



Rotary Means Business
Fellowship



THE BIGGEST INTERNATIONAL TRADE FAIR MYSORE HAS EVER WITNESSED

8TH TO 10TH MAY 2026
MAHARAJA COLLEGE GROUND MYSURU

TRADE WITH TRUST. GROW WITH ROTARY.

RMBFMYSURU.COM

Aim & Purpose RMBF ITF, Mysore

The RMBF International Trade Fair aims to position Mysore as a preferred global destination for investment, business growth, and quality living.

Mysore is emerging as a future ready city with strong infrastructure, a skilled workforce, upcoming international airport, and a peaceful lifestyle offering the right balance between business opportunity and quality of life.

This International Trade Fair is designed to:

- Attract global & domestic investors
- Showcase Mysuru as an investment friendly city
- Promote opportunities across IT, manufacturing, startups, real estate, tourism, & allied sectors
- Enable national & international business collaborations
- Encourage businesses to establish operations & residences in and around Mysore

Through this platform, Rotary Means Business Fellowship connects global opportunities with a city ready for the future and economic growth.

***RMBF International
Trade Fair – Connecting
the World to the Future
City of Mysore***

EVENT OVERVIEW & BENEFITS

Why Attend the RMBF International Trade Fair?



FOR VISITORS



PRODUCT DISCOVERY
– New & Trusted Brands



INNOVATION EXPOSURE
– Emerging Technologies



DIRECT ACCESS
– Meet Business Owners



INVESTMENT AWARENESS
– Explore Opportunities



LOCAL SUPPORT
– Strengthen Regional
Economy



FOR SPONSORS



SPONSOR-BRANDED ZONES

– Prime high-footfall areas



360° LED SCREEN BRANDING

– Maximum visibility



PREMIUM BRAND RECALL

– Before, during & after event



DECISION-MAKER ACCESS

– Business leaders & influencers



ROTARY CREDIBILITY

– Trust amplification

FOR BUSINESSES / EXHIBITORS



BRAND VISIBILITY

– High Footfall Exposure



DIRECT SALES

– B2B, B2C & B2CH



LEAD GENERATION

– Quality Prospects



BUSINESS NETWORKING

– Ethical Connections



MARKET EXPANSION

– Local to Global



*A trade fair
designed
not just to sell,
but to serve.*

The Journey to the Grand International Trade Fair

A thoughtfully curated series of pre events to build awareness, participation, and momentum.

“FIRST DRIVE”

VOCAL FOR LOCAL

This is a city level vehicle rally designed to ignite pride, responsibility, and action toward supporting local businesses of Mysuru. This rally is designed as a public awareness movement, not merely a procession, encouraging citizens to consciously choose MSME products and services in their everyday lives.

The rally will move through prominent city roads, symbolizing unity between business owners, professionals, families, youth, and citizens, all coming together for a common cause strengthening the local economy.



WHO CAN PARTICIPATE?

- Working business owners & Entrepreneur
- Professionals & service providers
- Families & general public
- Youth & student volunteers
- Community leaders

RULES & GUIDELINES

- Participants must follow traffic and safety rules
- Vehicles to carry only approved banners/slogans
- No political or religious messaging allowed
- Rally to remain peaceful and disciplined
- RMBF instructions to be followed at all times

“HER CURRY STORY”

#HER KITCHEN, HER ENTERPRISE

RMBF Women’s Cooking Competition is a Pan-Karnataka cooking challenge where women share a recipe video using Dhaatu Masala. It brings talented home chefs and food lovers onto one common platform.

WHO CAN PARTICIPATE?

- Women aged 20 to 45 years
- Participants must be from Karnataka
- Must have Instagram + Facebook accounts

PROCESS

- Register by Feb 28
- Cook using the products given by us & show the pack in the video
- Post on Instagram & Facebook & Tag us
- Top 20 based on likes & comments (IG + FB)
- Finale at Mysuru

MARCH 2026



“HEROES OF MYSURU”

#MYSURU’S HEROES. MYSURU’S PRIDE

This is a people powered recognition initiative that honors unsung individuals who selflessly serve society and create real impact.

The public nominates and votes for everyday heroes who represent compassion, service, and social responsibility making recognition transparent, inclusive, and community driven.

APRIL 2026



WHO CAN BE NOMINATED?

- Social Workers
- Volunteers
- Teachers, Doctors, & Entrepreneur
- Anyone making a positive difference

RULES & GUIDELINES

- Public nomination opens online
- Shortlisting based on eligibility
- Public voting phase
- Highest vote getter declared winner

RMBF International Trade Fair 2026 Layout Plan

PRICING

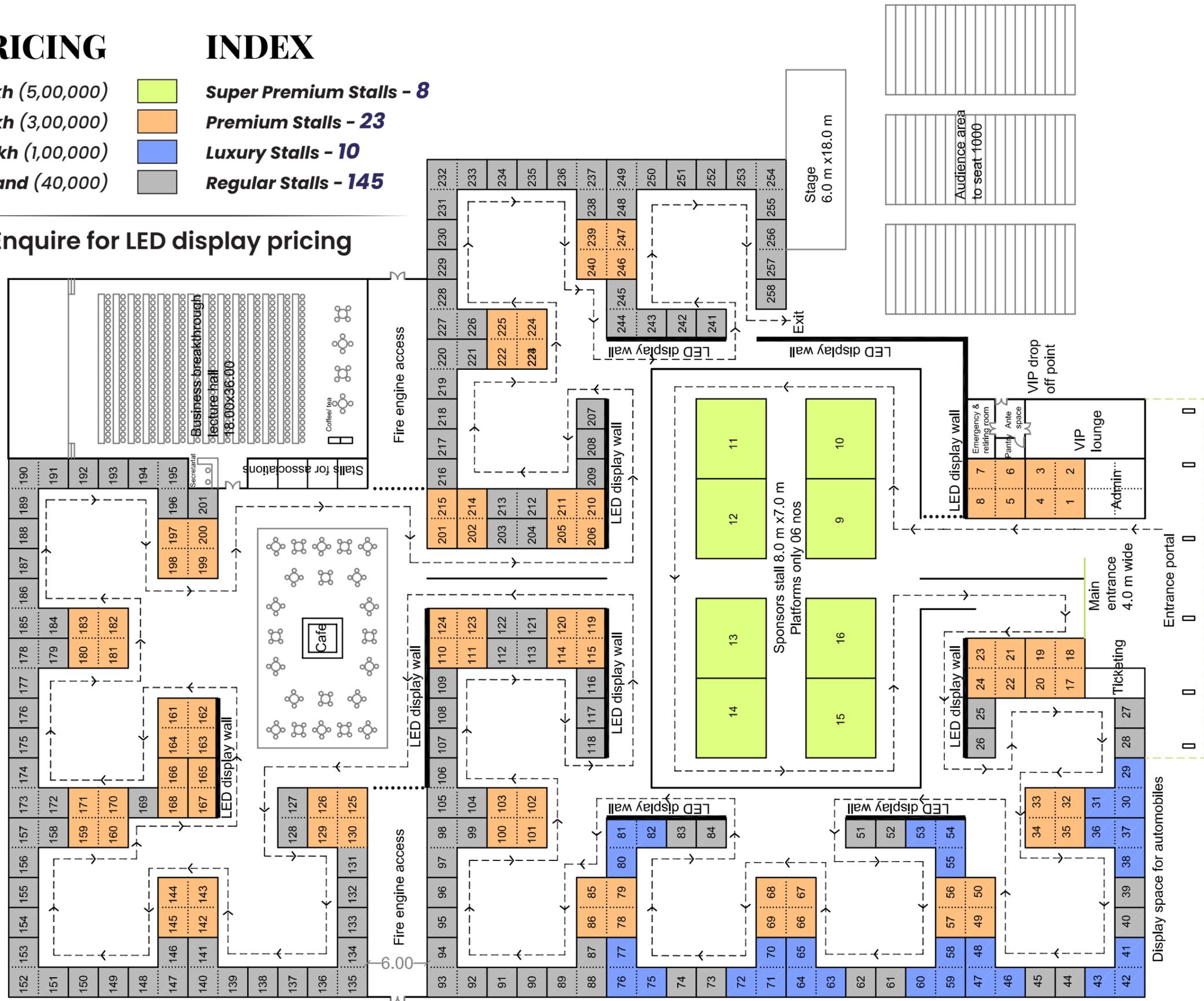
- 5 lakh (5,00,000)
- 3 lakh (3,00,000)
- 1 lakh (1,00,000)
- 40 Thousand (40,000)



INDEX

- Super Premium Stalls - 8**
- Premium Stalls - 23**
- Luxury Stalls - 10**
- Regular Stalls - 145**

Enquire for LED display pricing



ROTARY CAPITAL X

WHERE IDEAS MEET CAPITAL



The Business Pitch Arena is a platform for entrepreneurs and students to showcase innovative business ideas. Participants present their idea or business, the problem it solves, the solution offered, the product or service, target customers, and how they plan to reach the market.

FOR ENTREPRENEURS & BUSINESSES PITCH

For businesses, the arena offers direct access to mentors, investors, and industry experts to gain feedback and refine ideas. Participants should briefly share their current stage and growth vision to unlock real growth opportunities.

WHO CAN PARTICIPATE?

- *Startups, MSMEs, growing businesses*
- *Open to participants across India*
- *Participation may be Individual or team-based (2-3 max)*

PROCESS

- *Approx. Expected Applications 500*
- *Round 1 Screening: Top 50 Over Video*
- *Round 2 Pitch Review: Top 20 –Over Zoom Sessions*
- *Mysore Pitch Grand Finale Event: 20 Startups*
- *Post Event Deal Closure: 10 Startups*



FOR STUDENT PITCH

For students, the platform connects learning with industry, helping them present ideas, gain expert guidance, & explore career or startup paths. Real or conceptual ideas are welcome, with focus on innovation, impact, and clarity.

WHO CAN PARTICIPATE?

- *College students*
- *MBA | PGDM | MCom*
- *Engineering | PhD/Doctoral candidates*
- *BBA | BBM | BCom*
- *Design, Technology, or Innovation-focused programs*
- *Participation may be Individual or team-based (2-3 max)*

PROCESS

- *Approx. Expected Applications 500*
- *Round 1 Screening: Top 50 Over Video*
- *Round 2 Pitch Review: Top 20 –Over Zoom Sessions*
- *Mysore Pitch Grand Finale Event: Top 20 Pitch*





8TH TO 10TH MAY 2026

BUSINESS CONCLAVE

MSME GROWTH PLATFORM

The Business Conclave is a knowledge driven forum where experienced business leaders, industry veterans, and subject matter experts share real-world insights with MSMEs and growing enterprises.

Rather than theoretical discussions, the conclave focuses on practical strategies, real challenges, case studies, and proven solutions relevant to today's competitive business environment. Key focus areas include scaling businesses, financial planning, branding, compliance, operations, and leadership.

As part of the RMBF International Trade Fair, the Business Conclave will feature **10 distinguished speakers** spread across the event days, each bringing hands-on experience and actionable perspectives from their respective industries.

This platform enables MSMEs to learn directly from experience, gain clarity on growth paths, and build confidence to scale sustainably, while engaging with leaders who have successfully navigated similar business journeys.

RMBF INTERNATIONAL TRADE FAIR 2026

THE GRAND INCLUSIVE BUSINESS PLATFORM

This is a three day, large scale, inclusive business exhibition designed to provide equal opportunity to all businesses, irrespective of industry, size, community, or location.

This International trade fair brings together startups, MSMEs, corporates, professionals, manufacturers, service providers, and entrepreneurs under one trusted Rotary backed platform. It enables direct engagement between business-to-business (B2B) businesses, consumers (B2C) & Business to Consumer at home (B2CH) as well as collaborations.

More than an exhibition, the Trade Fair functions as a marketplace of ideas, products, partnerships, and possibilities, guided by Rotary values of ethics, transparency, and trust. It aims to generate tangible outcomes on terms of Sales, Leads, Collaborations, and long term growth.

8TH TO 10TH MAY 2026





Who You Will Meet

INDUSTRIES

- *Manufacturing & Engineering*
- *Real Estate & Infrastructure*
- *IT, AI & Digital Services*
- *Healthcare & Wellness*
- *FMCG, Retail & Consumer Brands*
- *Education & Skill Development*
- *Hospitality & Tourism*
- *Finance, Banking & Insurance*
- *Startups and Innovation-led Enterprises*

PROFESSIONAL PROFILES

- *Business Owners & Founders*
- *CEOs & Directors*
- *Startup Founders*
- *Investors & Angel Networks*
- *Industry Consultants*
- *Senior Professionals*
- *Media & Digital Influencers*



VISITERS

- *General public of the city*
- *College Students*
- *Entrepreneurs*
- *People all over from Karnataka*
- *Expecting 100,000+ walk-in*
- **1 Crore+** online reach

Rotary



About Rotary

Rotary is a global network of people who unite and take action to create lasting change.

Its mission is to serve others, promote integrity, & advance goodwill and peace through fellowship.

Rotary clubs are community-driven, led by local members who identify needs and deliver real solutions.

Across thousands of clubs worldwide, Rotary connects leaders, professionals, and changemakers.

Rotary focuses on key causes such as peacebuilding, disease prevention, clean water & sanitation, education, & growing local economies.

One of Rotary's most recognized commitments is the long-standing effort to end polio worldwide.

At its heart, Rotary brings diverse people together to do good through service, leadership, and collaboration.



About RMBF

ROTARY MEANS BUSINESS FELLOWSHIP

RMBF Mysore Chapter was launched in October 2015 and has steadily grown into a strong fellowship platform for Rotarians in Mysuru.

Its mission is to encourage Rotarians to support the success of fellow Rotarians by doing business with them and referring others to them.

RMBF represents Rotary's vocational spirit, where professional connections are built with integrity and responsibility.

It creates structured opportunities for networking, referrals, mentorship, and long-term collaboration.

RMBF Mysore helps members grow in business while strengthening Rotary engagement and community impact.

With the same purpose, the chapter drives initiatives like the International Trade Fair to create inclusive opportunities for businesses and society.

TO KNOW MORE CONTACT US



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SCAN FOR LOCATION

