	35,000/-
6	■	50,000/-
8	■	60,000/-
12	■	80,000/-

12.3% tax applicable

Floor Plan



Open Side : ..... | Floor Not to scale | Subject to change .....

## Patna Edition

8th & 9th February 2013

11 am to 6 pm

Taramandal

IGSC Planetarium, Patna

Advantage of Venue

Taramandal I.G. Planetarium

Centrally located. One of the most happening places. Air-conditioned.

Advantage of Location

Close proximity to other important towns of the state.

Advantage of Business

Huge students' pool. Limited local opportunity.

## Participation Options

Stall Size (Sq. Mts.) , Cost of Stall (₹)

4	■	35,000/-
6	■	50,000/-
8	■	60,000/-
12	■	80,000/-

12.3% tax applicable



Open Side : ..... | Floor Not to scale | Subject to change .....

Floor Plan





## Ranchi Edition

11th & 12th February 2013

11 am to 7 pm

Milan Palace

Club Road, Ranchi

Advantage of Venue

Milan Palace, A sophisticated venue. Well-known for top level events & exhibitions.

Advantage of Location

Close proximity to the major towns viz. Jamshedpur, Bokaro, Dhanbad etc.

Advantage of Business

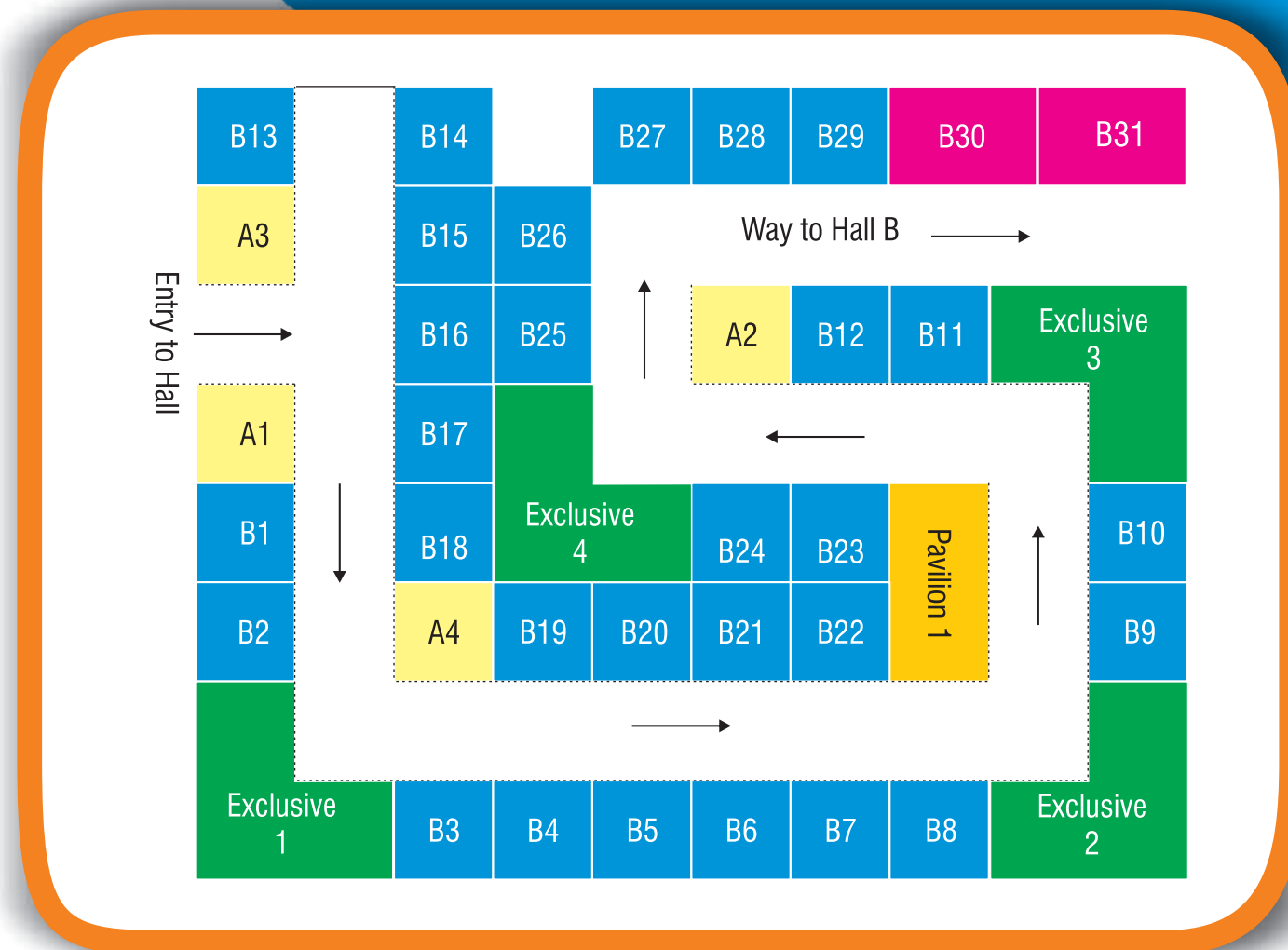
Large pool of students seeking admission to professional and academic courses.

## Participation Options

Stall Size (Sq. Mts.) , Cost of Stall (₹)

4	■	35,000/-
6	■	50,000/-
8	■	60,000/-
12	■	80,000/-

12.3% tax applicable



Open Side : ..... | Floor Not to scale | Subject to change

Floor Plan



## Patna Edition

31st May & 1st June 2013

11 am to 6 pm

Taramandal

IGSC Planetarium, Patna

Advantage of Venue

Taramandal I.G. Planetarium

Centrally located. One of the most happening places.

Advantage of Location

Close proximity to other important towns of the state.

Advantage of Business

Huge students' pool. Limited local opportunity.

## Participation Options

Stall Size (Sq. Mts.) , Cost of Stall (₹)

4	■	35,000/-
6	■	50,000/-
8	■	60,000/-
12	■	80,000/-

12.3% tax applicable



Open Side : ..... | Floor Not to scale | Subject to change

Floor Plan



# 7<sup>th</sup> Admission **Expo** 2013

Patna | Ranchi | Jamshedpur | Dhanbad



2013  
**university expo**

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EDUCATION FOR ALL

Patna | Ranchi





2013  
**university expo**

EDUCATION FOR ALL

## Patna Edition

12th & 13th April 2013

11 am to 7 pm

Hotel Chanakya, Patna

### Advantage of Venue

Hotel Chanakya, Centrally located. One of the most happening places. Air-conditioned.

### Advantage of Location





Close proximity to other important towns of the state.

### Advantage of Business

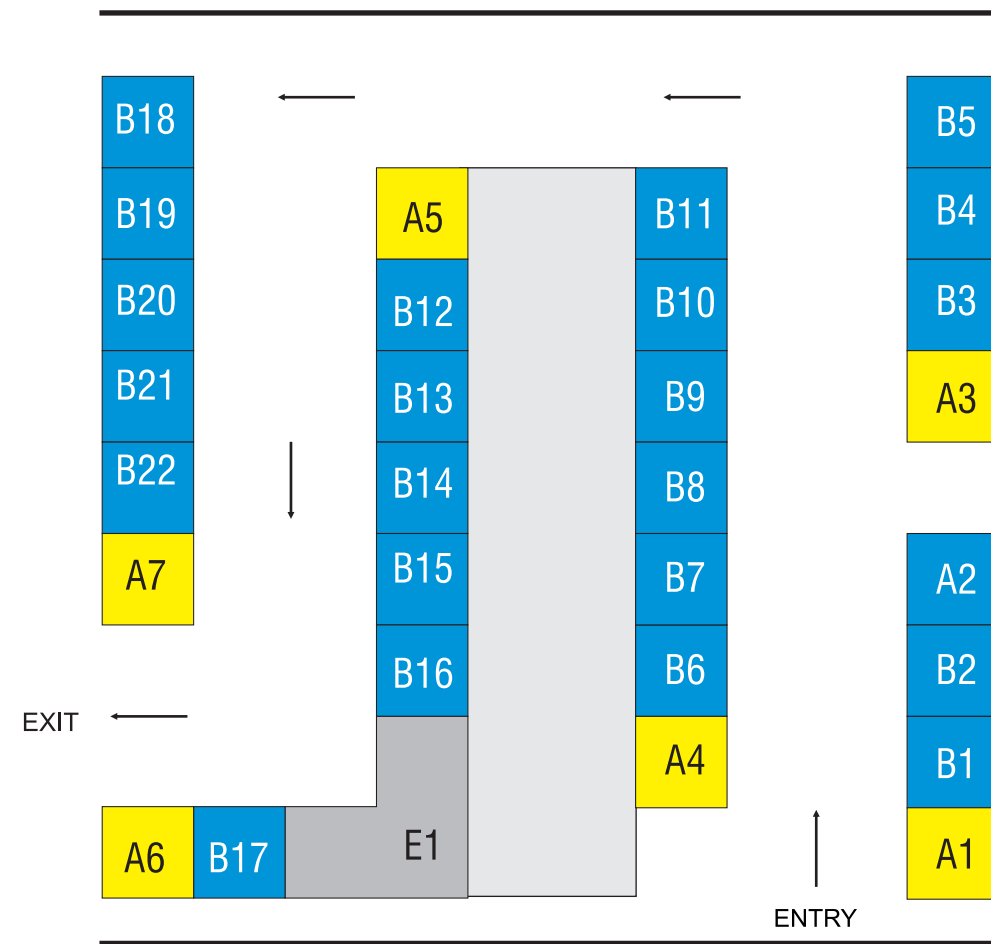
Huge students' pool. Limited local opportunity.

## Participation Options

Stall Size (Sq. Mts.) , Cost of Stall (₹)

4		40,000/-
6		55,000/-
8		70,000/-
12		90,000/-

12.3% tax applicable



Floor Plan



2013  
**university expo**

EDUCATION FOR ALL

## Ranchi Edition

15th & 16th April 2013

11 am to 7 pm

Hotel Capitol Hill, Ranchi

### Advantage of Venue

Hotel Capitol Hill, Centrally located. One of the most happening places. Air-conditioned.

### Advantage of Location





Close proximity to other important towns of the state.

### Advantage of Business

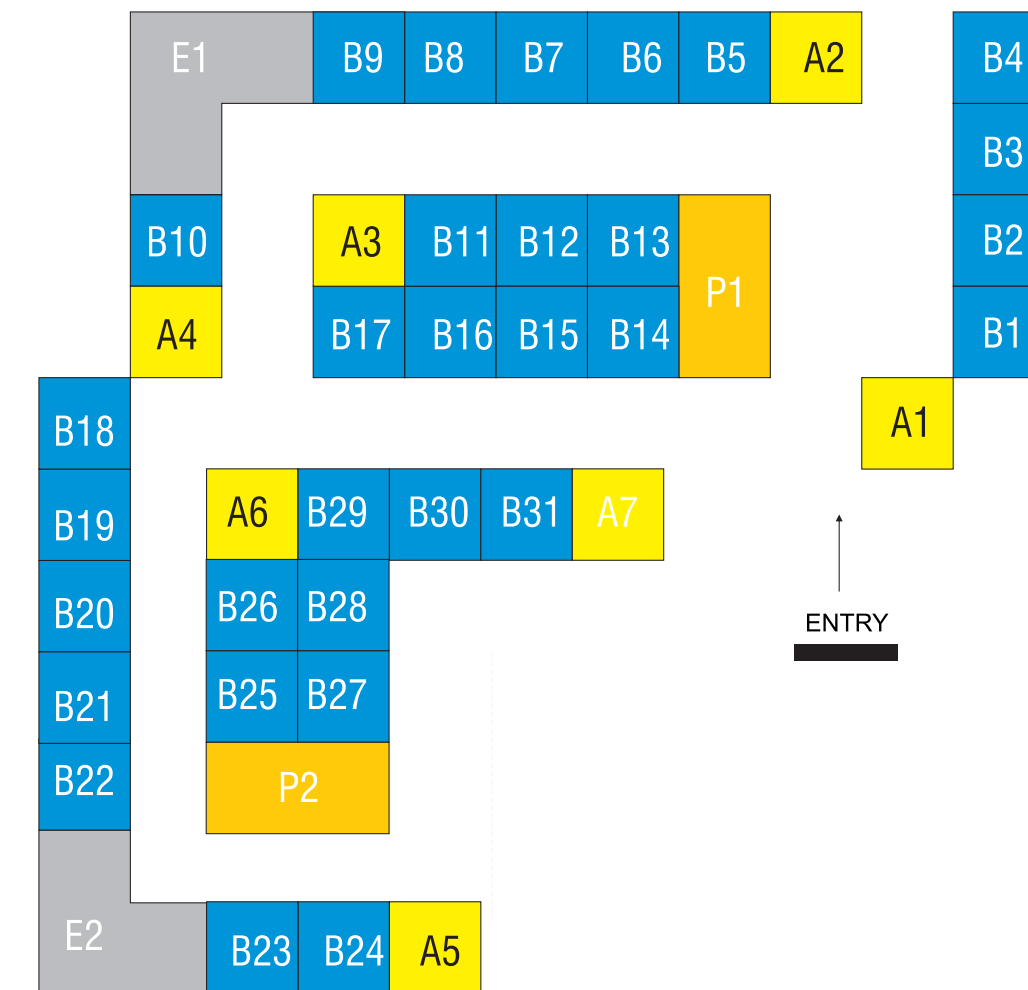
Huge students' pool. Limited local opportunity.

## Participation Options

Stall Size (Sq. Mts.) , Cost of Stall (₹)

4		40,000/-
6		55,000/-
8		70,000/-
12		90,000/-

12.3% tax applicable



Floor Plan