



VYAPAAR EXPO

JAN 30 **2026**
31 FEB 01



VYAPAARIYO KA MAHAKUMBH




Organiser

VYAPAAR ZONE



Address: 32A, Ramkrishna Samadhi Road, Kolkata 700054, WB, India

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ASLI BUSINESS AB HOGA

vyapaarexpo.com





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ABOUT Vyapaar Zone & Vyapaar Expo

Vyapaar Zone

Vyapaar Zone is a dynamic business networking platform designed to empower entrepreneurs, business owners, and professionals through meaningful connections and opportunities. Since its inception in September 2022, Vyapaar Zone has rapidly grown into a vibrant community of 300+ active members who are driving innovation and collaboration across industries.

At Vyapaar Zone, we believe that business success thrives on strong relationships and shared learning. Our platform curates exclusive networking experiences and knowledge-sharing events that foster real business growth.

Signature Events:

Vyapaar Conclave — A business summit uniting entrepreneurs and leaders to network, showcase, and explore growth through structured interactions.

Vyapaar Premier League — A multi-sport inter-chapter tournament fostering networking, collaboration, and bonding through games like Cricket, Bowling, Badminton, Snooker, and Table Tennis.

Vyapaar Showcase — A spotlight for members to present their products, services, and innovations.

Vyapaar Manthan — A forum for deep-dive discussions, problem-solving, and collaborative ideation.

Driven by the tagline “Asli Business Ab Hoga”, Vyapaar Zone is committed to creating a trusted ecosystem where businesses grow not just through transactions, but through relationships, mentorship,

Vyapaar Expo

Vyapaar Expo is a premier B2B & B2C exhibition platform that brings together businesses, decision-makers, industry leaders, entrepreneurs, and key audiences from Tier 1 & Tier 2 cities. It is thoughtfully designed to accelerate networking, enable meaningful business growth, and foster long-term strategic partnerships across sectors. Vyapaar Expo provides an exceptional opportunity for companies to showcase their latest innovations, products, and services to a highly targeted and influential audience. The dynamic environment of the Expo not only facilitates valuable connections but also empowers brands to explore untapped markets, drive lead generation, and build a competitive edge. With a strong emphasis on delivering measurable business outcomes, meaningful engagement, and real-world value, Vyapaar Expo proudly champions the ethos of “**Asli Business Ab Hoga**” — where authentic business opportunities take shape and thrive.





VYAPAAR ZONE KEY Members



MAN MOHAN BAGRI

Co-Founder



NITIN AGARWAL

Co-Founder



BRIJ MOHAN BAGRI

Associate Director



MOHIT AGARWAL

Associate Director



KARAN BAJORIA

Co-Chairperson
(Vyapaar Expo)



ROSHAN AGARWAL

Co-Chairperson
(Vyapaar Expo)



NITESH KEJRIWAL

Executive Team



VYAPAAR ZONE SUPPORT & GROWTH Team



AAJAY BEELL

Legends
Support Team



CHETAN MURARKA

Hawks
Growth Team



JITENDRA LAKHOTIA

Champions
Growth Team



MANOJ PAGARIA

Champions
Support Team



NILU KEDIA

Conquerors
Growth Team



RAHUL GUPTA

Hawks
Support Team



RAKESH AGARWALA

Conquerors
Support Team



SHREE RAM AGRAWAL

Cosmopolitan
Growth Team



YASHWANT PAREEK

Conquerors
Support Team





VYAPAAR EXPO KEY Members



RAGHAV PAREEK

Conquerors



SANJAY AGARWAL

Champions



SUBHAM RAJ SHARMA

Conquerors



SUJIT JALAN

Conquerors



SHARAD KIYAL

Conquerors



JITENDRA SURANA

Conquerors



RIZWAN MOHAMMAD

Hawks



POOJA MUKHERJEE

Champions



SWATI SINGH ROY

Conquerors



YASH BINANI

Legends



EVENT **Dates & Venue**

J A N : 3 0

J A N : 3 1

F E B : 0 1

2026



EVENT **Venue**

**Biswa Bangla
Exhibition Centre,
Newtown**

Canal Bank Road,
DG Block, Action
Area 1, New Town,
West Bengal 700156

60,000 sq. ft.
Premium
Exhibition Arena





WHY

You Should Exhibit

Unmatched Brand Exposure

Extensive Media Coverage

Top Marketplace Exposure

Exclusive B2B Registration Counters

Generate Sales Leads

Exclusive B2B & B2C Zones

High-Quality Networking

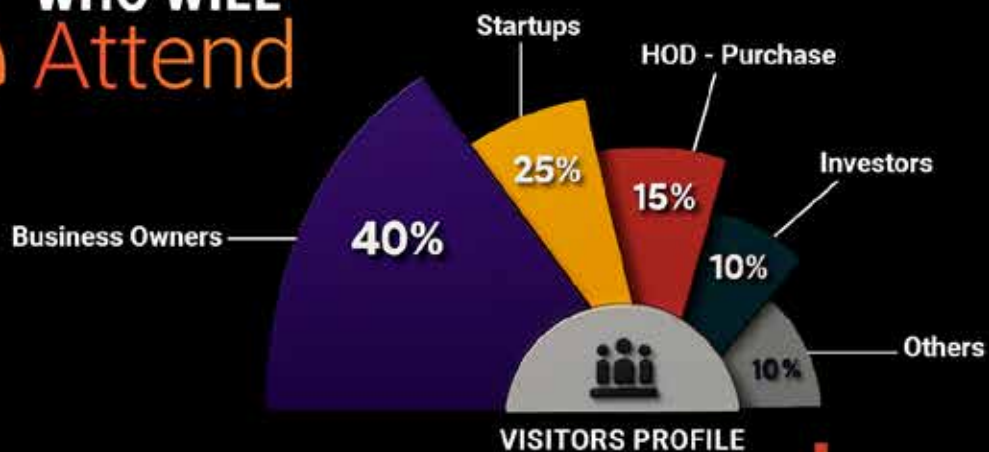
Targeted Marketing Opportunities

Across-Category Wholesalers & Retailers

Showcase Innovations



WHO WILL Attend





EXPO Highlights

50, 000+ Visitors



200+ Exhibitors



Exclusive Exhibitors Conclave

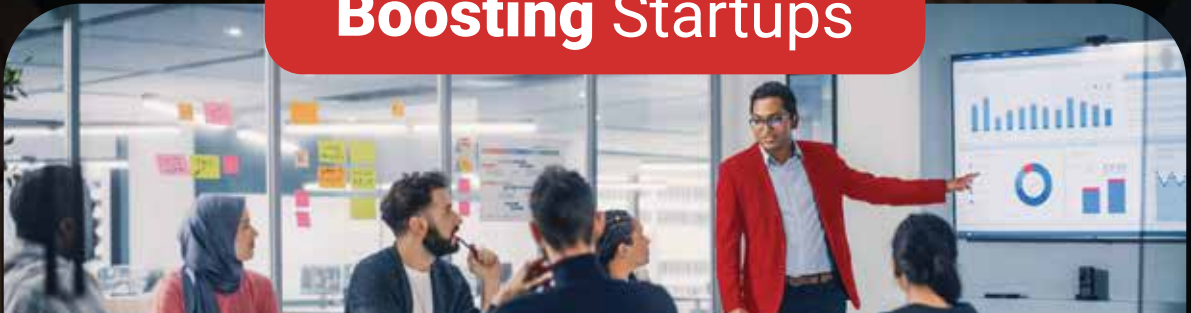


Encouraging Women Entrepreneurship



EXPO Highlights

Boosting Startups



Inspiring First-Generation Entrepreneurs



Sharing Insights by Industry Experts



Experience Centre





EXPO Attractions

1 Artificial Intelligence

2 IT & ITeS

3 Marketing / Advertisement

4 Home Decor & Furnishings

5 Health & Wellness

6 Electronic Gadgets & Home Appliances

7 F&B, Hospitality, Food Processing & Packaging Industries

8 Printing, Stationery & Office Supplies

9 Logistics & E-Vehicles

10 Industrial Products

11 Infrastructure & Connectivity

12 Premium Wedding Showcase



EXPO Attractions

13 Luxury Gifts &
Lifestyle Products

14 Tourism Diversity

15 Financial Products

16 Handloom,
Handicrafts
& Traditional Arts

17 Agriculture &
Agro Products

18 Real Estate

19 Jewellery

20 Pharmaceutical
Industry

21 Garment &
Hosiery Products

22 Startups



SHOWCASE Booth Tariff



BARE BOOTH

SHELL BOOTH

Booth Charges
[3m × 2m]

₹ 60,000

₹ 66,000



For Booth Booking

**Please reach
out to us**

Mohit Agarwal : 98316 80773
or Brij Mohan Bagri : 98310 39000

Bank Details -

A/C No. : 22212 62443 684070
IFSC : AUBL0002624
BANK Nme : AU SMALL FINANCE BANK
Branch : Kankurgachi
A/C Name : VYAPAAR ZONE

Prices are exclusive of taxes | 10% extra for two sides open Booth





VYAPAAR EXPO

Deliverables for Booths

Bare Booths

- ✓ Exhibitors Directory
- ✓ Participation Memento
- ✓ Exhibition Badges - 2
- ✓ Entry Tickets -250
- ✓ Plug point (5A) - 1
- ✓ 1 KV Electricity

Shell Booths

- ✓ Deliverables for Bare Booths
+
- ✓ Maxima Structure
(3 side walls with white laminated panel)
- ✓ Table - 1
- ✓ Chairs - 2
- ✓ Spot Lights - 3
- ✓ Carpeted Stall
- ✓ Name Fascia





SPONSORSHIP Opportunities



Title Sponsor

₹21,00,000



Co - Sponsors

₹11,00,000



Associate Sponsors

₹5,00,000

Why you should Sponsor?

- Strong brand visibility (media, hoardings, press)
- Thought leadership via keynote slots
- Direct access to high-value clients
- Brand association with business excellence

TO BOOK YOUR SPONSORSHIP OR EXPLORE TAILOR-MADE SPONSORSHIP

PLEASE CALL 98316 80773 / 98310 39000



ON-GROUND Reach

50,000+ Visitors across 3 days

200+ Exhibitors showcasing products & services

10,000+ Business Meetings (buyers, sellers, investors)



Digital & Media Reach

5 Million+ Digital Impressions via social media, website & partner promotions

1 Million+ Video Views (promo reels, interviews, highlights)

Email & WhatsApp Campaigns reaching 250,000+ Business Profiles

Media Coverage in business dailies, TV channels & local press



Branding Partners & Collaborations

Industry Associations

Corporate Partners for sector-focused pavilions

Educational Institutions (students, innovators, young entrepreneurs)

Startups & Business Networks



Brand Visibility Opportunities

Pre-Event: Social media campaigns, press releases, influencer tie-ups

During Event: Standee displays, stage branding, delegate kits

Post Event: Directory, Digital report circulation, media highlights, PR mentions



SPONSORS Deliverables

S. No.	Deliverables	Title Sponsor	Co-Sponsor	Associate Sponsor
		21 L + GST	11 L + GST	5 L + GST
1	Bare Showcase Space	108 Sq Mtrs	36 Sq Mtrs	18 Sq Mtrs
2	Presented By	✓	-	-
3	Entry Tickets	2000	1000	500
4	Logo Presence in Creatives / Teasers	✓	✓	✓
5	Logo Presence in Whatsapp Marketing	✓	✓	✓
6	Felicitation in The Award Ceremony	✓	✓	✓
7	Exclusive AV Presentation / Product Launch	30 minutes	20 minutes	10 minutes
8	Entry at Curtain Raiser Event	6 No.	4 No.	2 No.
9	Executive Lounge Access	6 No.	4 No.	2 No.
10	Vyapaar Zone Lounge Access	12 No.	8 No.	4 No.
11	Standee Display Space	4 No.	2 No.	1 No.
12	Logo Presence on Invitation Cards to VVIPs	✓	✓	-
13	Presence in Inauguration Ceremony	✓	✓	-
14	Logo Presence in Exhibitors Kits	✓	✓	-
15	Common Branding in Main Gate of Expo	✓	✓	✓
16	Branding at E - Tickets	✓	✓	-
17	Branding on Exhibitor ID Cards	✓	✓	-
18	Branding on Stage Backdrop	✓	✓	-



SPONSORS Deliverables

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		21 L + GST	11 L + GST	5 L + GST
19	Led Screen Branding at Venue	✓	✓	✓
20	Branding at Roadside Hoardings / Banners	✓	✓	✓
21	Branding in Newspaper	✓	✓	✓
22	Branding in FM Channel	✓	✓	—
23	Branding in Social Media Creatives	✓	✓	✓
24	VZ Exclusive Directory	Inside Cover Full Page	One Colour Page	One Colour Page
25	Branding on VZ Mobile App	✓	✓	✓
26	Branding on VZ Website	✓	✓	✓
27	Branding on Expo Website	✓	✓	✓
28	Branding at Public Places (Hoardings / Flexes / E-Displays)	✓	✓	✓
29	Branding in Big Residential Complex	✓	✓	✓
30	Branding in Business Centres	✓	✓	✓
31	Branding at Curtain Raiser	✓	✓	✓
32	Highlight in Press Meet	✓	✓	✓
33	Highlight in Exhibitor's Meet	✓	✓	✓
34	Promotion During VZ Meetings	✓	✓	✓
35	Influencer Marketing	✓	✓	—
36	Coverage in Print & Online News Media	✓	✓	—
37	Standee in Monthly Masterclasses	✓	—	—



BRANDING At Venue



BRANDING At Venue



BRANDING AT Railway Station & Business Clubs

HOWRAH RAILWAY STATION



SPACE CIRCLE



SILVER SPRING



CLUB TOWN



BRANDING Across City





BRANDING AT Residential Towers



979
BLOCKS

37042
HOUSEHOLDS

1243
SCREENS





ADS IN Newspaper & Magazine

THE TIMES OF INDIA

THE ECONOMIC TIMES

SANMARG

SALT LAKE SAMBAD

DAINIK VISHWAMITRA

SAMAGYA

WOMAN TIMES

ENTERTAINMENT WOMAN TIMES THE TIMES OF INDIA

VYAPAAR EXPO
Powered by

KOLKATA'S BIGGEST BUSINESS EXPO

20 21 22
DECEMBER 2024
TIME: 11AM TO 7PM

BISWA BANGLA EXHIBITION CENTRE, NEWTOWN

- VISITOR ENTRY FREE
- WIN THE CUTTING OF THE AD AT 40 CELLULAR STALL - WIN 2000
- BLUETOOTH MICKBAND WITHIN 48, 999 - FOR FIRST 2000 VISITORS
- HOURLY LUCKY DRAW WINNERS & MANY MORE SURPRISES...

TRANSFORMING BUSINESS NETWORKING IN KOLKATA

CHALLENGES AND STRATEGIES

INNOVATIVE FORMATS

A VISIONARY APPROACH

IMPACT AND GROWTH

PHILANTHROPIC EFFORTS

FUTURE PLANS AND EXPANSION

Transforming Business Networking in Kolkata

CHALLENGES AND STRATEGIES

INNOVATIVE FORMATS

A VISIONARY APPROACH

IMPACT AND GROWTH

PHILANTHROPIC EFFORTS

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ASLI BUSINESS AB HOGA

SAVE THE DATE

20 21 22
DECEMBER 2024

BISWA BANGLA EXHIBITION CENTRE, NEWTOWN

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Woman Times
www.womantimes.in

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DECEMBER 2024

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Home | Interview | Entrepreneur | Food Funds | Health | Offbeat Stories | News | Fashion & Beauty | Culture | Sports | Our Magazine



vyapaarexpo.com



ADS IN

Television & Multiplex

ONE TV

VYAPAAR EXPO

NOW SPEED

VYAPAARIO KA MAHAKUMBH

VISIT US

20th FRIDAY **21st SATURDAY** **22nd SUNDAY**

DECEMBER 2024

BISWA BANGLA EXHIBITION CENTRE, NEWTOWN

Guest Speaker **ASHNEER GROVER**

Guest Speaker **KEWAL KID**

- VISITORS ENTRY FREE
- FIRST 2000 VISITORS WILL GET FREE EARPHONES
- HOURLY 11 LUCKY DRAW WINNERS & MANY MORE SURPRISES...

VYAPAAR EXPO 2024

WWW.VYAPAAREXPO.COM | +91 81008 49701

ORGANIZED BY **IKSEB**

PVR Multiplex



DIGITAL REACH of Vyapaar Expo



VYAPAAR EXPO Testimonial



“ Participating in the Vyapaar Expo held at Biswa Bangla Exhibition Centre, Kolkata from 20 - 22 December 2024 was a remarkable experience for Business Automate. The event was superbly organized, with excellent arrangements and an impressive turnout. The quality of connects and references we received at the Expo has been fantastic for our brand. It proved to be a highly valuable platform for networking, showcasing our solutions, and building meaningful relationships. We are truly grateful to the Vyapaar Expo team for creating such an impactful business gathering.

Kewal Kishan

Founder, AutomateBusiness.com



GLIMPSE OF Past Success Story





GLIMPSE OF Past Success Story





GLIMPSE OF Past Success Story





GLIMPSE OF Past Success Story





GLIMPSE OF Past Success Story



PAST Exhibitors



PAST Exhibitors



PAST Exhibitors



Naturali



★ ESTEEMED Guests



Vivek Gupta, Sanmarg



Subhas Agarwal, Maithan Alloys



Nand Lal Rungta, Rungta Mines



Ashneer Grover, Shark Tank India



Kewal Kishan, Automate Business

★ ESTEEMED Guests



Ankit Munka, Saburi Ply



O.P. Saxena, Duckback



Suresh Rathi, Suresh Rathi Group



Krishnendu Halder, Heritage School



Payel Mukherjee, Actress



 **ASSOCIATE**
Sponsor



 **SEGMENT**
Sponsor



NISHANT
SHARMA
PHOTOGRAPHY





**CONTACT
US**



**BOOK YOUR STALL
BECOME A SPONSOR**

 www.vyapaarexpo.com
 expo@vyapaarzone.com
 **81008 49701**

Facebook



Instagram



WhatsApp





ESTEEMED SPEAKERS

30th JAN
2026



SONU SHARMA

Indian Author, Entrepreneur, Business
Consultant & Motivational Speaker

31st JAN
2026



HARSH VARDHAN JAIN

Corporate Trainer, Business Coach,
Reformist & Infopreneur



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