

## REPORT OF FURNITURE FAIR

The Furniture Fair 2016 was organized by I ads & events from 14<sup>th</sup> to 18<sup>th</sup> January 2016 at Chennai Trade Centre, Chennai. In this Exhibition about 120 stalls were participated from various categories like Electric & Electronic Products, floorings, Mats & Carpets, Beds and Mattresses, Modular Kitchen, Home Appliances, Furniture & Furnishings, Arts & Handicrafts, Fashion Products and many more products including Coir Board.

The organizer was released advertisements through The Hindu, Dina Thanthi and Dina Malaar etc and hosted Flex Banner at prominent places during the Exhibition period, Advertisement through Radio Mirchi and TV scroll. The entry was strictly by ticket worth Rs. 40/-.

Coir Bhavan, Chennai had been allotted 3 X 3 mtr (9 Sq.mtr) 1 stall. Coir Board stall was displayed with a Varsity of products like Door Mats, Rugs, R.C. Products, and Garden Articles etc. in a very attractive manner. Coir Bhavan stall was visited by approximately 20,500 visitors. And they have shown the keen interest in our product.

During the exhibition period Coir Board has been sold the goods worth Rs. 60,579/- (Rupees Sixty Thousand Five Hundred and Seventy Nine Only). We are expecting the sales thorough Showroom near future for Coir Matting and Rubberised Coir Mattresses.

The Exhibition was concluded grand success in terms of the publicity and sale of Coir Products.

Date: 20/01/2016  
Place:-Chennai



Manager

Manager  
**COIR BOARD (ISBT. OF INDIA)**  
SHOWROOM & SALES DEPOT,  
57a, (old) 530 Anna Salai, Teynampet,  
Opp. Vanavil Co-optex,  
CHENNAI-600 018. PH: 24349123

