Embassy of India
Yerevan
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The Ministry of Commerce and Industry, Government of India, in collaboration with South Asia's Travel & Tourism Exchange (SATTE) has launched a flagship programme "ATITHI", an exclusive Reverse Buyer-Seller Meet (RBSM)" of Services Export Promotion Council (SEPC). It is scheduled to be held from 19th–21st January 2027 at Yashobhoomi (India International Convention & Expo Centre), Dwarka, Sector-25, New Delhi.

2. "ATITHI," has emerged as one of India's premier in-house brands and a flagship international mega event showcasing travel, tourism, hospitality, and India's rich cultural heritage. The event is envisioned as a global platform to promote innovation and excellence in the tourism sector, while facilitating bilateral trade, technology exchange, and capacity building to shape the future of the industry.

3. Designed to unlock new avenues of economic opportunity and catalyse strategic partnerships and joint ventures, as a focused international business platform hosting **over 250 international buyers for pre-scheduled and structured B2B meetings with Indian stakeholders**. The programme will be held in collaboration with SATTE, which brings **together 2,000+ exhibitors, 40,000+ trade visitors, and participation from more than 50 countries, along with representation from 28 State Tourism Boards** and leading global destinations under one roof. The platform will also enable interaction with Tourism Ministers, global policymakers, and eminent industry leaders, thereby fostering strategic partnerships, investment dialogue, and meaningful international business collaborations, thereby strengthening India's expanding footprint in international tourism and services markets.

4. All interested entities/companies are encouraged to register through the following designated Google Form link for participation in ATITHI-2027.

https://docs.google.com/forms/d/e/1FAIpQLSe9LMAqrQIP6_c_5A9SOJdiAGOFQ8G5steAOUp4Eho5w30h0A/viewform