

May 15, 2012

To,
Mr. Paras Gundecha
Mr. Vimal Shah
Mr. Dharmesh Jain
Mr. Mayur Shah
Mr. Nayan Shah
Mr. Deepak Goradia
Mr. Boman Irani
Mr. Bandish Ajmera
Mr. Mukesh Patel
Mr. Suresh Mittal
Mr. Pratik Patel
Ms. Manju Yagnik.

Dear All,

Reg.: MCHI-CREDAI EXHIBITIONS.

The entire MCHI-CREDAI MMR decided to stage a One Day Calling Attention Protest for May 3rd, 2012. Nearly all the resources of the secretariat, together with the Units, were marshaled for the May 3rd Protest Gathering.

While all this has been going on, MCHI-CREDAI and Units have been placed in a difficult situation, forfeiting our leadership position in the exhibition space, losing revenue, and seeing competitors rush in to fill in the vacuum.

The time has come to seriously review the MCHI-CREDAI Exhibitions position and decide on:

- Organize International Shows in Dubai – London within next 2-3 months, so that we continue to provide a Representative Industry Platform to our members and announce our Mega Show in November 2012.
- Call members not to support/participate in shows being organized by Private entities till our exhibition plans are finalized.

May I request that this issue be taken up and deliberated upon, expeditiously, as we have suffered considerable revenue losses in the past months, and have also left open the exhibition space, that was uniquely ours, for other players to nibble away at.

The Secretariat has been found fully upto the mark, in all the challenges that have come its way. It's now time to give Exhibitions back its primary position in brand-building, industry-consumer-sales building platform, as for MCHI-CREDAI, Exhibitions is the only major revenue generation for the Association.

I do look forward to some positive response on the above.

Best Regards,
Sd/-
Zubin Mehta.