

PRAMANA 26 FOOD AND STALLS RULES AND REGULATIONS

PRAMANA – FOOD ZONE GITAM (Deemed to be University), Hyderabad Campus Two-Day Food Fair | 27–28 February
MARKETING, VENDOR & STUDENT COMMUNICATION BRIEF (Official Reference Document)

SECTION 1: PURPOSE OF THIS DOCUMENT

This document serves as the official briefing note for the Marketing Team to:

- Communicate accurately with vendors and students
- Publicise vendor participation details transparently
- Avoid ambiguity on commercials, rules, and compliance
- Ensure consistency across posters, emails, WhatsApp communication, and announcements

All communications related to the Food Zone must be aligned strictly with this document.

SECTION 2: EVENT OVERVIEW

Event Name: Pramana – Food Zone Venue: GITAM (Deemed to be University), Hyderabad Campus Dates: 27 & 28 February Stall Operations: From 3:00 PM onwards Closure at 9:00 PM

The Food Zone will feature curated food stalls, exhibition stalls, and premium brand participation, governed by strict safety, pricing, and quality standards.



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SECTION 3: VENDOR ELIGIBILITY & PARTICIPATION RULES

- Only FSSAI-registered vendors are permitted to operate food and food-related stalls
- All statutory licenses must be valid and submitted before the event
- Employment of underage/minor workers is strictly prohibited.
- Vendors must sign the official MOU and complete 100% payment before stall setup. Non-compliance at any stage may result in cancellation without refund.

SECTION 4: STALL CATEGORIES & COMMERCIAL TERMS

Category A – Large Food Stalls Base Amount: INR 60,000/- (for both event days) Registration Fee: INR 2,000/- (to enter bidding process, non refundable)

- Adjusted against final bid amount for the winning bidder .Stall Size: 20 ft × 20 ft Infrastructure Provided:
- Four (4) tables
- Four (4) chairs
- Two (2) lights
- Two (2) 5-amp power sockets Power:
- Event power supply from DG
- Additional power / 15-amp socket charged on actuals

Category B – Medium Food Stalls Base Amount: INR 30,000/- (for both event days) Registration Fee: INR 1,000/- (to enter bidding process, non-refundable)

Adjusted against final bid amount for the winning bidder Stall Size: 10 ft × 10 ft Infrastructure Provided:

- Two (2) tables
- Four (4) chairs
- One (1) 5-amp power socket with switch Additional Power / 15-amp socket: Charged on actuals



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Category C – Exhibition / Non-Cooking Stalls Base Amount INR 16,000/- (for both 2 event days) Registration Fee: INR 1,000 (to enter bidding process, non-refundable) Adjusted against final bid amount for the winning bidder Stall

- No flame / No electric cooking permitted
- Suitable for jewellery, sponsors, hair braiding, mehendi, merchandise, and exhibitions Stall Type: Exhibition-style (no roof) Infrastructure Provided:
- One (1) table
- Two (2) chairs

(Note : if we receive only one registration for one stream / product in any category We will immediately close that with no bidding at the initial bid and registration fee will be adjusted in the balance payment amount.)

PREMIUM / NATIONAL BRANDS

- Category B base rate applicable
- Revenue share model: 8%–10% (as finalised by Organising Committee)
- Applicable only for established / national / premium brands

SECTION 5: AUCTION PROCESS (FOR APPLICABLE CATEGORIES)

- Vendors must submit sealed bids along with registration fee.
- Bids below base amount will be rejected.
- Highest valid bidder will be awarded the stall.
- Full payment must be completed within 48 hours of award.
- Failure will result in allotment to the second-highest bidder.

SECTION 6: SECURITY DEPOSIT & PAYMENTS

- Refundable Security Deposit: ₹10,000 per stall.
- Deposit may be forfeited for pricing violations, safety lapses, damage, or non-compliance.
- All payments routed strictly through the GITAM Finance Cell.



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SECTION 7: ID CARDS, ENTRY & ACCESS CONTROL

- All vendor staff and student vendors must display valid GITAM/Event ID cards at all times.
- Designated entry and exit gates must be followed.
- Vehicle passes and team passes must be collected 24 hours prior to event entry.
- Security reserves the right to inspect vehicles, materials, and personnel.

SECTION 8: PRICING & SALES REGULATIONS (STRICT)

- Packaged food and beverages must be sold strictly at MRP.
- Menu items and prices must be pre-approved and displayed clearly.
- No price changes or additional charges are permitted.
- Overpricing may result in penalties or stall closure.

SECTION 9: HYGIENE, FIRE & SAFETY COMPLIANCE

- Vendors must maintain cleanliness and proper waste segregation.
- Vendors must bring garbage covers and secure waste within the stall.
- Fire extinguishers are mandatory and must be arranged by vendors.
- Electrical and fire safety checks may be conducted at any time

SECTION 10: POWER, STORAGE & INFRASTRUCTURE RULES

- Overnight storage (pre-event or post-event) only with prior approval
- Additional charges apply for overnight storage and extra power usage.
- Unauthorized power draw or storage will attract penalties



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SECTION 11: TEAM SIZE & OPERATIONS

- Category A: Max 6 team members
- Category B: Max 4 team members
- Category C: Max 2 team members

No additional personnel permitted beyond approved limits

SECTION 12: VIOLATIONS, PENALTIES & GOVERNANCE

- Violations may result in penalties, forfeiture of deposit, or immediate stall closure.
- GITAM reserves the right to terminate any stall impacting safety, discipline, or brand image.
- Organising Committee's decision shall be final and binding.

SECTION 13: Equipment Rules Notice

- Please do not leave your equipment or personal items overnight.
- If items are left unattended, it is done at your own risk.
- The Organizing Committee and GITAM Management will not be responsible for any loss, theft, or damage to belongings.

SECTION 14: KEY COMMUNICATION NOTES FOR MARKETING TEAM

- Do not promise discounts, price flexibility, or extra manpower.
- Clearly communicate that rules are strictly enforced.
- Ensure all creatives, emails, and posts reflect approved stall categories and timings.
- Refer vendors to the Organising Committee for clarifications, not informal commitments.

THIS DOCUMENT SHALL BE USED AS THE SINGLE SOURCE OF TRUTH FOR ALL FOOD ZONE COMMUNICATIONS RELATED TO PRAMANA 2026.