



**“BEST OF INDIA” FAIR 2013**

**May 17-26, 2013**

**Mer Rouge, Free Port**

Global Link Overseas Ltd., an Indian company operating in Mauritius, engaged in the commercialization of Indian products (Home Décor, Garments & Handicrafts), jointly with Island Filmworks (Mauritius), organized **‘Mother’s Weekend Special Fair 2013’** at the Free Port Centre at Mer Rouge from 17-26 May. The expo was especially held in the context of Mother’s Day which is quite popular and celebrated here on May 26. Nearly 100 exhibitors from Mauritius, India, Singapore, Pakistan and Iran exhibited their products in the exhibition ranging from clothing, furniture, jewellery, shoes and decorative items, amongst others. The exhibition also had cultural performances like Punjabi Bhangra and local entertainment. An Indian Food Corner was also part of the event.

2. Most Indian companies (Kashish Design, Akash Overseas, Sapna Exports, Megha Expo Co. Ltd.) were recurrent. Cosmetics (Nature’s Essence, Delhi) and Home Furnishings (Monarch International, Delhi) had big stalls on display which received a tremendous response in terms of sales and otherwise. The other visiting Indian companies asserted that the business was basic and average. Paintings, from an Indian artist from Delhi, which was a part of the exposition (not for sale) were greatly appreciated. The Indian food stalls (Anand Caterers, Delhi) also made a brisk business.

3. According to the event organizer, Mr Dhiraj Ahuja, Managing Director of Global Link Overseas Ltd and Vice-President (African Region) of Shri Lal Mahal,

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exporters of Indian Rice, his maiden attempt in organizing such a fair was a huge success which attracted more than 50,000 visitors. He also received a serious query from the Currimjee group to be a franchisee of Shri Lal Mahal to distribute its rice in the local market. He is reportedly planning another such event on similar lines in August, 2013.

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