

BENEFITS OF THE EXHIBITION:

- ▶ **Generate High-Quality Leads** by directly engaging with potential distributors, franchisees, and strategic partners.
- ▶ **Amplify Your Brand** through targeted industry pavilions, live demonstrations, and on-site promotions.
- ▶ **Expand Market Presence** by showcasing your offerings to a rapidly growing and consumption-driven audience.
- ▶ **Explore Investment Opportunities** across Bihar's high-potential sectors including real estate, food processing, textiles, healthcare, and many more.
- ▶ **Network** through curated B2B meetings, investor connect programs, and interactions with industry leaders.
- ▶ **Gain Market Insights** into new business models, innovative technologies, and Bihar's evolving industrial policies.
- ▶ **Tap into Bihar's Growth Story** and understand the state's competitive economic advantages and emerging consumer trends.



ABOUT CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes.

For 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. With its extensive network across the country and the world, CII serves as a reference point for Indian industry and the international business community.

In the journey of India's economic resurgence, CII facilitates the multifaceted contributions of the Indian Industry, charting a path towards a prosperous and sustainable future. With this backdrop, CII has identified "Accelerating Competitiveness: Globalisation, Inclusivity, Sustainability, Trust" as its theme for 2025-26, prioritising five key pillars. During the year, CII will align its initiatives to drive strategic action aimed at enhancing India's competitiveness by promoting global engagement, inclusive growth, sustainable practices, and a foundation of trust.

Confederation of Indian Industry

Eastern Region Headquarters
6, Netaji Subhas Road | Kolkata 700 001, India
T: 91 22307727-28 | W: www.cii.in



Scan for details

CONTACT DETAILS:

Ms Disha Chakraborty
disha.chakraborty@cii.in | +91 7980838197

Ms Anjali Singh
anjali.singh@cii.in | +91 9303839695

Mr Nilabh Keshav
nilabh.keshav@cii.in | +91 8294629995



Confederation of Indian Industry
Eastern Region



CII

ENTERPRISE BIHAR

Harnessing Bihar's Potential
through Franchise &
Distributorship

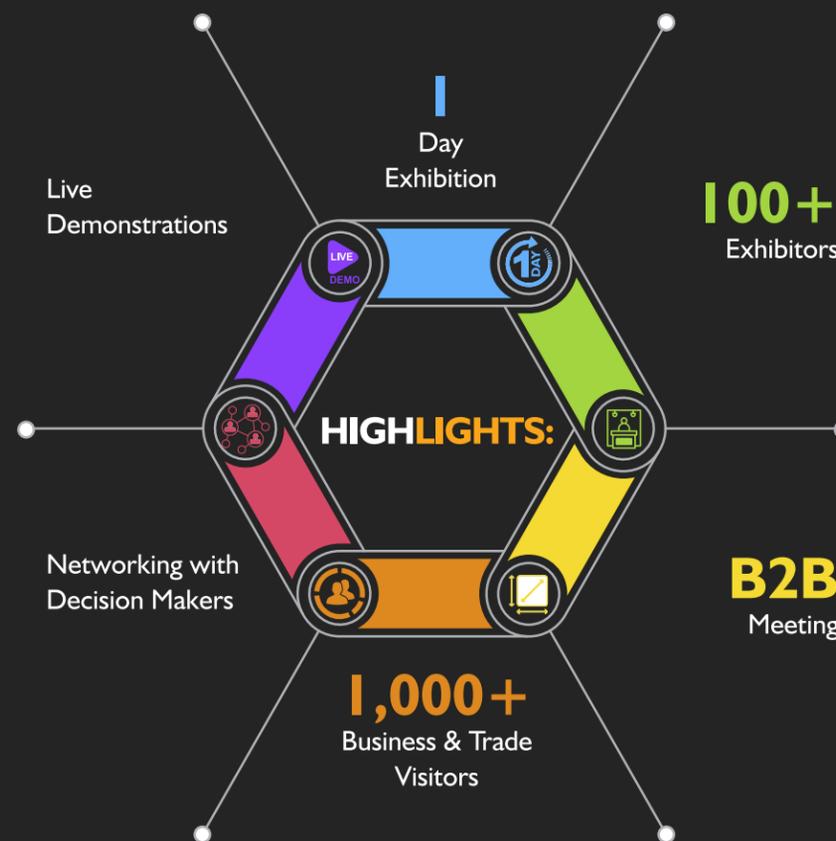
2 December 2025
Taj City Centre, Patna

ABOUT THE EXHIBITION:

Confederation of Indian Industry Eastern Region is organising Enterprise Bihar on December 2025 at Taj City Centre, Patna with the theme "Harnessing Bihar's Potential through Franchise & Distributorship."

This exhibition serves as a platform for national and regional brands to connect with Bihar's thriving entrepreneurs and investors, leveraging the state's dynamic growth, robust consumer base, and rising rural purchasing power. Discover opportunities to partner through franchises, distributorships, and more, in Bihar's high-priority sectors.

Join us to explore collaboration opportunities, tap into the state's surging consumer market, and discover insights that drive business growth and investment in Bihar's vibrant economic landscape.



EXHIBITOR'S PROFILE:

- ▶ Automotive & Vehicle Services
- ▶ Retail & Lifestyle Products
- ▶ Beauty, Health & Wellness
- ▶ Medical & Diagnostic Services
- ▶ Education & Training Solutions
- ▶ Hospitality & Tourism
- ▶ Fitness & Lifestyle
- ▶ Logistics
- ▶ Real Estate & Infrastructure
- ▶ Energy & Electric Vehicle Solutions
- ▶ Entertainment & Leisure
- ▶ Food & Beverage
- ▶ Supermarkets & Retail Marts

VISITOR'S PROFILE:

- ▶ Industry Leaders who are looking to diversify
- ▶ High-net worth Individuals
- ▶ Family Business Owners
- ▶ Next Generation Business Leaders
- ▶ Retailers who are seeking to expand brand tie-ups
- ▶ Dealers, Distributors, and Trade Partners
- ▶ Members of Industry and Trade Association
- ▶ Logistics and Supply Chain providers
- ▶ Commercial Real Estate Owners
- ▶ Warehouse Owners

