



**SILK MARK
INDIA**

Your Assurance of Pure Silk

SILK MARK ORGANISATION OF INDIA

(Central Silk Board, Ministry of Textiles, Govt. of India)

No. SMOI(DL)/4(2)/2026-27

Dated 30.07.2026

To,

All AU's

Sub.: - Invitation to Participate Dehradun Expo-2026 at Dehradun reg.

The Silk Mark Organisation of India, Central Silk Board, New Delhi is organizing Silk Mark Expo 2026 **at Hotel Madhuban, Dehradun, from 2nd to 7th September, 2026 (6 days)** for an Exhibition cum sale of 100% Pure Silk Products affixed with Silk Mark Labels. The active Authorized Users of SMOI are invited to participate and utilize the opportunity to display & sell their 100% Silk Products with Silk Mark Labels during this Expo.

1. Duration		2 nd to 7 th September,2026		
2. Venue		Hotel Madhuban, Rajpur Road, Dehradun, Uttarakhand.		
3. Timings		From 11.00 AM to 8.00 PM		
4. Stall rent details: -				
SL. NO.	STALL SIZES	STALLRENT IN RS.	NO. OF STALLS	STALL NOS.
1	Premium Stalls 3 X 1.5 Mtr.	58,000.00/-	07	(Stall No. 1,2,3,4,5,9,14)
2	2.5 X 1.5 Mtr.	52,000.00/-	13	(Stall No. 7, 8, 10, 11, 12, 13, 15, 16, 17,18,19,22,23)
3	2 X 1.5 Mtr.	45,000.00/-	06	(Stall No. 6, 20, 21, 24, 25, 26)
* GST extra 18%				
Premium Stalls will be allotted based on the AU's choice on the first-Cum, first serve basis and payment of full amount. For other stalls, allotment will be confirmed after the payment of token amount of Rs. 35,000/- by the AU's.				
5. Mode of Payment		Demand Draft in favour of Silk Mark Organization of India, payable at New Delhi or RTGS/NEFT/CBS through Central Bank of India, A/c No.3307925439, IFSC Code CBIN0280319 . Stall will be confirmed only after receipt of amount as indicated above.		
6. Last Booking Date of		22 nd August, 2026		
7. Cancellation/Refund Procedure		On or before 25.08.2026 (75% refund) On or before 28.08.2026 (50% Refund) From 31.08.2026 (No Refund)		

8. Pre-Qualification Criteria	Only 100% Pure Silk Products would be allowed to display and sell in the Expo. All products shall invariably be tagged with Silk Mark Labels and also Price Tags. The AUs of Silk Mark are only allowed to Silk Mark Expo the maximum discount offered to the customers should not exceed 25%.
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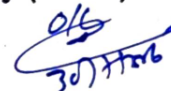
For further details for booking, you may please contact the following officials of SMOI, New Delhi.

1. Vikas Misri, Sr. F.A., Mobile No. 9797669657.
2. Vikas Kumar, Y.P., Mobile No. 7234084426.

Yours faithfully,



Shibil V.K.
Assistant Secretary (Tech.)



TERMS AND CONDITIONS

Stalls for participation in the Silk Mark Expo 2026, Dehradun are available only for the Registered Members cum Active Authorized Users of Silk Mark on the following terms and conditions.

1. All the participants have to produce the current Silk Mark- AU certificate mentioning the validity period.
2. Only 100% Pure Silk Products are allowed for display & sale in the Expo.
3. All the products display for sale shall invariably be tagged with Silk Mark labels along with Price Tag.
4. Expo Participants should have prescribed Bill Book in triplicate (White, Pink and yellow as one set) to maintain uniformity in Silk Mark Expos.
5. Exhibitors are NOT allowed to bring Non-Silk/Mixed Silk Products to the Exhibition Hall. In case any product found to be of non-Silk, the same will be seized by the organizing authority.
6. Confirmation of stall allotment will be done only after the realization of RTGS/NEFT/CBS for the full amount towards the stall rent.
7. The stall will be allotted & confirmed on first come first serve basis depending upon the availability of stalls.
8. No alteration to the size of the stall by the participant will be allowed. Modifications to the outer structure of the stalls are allowed only after it is ensured that the changes will not block or obstruct other exhibition's stall.
9. Any damage or loss caused by exhibitor to any part of exhibition Centre or to the goods belonging to other exhibitors will be charged for by organizers from the exhibitors concerned.
10. Tables, parts of the stall portion should not over hang the allotted area. No luggage, parcels should be kept near gangways, fire extinguisher points, emergency exits, etc.
11. Extra table/chair, shelves, Rods etc. will be provided on request on Extra Charges. The extra amount has to be paid by the participant to the service provider directly.
12. Hoardings, Banners, Buntings, Wall Hangings will not be allowed to display in the exhibition premises or on the roads in the vicinity unless their designs, specification, size, locations have been approved by the organizer.
13. Strict discipline should be maintained during the Expo period and any violation of Silk mark and Handlooms Mark rules will be viewed seriously. The participants violating rules and regulations will be banned without assigning any reasons for future expos.
14. The participants should allow the organizer for inspection of materials on display & sale in the expo as and when required for purity and fair pricing.
15. Consumer satisfaction is of paramount importance for the success of the Expo and therefore all the participants should address consumer complaints, if any, immediately without altercation and/or arguments to the fullest satisfaction of consumer.
16. The sales persons should be neatly dressed, speak in soft, mild voice with the consumers and should give utmost respect to them and also do business politely.
17. The products displayed in the stall for sale should be of good quality and inferior quality products like old stock, torn, discolored should not be displayed and sold in the expo.
18. Only Authenticated Bills mentioning name of the shop should only be issued. Rate/Price of the silk product should be properly mentioned in Sales Receipt or Bills issued to consumers.

- 19.No eatables, Food packets are allowed inside the Expo Hall & stall.
- 20.All the participants and sales persons should be present at the time of opening the main door leading to Expo Hall. The expo hall will be opened half an hour before scheduled time for proper cleaning. All the waste materials lying inside the stall should be handed over to cleaning personnel.
- 21.Exhibited Material will not be allowed to taken out of exhibition premises without valid Gate pass provided by the organizer.
- 22.Material will be seized if there is any outstanding amount with the participant at the end of event.
23. The maximum discount offered to the customer should not exceed 25% in the expo.
- 24.Subletting of allotted stalls is not permitted.
25. All the exhibitors will abide by the rules and regulations laid down by SMOI.
- 26.The decision of the organizers will be final and binding on all matters related to SMOI.
- 27.The organizer shall be at liberty to change the dates, timing or venue of the exhibition owing to unavoidable circumstances or to cancel the exhibition for such reasons under advice to exhibitors.
- 28.Distribution of Hand bills, Pamphlets, Brochure at the entrance of the main expo hall or in front of the other's stall is totally prohibited.
- 29.Sufficient number of mirrors is being arranged inside the hall for the convenience of the consumers and these mirrors should neither be moved from its original place nor covered with saree samples.
- 30.All efforts are being taken care including media publicity to make the Expo a grand success. However, the sale of Silk products and business turnover is entirely the responsibility of the participants. Under any circumstances demand for discounting of the stall Rent is not entertained by the organizer.
- 31.The AU's are advised to provide their GSTN to organizers.

We have read carefully all the rules and regulations of Silk Mark Expo 2026, Dehradun and hereby explicitly agree to comply with all rules and regulations contained therein.

We further agree to comply with such other rules as may modified by exhibition authority from time to time.

Company Name.....

Signature.....

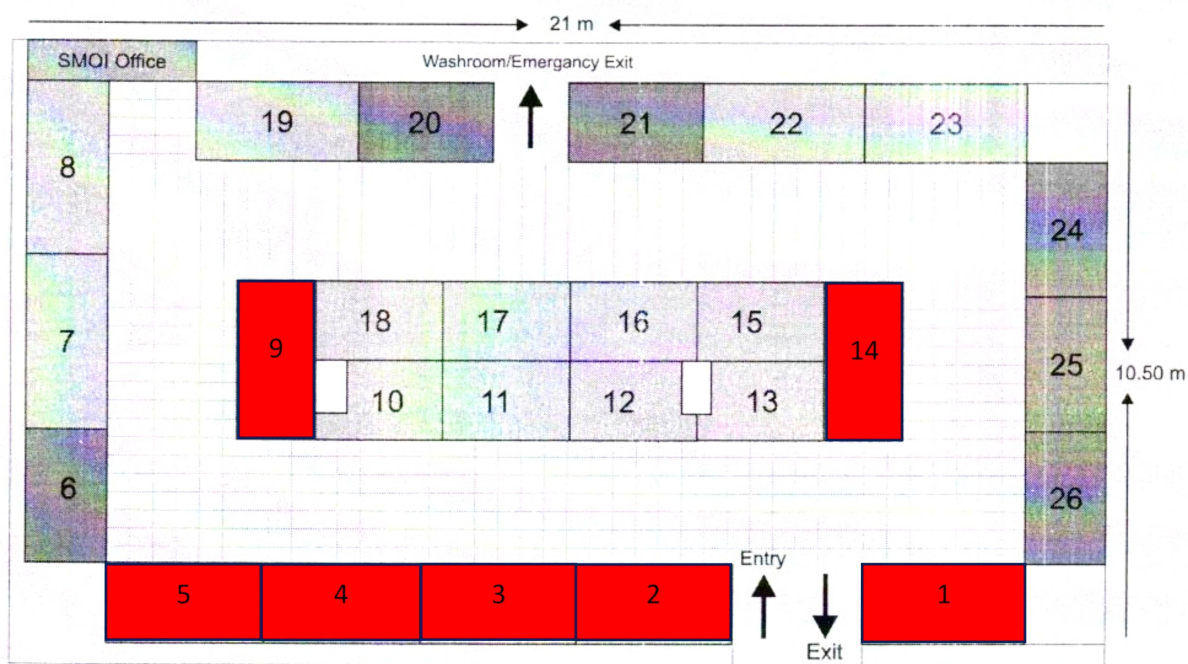
Designation.....



SILK MARK EXPO DEHRADUN 2026-27

Hotel Madhuban, Rajpur Road, Dehradun (Uttarakhand)

**Tentative Floor Plan of Silk Mark Expo 2026-27 to be held at Dehradun
from 02.09.2026 TO 07.09.2026**



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NOTE:

GST will be charged extra as applicable

TOTAL = 26

*Floor Plan Subject to change in unavoidable circumstances.

Contact Person: - Vikas Misri – 9797669657 & Vikas Kumar, YP – 7234084426

E-mail: newdelhi@silkmarkindia.com