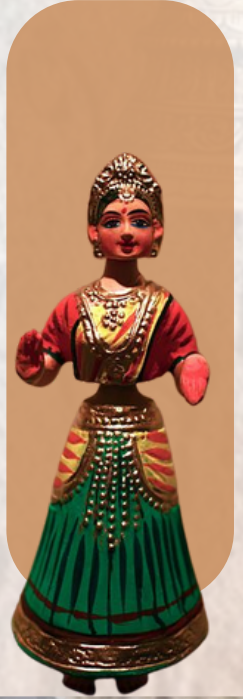




For more information
visit: www.kovaiswadeshimela.in

KOVAI SWADESHI MELA 2026



8th, 9th & 10th August , 2026
Rathinam Grand Hall - Exhibition centre, Coimbatore

“Vocal for Local. Proud of Our Roots. Building Our Future.”

THE VISION

Coimbatore has always been a city of self-made success and relentless grit built on the bedrock of indigenous entrepreneurship and tireless innovation. From its world-renowned textile mills to its thriving engineering clusters, Kovai’s spirit has forever been one of making, creating, and leading.

The Kovai Swadeshi Mela is not just an event; it is a movement to celebrate our roots while engineering our future. Over three transformative days, this landmark gathering will unite industrialists, artisans, farmers, women entrepreneurs, youth leaders, and visionary policymakers under one powerful purpose: to champion the cause of Swadeshi: Made in India, Made with Pride.



WHY KOVAI SWADESHI MELA?

In an era of global flux and economic transformation, the “Vocal for Local” sentiment has never been more vital.

This three-day extravaganza serves as a strategic crossroads where:

MSMEs

Find the regulatory and financial wings to fly beyond boundaries.

Women & Culture

Celebrating women and showcasing the timeless grace, craft, and cultural wealth of the Kongu belt.

The Youth

Find mentors, career opportunities, and the inspiration to lead tomorrow's India.

Agriculture & Sustainability

Where global sustainability vision meets regional agricultural wisdom and innovation.



THE CONFERENCE WILL BE GRACED BY THE HONOURABLE VICE PRESIDENT OF INDIA AND OTHER CENTRAL MINISTERS.

EVENTS AT A GLANCE

MEGA CONFERENCES	3-day themed summit sessions with ministerial addresses, panels & expert talks
CULTURAL EVENTS	Dance & music celebrating the living heritage of the Kongu belt
FOOD MELA	A culinary journey through the native flavours & traditional recipes of Tamil Nadu
EXPO	Exhibiting the finest Swadeshi products, handicrafts & indigenous innovations
JOB MELA & NETWORKING	A powerful recruitment drive connecting top employers with job seekers & VIP sessions, ministerial meets, and curated Breakfast-meet networking opportunities

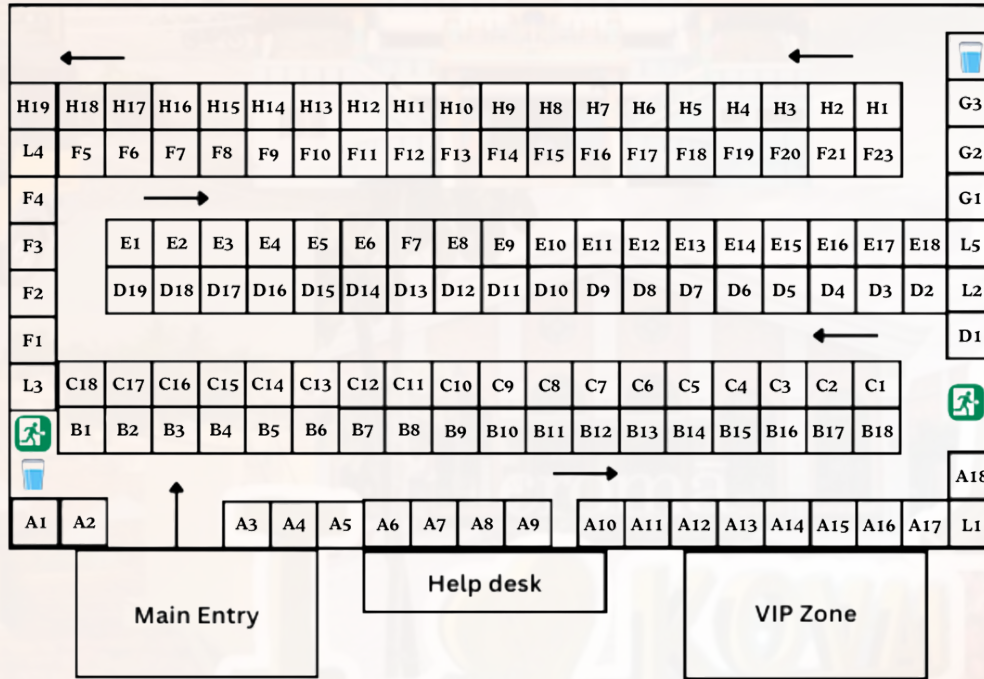


<p>(8th Aug 2026) DAY 01</p>	<p>(9th Aug 2026) DAY 02</p>	<p>(10th Aug 2026) DAY 03</p>
<p>MSME Summit</p>	<p>Celebrating Women Entrepreneurs & Agriculture</p>	<p>Youth Forward</p>
<p>Addresses from Ministerial Dignitaries and senior policymakers.</p>	<p><i>Morning Session:</i> Focus on Women : honouring women leaders, self-help groups, and changemakers redefining industry from the ground up. Addresses from Ministerial Dignitaries</p>	<p>A dynamic platform for the next generation : featuring talks on innovation, leadership, entrepreneurship, and career building & Addresses from Ministerial Dignitaries</p>
<p>Panel discussions and fireside chat on MSME growth, financing, and regulatory landscape.</p>	<p><i>Afternoon Session:</i> Revolutionizing Agriculture & Global Sustainability - connecting regional farming wisdom with cutting-edge sustainable practices.</p>	<p>Inspiring mentors, industry leaders, and young trailblazers share the stage to ignite India's future.</p>
<p><i>Awards Ceremony</i> : Recognising the Top 20 MSMEs of the region : honouring the enterprises that have defined Kovai's industrial spirit.</p>	<p><i>Awards Ceremony</i> : The top 20 achievers from each of two sectors receive recognition on stage:</p> <ul style="list-style-type: none"> • Women : Top 20 trailblazing women of enterprise and impact • Agriculture : Top 20 farmers and agri-innovators of the region. 	<p><i>Awards Ceremony</i> : Celebrating the Top 20 Young Changemakers : the next generation of entrepreneurs, innovators, and leaders shaping India's future.</p>

**Cultural performances, dance, and music celebrating the rich heritage of the Kongu belt will be woven throughout all three days.*

EXPO STALL BOOKING

The Kovai Swadeshi Mela Expo is your platform to put your Swadeshi products, services, and innovations in front of thousands of engaged, purposeful visitors over three days.



Corner Stalls:

A2, A3, A9, A10,
A18, B1, B18
C1, D1, D19
E1, F23, G3, H1

EXPO STALL PRICING (3 DAYS)

Stall Type	Size	Price (Excl. GST - 18%)
Standard Stall	3m x 3m (9 sq. m)	Rs. 45,000
Corner Stall	3m x 3m (9 sq. m) - with both sides open	Rs. 54,000
Double Stall	6m x 3m (18 sq. m)	Rs. 90,000

Rate: Rs. 5,000 per sq. metre (excl. GST) | Minimum booking: 9 sq. metres (1 standard stall)
Larger stalls available as multiples of the standard unit

***18% GST**

****The corner clusters L1, L2, L3, L4, L5 are available only when booked as a double or triple stall units.**

CONTACT US

**STALL BOOKINGS,
SPONSORSHIP & QUERIES**

PAYMENT – BANK DETAILS

Ms. Malathi P

Phone Number: +91 81100 07777

Alternate Number: +91 80128 12225

Account Name: Swarnim

Bharatvarsh Foundation – Trichy

Account Number: 50100681222454

Bank: HDFC

IFSC Code: HDFC0004109

(UPI / RTGS / NEFT accepted)

PARTNERSHIP & SPONSORSHIP TIERS

3 days. A lifetime of impact. Be part of a movement where cultural pride meets economic resurgence, putting your brand in front of thousands of policymakers, entrepreneurs, farmers, students, and cultural custodians. Choose your tier and let your story be heard.

Feature	Title	Platinum	Gold	Silver
Investment	₹10,00,000	₹5,00,000	₹3,00,000	₹1,00,000
Availability	3 Exclusive Slots	4 Slots	4 Slots	10 Slots
Stall Access	Free Prime Stall (High-footfall)	Free Prime Stall (Premium Location)	Free Stall	Free Stall
Branding Scope	Entire Venue (Exclusive)	Key touchpoints	Signage & Banners	Event backdrop & Digital
Media & Ads	TV/ Print/ Online coverage	Press mentions & Media features	Website/Social Media	Social Media "Thank You"
VIP Passes	5 VIP Passes	2 VIP Passes	1 VIP Pass	—
Dignitary Access	Exclusive Breakfast-meet	Breakfast-meet Invitation	Breakfast-meet Invitation	—
Ads between programmes	Yes	Yes	No	No
On-Stage Presence	Executive Spotlight - On Stage keynote address	Branded session ownership	—	—
Prime Billing	Co-branded Event Name	—	—	—
Others	Logo Inclusion as primary brand identity, VIP Networking Access, Product display at other experience zones & logo on volunteer T-shirts.	Logo inclusion in all advertisements and event communication.	—	—



Be part of the movement.

Partnering with the Kovai Swadeshi Mela is more than brand visibility, it is a statement of your commitment to India's self-reliant future, its cultural heritage, and its next generation of leaders.

MEDIA ACCREDITATION



Major Madan Kumar (Retd.)
Media & Outreach Head
media.kovaiswadeshimela@gmail.com

Together, let us write the next chapter of Coimbatore's legacy one that generations to come will look back on with pride.



Organized By Swadeshi Jagran Manch

Kovai Swadeshi Mela 2026 Organizing Committee

Office Address: SWAYEM, 179, Dr. Radhakrishnan Road, Gandhipuram, Coimbatore

Venue: Rathinam Grand Hall, Pollachi Main Road, Eachanari, Coimbatore - 641021

JAI HIND! JAI SWADESHI! JAI KOVAI!

