

# Fair helps export companies secure orders worth crores

TIMES NEWS NETWORK

**Lucknow:** Export companies in Uttar Pradesh have experienced a remarkable surge in business, thanks to lucrative orders secured at the Uttar Pradesh International Trade Show held at the India Expo Mart. Many companies reported securing orders far exceeding their expectations, with several startups benefiting from contracts worth crores.

Among the standout success stories is Birla Aircon, a company specialising in water coolers, deep freezers, and commercial refrigerators, which received an astounding order worth Rs 100 crore. Managing director PK Jain credited the trade show for this achievement, stating, "Last year, we received orders totalling Rs 50 crore. This year, we've doubled our business,



**THE TRADE SHOW SIDELIGHTS**

and we owe it to initiatives like the trade show."

Similarly, Banaras Gulabi Meenakari celebrated a significant victory, securing an order worth Rs 5 crore at the event. Businessman Roshan Vishwakarma expressed his astonishment at the scale of the platform, noting, "In just five days, I received orders worth Rs 5 crore, including one for a Rani Haar valued at

approximately Rs 1.25 crore."

Abhishek Agarwal, head of Dazzle Global in Moradabad, praised the Uttar Pradesh International Trade Show as a commendable initiative by the state govt.

Agarwal highlighted the success of the event for his company, stating, "We are not only connecting with customers, but also securing large-scale orders."