

Dear Publisher/Bookseller,

You may be aware that National Book Trust, India (NBT), an organization under the Ministry of Human Resource Development, Department of Higher Education, Government of India is engaged in the promotion of books both within the country and overseas.

The Trust has already organized Shimla Book Festival in the year 2006, which were a grand success and highly appreciated by students, teachers and general public including media at large. This time, the National Book Trust, India is organizing "**Shimla Book Fair**" at Indira Gandhi Khel Parisar, Mall Road, Shimla from 12 to 17 May 2012. The Book Festival, besides exhibit and sale of books, will also have many cultural/children activities during the Festival.

An event like "Shimla Book Fair" provides ample opportunities to the both Publishers and Booksellers to display and sell their publications and reach to students, community and public at large under one roof. We are also attempting to invite various schools, colleges, universities, libraries and NGO's etc. to visit the fair and purchase books in large quantity.

The participants shall allow a uniform discount of 10% on the printed price to all customers on sale of books. Participants exhibiting books in Indian Regional languages only shall be entitled to a concession of 50% in the rental of one stall/stand. No books or material forbidden by the law in India shall be exhibited or sold.

The details for participation are as follows :

<u>Period of the Shimla Book Fair</u>		12 - 17 May 2012
<u>Time</u>		11:00 a.m. - 8:00 p.m.
<u>Rent</u>	<u>Stand size - 1m</u>	Rs.1,655 (Incl. Tax)
	<u>Stall Size - 3m x 3m</u>	Rs.8,824 (Incl. Tax)
<u>Allotment</u>		<u>Strictly on first come first served basis</u>

To facilitate your participation, you may please fill the enclosed application form and the same along with the Demand Draft/Banker's Cheque in favour of "National Book Trust, India" payable at New Delhi. Kindly note that the bookings would be closed, once all stalls are booked.

Please note, it is mandatory for participants to arrange their own insurance of the exhibits to cover loss by natural calamity, like, fire, flood, water, storms, strikes, riots, etc.

In case of any query, please feel free to contact the undersigned at 011-26707778.

I look forward to your participation at the above Book Fair.

Thanking you,

Yours faithfully,

[Pradip Chhabra]
Deputy Director (Exhibition)

Please find below the application form for participation in Shimla Book Fair-2012

National Book Trust, India
Nehru Bhawan, 5, Institutional Area, Phase-II, Vasant Kunj
NEW DELHI - 110 070

SHIMLA BOOK FAIR

(Indira Gandhi Khel Parisar, Mall Road, Shimla)
[12 - 17 May 2012]

APPLICATION FOR PARTICIPATION

Please fill and send in duplicate with a bank draft/pay order towards rental in favour of National Book Trust, India payable at New Delhi up to 30 April 2012.

1.	Name of the Company/ Organization			
2.	Full Postal Address			
3.	Telephone and Fax No.			
4.	PAN No.			
5.	E-mail/Website Address			
6.	Stand/Stalls required			
	Category	Rent Per Unit	No. of Stands/Stalls	Rent Payable [Rs.]
	Stand	Rs.1,655 (Incl. Tax)		
	Stall	Rs.8,824 (Incl. Tax)		
	<i>Participants selling books in regional languages only shall be entitled to a discount of 50 percent on the rental of one stand/stall.</i>			
6.	Particulars of remittance			
	Bank Draft No./Pay order No.	Date	Amount	Bank and Branch
7.	Inscription(s) in English/Hindi to be printed on the name facia			

We have read the terms and conditions for participation in the fair and accept the same and undertake to abide by them.

Signature of Applicant :

Place:

Designation :

Date :

Stamp :

Please address all communication to

**Deputy Director (Exhibition)
NATIONAL BOOK TRUST, INDIA**

Nehru Bhawan, 5 Institutional Area, Phase - II, Vasant Kunj, New Delhi - 110 070

Telephone: 011-26707779, Fax: 011-26707846

PAN NO. AAATN 8160G, SERVICE TAX NO. AAATN 8160G ST001

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