



ATITHI, scheduled from 25-27 February 2026, Yashobhoomi (India International Convention & Expo Centre), New Delhi, India

Services Export Promotion Council (SEPC), set up by the Ministry of Commerce and Industry, Government of India, in collaboration with South Asia's Travel & Tourism Exchange (SATTE), is organizing an exclusive **Reverse Buyer-Seller Meet (RBSM)**, an initiative known as “**ATITHI**” from **25-27 February 2026 at Yashobhoomi (India International Convention & Expo Centre), Dwarka, Sector-25, New Delhi.**

2. “ATITHI” – inspired by the essence of its name – aspires to become one of India’s premier in-house brands and a flagship international mega event celebrating travel, tourism, hospitality, and India's rich cultural heritage. The event is designed to promote innovation and excellence within the tourism sector, providing a dynamic global platform for bilateral trade, technology exchange, and capacity building to shape the next generation of the industry. For more information, visit: <https://www.atithiindia.org/#aboutatithi>

3. “ATITHI” will showcase the Ministry of Tourism's Policies, Programmes & Milestones and attract over 2100+ Indian and international exhibitors from different tourism verticals, 1000+ foreign delegates from 30+ countries, and 10000+ Indian delegates from different states & UTs. The event will be a great opportunity to showcase the potential of India's travel and tourism industry and attract investments to boost its growth.

4. For participation in B2B meetings at “ATITHI-2026”, please [Click Here](#).

5. For Partnership, Coordination, Exhibition and Registration, related inquiry, interested delegates / association / company's / representatives can contact the following representatives of SEPC:

Sr. Nr.	Name	Email	Mobile
1.	Mr. Desh Raj	desh.raj@servicesepc.org	+91 80102 15260
2.	Kaushik Guha Roy	kaushik.guharoy@servicesepc.org	+91 88601 42359
3.	Abhishek Sahdev	abhishek.sahdev@servicesepc.org	+91 95602 64622

6. In case any additional information is required, please feel free to contact Mr. Kaushalendra Kumar (Marketing Officer), email com1.berne@mea.gov.in. For the latest updates on trade and events in India, please visit the Embassy of India, Berne website (www.indembassybern.gov.in/trade.php).

Flyer of the event

The flyer is for the 'atithi Tourism & Hospitality Expo'. It features the logos of the Department of Commerce, Ministry of Commerce and Industry, Government of India (SEPC) and the South Asia's Leading Travel Show (SATTE). The event is described as 'An Exclusive Reverse-Buyer-Seller-Meet' and is co-located with SATTE. The dates are February 25-27, 2026, at Yashobhoom (IICC), Dwarka, New Delhi. The tagline is 'Connect • Collaborate • Succeed in Global Tourism!'. The flyer lists five key activities: Pre-Scheduled B2B Meetings, Network with Global Buyers, Showcase Tourism & Hospitality Services, Explore New Markets, and Investment Opportunities. Registration charges are listed as ₹7,000/- for exhibitors at SATTE, ₹10,000/- for SEPC Members, ₹25,000/- for IATO/Associations, and ₹35,000/- for Non-Members, plus 18% GST Extra. Contact details for Mr. Desh Raj, Mr. Kaushik Guha Roy, and Mr. Abhishek Sahdev are provided. A 'REGISTER NOW!' button and the website www.servicesepc.org are also included.
