



International Trade Fair will Smell Like Bareilly's Perfume

Why In News?

According to the information received from the media on September 18, 2023, UP International Trade Show will be organized from September 21-25 at India Expo Center and Mart Greater Noida in Uttar Pradesh, in which the perfume made in Bareilly will spread its fragrance.

Key Points:

- Bareilly's perfumes have been given a special place in Hall No. 15 of the trade show. The special thing is that this perfume has received praise in European countries as well as in America.
- Bareilly, famous all over the world for Zari and Surma, is now also known for aromatic oils, perfumes and perfumes. The youth of Bareilly are exporting aromatic oils to Europe and America.
- Its biggest achievement is that the Central Government has given recognition to Bareilly's Aromatic and Allied Chemicals as an export house.
- Gaurav Mittal, who did a perfumery course from France after doing B.Tech from IIT Kanpur, is currently exporting to America and Europe.
- His company has also been given a special place in the main pavilion in the UP International Trade Show. Through this, we have got an opportunity to show the world market that the world's best natural perfumes and essential oils can be made in Uttar Pradesh and that too in Bareilly.
- Gaurav Mittal said that our company is an exporter of aromatic and allied chemicals, natural and organic oils, which has been in business since the year 1977. The Law Monk brand has been established under the company which manufactures only 100 percent natural, organic and Ayurvedic products.
- Uttar Pradesh Chief Minister Yogi Adityanath has also honored Gaurav Mittal for his perfume business. Gaurav is getting farmers involved in the cultivation of mentha oil, lemongrass oil, rose oil etc.

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