

SoP FOR PARTICIPATION OF PRIVATE COMPANIES AT INDIA PAVILION AT FOREIGN EXHIBITIONS

1. Defence Exhibition Organisation (DEO) under Department of Defence Production, MoD coordinates setting up of India Pavilion at approved foreign exhibitions for the Indian Defence Industry. The India pavilion is a pre-eminent dais in showcasing India's Defence potential to the global market. India Pavilion endeavours to bring all Defence manufacturers viz DPSUs, public / private sector, MSME and start-ups under one umbrella thus showcasing the entire spectrum of products manufactured by the thriving Indian Defence industry.
2. Nodal Agency: DEO will appoint a DPSU as the Nodal Agency who will coordinate all activities for setting up of the India Pavilion at the approved International Aerospace and Defence (A&D) exhibitions. The Point of Contact (PoC) from Nodal DPSU has been shared for all approved Exhibitions till Jan 2027. Nodal DPSU shall carry out space booking, conclude contracts for Official Fabricator (OF), Official Freight Forwarder (OFF), catering services, plan exhibition theme, floor layout plan, stall design and the entire management of the India Pavilion. If a private sector company is willing to take on the responsibilities of serving as the Nodal Agency for coordinating setting up India Pavilion, they may also forward their proposal to JS(DIP) office / DEO for consideration.
3. Space Booking and Payment. The Nodal Agency shall book exhibition space at the earliest opportunity to secure preferred vantage location and avail any early bird discounts provided by the organisers. The space booking charges shall be paid by the Nodal Agency which will subsequently be recovered from the participating exhibitors including private exhibitors on a pro rata basis. All booking requests for space within the India Pavilion are to be forwarded to the Nodal Agency at the earliest to facilitate effective planning and accurate estimation of space requirements.
4. Space Allocation. Space within the India Pavilion will be allotted strictly on a First Come First Served basis and all private companies are requested to forward space requirement at the earliest. The minimum space allocation for any exhibitor shall be nine (09) square meters. Allocation of space for exhibits within the common display area shall be managed by the Nodal Agency.
5. Meeting Facilities. Meeting / Conference Room and Business Lounge shall be established within the India Pavilion. No booking charges will be applicable for utilization of these facilities, however the request for advance booking of meeting room is to be forwarded to Nodal Agency. Allocation of meeting room and time therein shall be coordinated by the Nodal Agency.
6. Design Theme. Nodal Agency is to ensure a unified design theme is adopted by all exhibitors within the India Pavilion to ensure visual consistency and reinforce the

collective identity of the Indian defence industry. Harmonisation of the design elements - such as branding, colour schemes, signage, and booth structure will enhance the overall coherence and aesthetic appeal of the pavilion. The design of the India Pavilion must incorporate modern technological elements to create an engaging and future-ready experience for visitors. This includes the use of interactive display units equipped with user-friendly interfaces, such as AI-enabled touchscreens and digital kiosks, to attract and retain visitor attention.

7. India Pavilion Participation & Size. Beginning in 2026, a minimum pavilion size of 500 square metres is to targeted by Nodal Agency to ensure comprehensive representation of the full spectrum of defence products, systems, and equipment manufactured by the Indian defence industry. This expanded footprint will support enhanced visibility, accommodate a diverse range of exhibitors, and better reflect India's growing capabilities as a global defence manufacturing hub. The Nodal Agency in collaboration with the nominated Industry Association shall take appropriate measures to ensure that all participating Indian companies are brought under the ambit of India Pavilion.

8. Financial Details and Payment Terms. The Nodal Agency shall communicate the estimated booking amount to all participants. This shall include the cost of raw space (pro-rata basis), stall fabrication & décor charges (pro-rata basis), registration fees and any other applicable charges on actuals. Booking confirmation shall be issued only upon receipt of payment in the Nodal Agency's designated bank account via RTGS, NEFT or Net Banking. No other modes of payment shall be accepted.

9. Coordination of Services. The Nodal Agency shall provide Points of Contact (PoC) and contact details of the Official Freight Forwarder (OFF) and Official Fabricator (OF) to all participants in advance. Exhibitors are to liaise directly with the OF and OFF for stall fabrication and timely dispatch of exhibits. The Nodal Agency shall share the contact details of the official catering service provider with all exhibitors.

10. Badges and Vehicle Passes. Entry badges and vehicle stickers/passes shall be issued as per entitlements determined by the show organiser. Any additional requirements for badges or passes must be taken up directly with the show organiser.

11. Additional Expenditures. Costs related to travel, transportation, visa, lodging & boarding and any extra business or visitor passes shall be borne by the respective exhibitors.

12. Internal Approvals. All participating exhibitors shall obtain necessary internal management approvals 60 days prior to commencement of Exhibition, so as to avoid last-minute delays and to ensure adequate preparation time for participation in the Exhibition.

13. Final Settlement. After the conclusion of the exhibition, the Nodal Agency shall finalise the actual charges and issue invoices to exhibitors. Any differential amount must be settled within thirty (30) working days of the invoice date. Delayed payments shall attract interest at 18% per annum.

14. Visa Facilitation. Participating companies shall forward participating personnel details to the Nodal Agency at least thirty (30) days prior to the exhibition for issuance invitation letters from the show organiser. DEO shall issue one consolidated letter to the concerned foreign embassy/mission to facilitate expedited visa clearances for all participants of India Pavilion. Issuance of visas remains the sole prerogative of the respective foreign mission/embassy and the organiser shall not be responsible for the outcome of visa applications.

15. Facilitation of Delegations. The assistance of the Indian Mission shall be sought to facilitate visits to the India Pavilion by relevant acquisition authorities in the host country so as to have structured engagements and improved export opportunities for Indian manufacturers.

16. Post-Event Reporting. Upon completion of the exhibition, exhibitors shall submit an Outcome report detailing the interactions held, business enquires, MoU signed etc at the event within thirty (30) days. The Nodal Agency shall consolidate these reports and forward an overall exhibition report to DEO, who would put it up to the Ministry with their comments.