



KERALA HOTEL & RESTAURANT ASSOCIATION

The Apex Body of Hospitality Industry in Kerala



62nd STATE CONFERENCE OF KHRA

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

2027
SALKKKAR

TITLE SPONSORSHIP
PROPOSAL

An Exclusive Opportunity to Partner with Kerala's Largest Hospitality Gathering

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

TITLE SPONSOR BENEFITS



EVENT NAMING RIGHTS

The event will be branded as "SALKKAR 2027 Powered by [Sponsor Name]" or "[Sponsor Name] Presents SALKKAR 2027" (subject to mutual agreement)



PREMIUM BRANDING

- Exclusive Title Sponsor status
 - Logo in all event branding materials
 - Prominent visibility on main stage backdrop, venue entrance & key locations
 - Logo on delegate kits, badges and conference materials
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MEDIA EXPOSURE

- Recognition in all press releases
 - Branding in newspaper advertisements
 - Visibility in TV and digital promotions
 - Extensive social media promotion before during & after the event
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BUSINESS NETWORKING

- Access to hospitality industry leaders
 - Networking with hotel and restaurant owners from across Kerala
 - Opportunity to generate business leads and strategic partnerships
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EXHIBITION & PRODUCT SHOWCASE

- Premium exhibition space at the venue
 - Opportunity to showcase products and services
 - Direct interaction with hospitality business owners and decision-makers
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STAGE RECOGNITION

- Acknowledgment during inaugural and valedictory functions
- Opportunity to address delegates during a designated session
- Presentation of sponsor memento during the conference









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 hotels and restaurants across Kerala through the extensive network of KHRA member establishments.



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.

TITLE SPONSOR LOGO WILL APPEAR ON ALL 30 LAKH COUPONS

- Direct exposure to millions of customers across Kerala
- Association with Kerala's largest hospitality industry event
- Exceptional brand visibility through daily customer interactions
- Continuous statewide promotion throughout the campaign
- Strong brand recall among a diverse consumer audience
- Unmatched reach through KHRA's extensive hospitality network

WHY SPONSOR SALKKAR 2027 ?

Reach a highly targeted hospitality audience

Enhance brand credibility and market presence

Generate quality business leads

Build long-term relationships within the hospitality sector

Strengthen brand recall among industry stakeholders

TITLE SPONSORSHIP PACKAGE 50 LAKH

FOR SPONSORSHIP ENQUIRIES

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