



6 February 2010

FOR IMMEDIATE RELEASE

MY FURRY VALENTINE

OR

VALENTINE'S DAY WITH A DIFFERENCE

With an eye to the spirit of Valentine's Day, the theme of IIPTF this year is GIFT A PET. GIFT A PLANT

This year, the India International Pet Trade Fair (IIPTF) will close on Valentine's Day, the reason why its theme this year is "GIFT A PET. GIFT A PLANT. Be an innovative and responsible citizen"

IIPTF, South Asia's only pet trade fair and India's largest pet event, will be held on 12, 13 & 14 February 2010, at the NSIC Exhibition Ground, Okhla Industrial Estate, New Delhi. A B2B-cum-B2C fair for the pet vertical, it showcases exhaustive ranges of pet products (pet foods, snacks, horse-riding equipment, accessories, toiletries, grooming products, leashes, collars, bowls, beds, couture, to name a few) and pet-pertinent services (pet grooming, training, pet boarding, match-making, pet crèche, pet photography, pet diagnostics, etc) from across India and overseas. The 3-day event also showcases wide varieties of pets-dogs, fish, birds, etc.

Interesting things to watch out for in IIPTF 2010 include cutting edge veterinary diagnostic equipment (ECG machines, X-ray machines, ultrasound and radiology machines, colour dopplers, dentistry equipment, etc, for pets) to be displayed by Max Vets, a high tech dog & cat hospital. Max Vets will also launch a Free Rabies Vaccination Drive, wherein the veterinary entity will provide Rabies shots gratis. Furthermore, Mahattas, the renowned Delhi photo studio, will be there to capture loving moments between owners and their pets in film.

The fair will span 55,000 sq ft and will harbour over 100 stalls, with exhibitors and delegates from across India and abroad. The latest edition of the fair will also introduce a '*Garden & Landscaping*' section, comprising products and services from the garden and landscape industry to enhance the undeniable affiliation between pets and nature.

Besides the trade aspect, the fair will feature a pet shop retail seminar and a veterinary conference concurrently with the trade fair. Fun pet events at the fair comprise a Dog Obedience competition, an All Breed Championship and Dog & Cat Fashion Shows, where both mixed and purebred dogs and cats will be seen in fashionable pet couture.

For further information, contact:

Rutaksha Rawat
Corporate Event Manager, IIPTF
L.B. Associates Pvt Ltd
H-108, Sector 63, Noida, Delhi NCR
9811785569, 0120-4727106
rutaksha@lbassociates.com
rutaksha@creature-companions.com