

To

Dear Sir/Madam,

Sub: Silk Mark Expo 2016 Kolkata – Booking of Stalls – Reg.

You are one of our privileged participants in the Silk Mark Expos and as you are aware, these Expos are organized for the benefit of the consumers and of course, the Authorised Users like you.

You are hereby requested to send your confirmation for booking of a stall by paying an amount as per your choice and according to stall rent. The Silk Mark Expo is scheduled to be held from 12th to 18th August (7 days) at Haldiram Food City, Ballygunge Park, Kolkata 700 019.

1	Duration	12 th to 18 th August, 2016		
2	Venue	Haldiram Food City, 24, Ballygunge Park, Kolkata-19		
3	Timings	10.30 P.M. to 8.00 P.M.		
4	Stall Size	a) 3.0 Mtr x 1.5 Mtr(P1), (b) 2.5 Mtr x 1.5 Mtr c) 2.5 Mtr x 1.5 Mtr(P3), (d) 2.5 Mtr x 1.5 Mtr		
5	Stall Rent	Amount in Rs.	Service Tax 15%	Total
		a) Rs.27,000/-	Rs. 4,050/-	Rs.31,050/-
		b) Rs.25,000/-	Rs. 3,750/-	Rs.28,750/-
		c) Rs. 20,000/-	Rs. 3,000/-	Rs.23,000/-
		d) Rs. 22,000/-	Rs. 3,300/-	Rs.25,300/-
	Balance Payment	15% on Sales + 15% S.T–Applicable for both Cash and online transactions		
6	Confirmation of Participation	1 st July, 2016		
7	Stall Booking Last date	11 th August, 2016		
8	Proposed No. of stalls	46		

It is brought to your kind notice that the format and style of the Expos have been proposed tremendously to help you increase your profits and limit the loss, if any.

The booking stall charge is only as per your choice and according to stall rent and hence there is a heavy demand for booking the stalls and its is once again reiterate that only by paying the full money before the due date that the stall booking is confirmed. The new format of the expo and the terms and conditions are given in the back.

Please Note that :-

- a) **Application of any defaulter AU will not be considered for participation in Kolkata Expo unless their dues are cleared on or before 22.07.2016.**
- b) In case of Demand Draft payment, stall booking will be confirmed subject to realization..
- c) The Chapter will not be responsible for low sale proceeds for any individual/all participants.
- d) Under any circumstances, date of expo will not be extended.
- e) The participants have to pre-declare their type of products and their price range.
- f) Discount, if any, should not be more than 20% of the pre-declared price tag value.
- g) Participants should submit a copy of their last AU registration certificate.
- h) Silk Mark Organization of India, Kolkata chapter reserves the right to accept or reject stall booking either in part or in full without assigning any reason's/thereof.

Yours faithfully,

Sd/-
[R. BHATTACHARJEE]
NODAL OFFICER

P.T.O

Features of Centralized Billing

- The service provider will have two or more credit card machine
- The booking is done by paying the fixed rent part for which a receipt is given from the system and the variable rent as a percentage is taken from the sale of merchandise.
- The payment in cash and online are done through centralized billing service only.
- The expo will have a clearly demarcated entry and exit points and these are manned by the security.
- The consumers make purchases in the stalls and the AU makes the entry of the billing in the tablet provided and prints the slip in three numbers and a copy of the slip is given to the consumer.
- The entry of the billing will also capture the type of material, consumer details etc.
- The billing at the stall is being viewed by service provider and a runner is instantly sent for pick up and the material is sent to the final delivery at the exit along with the second copy of the slip pinned to the bag.
- The consumer may choose to further continue with purchases and make the final billing at the time of exit or he/she can make payment and pick up the material with every purchase made.
- The security at the exit gate will verify the invoice and merchandise and allow the consumer to exit.
- The service provider will reconcile and distribute the collected amount to the respective stall after deducting the due share for SMOI and the service provider on the same day itself. The online payments will be settled within three days.
- In case of credit/debit card and other online payment methods, the service provider will bear the commissions to the banks/financial institutions from the service provider share.
- The service provider will provide manpower for billing, cash handling, runners to collect merchandise and make deliver at the exit counter.
- The booking for the stall closes one month in advance and the fixed rent is to be paid for the confirmation.
- In case of non-booking of stall before the due date, the expo is likely to be cancelled and the rents paid will be returned in full or adjusted towards the other expos.