

Indian Shopping Festival ends today



Some of the highlights of the event. Pictures by Thushara Fernando

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Sri Lanka's largest Indian shopping event, The Indian Shopping Festival commenced on December 1 at the Sri Lanka Exhibition and Convention Centre, which has been so far a huge success among shoppers and exhibitors alike.

The shown which ends today, is held for the ninth consecutive year.

This year's fair has shown a bigger growth from the past years, with the influx of many new Indian exhibitors and several local companies selling Indian goods.

This year's show has seen a growth of almost 25 % in exhibition stalls and the event aims to attract nearly 40,000 shoppers and visi-

tors to the fair over the 10 days.

"Such an event gives Sri Lankans the opportunity to purchase Indian goods under one roof, right here in Sri Lanka.

We also have local exhibitors at the event, selling a range of Indian products, thus giving the shoppers a more convenient and accessible approach to buying products from India without having the need to travel," Emile Gunasekera, General Manager Pico Events said.

There are approximately 70 trade stalls at the event this year and the response from exhibitors as well as visitors seem to be very positive.

