भारतीय प्रतिभूति और विनिमय बोर्ड
Securities and Exchange Board of India

प्रेस विज्ञप्ति
PRESS RELEASE

संपर्क प्रभाग, सेबी भवन, बांद्रा कुर्ला कॉम्प्लेक्स, बांद्रा (पूर्व), मुंबई - 400 051
Communications Division, SEBI Bhavan, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051
दूरभाष / Tel: +91-22-26449000 ईमेल / email:press@sebi.gov.in वेबसाइट /website: www.sebi.gov.in

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## Inauguration of SEBI's Pavilion at the IITF, 2026 by Chairman, SEBI

The 45th India International Trade Fair (IITF), the annual multi-product exhibition organised by the India Trade Promotion Organisation (ITPO) under the Ministry of Commerce and Industry, Government of India, is being held at Bharat Mandapam, New Delhi, from November 14–27, 2026.

As part of its continued efforts to showcase India's well-regulated securities market and to promote investor awareness and education, the Securities and Exchange Board of India (SEBI), in association with NSE, BSE, MCX, MSEI, NCDEX, CDSL, NSDL, KFin Technologies, CAMS, OBPP Association, CPAI, IRA, BIA, AMFI and NISM, has set up a pavilion titled "**Bharat Ka Share Bazaar**" in Hall No. 4 at the fair.

In keeping with the overall IITF theme "**Vikas aur Virasat**", this year's Pavilion presents India's securities market, whose roots go back over 150 years, as a key enabler of the nation's journey towards Viksit Bharat @2047.

The Pavilion was inaugurated on November 14, 2026, by **Shri Tuhin Kanta Pandey, Chairman, SEBI**, in the presence of SEBI officials, dignitaries from the participating institutions and participants from across the securities market ecosystem.

In his address, the Chairman appreciated the joint effort of SEBI and the participating institutions to promote investor awareness and education and expressed happiness that the Pavilion has expanded since last year, with new participants. Chairman urged the institutions to pay close attention to the discussions with the visitors to identify processes that can be simplified and services that can be improved. He also highlighted SEBI's campaign "**Samajh Se Investing Simple**" under Project Jagrook and the "**Check, Validate and Verify**" safety message, and advised investors to

understand an investment, check its authenticity and consider its risks before making a decision.

The Pavilion showcases SEBI's continuous efforts toward investor protection and market integrity while making financial education interactive and experiential. It features an AI Zone and an Investor Facilitation Camp (IFC), where visitors can interact directly with officials and learn about safe investment practices.

Quizzes and games with exciting prizes will be held throughout the fair. These initiatives aim to make investor education engaging, experiential and inclusive, while also cautioning the public against illegal money mobilisation schemes, unregistered entities and fraudulent investment offers, including those on social media and messaging platforms.

The "**Bharat Ka Share Bazaar**" Pavilion truly embodies the spirit of "**Vikas aur Virasat**", bringing together the legacy of India's securities market and its modern, technology-driven present. It invites every citizen, from students and first-time investors to senior citizens, to participate in the nation's growth journey as informed and protected investors.

**Mumbai**
**November 15, 2026**