



**KERALA HOTEL &
RESTAURANT ASSOCIATION**
The Apex Body of Hospitality Industry in Kerala



62nd STATE CONFERENCE OF KHRA

SALKKAR

‘Uniting Hospitality Inspiring Growth 2027

29 | 30 | 31 JANUARY 2027
MARINE DRIVE KOCHI, KERALA



ABOUT KHRA

The Kerala Hotel & Restaurant Association (KHRA) is the apex organization representing the hospitality sector in Kerala, with a strong presence across all districts. KHRA has been serving and supporting the industry for decades through advocacy, training, networking and industry development initiatives.

EVENT OVERVIEW

Salkkar 2027, the 62nd State Conference of the Kerala Hotel & Restaurant Association (KHRA), will be held on **29th, 30th & 31st January 2027 at Marine Drive, Ernakulam.**

This three-day mega event will bring together hospitality entrepreneurs, hotel, restaurant and bakery owners, industry leaders, government officials, policymakers, suppliers, manufacturers, service providers and business partners from across Kerala and beyond.

EVENT HIGHLIGHTS



62nd State
Conference of KHRA



Trade exhibition and
product showcase



Presence of government
officials and policymakers



Participation of leading
hospitality entrepreneurs



Three-day business and
networking event



Industry seminars and
panel discussions



Cultural and
entertainment programs



Extensive media coverage across
print, TV, digital and social media

EXPECTED PARTICIPATION

HOTEL
OWNERS

RESTAURANT & BAKERY
OWNERS

RESORT
OPERATORS

CATERERS

HOSPITALITY
SUPPLIERS

FOOD & BEVERAGE
COMPANIES

KITCHEN EQUIPMENT
MANUFACTURERS

TECHNOLOGY
PROVIDERS

GOVERNMENT
REPRESENTATIVES

INDUSTRY
EXPERTS



SPONSORSHIP OPPORTUNITIES

STATEWIDE CONSUMER REACH THROUGH PROMOTIONAL PRIZE COUPONS

As part of the promotional campaign for SALKKAR 2027
30 LAKH PROMOTIONAL PRIZE COUPONS

will be distributed FREE OF COST to customers visiting KHRA member hotels and restaurants across Kerala



DISTRIBUTION STARTS
AUGUST 2026
CAMPAIGN CONTINUES UNTIL
JANUARY 2027

6 MONTHS OF CONTINUOUS STATEWIDE BRAND EXPOSURE

The promotional coupon campaign will run for nearly six months, ensuring sustained visibility and engagement for sponsor brands across Kerala through the extensive KHRA hospitality network.

SPONSOR BRANDING BENEFITS

- Logo featured on all 30 Lakh+ Promotional Prize Coupons
- Direct reach to millions of consumers across Kerala
- Six months of continuous brand exposure
- Daily customer engagement through KHRA member establishments
- Strong brand recall through repeated visibility
- Association with Kerala's largest hospitality industry event
- Statewide promotion through hotels, restaurants, bakeries and hospitality outlets

30
LAKH+

6 MONTHS OF
STATEWIDE BRAND
EXPOSURE

AUGUST 2026- JANUARY 2027

MILLIONS OF CONSUMER IMPRESSIONS ACROSS KERALA

SPONSORSHIP OPPORTUNITIES

MAIN SPONSOR PACKAGE: 25,00,000

- Company's name and logo will be associated with the event title as MAIN SPONSOR
- Brand advertising opportunities around the venue
- Logo on 30 LAKH Promotional Prize Coupons
- Company name and logo on event posters, event calendar, programme notices and publicity material
- Flex hoardings across Kerala
- LED wall advertisement on the main stage
- Invitation to the stage for product demonstration
- 3 stalls of size 10ftx10ft can be provided at the venue
- Extensive visibility through all event promotions
- KHRA support for product promotion through its statewide network

CO-SPONSOR PACKAGE: 10,00,000

FROM THE DATE OF SPONSORSHIP CONFIRMATION

- Company's name and logo will be associated with the event title as CO-SPONSOR
- Brand advertising opportunities around the venue
- Company logo on event posters, event calendar, programme notices and publicity materials
- 2 stalls of size 10ftx10ft can be provided at the venue
- One time opportunity on stage for product demonstration
- Visibility through event promotions
- KHRA support for product promotion through its statewide network
- Association with Kerala's largest hospitality event

*taxes applicable

WHY SPONSOR SALKKAR 2027 ?

Reach thousands of hospitality decision makers

Enhance brand credibility and visibility

Direct access to hotel & restaurant owners

Generate quality business leads

Statewide consumer reach through 30 lakh +coupons

Strengthen brand recall and long-term relationships

SPONSORSHIP CATEGORIES	CATEGORY	PACKAGE
	MAIN SPONSOR	25,00,000
	CO- SPONSOR	10,00,000

FOR SPONSORSHIP ENQUIRIES

📍 Kerala Hotel & Restaurant Association (KHRA)
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