



Confederation of Indian Industry

# MAKE AN IMPACT

at India's Premier B2B and B2C fair



10<sup>th</sup>-13<sup>th</sup> October 2025

Parade Ground, Sector 17, Chandigarh, India

# INDIA'S PREMIER B2B & B2C FAIR – A FESTIVE SHOPPING EXTRAVAGANZA!

Entering its 28th year, CII Chandigarh Fair is a brand to reckon with amongst both the masses as well as the elite. Established as the sturdiest platform to bridge the gap between business community and civil society, the fair is eagerly awaited by lakhs of people who postpone all their yearly shopping needs till the fair. The fair has been mesmerising the visitors from the region for the past twenty-seven years with the colossal variety of products, cutting – edge solutions and advanced technologies on offer here. This is the most sought-after trade fair of this region which lets its participants leverage the huge footfalls by generating sales and leads.

Over the years, the CII Chandigarh Fair has become a place of rejoice and entertainment, spreading love and happiness among the discerning visitors of this region. Thousands who visit this fair feel elated with the huge display of products and numerous Diwali offers which let them indulge in spending for friends and family and household consumption

## STRATEGICALLY TIMED EVENT

That Ensures Acquisition of Every Major Opportunity



ENJOY THE EVENT  
JEWELLERY, ELECTRONICS, TICKETS  
LOVE, FOOD  
FUN, LOVE, DECORE  
SHOPPING FESTIVAL  
ENJOY THE EVENT



# The Trade Show

## Facts & Figures – 2024



**280 +**  
Exhibitors



**90 Cr**  
Sales



**1 Lakh +**  
Visitors



**290 +**  
Stalls



**5000+**  
Products  
on Sale



**95k**  
Business  
Queries

States: Jammu & Kashmir,  
West Bengal, Uttar Pradesh,  
Goa & Gujarat

## Visibility Matrix – 2024

Newspaper

**35 Lakh**

Readers

Social Media

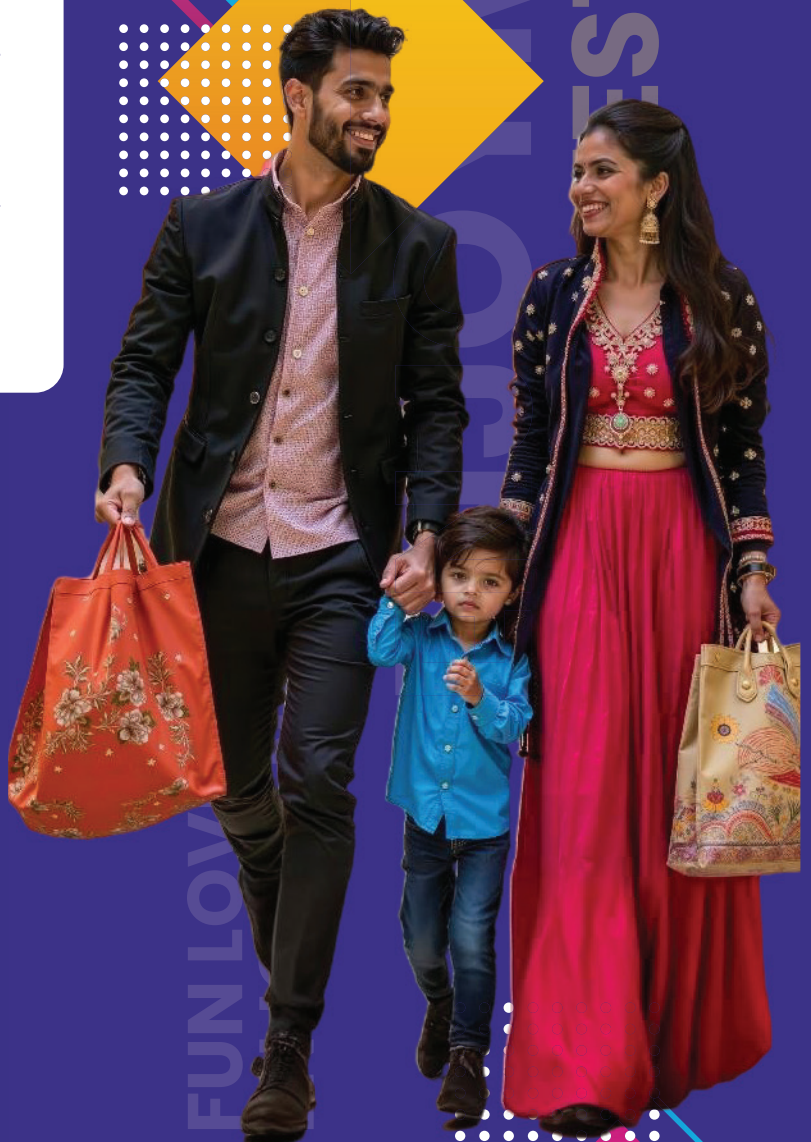
**10 Lakh**

User in Tricity

Radio

**30 Lakh**

People across Tricity &  
Surrounding Areas





# Concurrent Shows



Arts & Craft, Carpets & Tapestry, Furniture & Furnishings, Paintings & Pottery, Glassware & Metalware, Wall Hangings, Mattresses & Upholstery, Interior & Exterior Decorations, Garden Décor, Home Beautification Solutions.



Bakery & Confectionery, Hot & Cold Beverages, Spice, Condiments & Herbs, Dietary & Nutritional Foods, Frozen Foods, Meat & Seafood, Organic Diets, Processed Foods, Cookies & Namkeens, Processed Fruits & Vegetables, Snacks & Ready to Eat Foods.



Furniture & Woodwork, Foods & Spices, Handicrafts & Handlooms, Native Arts & Crafts, Metalware & Mirror Work, Garments & Accessories, Paintings & Pottery, Travel & Tourism.







Sedans, SUVs, MUVs, MPVs, 4x4s, Electric Vehicles, Motorcycles & Scooters, Bicycles, Aftermarket Products, Car & Bike Accessories.



## HOME APPLIANCES & KITCHEN

Consumer Electronics, Home Entertainment, Small & Large Appliances, Home Automation Solutions, Security & Surveillance, White Goods, Smart Appliances, Entertainment & Gaming, Wearables & Smart Accessories.



## Lifestyle

Readymade Garments, Unstitched Suits & Dress Materials, Fashion Accessories, Jewellery, Footwear, Handbags, Beauty & Cosmetics, Healthcare & Wellness, Ayush Products, Haircare & Skincare Products, Fitness Equipment, Hygiene Products & Solutions, Diet & Nutrition Products.



Sports Wear & Accessories, Sport Flooring, Fitness & Rehabilitation Equipment, Food/Nutrition Products, Adventure Sports, Toys & Games, Cycles, Physiotherapy Equipment, Sports & Fitness Gadgets, Sports Safety Equipment, Fitness Software, Outdoor & Leisure Sports, Sports Educational Institutes, E-Sport Technologies, Facilities Management Companies, Books & Publications, Sports Infrastructure & Material Providers.





