

Dear Sir,

You may be aware that the National Book Trust, India (NBT), an apex body, established by Government of India in the year 1957 to develop reading habits and creation of book culture in the country. In pursuance of its commitment to promote books in India, the National Book Trust is organizing “**NBT Mumbai Book Fair**” at Bandra Kurla Complex, Mumbai.

**The details of the above Book fair are as follows:**

Period of the Book Fair	29 November – 3 December 2013
Time	11:00 a.m. – 8:00 p.m.
Last Date for Booking of Stall	15 November 2013

**Note: As we have only 100 stalls/stands to be constructed, the booking will be done on first-cum-first serve basis and no booking will be accepted after 15 November 2013.**

An event like “NBT Mumbai Book Fair” provides ample opportunities to both Publisher and Bookseller 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. It is mandatory for the participants to arrange their own insurance of the exhibits to cover loss by fire, flood, water, storms, strikes, riots, natural calamity, etc. No books or material forbidden by the law in India shall be exhibited or sold.

If you are interested in participating in the above book fair, you may kindly fill the enclosed application form and send the same along with Demand Draft/Pay Order/Banker’s Cheque (for the amount of the rental payable) in favour of “National Book Trust, India” payable at New Delhi or Mumbai.

You may also send your application for participation in the above Book Fair at our Western Regional Office, National Book Trust, India, Ravindra Natya Mandir, First Floor, P.L. Deshpande Maharashtra Kala Akademy, Prabhadevi, Mumbai – 400 025. The telephone numbers are 022-23720442-24320380.

You can also download the application form from our website: [www.nbtindia.gov.in](http://www.nbtindia.gov.in).

Thanking you,

Yours faithfully,

**[Rajeev Chaudhry]**  
Assistant Director (Exhibition)

## NBT MUMBAI BOOK FAIR

[Bandra Kurla Complex, Mumbai]  
[ 29 November - 3 December 2013 ]

### APPLICATION FOR PARTICIPATION

Please fill and send in duplicate with a Bank Draft/Pay Order/Banker's Cheque towards rental in favour of National Book Trust, India payable at New Delhi or Mumbai up to 15 November 2013.

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 Stalls/ Stands	Rent Payable [Rs.]
	Stall	Rs.15,000/- (Inclusive of S.T.)		
	Stand	Rs.3,000/- (Inclusive of S.T.)		
<i>Regional language participants shall be entitled to a discount of 50% on the rental of <b>one</b> stall/stand only. Please specify the language _____</i>				
6.	Particulars of remittance			
	Bank Draft No./Pay order/ Banker's Cheque No.	Date	Amount	Bank and Branch
7.	Inscription(s) in English to be printed on the name fascia			

We have read the terms and conditions for participation in the Book Fair and accept the same and undertake to abide by them. Kindly note that the bookings would be closed, once all stalls/stands are booked.

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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