

REPORT

INDIA EVENT AND EXHIBITION MARKET (2021 - 2026)

The study offers:

- A detailed understanding of the current market dynamics and growth opportunities
- An overview of the impact of rapid technological advancements in the Indian market.
- An assessment of the impact of COVID-19 on the event and exhibition market in the country.
- An overview of the competitive intelligence, with product innovations and strategies of the major players

Domain: ICT

Base Year: 2020

Forecast Period: 2021 - 2026



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**Based on information available via public domain and 3rd party subscriptions*



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1. INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study



1.1 STUDY ASSUMPTIONS AND MARKET DEFINITION

STUDY ASSUMPTIONS

- The base currency considered was the US dollar (USD). Conversion of other currencies to USD was considered on the basis of the average exchange rate for the respective review-period years. The exchange rate conversion for forecast period was determined according to the base year's conversion rates.
- The base year was identified based on the availability of annual reports and secondary information. The base year considered for this study is 2020.
- The review period considered for this study is from 2016 to 2020. The CAGR considered is for the forecast period of 2021-2026.
- Inflation is not part of the pricing and the average selling price (ASP) was kept constant throughout the forecast period for each country.
- Distribution of primary interviews conducted was based on the regional share of the market and the presence of key players in each region.
- As a result of data triangulation through multiple methodologies and approaches, the weighted averages of resulting estimates were considered to be the final values.

MARKET DEFINITION

- The event and exhibition market comprises B2B, B2C, and mixed/hybrid models, providing various revenue streams, in terms of exhibitor fee, sponsorship fee, entrance fee through end-users, such as consumer goods the retail sector, the automotive and transportation sector, etc.
- The scope of the market includes the events and exhibitions held across India. The impact of the COVID-19 pandemic on the studied market is established and depicted through various pictographs, data points, and qualitative trends.
- The study provides a detailed overview of India's ongoing events, exhibition center infrastructure, and expansions, with an efficient system of mapping its overall impact on the Indian economy.
- Due to the fragmented nature of the market, the top-down methodology is endorsed to arrive at an accurate total addressable market (TAM) size, and historical data is triangulated from our internal database and multiple primary interviews.

1.2 SCOPE OF THE STUDY



BY TYPE

B2B

B2C

Mixed/Hybrid



BY REVENUE STREAM

Exhibitor Fee

Sponsorship Fee

Entrance Fee

Services



BY END USER

Consumer Goods and Retail

Automotive and
Transportation

Industrial

Entertainment

Real Estate and Property



2. RESEARCH METHODOLOGY



- Mordor Intelligence (MI) advocates an appropriate mix of secondary and primary research, to meet the clients' objectives.
- MI translates market insights (market dynamics, competition, varying consumer demands, and regulations) into actionable business insights.
- The following phases are practiced at Mordor, for efficient delivery of various syndicated and consulting assignments:

STEP 1 SCOPING/PROJECT INITIATION



Decipher the *client requirements*/market to be studied



Tailor-made research approach for customized reports



Effective use of *Mordor's knowledge repository* to gather relevant insights



Confirm the objectives of the assignment with the client

STEP 2 MARKET ANALYSIS



Extensive desk research to identify the most relevant secondary information available



Contact Mordor's empaneled experts and identify industry experts across the market



Conduct primaries and surveys to gather qualitative and quantitative insights



Triangulate and analyze data, to finalize the actionable business insights

STEP 3 PROJECT DELIVERY



Finalize the report's contents and establish a deliverable format



Report delivery with high-quality market insights, competitive landscape, etc., as per the proposed contents

2A. RESEARCH PHASES EXPLAINED

2.1 SECONDARY RESEARCH

This phase involves a thorough synthesis of existing publications across the web to gather meaningful insights on the current situation of the market, technology developments, and any other market related information. The sources include, but are not limited to:

- Journals, and Technology Magazine
- Industry and government websites for blogs, magazines, and other publications
- Conference proceedings and association publications
- Investor presentations, technical brochures, annual reports, press releases, transcripts of key personnel interviews, and other strategic publications by several competitors in the market
- Product/Software information including technical specifications, approvals, patents, etc.
- Event & Exhibition Organizers, Organizations like - IAEE
- Paid sources (Questel, Orbit, Factiva, Bloomberg, Seeking Alpha, etc.)
- Other sources, including journals, articles, etc.

2.2 PRIMARY RESEARCH

- At Mordor, we pool in industry experts across the value chain, to gather first-hand insights on the market studied. In addition, knowledgeable industry veterans or retired experts, consultants, and freelancers are a call away, to collaborate with Mordor on any assignment that requires real-time industry insights.
- We are also equipped to conduct market surveys, to gather qualitative insights and opinions of the individuals related to the industry.
- Primary research is used both to validate the data points obtained from secondary research and to fill the data gaps after secondary research. Data gathered during the primary research phase are useful to arrive at critical insights, both qualitative and quantitative; these insights can be used to ascertain the following:
 - Critical market dynamics (drivers, restraints, future, and regulations) and their impact.
 - Market distribution across various segments.
 - Market entry for new companies and insights on the competitive landscape.

MODES OF PRIMARY RESEARCH



2B. RESEARCH PHASES EXPLAINED

DATA TRIANGULATION AND INSIGHT GENERATION

- Based on the factors (both endogenous and exogenous in nature) identified and collected during the secondary and primary phases, our in-house subject-matter experts transform the quantitative data extracted and use them to infer critical insights.
- The market-size estimations are carried out through the 'bottom-up' and 'top-down' approaches.
- Our top-down and bottom-up approaches are integrated into our 'in-house model sheets', which are used to generate the market estimates and growth rates (depending on the historical trends of the respective markets, along with various factors, such as drivers, restraints, and recent developments in the market) of the product segment, in the respective country.

DATA TRIANGULATION

It is a process of combining the outcomes from different sources, to increase the validity and reliability of the results. This process also helps strengthen conclusions about the findings and reduce the risk of false interpretations. The insights obtained from both secondary and primary research are analyzed and validated by the process of data triangulation, to arrive at closer estimates.

ECONOMETRIC MODELING

An econometric model is a simplified representation of a real-world process. Here, the tools of econometric theory are used to analyze and forecast economic phenomenon, and to solve unknown quantities, such as forecast demand, supply, investment, production, consumption, etc.

REPORT WRITING

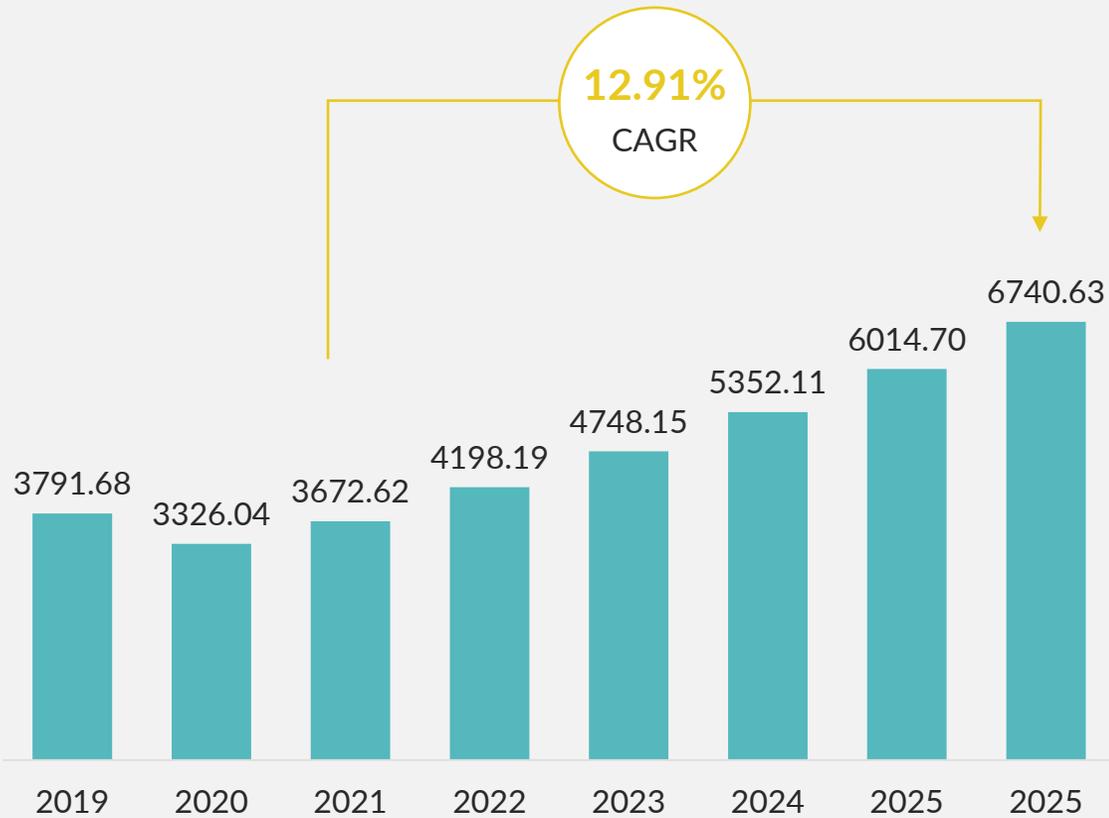
After the data is curated, analysts write the report. From the data and forecast, insights are drawn to visualize the entire ecosystem in a single report.



3. EXECUTIVE SUMMARY

EVENT AND EXHIBITION MARKET

Revenue in USD million, India, 2019-2026



SOURCE: Mordor Intelligence

01

The India event and exhibition market (henceforth, referred to as the market studied) was valued at USD 3,326.04 million in 2020, and it is expected to reach USD 6,740.63 million by 2026, registering a CAGR of 12.91% during the period of 2021-2026 (henceforth, referred to as the forecast period).

02

By type, the B2B segment held the major share of 44.37% in 2020. The mixed/hybrid segment is anticipated to witness the fastest CAGR of 14.31% over the forecast period.

03

By revenue stream, the exhibitor fee segment held the major share of 33.84% in 2020. The entrance fee segment is anticipated to experience the fastest CAGR of 14.48% over the forecast period.

04

By the end-user industry, the consumer goods and retail segment accounted for the major share of the market with 22.6% in 2020. The healthcare and pharmaceutical industry is projected to experience the fastest CAGR of 17.52% over the forecast period.



4. MARKET INSIGHTS

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4.4 Impact of Government Policies/Regulations/Schemes



4.1 MARKET OVERVIEW

- Exhibition and events are some of the key enablers and catalysts of the economy. With India being one of the fastest-growing economies, the government initiatives to help attract enterprises in different industries are expected further to increase the need for events and exhibitions in the country. For instance, according to Make in India, among the chosen 190 countries, India ranked at 63rd position in ease of doing business rank 2020, which was at 142 out of 190 in 2014, a significant improvement of 79 positions.
- India has a huge consumer market, and it is offering an unparalleled opportunity for enterprises to invest and expand in the country. According to the India Brand Equity Foundation and Retailers Association of India, the retail market size across India is expected to reach USD 1,750 billion by 2026.
- The country's consumption and demand are increasing rapidly. For instance, according to IBEF, in May 2021, the country's consumer durables output increased by 98.2%, significantly higher than that of a 70.3% decline during the same period in 2020. Such developments are expected to positively impact the industry-wide push to increase communication via different trade shows and events.
- Exhibitions are among some of the powerful enablers of trade and economic growth globally. Various nations in Europe and Asia used exhibitions as business platforms to propel their regions' economic development and investments. In line with India's economic development exhibitions industry has seen rapid growth, and today, India is one of the prime exhibition destinations globally.
- According to EEPC India, over the last decade, the country's exhibition industry has grown at 8-10% annually, consisting of 178 organizers hosting 553 events annually and playing an important role in supplying solutions to India's industrial, technological, and consumer markets.
- The government of India considers the industry as a vital part of economic growth and made investments in developing the iconic exhibition and convention centers and supporting the development of convention centers in terms of policymaking. For instance, in May 2021, the Finance Ministry granted 'infrastructure' status for exhibition and convention centers, which is expected to ease bank financing for such projects.

4.1 MARKET OVERVIEW

- Key growth drivers for the industry are trade shows, exhibitions, digital activation, sports leagues, rural expansion, and government-initiated projects, followed by IP (Intellectual Property), personal events, product launches, expansion of mini-metros, and below-the-line marketing spends. While managed events remained the largest service offering, IP, digital events and ticketed events are growing faster than managed events, according to EEMA.
- According to EEMA, the industry employs about 10 million people and indirectly through allied sectors like food and beverage, hospitality, tourism, advertising, and marketing industry another 50 million people. Women own 35% of all firms in the events industry, and the industry employs at least 30% of women in its workforce. The industry is championed by young entrepreneurs between the age of 25-40.
- The live entertainment industry is also helping drive the government's initiative of 'Digital India,' with over 85% of the ticket bookings being done digitally, thereby increasing transparency and ease of doing business.
- The current scenario in the industry is expected to work in favor of the growth of smaller exhibitions and organizers. However, for bigger exhibitions to grow, better arrangements and stringent SOPs are to be taken to gain drastic positive changes over the years to come. The exhibitions are transforming into a new paradigm, focusing on sector-specific shows with immense efforts in terms of collaboration and mergers and acquisitions, with an initiative to consolidate the highly fragmented organizers.
- The growing young population with high disposable income is an enabler in changing lifestyle and buying patterns, opening new avenues for lifestyle shows. The impact of globalization facilitated new entrants with new and innovative exhibition formats. The new trend emerging is that media and publishing houses are looking at exhibitions as an extended arm of a value proposition.

INDIAN EXHIBITION INDUSTRY

India, 2019

INDIAN EXHIBITION INDUSTRY

750+ PROFESSIONAL TRADE FAIRS

8%+ ANNUAL GROWTH

₹ 25,000 CRORES
TOTAL SPEND

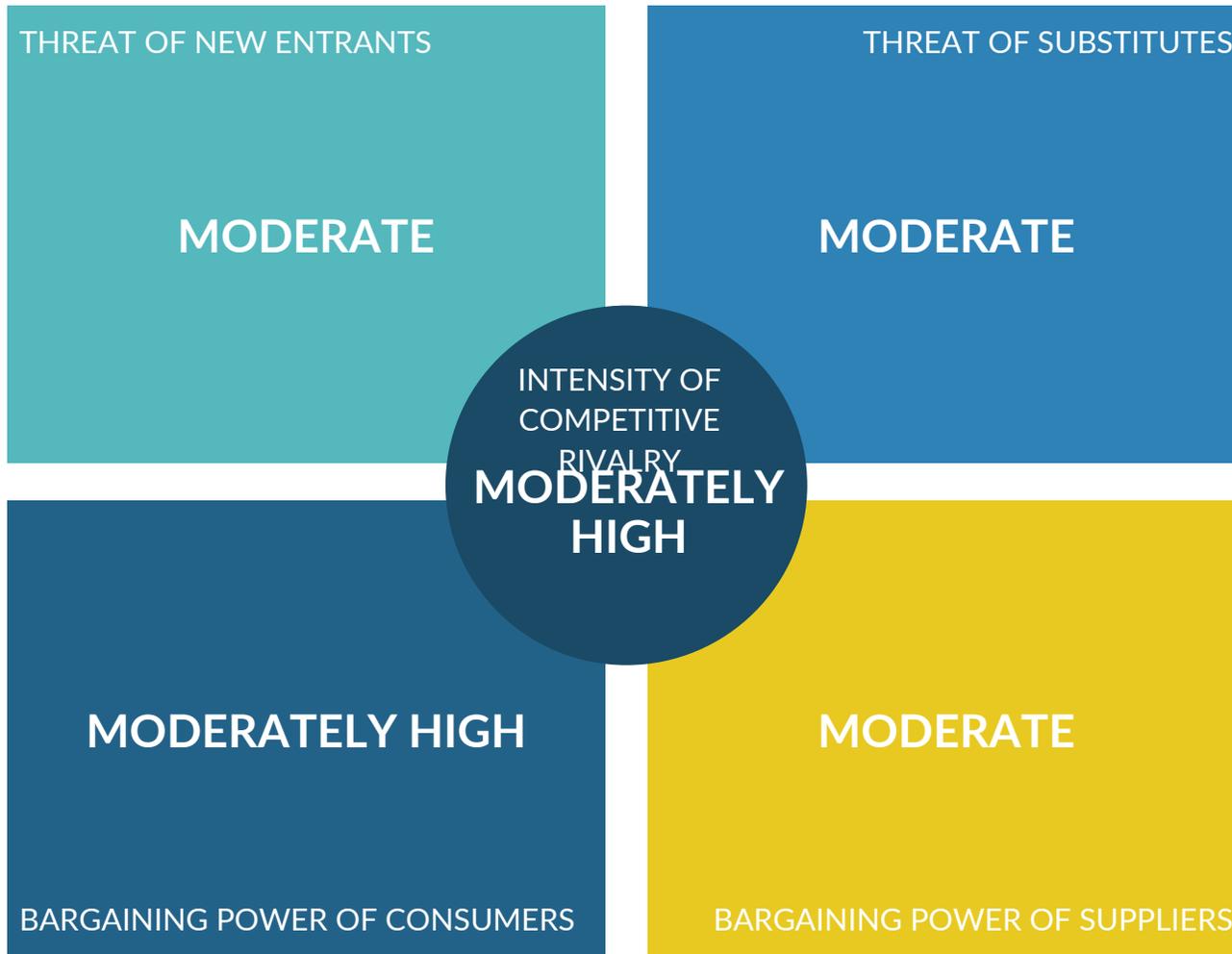


SOURCE: IEIA

4.1 MARKET OVERVIEW

- In terms of regional breakdown of the exhibition and events infrastructure, North and West parts of the country command the prominent share of the venues, respectively about 35% and 38%, according to IEIA. This was followed by the South region, with a nearly 24% share of the venues in the country.
- Some of the latest technologies are changing how events and exhibitions function. One of the initial steps of change was the registration process for entry into exhibitions for delegates and participants, which is online in most cases, completely changed, and it is more efficient.
- In terms of spending at the exhibition venues, visitor spending (accommodations, food and beverages, logistics, etc.) commands the prominent share of the revenues in the market, followed by exhibition revenue which covers rental, booth construction, housekeeping, logistics, etc.
- Nearly half of the market share is held by unorganized players who are not part of any association or management firm. Such organizers cater to various regional markets. Over next coming years, due to the stringent government regulations pertaining to the effects of the pandemic, a significant share of such organizers are expected to enter the organized sector to survive.
- In terms of the end-user industries that invest in events and exhibitions in India, the building and construction sector held the prominent share closely followed by industrial manufacturing and engineering and textile and apparel sectors. The residential and commercial construction industry is one of the major revenue-generating sectors. With the recent government regulations in construction, financing projects have become easier and in favor of consumers.
- Since 2020, operators are also looking to conduct events and exhibitions in the online mode. According to a study by the Center for Exhibition Industry Research (CEIR) in July 2020, among the various organizers who were forced to cancel during the year, the shift to digital observed a growth of 81% compared to the 69% in their April study. The most noticeable change was the increase in full virtual trade shows, 41% compared to 15% in the April survey.
- The industry is expected to undergo drastic changes in 2021 due to the pandemic's effects and government regulations. In addition to this, events and exhibitions are expected to play a vital role in the revival of the country's economy over the coming years.

4.2 PORTER'S FIVE FORCES ANALYSIS



- Porter's five forces model studies the five identified competitive forces that shape every industry and market to determine the intensity of the competition, thus, the profitability and attractiveness of the industry.
- The objective of the growth strategy should be to adapt to these competitive forces to improve the position of the organization.
- This study includes an exhaustive Porter's five forces framework, incorporating the factors influencing each force, to analyze the market from a microeconomic perspective.
- In this study, Porter's five forces are analyzed, considering the factors influencing each force and quantifying the factors through primaries and quantitative analysis. The quantified factors are further mapped out to derive the impact of each force on the competitive dynamics.

4.2.1 BARGAINING POWER OF SUPPLIERS

MARKET FAVORABILITY



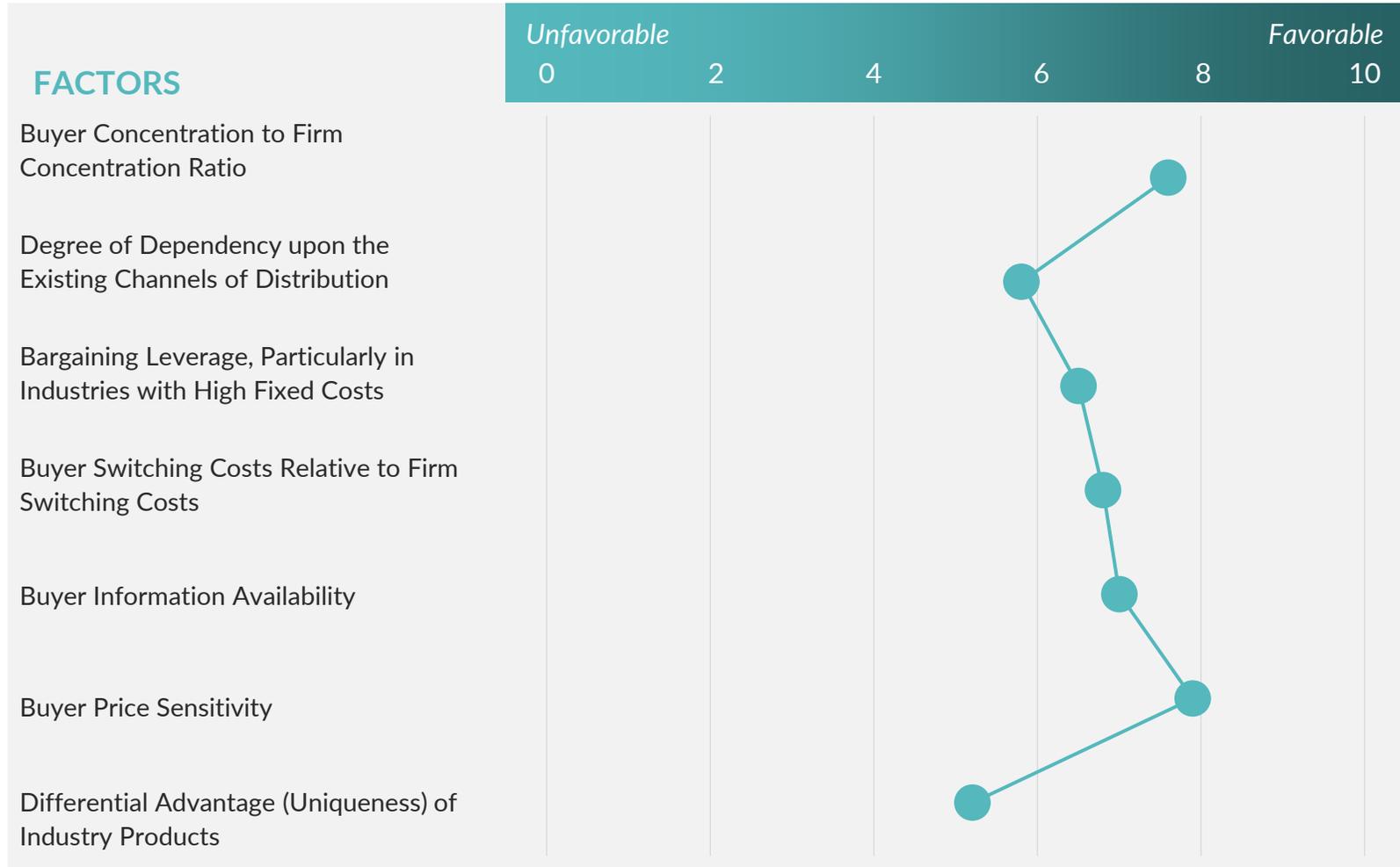
DETAILED DESCRIPTION

- Suppliers in the market studied are venue providers, product suppliers, marketing material providers, and others. These supplies are easily sourced from various vendors and depend on such event and exhibition organizers to increase their revenues. For instance, organizers tend to partner with service providers to get discounts and specific amenities for their clients in terms of accommodation. Owing to the sheer size of the order, the bargaining power of suppliers diminishes further.
- Apart from this, the event and exhibition organizers in the market command the ability to negotiate on the price based on the required size. In addition to this, continued business from such events and exhibition organizers is vital for suppliers; hence the bargaining power of suppliers is reduced.
- Since the outbreak of COVID-19, the significant impact on the event and exhibition space severely impacted the suppliers' business. Offering safe and hygienic facilities that are up to the standards and regulations added to their bargaining power, which is expected to continue till mid-2022.



4.2.2 BARGAINING POWER OF CONSUMERS

MARKET FAVORABILITY



DETAILED DESCRIPTION

- Consumers in the market are the enterprises, businesses, and individuals that are part of various industries. In terms of major events and exhibitions, which are vital for certain industries, the prominent vendors from respective industries' presence in such events/exhibitions also add value. Hence the bargaining power of consumers is significant.
- In terms of exhibitor fees and entry fees, consumers cannot negotiate on the price and the regulations put in place, especially for reputed events and expos that take place. Apart from this, in many cases, buyers and prominent industry players tend to offer sponsorship. In such cases, the bargaining power of consumers tend to increase, and such vendors form alliances and partnership with organizers to continue their collaborations to enhance their marketing communication.
- Since the outbreak of COVID-19, attracting footfall has become a focal point of organizers adding to the bargaining power of consumers. Overall, the bargaining power is expected to be moderately high and remain the same over the forecasted period, owing to the proliferation of technology and online mode of meetings and events.



4.2.3 THREAT OF NEW ENTRANTS

MARKET FAVORABILITY



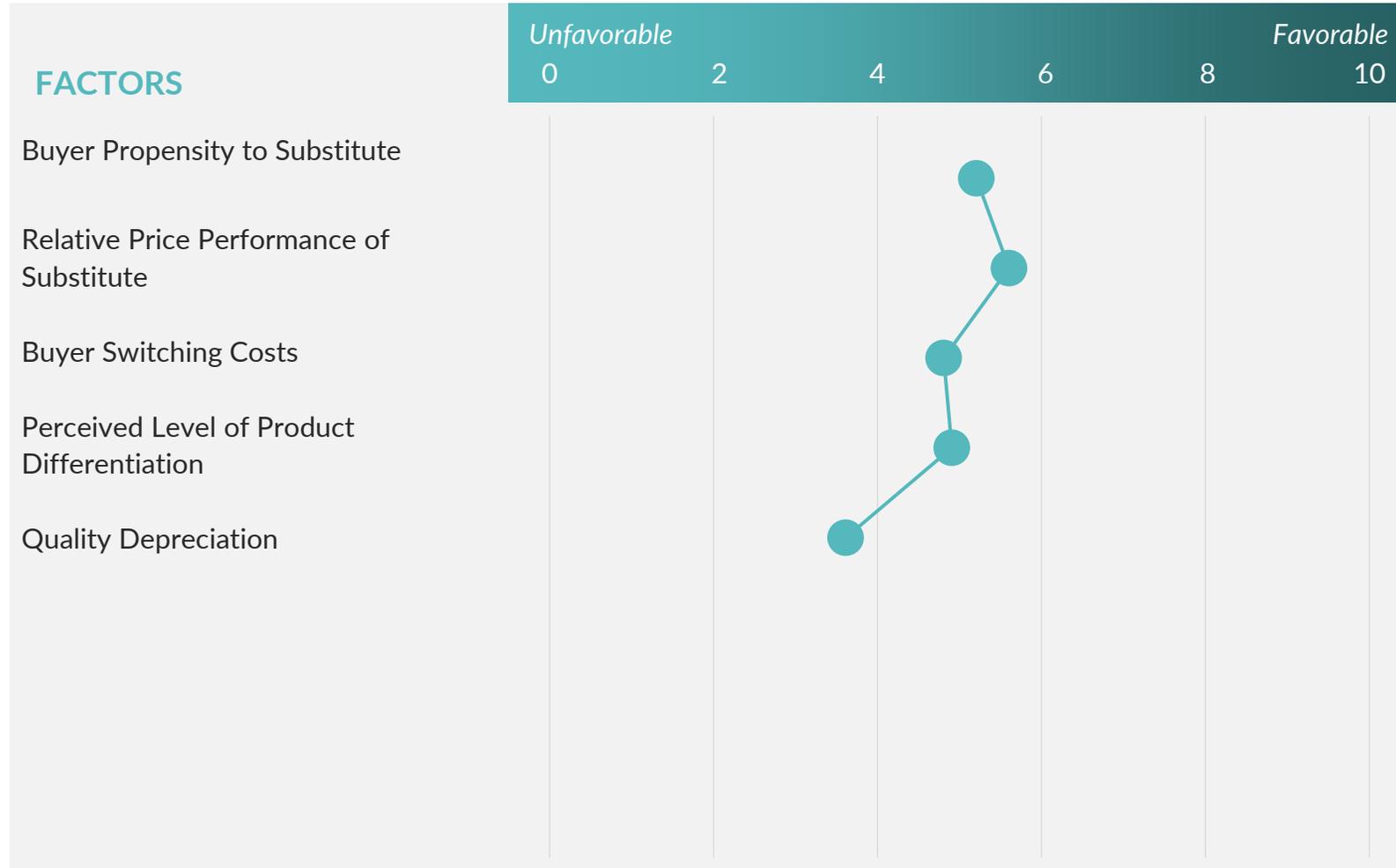
DETAILED DESCRIPTION

- To make a mark in the event and exhibition space in the organized sector in India, one has to be prominently positioned in networking and industry presence to attract footfall and exhibitors to the event/exhibition. In addition to this, organizers are expected to offer industry-accepted services, events, venues, and other amenities to break even on the expenses. In addition, prominent players in particular industries who tend to attract footfall with their product showcase often collaborate with well-established events/exhibitions.
- There are certain barriers, such as the requirement of sponsorship to cover capex, industry experts, government regulations, accommodation, food, and other services management, that tend to restrict the entry of new players. However, the unorganized sector offers significant opportunities for new players.
- With the proliferation of technology combined with the effects of the COVID-19 pandemic, various businesses operating in particular industries organize their virtual events impacting the market growth.
- Overall, the threat of new entrants is expected to be moderate and remain the same over the forecasted period.



4.2.4 THREAT OF SUBSTITUTES

MARKET FAVORABILITY



DETAILED DESCRIPTION

- The pandemic's effects combined with the proliferation of technology and access to high-speed internet in the country led to virtual events that gained momentum in the last couple of years. Such events offer cost benefits to industry players and a wider reach in terms of participation. However, effectiveness in terms of marketing communication, event revenue generation is significantly lower due to physical events and exhibitions being preferred.
- This is expected to change over time with the increasing inclination toward online forms of meetings, remote working, and growing B2B online marketplaces across the country. Overall, the threat of substitutes is expected to be moderate, remain the same over the forecasted period, and increase beyond that.



4.2.5 INTENSITY OF COMPETITIVE RIVALRY

MARKET FAVORABILITY



DETAILED DESCRIPTION

- The market is riddled with various small and large-scale vendors operating in a highly fragmented market. With the unorganized event and organization sector in the country being of the same size as the organized market studied in this report, the competitive rivalry among the organizers is moderately high. With the growing economic condition of the country and consumer markets, the need for globalization is pushing the demand for a significant number of B2B and B2C events/exhibitions in the country.
- Over the next few years, the industry is expected to witness several acquisitions, partnerships, and alliances among vendors operating in the space. In addition to this, various industry players are looking to geo-clone different events and exhibitions to attract customers and improve their marketing communications. Such events/exhibitions are considered one of the primary means of marketing in the B2B space.
- Over the coming years, the organized sector is expected to move toward consolidation due to increasing regulations and benefits from the government.

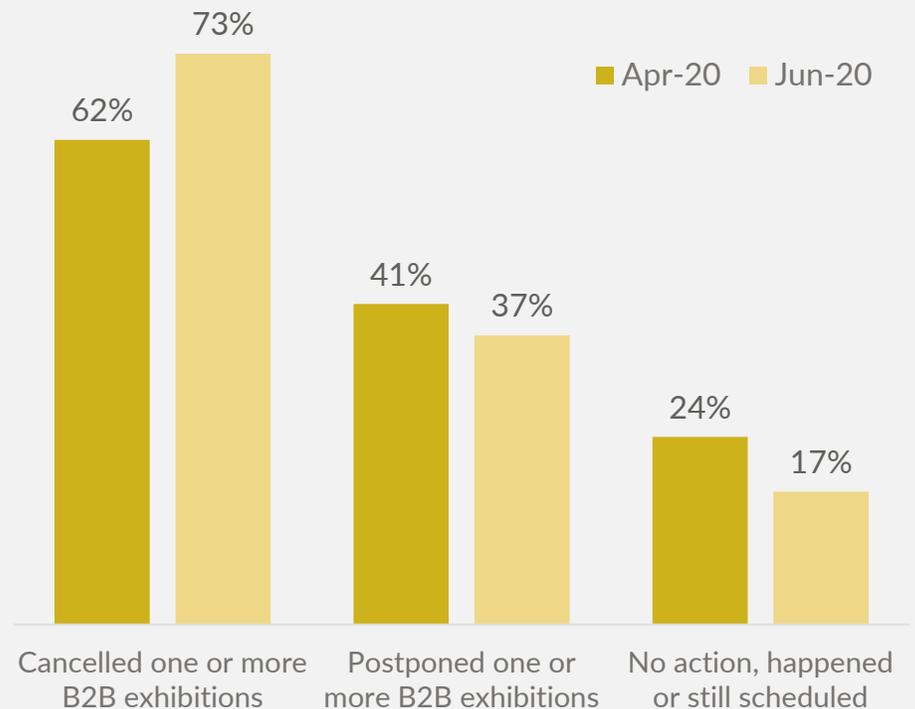


4.3 AN ASSESSMENT OF THE IMPACT OF COVID-19 ON THE MARKET

- The COVID-19 pandemic had a severe negative impact on various industries across the country. The event and exhibition industry was no stranger to this trend. With the lockdown announcement, the sphere of outdoor entertainment came to an absolute standstill. According to the Indian Exhibitions Industry Association (IEIA), India's exhibition sector lost an estimated INR 3,570 crore.
- Numerous trade shows were canceled for safety. According to IEIA President S Balasubramanian, as of April 2020, since the COVID-19 outbreak, over 90 shows have been reported to be either postponed or canceled due to the pandemic, as the organized sector conducted annually about 550 shows enabling trade/business transactions of over INR 3,00,000 crore, cancellation took a significant toll.
- For instance, in April 2020, Export Promotion Council for Handicrafts (EPCH) canceled the spring edition of the IHGF (Indian Handicrafts and Gift Fair) Delhi fair, which was the world's largest congregation of handicrafts and gifts items. The event expected 7,000 overseas volume buyers and over 3,200 small and medium handicraft manufacturers and exporters as exhibitors from various parts of the country.
- According to IEIA, most shows were postponed or canceled during Q1 and Q2 of 2020, causing tremendous impact and shutdown of the economy. Various venues across the country provide infrastructure support to the government in the fight with the pandemic in terms of using the venues for treatment to turn them into vaccination centers. One of the biggest challenges to B2B events was the restriction of international traffic since the beginning of the pandemic.
- Trade bodies urged the government to ease the GST rate for all exhibition services from 18% to 12%. Deferment of the GST and income tax for six to nine months and subsidizing the venue rentals for government-owned venues will help overcome the effects of the pandemic significantly over the coming years and speed up the process of revival.

SHARE OF ORGANIZATIONS CANCELLING OR POSTPONING B2B EXHIBITIONS DUE TO COVID-19

In %, United States, April 2020 and June 2020



Source: CEIR

4. MARKET INSIGHT

4.3 AN ASSESSMENT OF THE IMPACT OF COVID-19 ON THE MARKET

- Owing to the effects of the COVID-19 pandemic, a major share of brands in the country aim at exploring the sector of digital IPs for improved consumer attraction and retention in the new normal. Further, many of these companies are actively interested in developing digital IPs and identified alliances will help them provide the same.
- The myriad technological disruptions enabled the seamless online conduction of events, seminars, conclaves, meetings, and conferences involving many participants. Several platforms are used for hosting such activities, which offer features, such as live and pre-recorded content, simultaneous running of varied breakout sessions, and space for sponsors to showcase their products and services.
- The events organized in this pandemic era are providing consumers with the opportunity to enjoy the show from the comfort of their very homes. In addition to this, many instances were noted wherein the artists honored the requests made by the viewers. Boost to personalized experience is taking precedence in such scenarios to keep participants engaged.
- IEIA expects hybridized exhibitions and events, costs incurred by the organizations to go up, exploring virtual mode of events is expected to increase to reduce costs, and 30-40% reduction in space is likely to be seen. Service providers are expected to offer 360-degree support and engagement with the customers.

4.4 IMPACT OF GOVERNMENT POLICIES/REGULATIONS/SCHEMES

- With the recent push from the government toward Atmanirbharta (self-reliance) and the view to take the country to USD 5 trillion economies, trade exhibitions are expected to step forward in promoting trade in the country. The government is investing and developing various venues to promote trade shows. For instance, the government of India approved the development of the India International Convention and Expo Centre (IICC) in Sector-25, Dwarka, New Delhi.
- Apart from this, the government of India offers financial support to event and exhibition providers across its various departments, such as the Ministry of Culture, Ministry of Textile, Ministry of Tourism, Ministry of Health, Ministry of MS&ME, and others. For instance, the Ministry of Micro, Small, and Medium Enterprises offers financial assistance on a reimbursement basis for airfare, space rent, freight charges, advertisement and publicity charges, and entry/registration fee on a reimbursement basis as approved under International Cooperation (IC) Scheme.
- In addition to this, the government body India Trade Promotion Organisation (ITPO) 's mission is to promote, facilitate, encourage and coordinate various activities and programs to enhance India's share of exports. ITPO provides a wide spectrum of services to trade and industry and acts as a catalyst for India's trade and commerce growth.
- ITPO is in line to complete its ambitious plan by August 2022 to redevelop Pragati Maidan, evolving a state-of-the-art International Exhibition-cum-Convention Centre (IECC). The project has a total built-up area of 4.2 million sq. ft, comprising an iconic, world-class convention center that can accommodate 7,000 people in a single format, six modern exhibition halls with an exhibition area of 1.5 lakh sqm and plenty of underground parking facilities, and good infrastructure connectivity to encourage the use of public transportation, but also allow roads to decongest fast. Pragati Maidan is spread over 123 acres of prime land in the heart of India's capital, New Delhi.
- To cope with the effects of the pandemic for the event and exhibition industry, the Ministry of Commerce and Industry issued a Standard Operating Procedures (SOPs) document for regulating the running of trade fairs in the country. Exhibitions are to take place only outside certain containment zones. The SOP contains a list of preventive measures for all attendees at B2B trade exhibitions to contain the spread of COVID-19, including the fact that people over 65 years of age, with co-morbidities, or women who are pregnant shouldn't attend them.

4. MARKET INSIGHT

4.4 IMPACT OF GOVERNMENT POLICIES/REGULATIONS/SCHEMES

- Venue providers need to include separate entry and exit for visitors, disinfect halls before giving possession, an isolation center on a permanent basis, and well-planned garbage disposal. Similarly, exhibition organizers would have to stagger the operational hours of the exhibition so that there is an organized gathering.
- The government also offers financial support for enterprises and individuals attending events and trade shows as part of its various initiatives, such as Startup India.



5. MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Growing Adoption of Geo-cloning for Exhibition Organizers

5.1.2 Increasing Growth of Consumer Goods Penetrating B2C Exhibition

5.2 Market Challenges

5.2.1 Loss Due to Restrictions of Smaller Players to Participate, owing to Potential Low Turnouts



5.1 MARKET DRIVERS

5.1.1 GROWING ADOPTION OF GEO-CLONING FOR EXHIBITION ORGANIZERS

- The Geo-cloning concept is not something new, but it has been tried and tested for decades now. It is gaining traction in recent times due to the increase in connectivity and globalization. The Indian market is not new to the concept as various international events and exhibitions have been expanded to cover India as well in recent times. Geo-cloning is taking an event that works in one city or country and including it in another.
- For instance, Fastner Fair USA, which is from the United States, was replicated in India and took place in Bombay Exhibition Center (NESCO), Mumbai. In 2019, the event had 5,192 visitors, 199 exhibitors, and 58% of the visitors were company owners or directors. Such successful geo-cloning events are taking the country's industry by storm with the growing economic and active government policies.
- Geo-cloning has also become a go-to strategy for various major exhibition organizers looking to expand globally. It involves less of the risk of a brand-new launch and an existing brand reputation to use as a launchpad. Statement of intent geo-cloning has proven to be a valuable tactic.
- With the growing construction, industrial manufacturing, textiles & apparel, and consumer durables market in India, various international events and exhibitions are keen on entering the country to offer their products and services, and such exhibitions are the means of networking and expansion opportunities to tie up with local vendors and distributors.
- In addition to this, the technological advancements in various industries, which different Indian industries lack as they still use conventional processes, is offering a prime opportunity for international vendors, as such events offer significant opportunity to attend and gain knowledge and adopt advanced solutions as part of their operations.
- In addition to this, the government support to Indian event organizers involved in geo-cloning and large international conventions in the country are positively impacting the growth. This involves guaranteed footfall from customers owing to the brand reputation and involvement of international solutions and service providers.

5.1 MARKET DRIVER

5.1.2 INCREASING GROWTH OF CONSUMER GOODS PENETRATING B2C EXHIBITION

- With the proliferation of the internet and social media, major businesses are increasingly keen on entering exhibitions and trade shows where consumers are part of the events to increase the communication on their products and the marketing reach of their brand in the country.
- For instance, B2C exhibitions where consumers can go with their family are preferred by vendors. Trade shows such as India International Trade Fair (IITF) at Pragati Maidan, Auto Expo Show at India Expo Mart, Greater Noida, etc., are great crowd pullers. Trade shows such as these introduce consumers to the latest innovation, new technologies, and advanced products in the category.
- According to UFI, the global association for the exhibition industry, there are approximately about 32,000 exhibitions every year that feature 4.5 million exhibiting companies and attract over 303 million visitors. In such events, exhibitors and visitors spend about USD 137 billion every year.
- With the growing penetration of e-commerce in the country, various regional vendors are witnessing country-wide demand for their products, owing to the requirement for expanding their operations. Apart from this, nearly half of the country's exhibition industry is unorganized, and a prominent share of this unorganized sector is dedicated to B2C markets.
- Major businesses across the country are using exhibitions as a means of brand communication in the country to attract consumers. For example, the auto expo of India is where a number of automobile vendors launch their new models and concepts, attracting consumers and increasing the visibility of their products.

5.2 MARKET CHALLENGES

5.2.1 LOSS DUE TO RESTRICTIONS OF SMALLER PLAYERS TO PARTICIPATE, OWING TO POTENTIAL LOW TURNOUTS

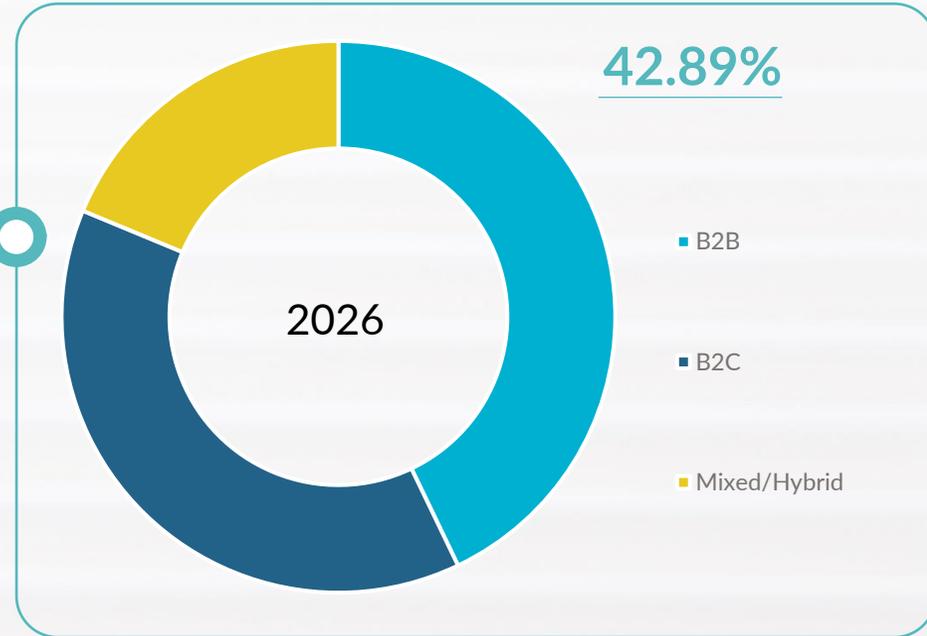
- Event planning goes hand in hand with the marketing efforts of the organizers. In order to do so, such event organizers charge a hefty amount from participants. Inefficient marketing may lead to lower footfall which leads to lower sales for vendors that signed up for the exhibition. Such scenarios are why organizers tend to have hefty entry fees to make proper communication about the exhibition.
- Prestigious and popular exhibitions and venues tend to have higher entry fees. They have to spend significantly on a number of events, amenities, guests, and various other things by increasing the fee and limiting the number of MSMEs entering such exhibitions with their offerings.
- This is where the unorganized sector of the exhibitions industry in the country is thriving, where lower entry fees entice the vendors to be part of the exhibition. However, major vendors are expecting to lose on such businesses as these are significantly popular in B2C markets.
- In addition to the entry fee, other regulations such as prior membership, associations, alliances, etc., tend to discourage new entrants from entering the market. Certain events tend to offer invitations only to specific association members, limiting the entry of various other vendors operating in specific industries, thus limiting the footfall.

6.1 SEGMENTATION - BY TYPE

6.1.1 B2B

6.1.2 B2C

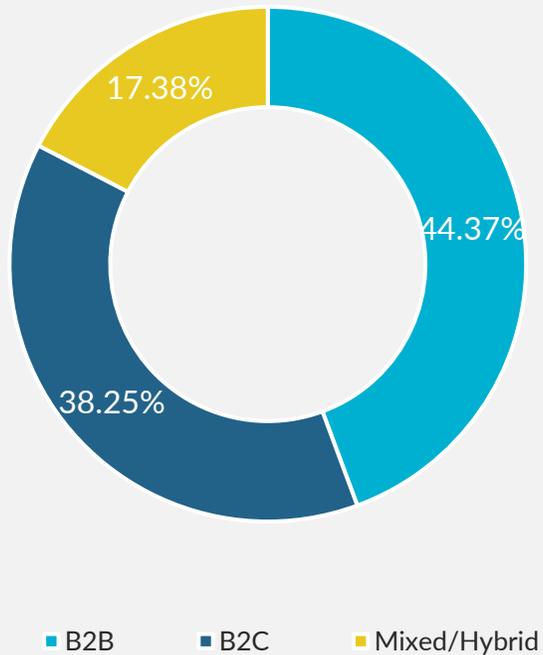
6.1.3 Mixed/Hybrid



6.1 SEGMENTATION – BY TYPE

INDIA EVENT AND EXHIBITION MARKET

Revenue Share (%), by Type, India, 2020



SOURCE: Mordor Intelligence

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, by Type, India, 2019-2026

Type	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (%)
B2B	1691.85	1475.72	1620.31	1841.75	2071.29	2321.60	2594.32	2891.06	12.28%
B2C	1449.56	1272.30	1405.72	1607.84	1819.56	2052.22	2307.67	2587.73	12.98%
Mixed/Hybrid	650.27	578.02	646.59	748.59	857.31	978.28	1112.71	1261.85	14.31%
Total	3791.68	3326.04	3672.62	4198.19	4748.15	5352.11	6014.70	6740.63	12.91%

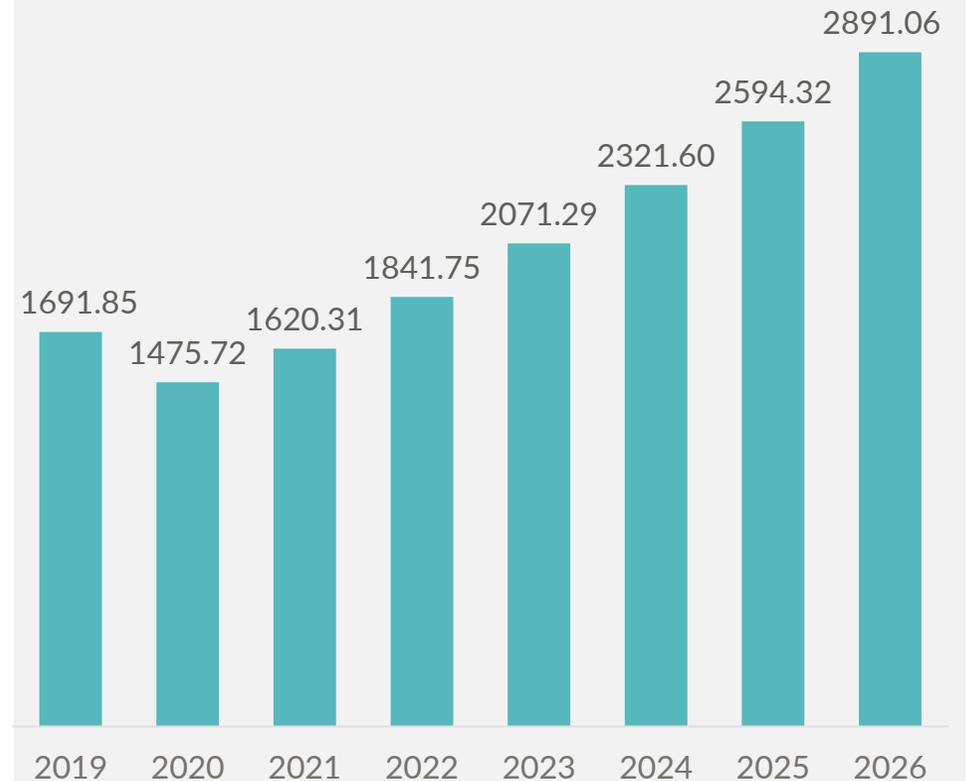
SOURCE: Mordor Intelligence

6.1.1 B2B

- B2B refers to companies that provide goods or services to other businesses rather than to consumers (business to business). These include Showcasing products and building relationships with customers at conferences and trade fairs, Hosting networking events, conferences, and workshops for a particular industry, etc.
- The most common types of B2B events online include webinars and live streaming events, whereas the offline B2B events include exhibitions, VIP dinners, trade shows, roadshows, and conferences. The main goal of trade shows and exhibitions is to bring together buyers and sellers on a common platform. There is a growing need for marketing activities amongst industry players in India, and as such, trade events and shows provide a good opportunity to these companies.
- Apart from being cost-effective, events and exhibitions also generate sponsorships and greater market coverage. India becoming a manufacturing hub and experiencing rapid economic growth has also been attracting event organizers from foreign countries to base their events in major cities of India and form greater business tie-ups with Indian firms.
- Most B2B Events and Exhibitions in India are designed to promote a product, brand, or service through in-person interactions with the ultimate goal of actualized business values, such as customer retention, increased event revenue, sales promotion, business relationship, etc. and brand awareness.
- Various companies in India have been focusing on online B2B events through Webinars and Live streaming. In July 2020, TradeIndia announced India's First Virtual B2B Event: COVID-19 Essentials Expo India 2020. The expo was in the same lines as of a traditional exhibition, but due to the pandemic concerns, it was conducted via the virtual medium. The event was targeted towards reviving various SMEs and MSMEs of the country whose operations have been affected due to the dire effect of the coronavirus crisis and helping them maintain business continuity in such turbulent times.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, B2B, 2019-2026



Source: Mordor Intelligence Analysis

6.1.1 B2B

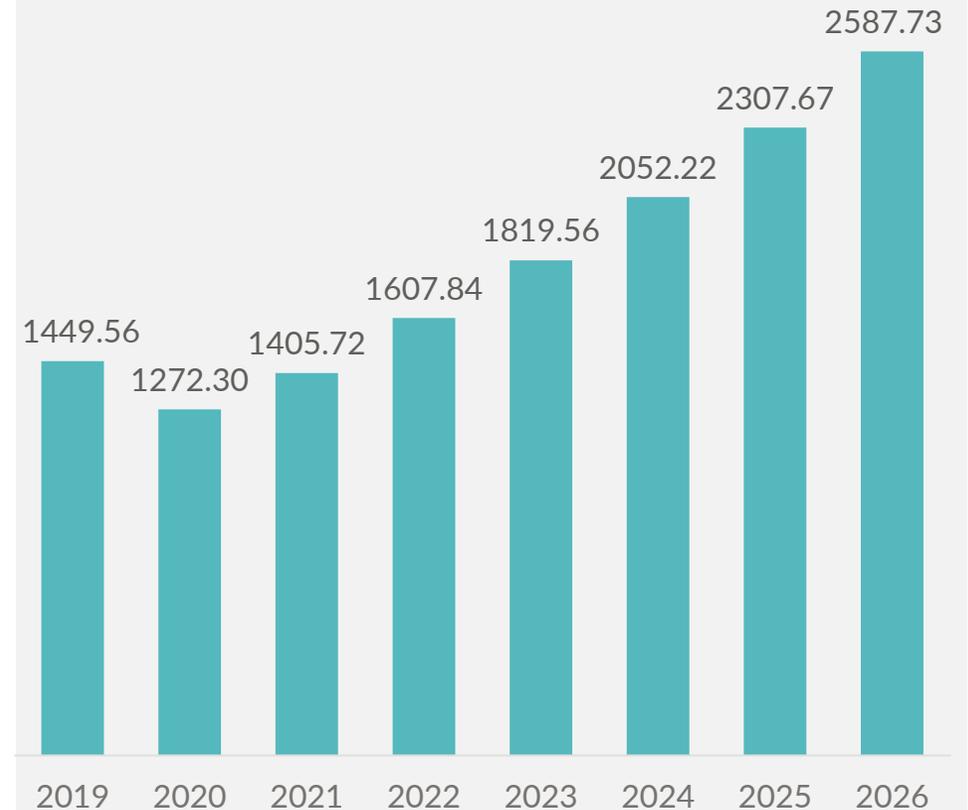
- There have been several announcements of various events and exhibitions in India for the upcoming years. Some of the upcoming trade shows in 2021 include Foodtech India 2021, Home World Expo 2021, India Consumer Electronics & Home Appliances Exhibition 2021, HGH INDIA 2021, DIDAC India 2021, Zak Door & Windows Expo, India Itme 2021, IFSEC India 2021, INMEX India, etc., which are of various industries ranging from industrial, household and consumer, plastic and rubber, travel and tourism, fabric and textiles, food and beverages, etc.
- Some of the exhibitions were granted permission to be held again, as they have been postponed due to the uncertainty around the COVID-19 second wave in India. In July 2021, India Trade Promotion Organization (ITPO) granted Delhi's Pragati Maidan permission to host B2B trade fairs and exhibitions. The permit is released as a particular case, subject to strict compliance with guidelines issued by the Ministry of Commerce, Government of India.
- Moreover, the next edition of the Prawaas 3.0 "The Bus & Car Show" event will be held in the Hitex Exhibition Center Hyderabad in February 2022 to generate a unified vision that will promote safe, smart, and sustainable integrated public transport solutions. The initiative will consist of an exhibition, conferences & workshops, awards, a CEO Conclave, and a round table on regulatory policies. The exhibition is expected to have over 10,000 bus and car fleet operators from across 37 states and union territories of India participating in the conference, workshops, and B2B meetings.
- A digital marketing event, DigiMarCon India 2023, a digital marketing conference and exhibition, is expected to take place in August 2023 at the Hyatt Regency Gurgaon in New Delhi, India. The exhibition will be focusing on building traffic, expanding brand awareness, improving customer service, and gaining insight into the latest digital tools.

6.1.2 B2C

- B2C refers to businesses that sell their products or services directly to consumers (business to consumer). These include FMCG companies, consumer tech companies, car manufacturers, etc., in events and exhibitions, product giveaways, photo booths, immersive or sensory experiences, and partnering with artists and creators can encourage consumers to interact with a particular brand at events. B2C events often focus on activating new customers, delighting current customers, and building awareness in the events.
- The COVID-19 pandemic has hit B2C exhibitions, cultural and live events in India. However, these events and exhibitions are slowly being allowed to resume post-Unlock 5.0 Guidelines issued by the government. The government of India has also laid down comprehensive guidelines for the resumption of these activities.
- In September 2021, The Delhi Disaster Management Authority (DDMA) announced that it would likely allow exhibitions in the national capital in its next order. As per the Chamber of Trade and Industry (CTI), there will be more than 100 exhibition business-to-customer (B2C) organizers in Delhi in 2021. As per CTI, the exhibition industry has suffered a lot due to COVID-19, and if the restrictions are lifted, then nearly 40,000 people will get back to work.
- The annual India Trade Promotion Organization (ITPO) and the 40th edition of the India International Trade Fair (IITF) are expected to be held in November 2021 at Pragati Maidan, New Delhi. IITF, with B2C components, is one of the largest integrated trade fairs in the South-Asian region. Several Indian government organizations and departments are expected to use the platform to spread awareness about their programs and policies among the public.
- As of August 2021, the 2022 Auto Expo, which is one of the largest automotive events in India, was originally set to take place in February 2022, has been postponed. Society of Indian Automobile Manufacturers (SIAM) stated that the postponement of the biennial event is to ensure the safety of exhibitors, visitors, and all stakeholders involved in the Expo. SIAM further said that the chances of COVID-19 spreading in a B2C event like the Auto Expo are extremely high, as it is visited by large crowds, and maintaining social distancing would be difficult.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, B2C, 2019-2026



Source: Mordor Intelligence Analysis

6.1.2 B2C

- A significant share of the B2C market is part of the unorganized sector in the country and is looking to increase its dominance in the organized sector.
- Various events/exhibitions that were predominantly B2B in the past are looking to accommodate B2C entry. B2C events tend to offer larger marketing opportunities owing to the consumer's use of social media to spread the word.
- Over the coming years, B2C events and exhibitions are expected to grow faster than B2B. In addition, the proliferation of e-commerce is another major factor impacting the segment.

	Sales 1	Sales 2	Sales 3	Total
jan	3 424.0	4 324.0	6 454.0	14 204.0
feb	4 532.0	4 232.0	4 534.0	13 298.0
mar	5 574.0	3 456.0	5 454.0	14 484.0
apr	6 865.0	3 675.0	5 875.0	16 415.0
may	5 786.0	6 543.0	6 767.0	19 096.0
jun	5 242.0	3 546.0	7 245.0	16 033.0
jul	6 843.0	5 345.0	7 845.0	19 922.0
aug	7 453.0	4 234.0	8 235.0	19 922.0
sep	8 535.0	6 454.0	8 546.0	23 535.0
oct	8 959.0	6 845.0	9 456.0	25 260.0
nov	9 534.0	7 345.0	9 634.0	26 513.0
dec	10 453.0	7 845.0	9 967.0	28 265.0

	Sales 1	Sales 2	Sales 3
Total	83 198.0	63 844.0	90 014.0
Share	35.1%	26.9%	38.0%

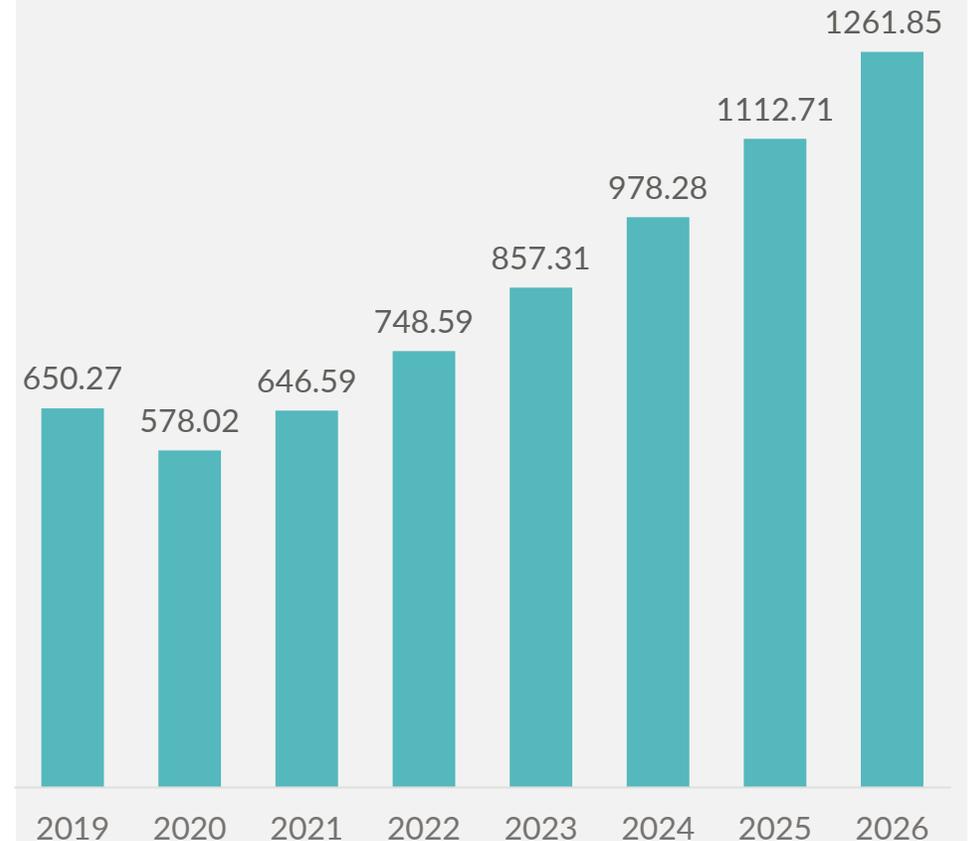


6.1.3 MIXED/HYBRID

- Hybrid events are a combination of B2B and B2C events, which combine both event features. These events offer the flexibility of participating. Virtually events are seeing significant growth without the need for someone in the physical location. Hybrid virtual events enable the attendees to connect and network with each other in real-time via live chats attracting consumers to B2B events as well.
- Such events allow speakers to participate virtually from their remote locations, where they have the flexibility to present and hold the interest of attendees from their geographic location. Some advantages of the hybrid events are better reach and increased attendance, environmentally friendly alternative, considerate reduction in costs, better customer engagement, better ROI, enhanced networking opportunities, budget-friendly, customizable, etc.
- As the events industry in India has gone through a halt since COVID-19 has entered the global economy, it has increased the demand for hybrid events. Many film festivals, gaming championships, expos, and federations have successfully hosted hybrid events in the last year.
- In September 2020, the ITB India organizer announced the adoption of a hybrid model for ITB India 2021 April 2021 in Mumbai. The event offered a hybrid exhibition experience to the travel industry. The event was amongst the first exhibitions in India to adopt a hybrid model. The virtual event was set to complement the live event by reuniting a much wider audience, accompanied by digital innovations to improve audience engagement and connectivity.
- In November 2020, Messe Frankfurt India and MEX Exhibitions announced a hybrid event for Gartex Texprocess India and Screen Print India. It is a 2021 edition event in the textile trade calendars, which will be held alongside yet another premier fair for the screen, textile, sublimation, and digital printing technologies. The organizers are curating the hybrid format for both the fairs with live product demonstration features to allow exhibitors to showcase their innovations and new product range to buyers who may be unable to attend the physical fair, thus ensuring dual access to trade opportunities.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Mixed/Hybrid, 2019-2026



Source: Mordor Intelligence Analysis

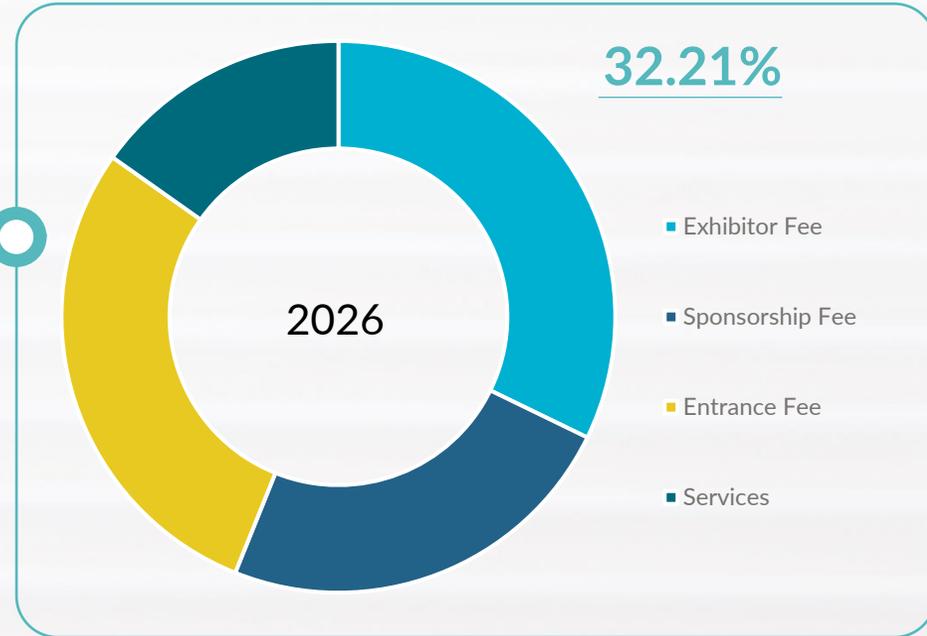
6.2 SEGMENTATION - BY REVENUE STREAM

6.2.1 Exhibitor Fee

6.2.2 Sponsorship Fee

6.2.3 Entrance Fee

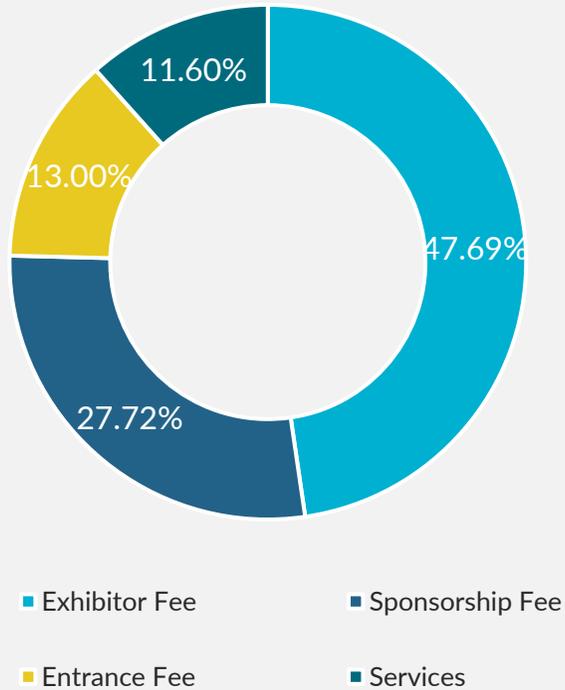
6.2.4 Services



6.2 SEGMENTATION – BY REVENUE STREAM

INDIA EVENT AND EXHIBITION MARKET

Revenue Share (%), By Revenue Stream, India, 2020



SOURCE: Mordor Intelligence

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, By Revenue Stream, India, 2019-2026

Revenue Stream	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (%)
Exhibitor Fee	1293.72	1125.54	1232.64	1397.49	1567.61	1752.52	1953.34	2171.16	11.99%
Sponsorship Fee	856.16	757.00	842.55	970.79	1106.72	1257.43	1424.36	1608.99	13.81%
Entrance Fee	989.25	879.80	984.94	1141.50	1308.94	1495.89	1704.39	1936.58	14.48%
Services	652.55	563.70	612.49	688.40	764.89	846.27	932.61	1023.90	10.82%
Total	3791.68	3326.04	3672.62	4198.19	4748.15	5352.11	6014.70	6740.63	12.91%

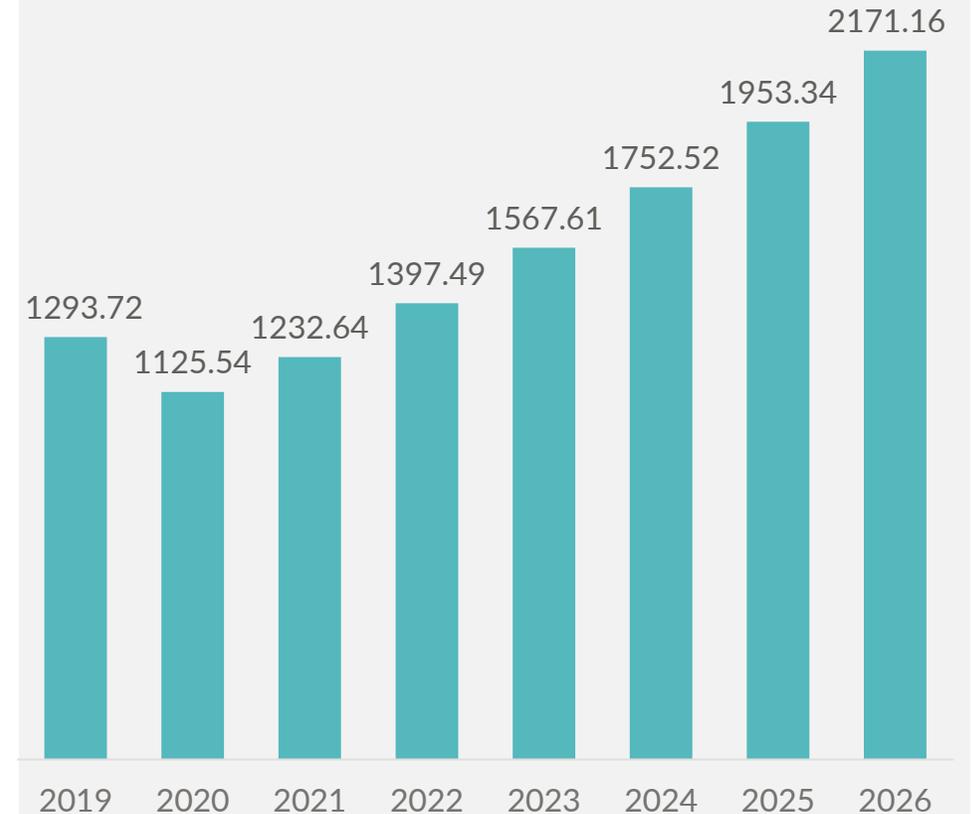
SOURCE: Mordor Intelligence

6.2.1 EXHIBITOR FEE

- Exhibitor fees are paid to a business or an event company by exhibitors in exchange for the right to exhibit goods and services at conference events, stalls, virtual events, trade shows, and exhibitions. These are also received in exchange for granting booth or tabletop space at some exhibits or shows. The fee pays for the privilege of using the space to show or talk about its products.
- The event organizers provide spaces for each company to set up their booths and stands. Exhibitors pay the fee for these spaces to get the chance to interact with the people attending the exhibition show (attendees) and sell to them or get them to invest in their company or buy their products, etc.
- Various factors influence the pricing of the exhibitor fees, varying with the size of the space, stand charges, premium stands, discounted stands – referral, partnership stands, etc. For instance, IRE (India Rubber Expo), which is set to happen in 2022, unveiled the exhibitor fee prices for domestic and foreign exhibitors. The Bare Space (minimum 36 sq. m) was priced at INR 13,800 per sq. m for domestic exhibitors and USD 415 per sq. m for international exhibitors. Also, the built-up space (minimum nine sq. m) and its multiples were priced at INR 15,000 per sq. m and USD 450 per sq. m for domestic and foreign exhibitors, respectively.
- Furthermore, IRE has been charging an additional fee for premium spaces like Corner Stand (2 sides open) - 15% of the participation fee, Three Sides open - 20% of the participation fee, and Island Stand - 25% of the participation fee.
- Similarly, for ICERP India, booth rates vary with Indian exhibitors and foreign exhibitors, along with booth charges per square meter (Bare Space and Constructed Space).
- The number of exhibitors has also been increasing in some events during the COVID-19 pandemic, as some events were being conducted virtually. In January 2021, the number of exhibitors registered to showcase their products and technologies at Aero India 2021 jumped to 600 as of January 30 from 540 on January 22. Also, the number of virtual exhibitors went up to

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Exhibitor Fee, 2019-2026



Source: Mordor Intelligence Analysis

6.2.2 SPONSORSHIP FEE

- A sponsor agrees and warrants to pay the sponsorship fee to an event/exhibition/conference organizer to give their brands higher exposure at events, product launches, conferences, trade shows, etc. After the consideration of payment of the sponsorship fee, the event organizer will agree to provide the sponsor with the benefits set out in the sponsorship and exhibition prospectus. Sponsors have a greater amount of logo placement, due to which various companies choose to be sponsors to events and exhibitions.
- Sponsorship fee varies according to the category of the sponsorship of a particular event or exhibition. Some sponsorship categories include platinum sponsor, gold sponsor, silver sponsor, bronze sponsor, etc. The fees are categorized in these packages to provide companies a cost-effective method to strengthen their brand identity and enhance the company's image at any event, offline, or virtual.
- For example, IFCPC World Congress 2020, India offered various sponsorship options and packages in categories ranging from bronze to platinum. Bronze, silver, and gold sponsorship offered exhibition space of 18 sq. m that were priced for INR 20,00,000 (USD 29,000), INR 25,00,000 (USD 37,000), INR 35,00,000 (USD 51,000), respectively. Platinum sponsorship was exclusive, which offered exhibition space of 27 sq. m that was priced at INR 50,00,000 (USD 73,000).
- For companies wanting to target a particular day, materials, or social events during the conference, individual sponsorship provides an attractive option, allowing an organization to choose the desired level of involvement and exposure to attendees. Also, companies offer packages like conference sponsorship packages that combine marketing and branding association before the event and exposure during the conference.
- Sponsorship opportunities are designed to offer maximum exposure and visibility for organizations. Furthermore, the Sponsorship fee varies accordingly, depending on the type of sponsor. Some of the sponsors want to have access to the audience during events, whereas some others want their logos on microphone flags and speakers of ceremonies during events.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Sponsorship Fee, 2019-2026



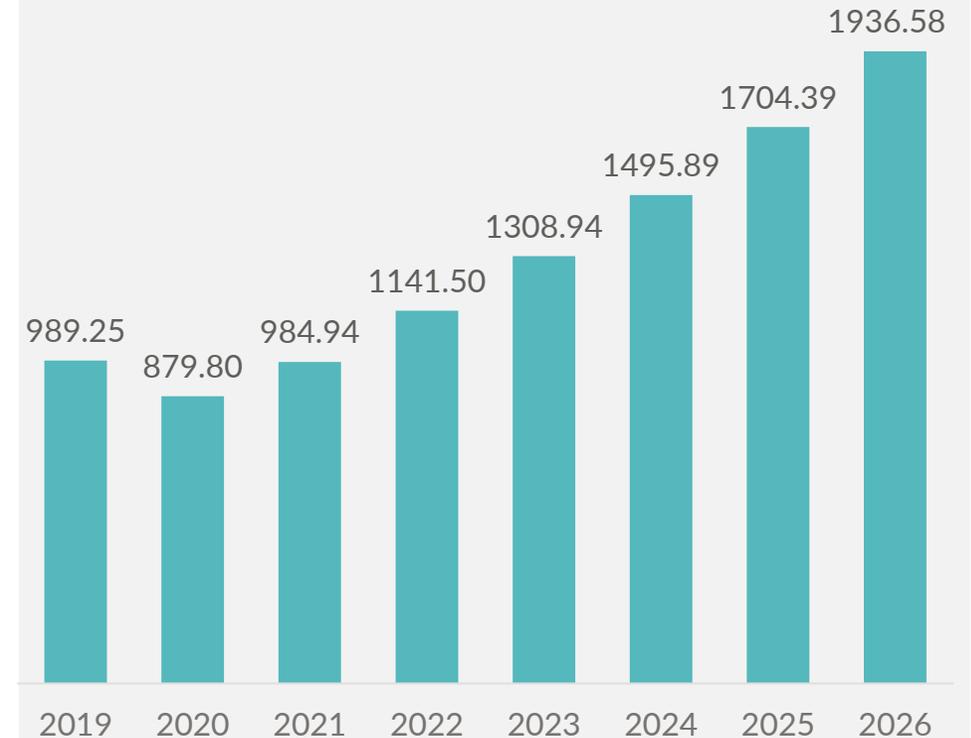
Source: Mordor Intelligence Analysis

6.2.3 ENTRANCE FEE

- Entrance fee is a general fee for admission into a specific event, conference, trade show, or exhibition. This is either paid by a customer or a company for entry to those events. The fee is sometimes valid only for the number of person(s), the date and/or the time slot stated on the receipt.
- Some of the exhibitions partnered with online websites such as Bookmyshow and goibibo to make it easier for customers to buy the entry fee. For instance, For the India International Mega Trade Fair 2021, the Bookmyshow website offered discounts and offers on the entry fee. Similarly, India Expo Mart at Noida has been offering entry fees to business-to-business exhibitions, conferences, product launches, promotional events, etc., through the goibibo website.
- Indian Art Fair 2020, New Delhi, unveiled prices for its tickets depending on the day of the week. These are categorized into Preview Pass (for Thursday) that costs around INR 4000, General Ticket (for Fri, Saturday or Sunday) that costs around INR 700, Student Tickets (for Friday, Saturday or Sunday) that costs around INR 400, and Weekend Pass (for Saturday and Sunday), that cost around INR 1000.
- Some of the event's fees are also categorized according to the time slot. For example, India Art Fair 2020 offers a special preview on Thursday from 11.00 am – 7.00 pm, public entry on Friday and Saturday from 2.00 pm – 7.00 pm, and Sunday from 10.00 am – 6.00 pm.
- Companies such as ZKM, offer discounts in entrance fees, that are available for students, people with disabilities, Bufdis, FSJ students, seniors over 65 years and groups of 10 persons or more. These are especially for events such as, art exhibits, musical events, etc.
- Some exhibitions also offer no entrance fee. For instance, India International Garment Fair 2020 conducted in Delhi was one of the Asia's biggest apparel fair, with no entry fee. However, the entrance was only exclusive for overseas buyers, and buying agents only, and not for general public.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Entrance Fee, 2019-2026



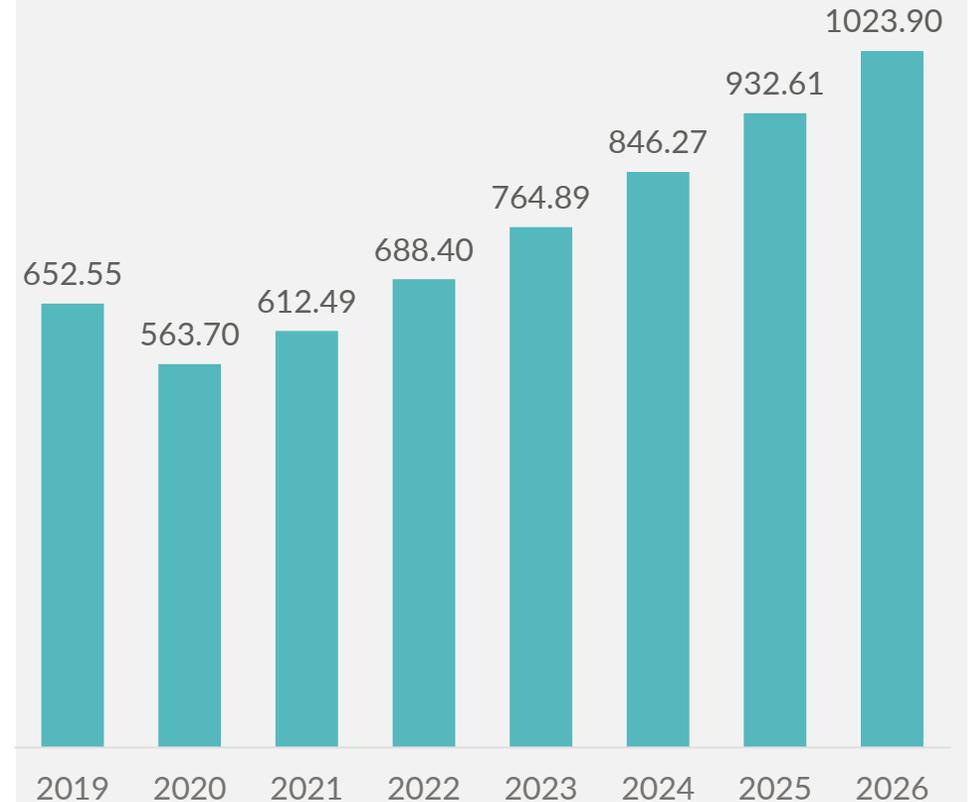
Source: Mordor Intelligence Analysis

6.2.4 SERVICES

- These include revenues from services related to events such as product launches, mices, exhibitions and trade shows, conference and seminar events, product launches services, and technical workshops event services.
- Some of the services include constructing exhibition stands in modular form for ease of use and portability and fabricating them in conjunction with pop-up stands and computer displays.
- Companies such as Confergo offer services with proper arrangements such as comfortable seats, high-quality projection screens with music systems, projector service, audio and video equipment, workforce, microphones, delegate kits, delegate badges, etc.
- Services are provided by the event organizer or the applicant to the delegates and exhibitors, categorized under events, exhibitions, conventions, trade shows organizations, and assistance services. Sometimes, these services are also offered as a part of brand promotional packages. Display of their brand in a souvenir for the event (space will be allotted in the souvenir) or a Presentation (for a specific time slot) comes under services.
- As per the revised GST on conference and exhibition Services to delegates and exhibitors in India, services are classified as events, exhibitions, conventions, shows, and assistance services. The applicant/customer shall be liable to pay tax at the rate of 18% for any one of these services. Those categories of brand promotion packages are usually offered in branding on the stage backdrop, standby, taxi, e-rickshaw, head, rest cover, itinerary, bottle wrapper, logo in media, stationery.
- The majority of service providers in a particular area of business/events in India provide a similar bundle of services. For example, offering food and drinks for every stall in an event can be offered in every event/exhibit. Also, suppose the nature of services is such that one of the services is the main service, and the other services combined with such service are in the nature of incidental or ancillary services. In that case, this will help in better enjoyment of the main service.

INDIA EVENT AND EXHIBITION MARKET

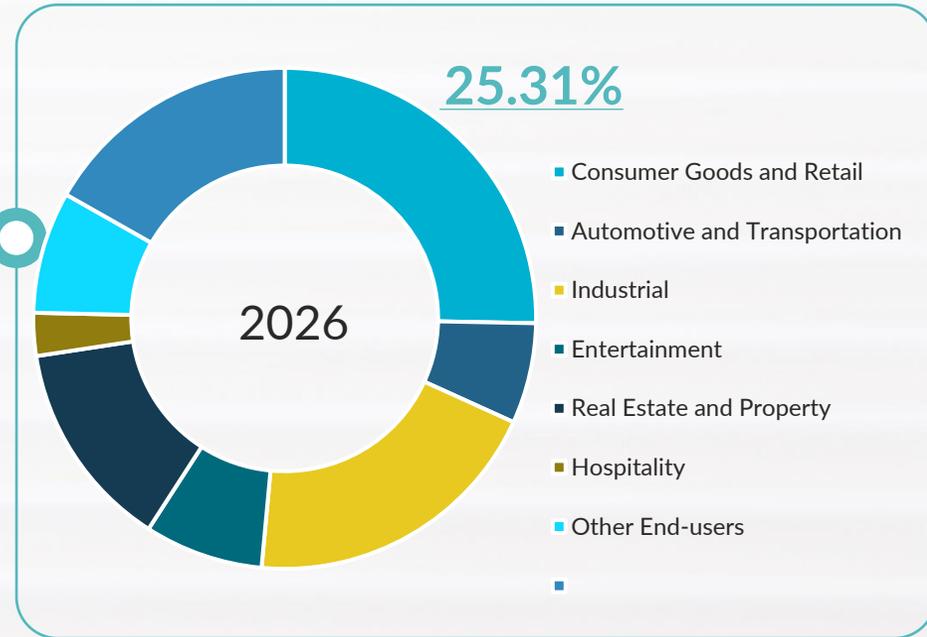
Revenue in USD million, Services, 2019-2026



Source: Mordor Intelligence Analysis

6.3 SEGMENTATION - BY END USER

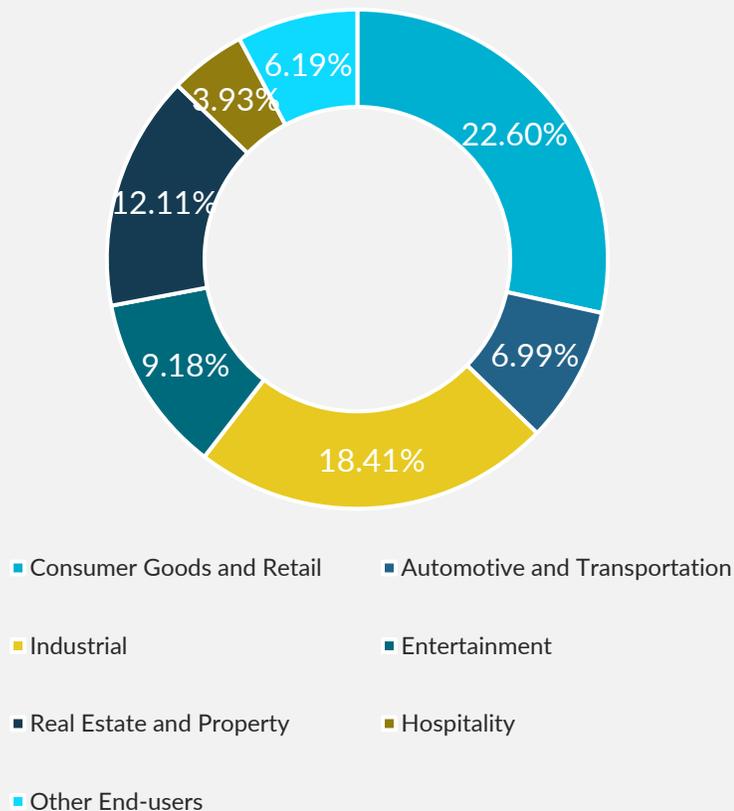
- 6.3.1 Consumer Goods and Retail
- 6.3.2 Automotive and Transportation
- 6.3.3 Industrial
- 6.3.4 Entertainment
- 6.3.5 Real Estate and Property
- 6.3.6 Hospitality
- 6.3.7 Healthcare and Pharmaceutical
- 6.3.8 Other End-users



6.3 SEGMENTATION - BY END USER

INDIA EVENT AND EXHIBITION MARKET

Revenue Share (%), by Safety Systems, 2020



SOURCE: Mordor Intelligence

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, by Safety Systems, 2019-2026

Safety Systems	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (%)
Consumer Goods and Retail	840.99	751.76	845.90	985.36	1135.65	1304.48	1493.88	1706.05	15.06%
Automotive and Transportation	268.45	232.57	253.64	286.35	319.86	356.10	395.24	437.47	11.52%
Industrial	690.46	612.38	683.68	790.18	903.60	1029.82	1170.13	1325.88	14.16%
Entertainment	358.69	305.18	326.85	362.40	397.55	434.64	473.77	514.98	9.52%
Real Estate and Property	450.83	402.62	452.62	526.75	606.53	696.05	796.37	908.64	14.96%
Hospitality	157.73	130.55	136.02	146.71	156.57	166.52	176.57	186.72	6.54%
Healthcare and Pharmaceutical	225.60	205.97	236.70	281.60	331.47	388.86	454.82	530.49	17.52%
Other End-users	798.91	685.00	737.21	818.84	896.92	975.64	1053.92	1130.40	8.93%
Total	3791.68	3326.04	3672.62	4198.19	4748.15	5352.11	6014.70	6740.63	12.91%

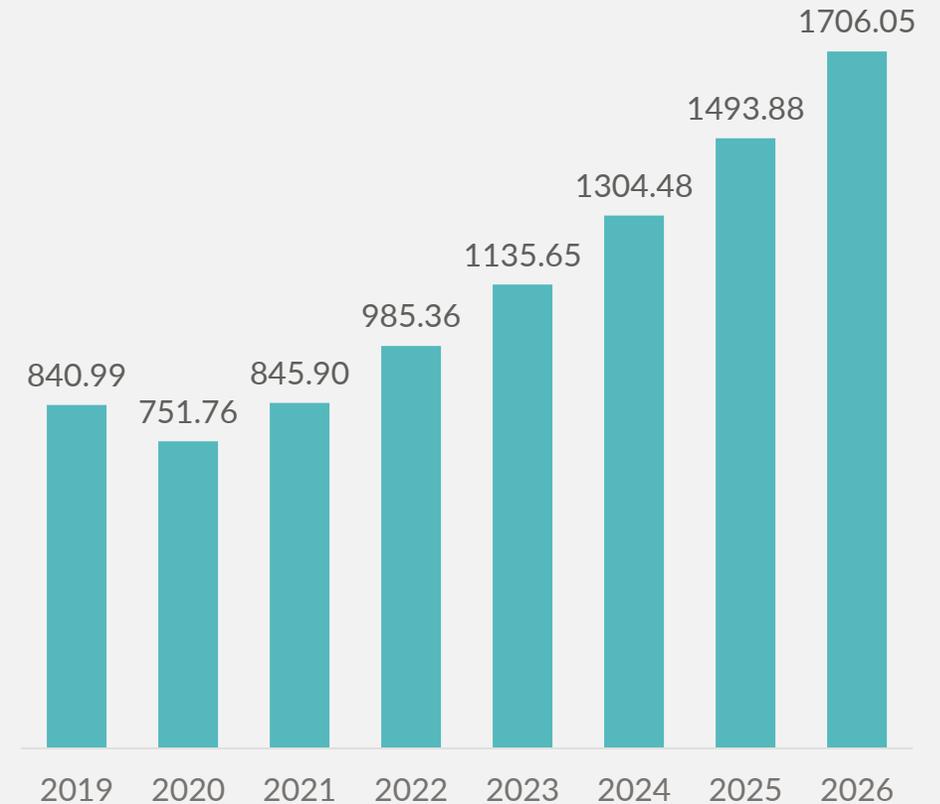
SOURCE: Mordor Intelligence

6.3.1 CONSUMER GOODS AND RETAIL

- Horizontal marketplaces are consumer exhibits. They usually feature a variety of products from a variety of industries that are on show for the general public. Consumer exhibitions are an excellent method to bring together like-minded merchants and customers in one place for an extended length of time. Many visitors like to remain and visit as many vendors as possible. Therefore, they are generally considered day-long events. Consumer exhibitions provide businesses with a once-in-a-lifetime opportunity to contact directly with buyers who already fall into their target demographics. This sales strategy frequently yields a greater conversion rate than traditional sales methods. India as a country realizes the value and reach of such exhibitions and events and, therefore, has prominent fairs, events, and exhibitions held annually.
- Since the outbreak of the epidemic, Tradeindia, India's premier B2B online marketplace, has successfully hosted a number of virtual expos for various industries. In the month of October 2021, it will host a Grand Consumer Goods Expo. The country's faltering export business and consumer goods industry will get a new lease on life thanks to the high-profile digital trade show.
- Agriculture, Apparel & Fashion, Automobiles, Chemicals, Consumer Electronics, Electronics & Electrical Supplies, Food & Beverages, Furniture & Handicrafts, and other Industrial Segments all have intriguing prospects at Consumer Goods Expo 2021. The three-day event will take place from 27 October to 29 October 2021. (10 AM to 9 PM). Professionals will connect digitally to learn about the most recent industry changes as well as opportunities in all major industries.
- IITF or INDIA INTERNATIONAL TRADE FAIR 2021 is organized by India Trade Promotion Organization (ITPO). India International Trade Fair. IITF displays a wide range of products and services, including automobiles, textiles, garments, household and kitchen appliances, food, beverages, pharmaceuticals, chemicals, cosmetics, body care, and health care products, toys, etc. The fair will be held on 17 November 2021 in Pragati Maidan, New Delhi.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Consumer Goods and Retail, 2019-2026



SOURCE: Mordor Intelligence

6.3.1 CONSUMER GOODS AND RETAIL

- **DENIM SHOW - DELHI 2021**, Denim Show aims to provide a much-needed forum for the denim community to participate in the production of original goods, gather knowledge, and exchange the most up-to-date information on denim advancements. The relevant industry for this event is Fabrics - Clothing Textiles, Clothing Machines, Fashion, and Clothing. The event will take place at Pragati Maidan in New Delhi from December 3 to 5, 2021.
- **DIGITEX INDIA - 2021** is an international exhibition in India dedicated to digital textile printing technologies. The wide exhibit profile will explore new and exciting options given by digital printing for home furnishing & interior design, garments & fashion, and corporate interiors, ranging from new printers and inks to forthcoming techniques. The event will take place at Pragati Maidan in New Delhi from December 3 to 5, 2021.
- **FABRICS & TRIMS SHOW - 2021** is a trade show that features the newest and most fashionable fabrics, trims, and accessories. The Fabrics & Trims Fair is a component of Gartex Texprocess India, India's "fastest-growing trade show." The event will take place at Pragati Maidan in New Delhi from December 3 to 5, 2021.
- **The INDIA LAUNDRY SHOW - 2021** is a trade show dedicated to the laundry, dry cleaning, and textile care industries. The India Laundry Show will feature the best-in-class equipment and tools, cleaning chemicals/detergents, and new technology in the garment and textile cleaning sector. The show, which caters to a specific audience, is an ideal opportunity for businesses to present their products and learn about new technologies in order to increase their productivity and efficiency. It also enables laundry solution suppliers to keep up with the newest advances and receive insight into tried-and-true tactics for increasing their bottom line. The focus of the show is on industrial solutions that are competitive, effective, and long-term.

6.3.1 CONSUMER GOODS AND RETAIL

- China Home Life India is the largest Chinese products trade show in the Middle East. Main product sectors at the show include Fabric, Textile & Garments, Home Electronics, Furniture, Building Materials, Lighting, Household, Gift Items, etc. The event is organized by Meorient International Exhibition, China, and MCO Winmark Exhibitions Pvt. Ltd, India. It's a public event and will take place at Bombay Convention & Exhibition Center (BCEC) from 9-11 December 2021.
- India Big 7 is India's largest and most important trade show for gifts, stationery, writing instruments, office supplies, electronics, houseware, kitchenware and home décor, lifestyle, apparel, luggage, food, confectionery, cosmetics, health and wellness. India Big 7 has evolved as India's premier and trusted networking platform, bringing together the whole range of solutions and enabling manufacturers, merchants, wholesalers, distributors, and corporate buyers to conduct business in one location for the past 27 years. With the advent of numerous new players from India and outside, the gifting and stationery market is booming. The event is a trade and general public event and is scheduled to take place at the Bombay Convention and Exhibition Center (BCEC) between 25-27 August 2022. Reed Exhibitions India and RX Global Events, UK are the organizers of the vent.

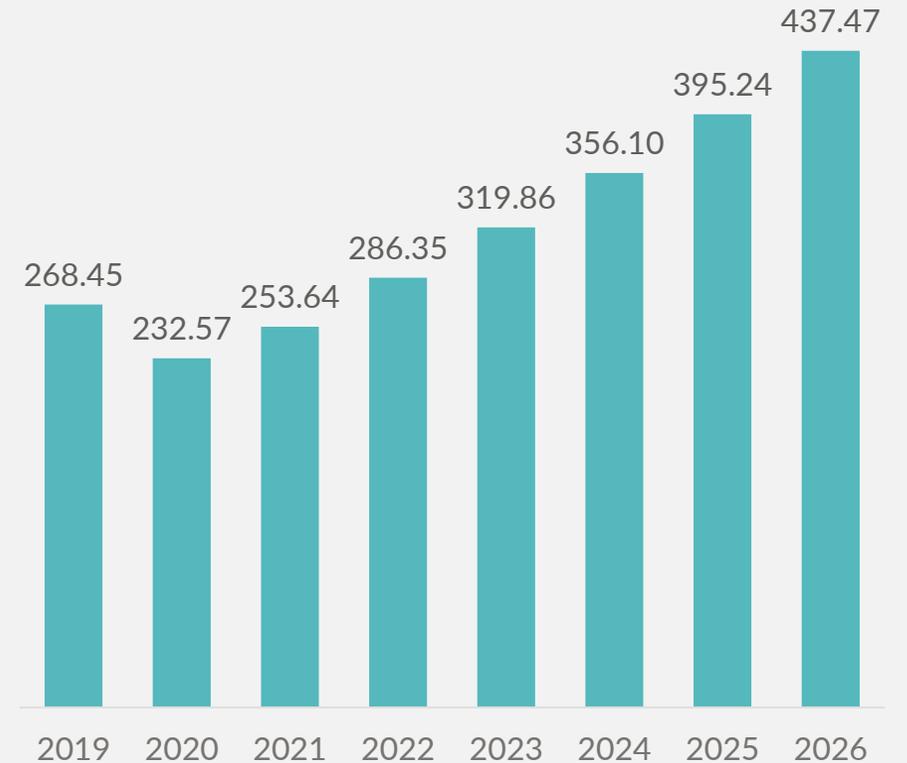


6.3.2 AUTOMOTIVE AND TRANSPORTATION

- United Auto expo includes exhibitions, trade shows, seminars, and conferences on various industries such as Agri exhibition, Building Expo, Auto Expo, Health and Medical Expo. The vent is supported by the Tamil Nadu Mechanical Association and will be held from 19 - 21 November 2021 in Coimbatore, India.
- Fasteners are one of the most prevalent parts used in the building and design of mechanical machines. They keep everything together. With an increase in upcoming industrial activity in the defense and automotive sectors, the Indian industry has a big opportunity. The Indian industrial fastener market is expected to expand in the next years, owing to the country's sustained economic expansion.
- India is currently gaining market share in important industries such as automotive and construction. Fastener Fair India showcases a wide range of industrial fasteners and fixings, assembly and installation systems, storage and logistics services, fastener manufacturing technology, and construction fixings, as well as offering excellent networking opportunities for all industry professionals, including distributors, suppliers, and engineers. Mack Brooks Group, UK, RX Global Events, UK, and Inter Ads - Brooks Exhibitions (India) Pvt. Ltd, India, are organizing the event. It is a trade and public event that is scheduled to take place at the Bombay Convention & Exhibition Center, Mumbai, on November 26-27, 2021.
- Comfast is a fastener expo held once a year. This year the expo will take place at Mahatma Mandir Exhibition Center, Gandhinagar, Gujrat, on 1 - 5 December 2021.
- Engimach Industrial Exhibition is one of Asia's Most Dynamic Engineering, Machinery & Machine Tools Exhibition. It covers a variety of industries such as Applied Computer & Industrial Engineering, Mechanical Components, Hydraulics & Pneumatics, Metal Working Industries, Wood Working Industries, Machines-tools - Tools, Measurement, Control & Testing industries. The exhibition will be held from 1 - 5 December 2021 at Helipad Grounds, Gandhinagar, Gujrat. K & D Communications Ltd. and ITPO (India Trade Promotion Organization) are the organizers of the event.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD billion, Automation and Transportation, 2019-2026



SOURCE: Mordor Intelligence

6.3.2 AUTOMOTIVE AND TRANSPORTATION

- From December 24 to 26, 2021, the EV India Expo will be hosted in the India Expo Center and Mart in Greater Noida, India. Throughout the three-day exhibition, more than 100 national and international companies will exhibit the latest 2, 3, and 4 wheeled e-vehicles, components and accessories, charging solutions, and technology. The expo provides extensive industry knowledge, excellent business opportunities, and a networking platform.
- The Auto expo or International Automotive Trade Fair. is an exclusive Display of Components & Technology. The event is held every two years and is related to industries such as General Automobile, Automotive Engineering - Systems & Components, Workshop & Service Station Equipment. However, because of the COVID-19 epidemic, the Society of Indian Automobile Manufacturers (SIAM) has postponed the Auto Expo - The Motor Show 2022. The automobile show was set to take place at India Expo Mart in Greater Noida from February 2 to February 9, 2022.
- Automotive Testing Expo India 2022 is an International Trade Fair for Automotive Test and Evaluation. The expo is related to Automotive Engineering - Systems & Components, Quality & Maintenance, Measurement, Control & Testing, Real Time Systems & Embedded Systems industries. It is organized by UKIP Media & Events Ltd, UK, and Landesmesse Stuttgart GmbH, Germany, and the event will be held at Chennai Trade Centre, Chennai.
- The India Auto Show 2022 is an international exhibition and conference on finished vehicles, passenger and commercial vehicles, auto components, aftermarket parts and accessories, electric vehicles, auto-tech startups, etc. General Automobile, Automotive Engineering - Systems & Components, Workshop & Service Station Equipment, Electric & Hybrid Vehicles, Subcontracting, Suppliers & Partners for automobiles can be related to this expo. The dates are not confirmed yet for the expo, but it will be held in February 2022 at Bombay Convention & Exhibition Centre (BCEC), Mumbai.

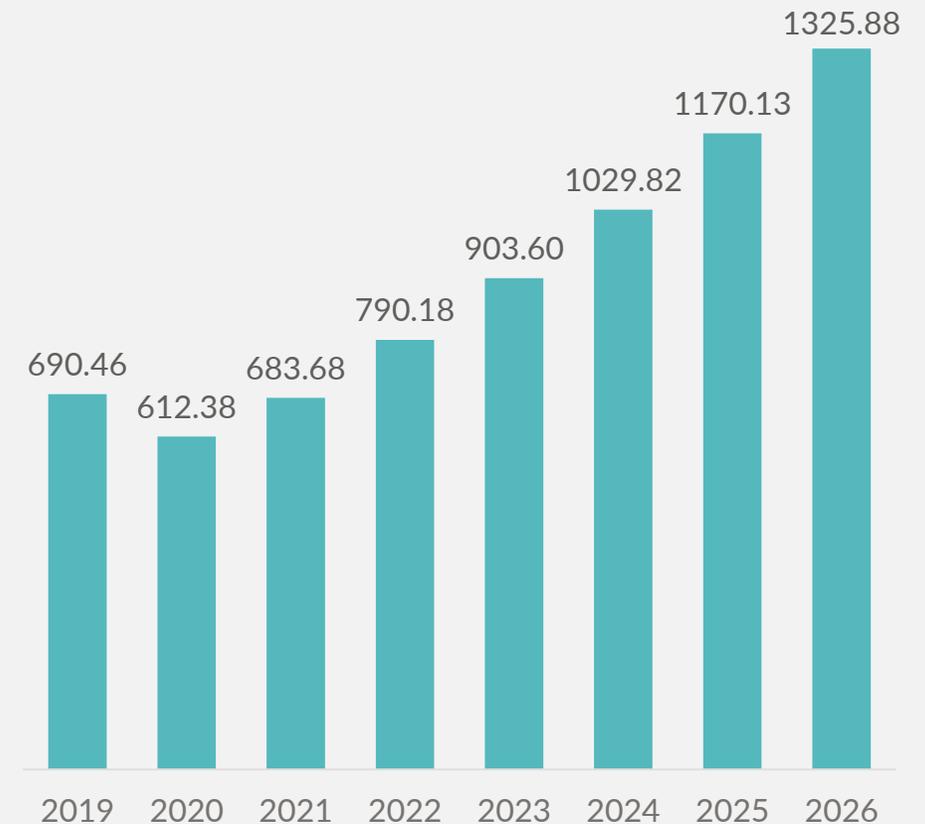


6.3.3 INDUSTRIAL

- Delhiwood 2023 is a trade show for woodworking machinery, tools, fittings, accessories, raw materials, and finished goods. The 7th International Trade Fair for furniture production technologies, woodworking machinery, tools, fittings, accessories, raw materials, and products, Delhiwood 2023, will take place in Delhi, India. Woodworking industries, machines-tools, applied computer and industrial engineering decoration, home and office design, and furniture are associated with this event. The expo will be held at India Expo Centre & Mart, Greater Noida, from 2nd-5th March 2023.
- IndiaCorr Expo 2021 is the International Exhibition & Conference on Corrugated Case Manufacturers Industry. IndiaCorr Expo showcases the latest in corrugated box-making machinery, printing and lamination machines, testing equipment, adhesives, inks, ancillary equipment, kraft paper. Paper and packaging industries are the related industries for this expo. The expo will be held at India Expo Centre & Mart, Greater Noida, from 23rd-25th October 2021.
- India Folding Carton 2021 is India's first dedicated carton and box manufacturing exhibition and conference. India Folding Carton is a one-of-a-kind show that focuses exclusively on the folding carton sector. From manufacturers to dealers of pre-press equipment, carton building machines, printing machinery, and post-print equipment, showcasing the best solutions involved in the process. The event aims to fulfill the business's demands by providing solutions that enable the Folding Carton Industry to meet difficulties and seize opportunities in a quickly changing environment. It is held once a year and is related to the paper and packaging industries, and the expo will be held at India Expo Centre & Mart, Greater Noida, from 23rd-25th October 2021.
- India Tools 2021 is a trade show for Indian tools and tool equipment. The India Tools Exhibition is dedicated to the Indian Engineering Industry's precision machining needs. The India Tools exhibition is a one-of-a-kind event dedicated to showcasing the latest advances in the Tools sector. The event will be held at Helipad Grounds in Gandhinagar, Gujarat, from December 1st-5th, 2021.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Industrial, 2019-2026



Source: Mordor Intelligence Analysis

6.2.3 INDUSTRIAL

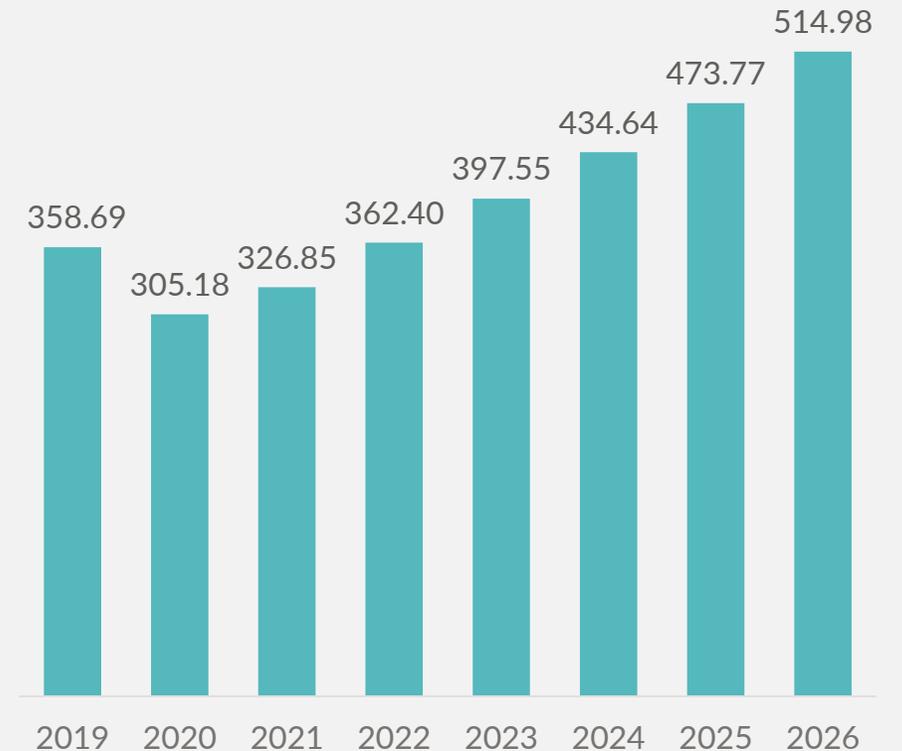
- LED Expo India is India's first exhibition dedicated to LED products and technology, and it spans the full LED value chain. LED Expo has become a driving force in India for the phase-out of non-conventional lightings, such as CFL and CCFL lighting, and the advancement of next-generation technology for intelligent LED lighting, with future-oriented solutions on exhibit. From November 18 to November 20, 2021, the Expo will be held at India Expo Centre & Mart in Greater Noida.
- LED Expo India is India's first exhibition dedicated to LED products and technology, and it spans the full LED value chain. LED Expo has become a driving force in India for the phase-out of non-conventional lightings, such as CFL and CCFL lighting, and the advancement of next-generation technology for intelligent LED lighting, with future-oriented solutions on exhibit. Electrical & Electro technological Engineering, Optoelectronics Decoration, Home & Office Design, Furniture, Lighting, Public Relations & Advertising are covered at the show. From November 18 to 20, 2021, the Expo will be held at India Expo Centre & Mart in Greater Noida.
- Paperex is a well-known international series of exhibitions and conferences devoted to paper, pulp, and related industries. It's the only comprehensive business platform for the paper sector, and it's been around for a long time. Paperex 2022 will be the 15th international pulp, paper, and allied industries exhibition and conference. The conference will take place from January 9 to January 12, 2022, at the India Expo Centre & Mart in Greater Noida.
- The India Machine Tools Show (IMTOS) is a one-of-a-kind event that showcases ground-breaking ideas and innovations in machine tools, engineering, and industrial automation. IMTOS has become the country's main exhibition for machine tools, material handling, and automation technology over the years. From July 7 to July 10, 2022, the event will be hosted at the Pragati Maidan in New Delhi.

6.3.4 ENTERTAINMENT

- PROWAVE Expo is an event for the Pro-Sound, Light, and Entertainment Industry. PROWAVE Expo played an important role in the Pro-Sound & Light business by providing a significant platform. The event will be held at the Manpho Convention Centre in Bengaluru, India, from October 22 to October 24, 2021.
- Media Expo 2021 is India's largest international trade show for advertising and signage solutions for indoor and outdoor use. Leading global companies and creative professionals congregate at Media Expo to learn about cutting-edge future innovations in indoor and outdoor advertising and signage solutions. The event will be at India Expo Center and Mart in Greater Noida from November 18 to November 20, 2021.
- BROADCAST INDIA (BI) 2021 is a Broadcast Trade Show. Audio Production & Postproduction. Cinematography / Videography. Cable & Satellite Companies and Operators. Computer Graphics & Animation Facilities, Advertising Agencies. Broadcasting, Television & Entertainment, Sound & Image Technologies, and Public Relations & Advertising are the industries associated with this trade show. The event will be at Bombay Convention & Exhibition Centre (BCEC) in Mumbai, from October 21 to 23, 2021.
- India Art Fair 2022 is an Indian Contemporary Art Fair. The India Art Fair, held in New Delhi, is the leading art fair in South Asia for modern and contemporary art from around the world. It's a Trade & General Public event tied to the photography, art, and antique industries. The event will be hosted at NSIC Exhibition Grounds from February 3 to February 6, 2022. The fair is organized by India Art Fair in New Delhi, India, and Montgomery International in the United Kingdom, with BMW as its presenting partner.
- BES EXPO 2022 is an International Conference and Exhibition on terrestrial and satellite broadcasting. telecommunications, computers networks broadcasting, television and entertainment are the related industries for this expo. The event is organized by the BES (Broadcast Engineering Society), India, and will take place at Pragati Maidan, New Delhi, in 2022.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Entertainment, 2019-2026



Source: Mordor Intelligence Analysis

6.3.4 ENTERTAINMENT

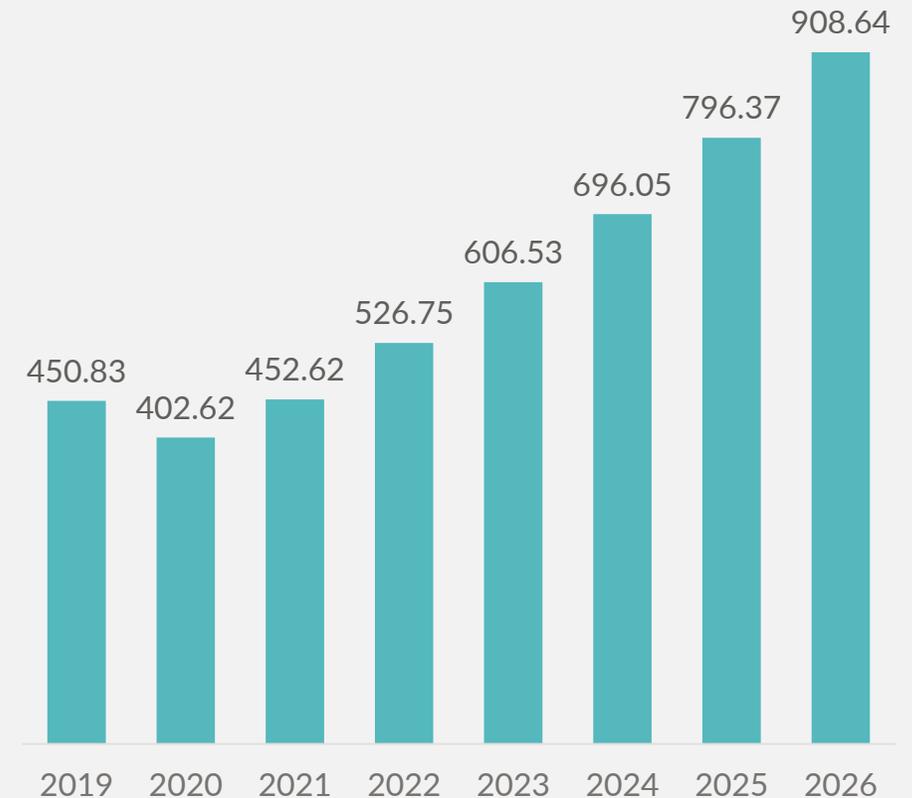
- Ad:tech New Delhi 2022 is a global marketing conference, which has been held in major cities around the world. It allows brands, agencies, media, and solution providers to come together to get to grips with the latest trends, innovations, and technologies. It is a public trade event and is held once a year. The decided venue for the event is The Leela Ambience Hotel and Residence, Gurgaon, and the dates are yet to be finalized for 2022 and 2023. Public relations and advertising, marketing and selling, internet and intranet, and sound and image technologies industries can be associated with this event.
- India's Convergence 2022, has been at the forefront of India's digital revolution, bringing together the latest technology innovations and trends from the telecom and mobile industry, IT and security, IOT, broadcast and digital media, embedded technologies, as well as emerging technologies and enterprise solutions, under one roof. The Convergence India series of expos, which began in 1992, is largely regarded as India's leading technology show. The event will take place at Pragati Maidan, New Delhi, from March 23-March 25, 2022.
- Digital Gaming India Expo 2022 is a video game - interactive entertainment, multimedia technologies, sound and image technologies expo. The expo's goal is to provide a great platform for all stakeholders in the Indian and international gaming markets to demonstrate new trends and innovations in the industry. The expo also aims to bring together the complete ecosystem from India and outside in order to advance the Indian gaming industry and explore economic prospects in the country. The event will take place at Pragati Maidan, New Delhi, from March 23 - 25, 2022.
- Indian DJ EXPO 2022 is an expo in India dedicated to DJ equipment, sound systems, and lighting. DJ equipment, club to and during sound, stage lighting, lasers, DJ consoles and mixers, turntables, audio processors and effects, software, and amplifiers will be on display at the Indian DJ expo. Sound and image technologies, broadcasting, television, and entertainment music are some of the industries that are associated with this expo. The event will take place at Pragati Maidan, New Delhi. However, the new dates for the event are yet to be announced.

6.3.5 REAL ESTATE AND PROPERTY

- IREX (International Real Estate Expo) 2021 is a new platform in India for marketing real estate to high-end clients and investors. It is an Indian luxury real estate exhibition. IREX is an annual trade expo where high net worth and rich individuals can learn about investment opportunities in international real estate and premium luxury buildings. The event attracts high-net-worth individuals from across India, as well as prominent real estate developers and investment firms from the United States, the United Kingdom, the United Arab Emirates, Australia, Cyprus, Greece, Sri Lanka, and Thailand. The vent will be held from 11 - 12 March 2022 at The St. Regis Hotel, Mumbai.
- International Emigration & Luxury Property Expo - 2022 is a series of international conferences and exhibitions dedicated to immigration, luxury real estate, and private financial consulting. The expo is related to Real Estate, Investors, Tourism - Travel, Luxury Industry. The event will be held on 21st January 2022 in Mumbai. The vent is organized by Zagranitsa International Media Group LLP, London, UK.
- South India Real EstateXpo attracts investors with a keen eye on properties in South India. Real EstateXpo is showcasing this event to its Investors Nationally as well as to International Investors. The event will take place from 27 - 29 October 2021 at Novotel Hotel, Vishakhapatnam, India.
- The Hybrid Expo on Global Residency and Citizenship 2021 is an international virtual conference and exhibition on global residency, citizenship, luxury lifestyle, and real estate. The Global Residency & Citizenship Expo is a dynamic platform that provides High Network Worth Indian residents, with a variety of citizenship and residency options around the world. The goal of the exhibition is to bring together global residency and citizenship consultants, legal consultants, government organizations, property developers, and other stakeholders under one roof to meet the ever-increasing need for potential Indian immigrants. GRACE will be the only platform that will assist all the exhibitors with pre-aligned one-to-one B2B and B2C meetings during the two days of the expo. The 4th Edition of the expo will be taking place at HITEK Exhibition Center, Hyderabad, from 12 - 14th November 2021, and the 5th Edition will be held at PHD House, New Delhi, from 7 - 11 March 2022.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Real Estate and Property, 2019-2026



Source: Mordor Intelligence Analysis

6.3.5 REAL ESTATE AND PROPERTY

- Leading developers, financial institutions, investment funds, think tanks, and cutting-edge digital businesses will join at the GRI India Summit to debate the changes that have occurred as a result of the crisis and to prepare for new chapters in the Indian real estate sector. To reflect changing consumer behaviors, market designs, risks, pricing models, and sectoral disruptions, as well as to shape the way people consume, plan, partner, finance, operate and invent products and services around the world. The event will take place from 24 - 25 November 2021 in Mumbai.
- Buildings India 2022 is a platform that connects, grows, and succeeds the construction industry's participants and stakeholders. The conference is a carefully curated forum that allows for deeper discussion and a more practical approach to tackling urban issues, as well as providing business prospects for organizations trying to make smart cities a reality. The expo is an ideal venue for facilitating relationships, reconnecting with clients, expanding expertise, meeting high-profile decision-makers from the private and public sectors, placing products directly in the hands of purchasers, and sending a compelling message to new clients. The event will take place from 23 - 25 March 2022 at Pragati Maidan, New Delhi.

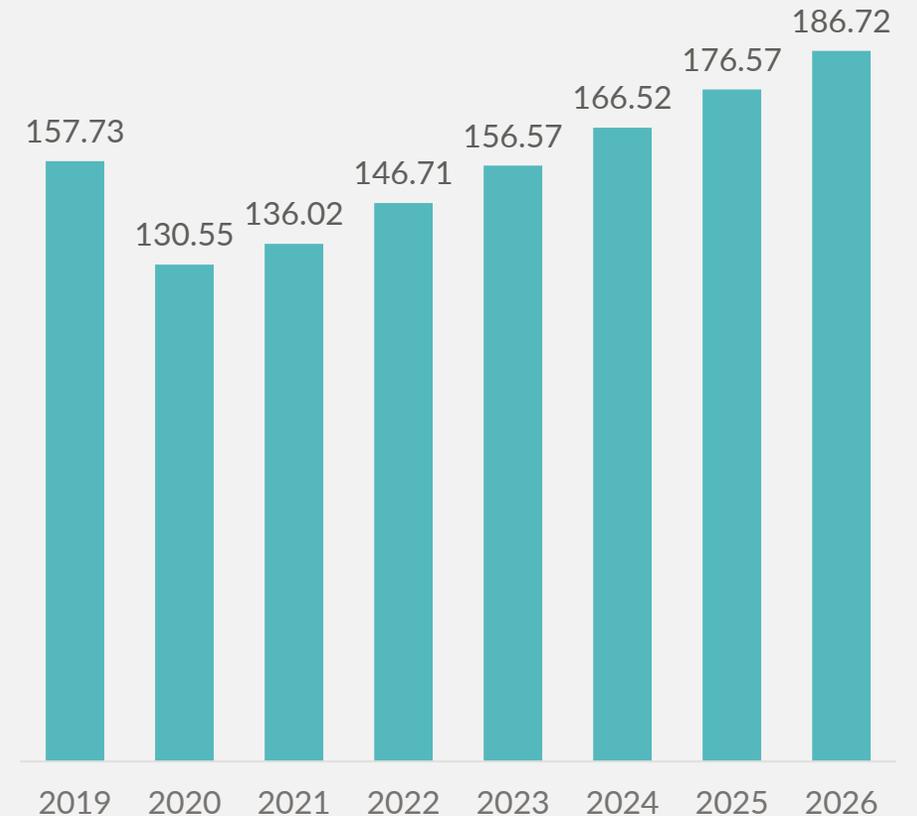


6.3.6 HOSPITALITY

- IHE - India International Hotel Expo 2021 is an international trade expo and trade fair for the hospitality sector that will take place in Greater Noida, India, from September 24-27, 2021. The India International Hospitality Expo benefits include presenting suppliers' products to serious local and international buyers, B2B meetings and discussions with industry buying groups, and extensive visitor advertising for improved marketing outreach.
- HRC EXPO 2021 is an International Exhibition on Hotel, Restaurant & Catering, Products, Services, Bakery Equipment & Technologies. Catering & Hospitality Industries, Food Processing Industries, Decoration, Home & Office Design, Furniture, Wine & Spirits - Viticulture & Enology - Beer is the industries that can be related to this expo. The event will take place at Bangalore International Exhibition Centre (BIEC) from 28 - 30th October 2021.
- The Express Food & Hospitality Expo - 2022 is India's largest annual tradeshow for hotel and foodservice equipment. EF&H India is a dedicated B2B trade event for India's fast-growing food and hospitality industry, with the goal of expanding prospects and fostering successful businesses for Indian entrepreneurs and trade professionals. The various editions of Express Food & Hospitality (EF&H) India bring together a mix of quality and quantity of buyers from across India, providing Indian and international brands with a wide range of business networking and partnership opportunities with established players and buyers in the Indian markets. The event will take place at Bandra-Kurla Complex (MMRDA Grounds), Mumbai. The date is yet to be decided. In the year 2021, the event took place from 20 - 22 January at the same venue.
- AAHAR '2022, an International Food & Hospitality Fair, will take place in the year 2022. The India Trade Promotion Organisation (ITPO), the Government of India's principal trade promotion organization, hosts AAHAR, a flagship B2B event. AAHAR is one of Asia's most well-known food and hospitality companies. In recent years, the event has grown by leaps and bounds, and it is now a well-known destination for global vendors and sourcing specialists. The event will be held at Pragati Maidan in New Delhi from March 8 to 12, 2022.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Hospitality, 2019-2026



Source: Mordor Intelligence Analysis

6.3.6 HOSPITALITY

- Annapoorna - Anufood India 2022 is an International Food and Beverage Exhibition and Conference. The Annapoorna - ANUFOOD India exhibition will take place in Mumbai, India. The event is the most important B2B forum for the Indian subcontinent's food and beverage trade and retail market. Koelnmesse YA Tradefair Pvt. Ltd and the Federation of Indian Chambers of Commerce and Industry are co-organizing the event (FICCI). The event will be held in the Bombay Exhibition Center in Mumbai from September 14 to September 16, 2022.
- Fair On Travel And Tourism (TTF). TTF is India's largest network of travel trade shows. TTF has been providing an annual marketing platform and an opportunity to network with the travel sector in 9 major cities since 1989, culminating in OTM, India's premier travel trade exhibition in terms of a number of sellers, buyers, and rented areas. TTF events will take place on various days in Delhi, Mumbai, Bengaluru, Kolkata, Chennai, Hyderabad, Surat, Ahmedabad, and Pune. The schedule for the vents is given below..

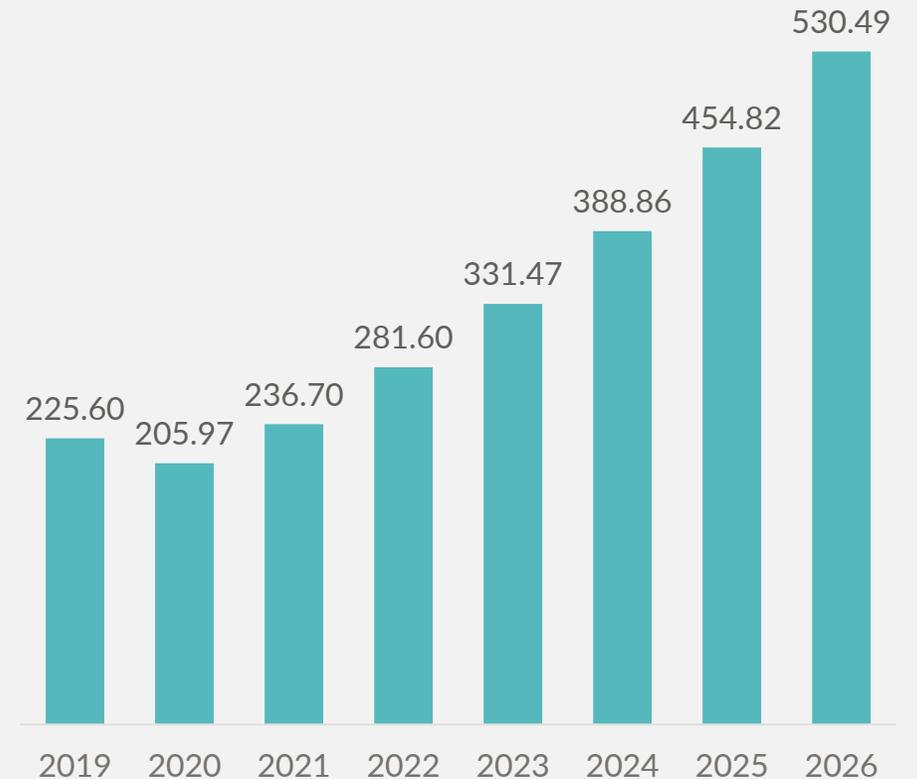
TTF Schedule 2022	Date	TTF Schedule 2022	Date
OTM Mumbai	9 - 11 February	TTF Surat	9 - 11 September
BLTM Delhi	14-15 February	TTF Mumbai	16-18 September
TTF Bengaluru	18-20 February	TTF Pune	23-25 September
TTF Chennai	25-27 February		
TTF Kolkata	1-3 July		
TTF Hyderabad	5-6 July		
TTF Ahmedabad	2-4 September		

6.3.7 HEALTHCARE AND PHARMACEUTICAL

- The International Exhibition on Pharmaceutical Ingredients and Intermediates, CPHI INDIA 2021, will be held in India. CPhI and P-MEC India is a one-stop-shop for finding cost-effective pharmaceutical solutions. The event is more than just an exhibition; it also helps people locate the perfect partners through an online matchmaking tool and stimulates knowledge collecting and sharing through an online conference. The event will be taking place from November 15 - November 2021 in a Virtual format through online Conference and Networking, while the physical event is planned to be held at India Expo Center, Greater Noida, from November 24 - 26 November 2021.
- INNOPACK PHARMA CONFEX 2021 - Pharmaceutical Industry Conference and Expo InnoPack Pharma Confex is a venue for enterprises to display their new goods and services to buyers from India's top pharma companies. The event took place at the Novotel & HICC Complex in Hyderabad on the 21st and 22nd of October 2021.
- PharmaTech Expo is one of India's largest pharma exhibits, taking place in 2022. This pharmaceutical and laboratory expo invites people from all around the world to one location. It is one of the largest B2B trade fairs in the business, bringing together professionals from the healthcare and pharmaceutical machinery industries to engage in and exchange innovation in the relevant field. It will present pharmaceutical products, machinery, and technological innovation to customers from India, China, the United States, and Germany, which are all key markets for this industry. The event will take place on January 6 - January 8, 2022, in Ahmedabad.
- BIO PHARMA WORLD EXPO 2022 - The BioPharma World Expo is a trade show for the pharmaceutical and biotechnology industries. During the event, the BioPharma World Expo will provide an opportunity for manufacturers of pharmaceutical products, processing equipment, and linked services to come together. This exhibition is relevant to the Pharmaceuticals & Cosmetology, Biotechnology, and Health Professionals industries. From February 22 to February 25, 2022, the event will be placed at the Bombay Exhibition Centre (BEC) in Mumbai, India.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Healthcare and Pharmaceutical, 2019-2026



Source: Mordor Intelligence Analysis

6.3.7 HEALTHCARE AND PHARMACEUTICAL

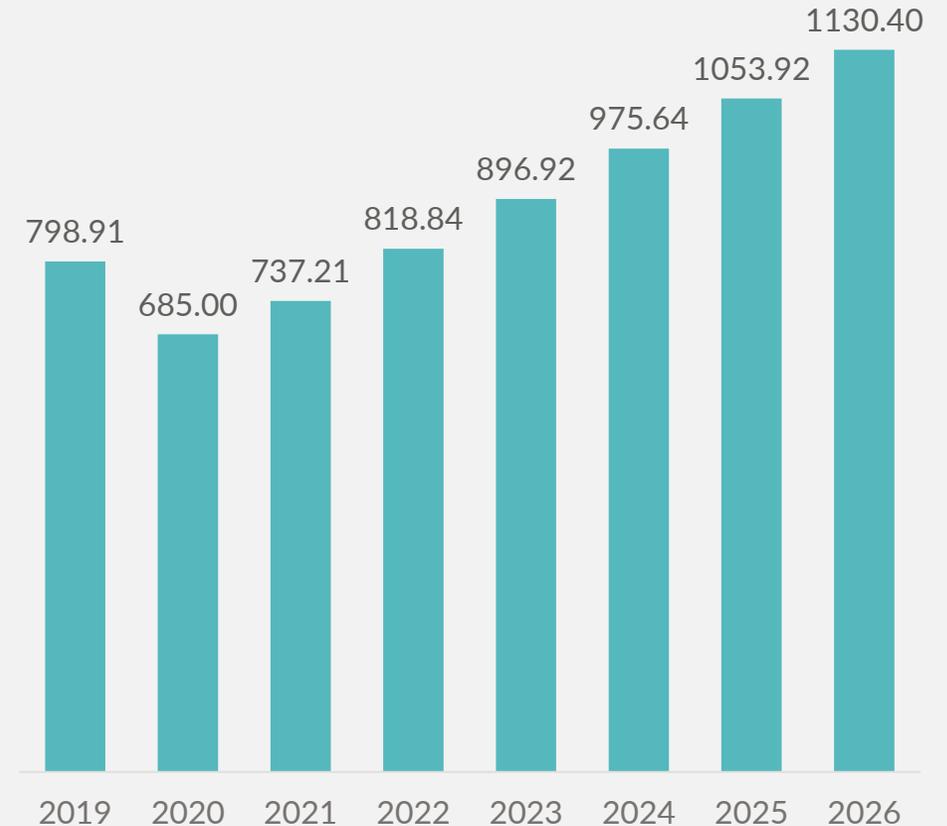
- IPHEX 2022 is a pharmaceutical and healthcare trade show that takes place every two years. An exhibition that brings the pharmaceutical, healthcare, and drug industries together under one roof. It is one of the largest showcases of Indian pharmaceutical products and innovations to a global audience, with over 700 international buyers from emphasis sectors invited to attend. The event was originally slated to take place from May 6 to 8, 2020, at the India Expo Mart Center in Greater Noida. However, it has been postponed till further notice due to a Ministry of Health advisory and the international situation.
- MEDICALL EXPO 2021 is a conference and exhibition for the Indian healthcare industry. Medically, India's largest B2B Medical Equipment Exhibition, is an event for the purchase of equipment and services for hospitals and clinics, for dealerships from international companies and reputable Indian companies, for updates on innovations in the field of healthcare, and to learn about the healthcare industry in one-on-one business meetings. The event will take place in Chennai from the 17th to December 19, 2021, at the Chennai Trade Center.
- PHARMA IPR INDIA 2022 is a conference for the pharmaceutical and biopharmaceutical industries in India. The Pharma IPR Conclave is one of the country's most important IPR events for the pharmaceutical industry. Over 250 pharma IP/patent leaders from India, as well as law firms from the Americas, Europe, Africa, and Asia, attend Pharma IPR. The virtual event took place from September 22 to 24, 2021.
- The PHARMATECH EXPO - CHANDIGARH 2022 will be held in Parade Ground in Chandigarh, India, from April 28 to 30, 2022. Buyers from nations such as India, China, the United States, and Germany will be able to see pharma items, machinery, and technological innovation at the event.

6.3.8 OTHER END-USER

- **INDIAN PETROCHEM CONFERENCE 2021** is an Annual International Petrochemicals Conference. An independent and exclusive forum for interaction between the global petrochemical fraternity in India. The event is a Virtual event and will be held from 17 - 18 November 2021.
- **CHEMTECH WORLD EXPO 2022** is an International Exhibition & Conference. Process Plant, Equipment & Services, Environment Management, Biotechnology, Oil & Gas, Power, Chemicals. Chemical Process, Biotechnology, Oil & Gas, Energy Production & Transportation, Environmental Protection are the industries that can be related to this event. The event will be held at Bombay Exhibition Center from 22 - 25 February 2022.
- **POWER-GEN INDIA 2021** is an International Electricity Generation & Distribution Exhibition in India. POWER-GEN India & Central Asia is the region's premier power industry event. Energy Production & Transportation, Electrical & Electrotechnical Engineering, Clean Energies - Renewable Energies, Environmental Protection are a few of many industries that are related to this event. The event will be held at Pragati Maidan, New Delhi, in October 2022. The exact dates are yet to be confirmed.
- **ET TECH X 2021** is one of the largest B2B Expo, Conference, and Workshops on Education, Training Resources, Supplies, Technology, and Infrastructure. The event will be held at India Expo Center, Greater Noida, from 10 - 12 November 2022.
- **WORLDDIDAC INDIA 2021** is the Education Exhibition. **WORLDWIDE INDIA** is an event for Educational Material, Training & Technology based solutions for all levels and sectors of the Indian Education & Training Industry. The event will take place from 1 - 3 December 2021 at Bangalore International Exhibition Centre, Bengaluru, India.
- **PACKPLUS 2021** is an event for total Packaging, Processing, and Supply Chain Event. It brings together the worldwide manufacturers & providers of machinery, materials, and services for the packaging industry. The event will take place at Pragati Maidan, New Delhi, from 9 - 10 December 2021.

INDIA EVENT AND EXHIBITION MARKET

Revenue in USD million, Other End-user, 2019-2026



Source: Mordor Intelligence Analysis

6.3.8 OTHER END-USER

- Aero India 2021 is a biennial expo held every other year. It is one of the largest aerospace and defense exhibitions in the world, complete with a public air show. It allows industry professionals to obtain market knowledge, announce new advances, and get media attention. Aero India provides a one-of-a-kind commercial platform for the international aviation industry. The 13th edition of Aero India took place in Bengaluru, Karnataka, from February 3 to 5, 2021.
- The India Defense Technology and Products Exhibition, DEFEXPO INDIA 2022, is held every two years. In March 2022, India's main military exhibition, DefExpo, will be hosted in Gandhinagar, Gujarat, with an emphasis on positioning the country as a growing defense manufacturing hub, which is one of the government's key priorities in the defense industry.
- International Drone Expo 2022 is a showcase of drones, unmanned systems (land and sea), geospatial components, and drones UAV hardware and software. It's a way to engage with a diverse group of buyers and industry players. End consumers will be connected to drone makers and inputs for a variety of vendors.
- INTERNATIONAL POLICE EXPO 2022 is an international exhibition in India focused on policing, security, and rescue equipment. The International Police Expo is the only exhibition that is focused and interactive, allowing police and other forces representatives from various countries, as well as equipment suppliers, to meet and discuss business opportunities related to force fitness, training, protection, and rescue equipment. The event will take place on the 6th and 7th of July 2022 in Pragati Maidan in New Delhi. The industries that can be related to this exhibition are Defense - Armament, Security - Risk Management, Health Professionals, Forensic & Investigation Technology, Surveillance & Tracking System, Communication, IT and Cybersafety, Fire Fighting, Occupational Safety & Security, Welfare Sports & Healthcare.

7. KEY VENDOR PROFILES

7.1 Percept

7.2 Atrri Events

7.3 Wizcraft

7.4 WoodCraft Event and Entertainment

7.5 E Factor Entertainment Pvt. Ltd.

7.6 Cineyug Entertainment Private limited

7.7 Mex Exhibitions Private limited

7.8 Bharat Exhibitions

7.9 DNA Entertainment Networks

7.10 Wow Events

7.11 Procam running

7.12 Pegasus Events Pvt. Ltd.

7.13 Only Much Louder (OML)

7.14 HostIndia Events

7.15 TAFCON Projects (India) Pvt. Ltd.

7.16 70 EMG

7.17 Showtime Event

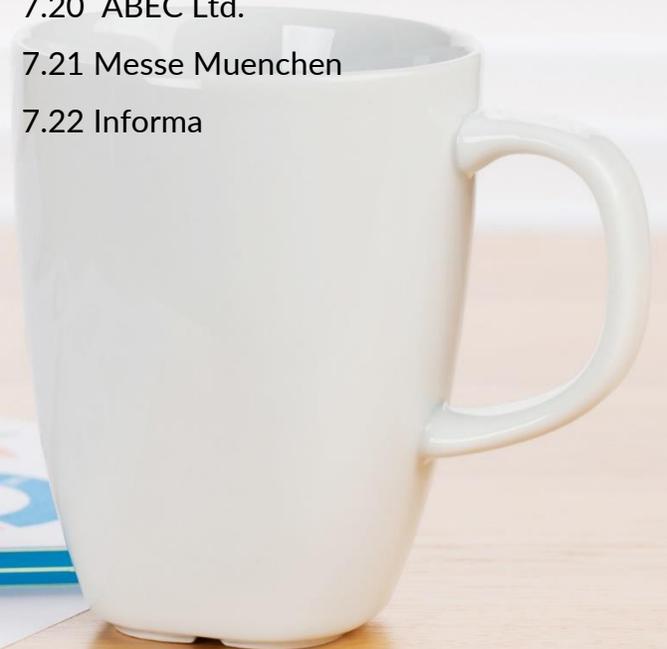
7.18 Oxygen Entertainment

7.19 Vajra Events

7.20 ABEC Ltd.

7.21 Messe Muenchen

7.22 Informa



7.1 PERCEPT LIMITED – BUSINESS DOMAINS AND STRATEGIES

BUSINESS DOMAINS

- Percept operates in two core business domains, namely, Marketing Communication Services and Content and Intellectual Properties.
- **Marketing Communication Services:** This encompasses three strategic business units, as given below.
 - **Creative Services:** This unit includes advertising, consultancy and communications for brand marketing, corporate identity, strategy, creative, design and packaging, and integrated marketing communication consultancy services like Percept/H, IBD India, Mash Advertising, Percept Gulf, and I-Am.
 - **Media Services:** This unit comprises media planning and buying, out-of-home media, retail media, rural media, and digital media companies like Percept Media and Adchakra.
 - **Other Marcom Services:** This comprises brand activations and promotions, incentives, conference and exhibition management, event management and marketing, public and media relations, and social media marketing companies like Percept MICE, Percept ICE, Percept Profile, and Buzzinga.
- **Content and Intellectual Properties:** This encompasses two strategic business units, as given below.
 - **Filmed Content:** This unit comprises ad films and companies for television and movie content production, aggregation, distribution, and marketing, like Percept Pictures.
 - **Live Entertainment:** This unit comprises intellectual properties in the entertainment, sports, and media domains, like Sunburn, Bollyboom, EPL Windsong, FLY, Fight Night, and Champions of the World.

STRATEGIES



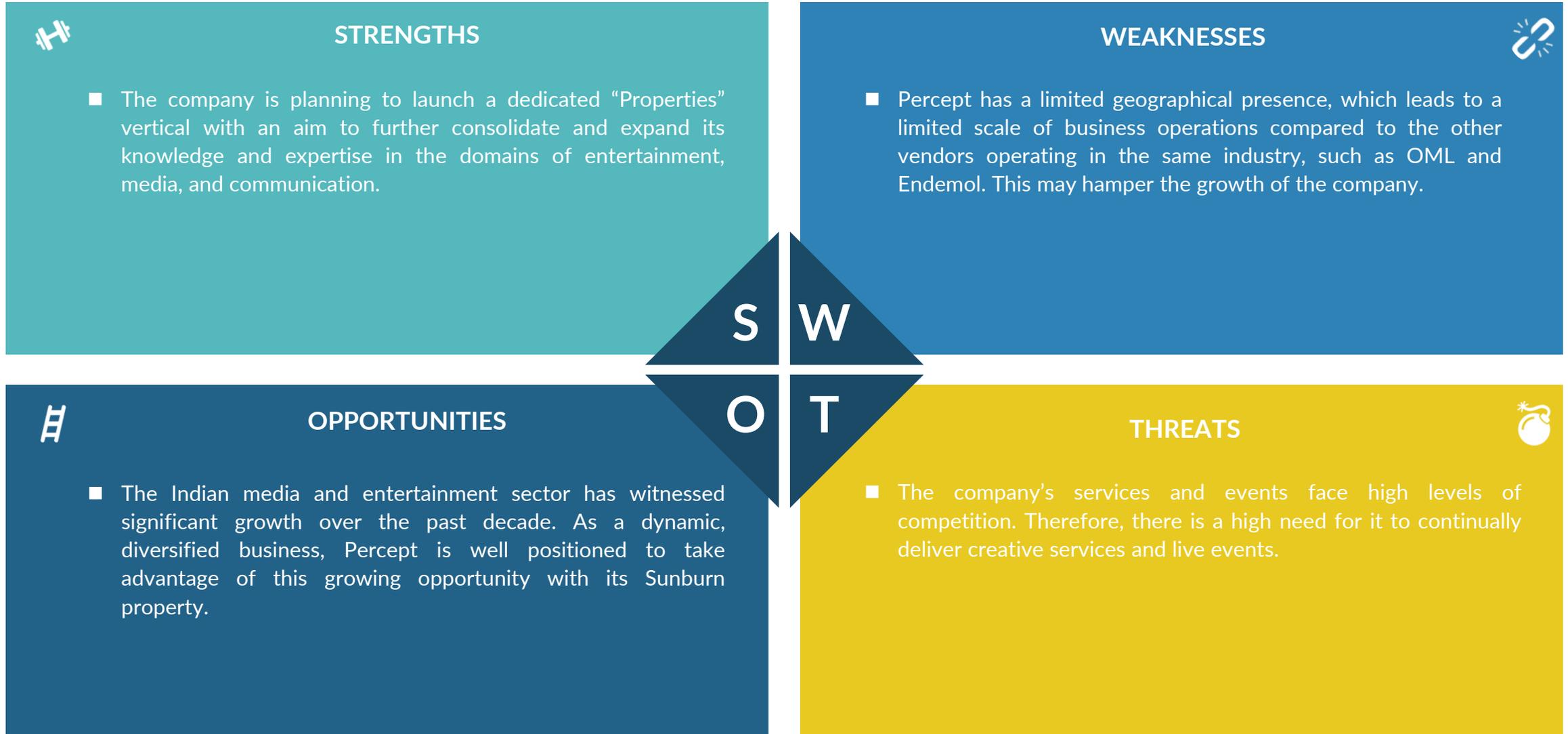
EXPANSION ACTIVITIES



INNOVATIONS

- Percept plans to maintain its position as a leader in the entertainment, media, and communication domain by continuing to expand its businesses in the traditional service areas and expanding its presence in the intellectual property sector.
- The company's main aim is to convert path-breaking and innovative ideas into assets across the entertainment, sports, and fashion domains to create a long-term value for itself, and its clients and investors. This can be done by keeping up with the evolving and dynamic changes and growth in the entertainment and media industry in India, which may enable the company to bring greater focus, synergy, efficiency, and diversity in its service offerings to its stakeholders.
- Percept is focused on three strategic priorities:
 - Creating world-class quality and innovative content across geographies and consumer demographics.
 - Applying avant-garde technologies to enhance the consumers' experience.
 - Expanding its global presence and becoming the first Indian company to successfully create and market "global" intellectual properties in the media and entertainment domain.
- Percept enforces the highest level of accountability, transparency, values, ethics, and regulatory compliance.

7.1 PERCEPT LIMITED – SWOT ANALYSIS



7.1 PERCEPT LIMITED – RECENT DEVELOPMENTS



Percept Live announced “Sunburn Rewind,” a specially curated show presenting some of the best moments from the Sunburn Festival’s history for a fundraiser campaign for COVID-19 relief projects across India. This fundraiser was conducted in partnership with GivelIndia.



JUN 2021



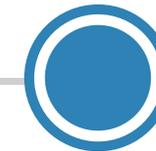
AUG 2021



Percept Live announced the launch of “Freshers Fest,” an exclusively curated back-to-college freshers festival with an aim to welcome students to the new academic year. Over 150,000 fans from 150 colleges across 40 cities were expected to attend the launch event.



Percept Live announced the 15th edition of the Sunburn Festival, which will comprise a three-day showcase of live music and entertainment on December 28-30, 2021, at Vagator, Goa. The event will feature over 60 International and local artists across three stages.



OCT 2021

7.2 ATTRI EVENTS PRIVATE LIMITED – OVERVIEW



Founded in 2015



Delhi, India



<https://www.attrievents.com/>



+91 – 7042697291

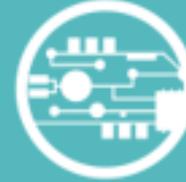
- Attri Events Pvt. Ltd is a prominent exhibition organizer in Delhi. This company offers premier national and international exhibitions, shows, trade fairs, and conferences to clients.
- The company offers clients a highly dedicated approach to ensure that events are conducted without any complications. Furthermore, it handles all the aspects of the exhibitions it creates.
- Attri Events Pvt. Ltd presented Stage World, a full-service production company with extensive experience and capabilities in producing and managing exhibitions and events.
- The company's in-house staging unit, fabrication and design workshop, audio-visual equipment, and basic sound provide equipment, technical staff, and professional event support worldwide.
- The company's portfolio of services includes effective trade show designs, creative design and layout, exhibit brochures and catalogs, exhibition stall designing, stall fabrication services, 3D stall designs, expo booth designs, graphic designing, corporate gifting, pop-up setup, and system/Octonorm setup.

7.2 ATTRI EVENTS PRIVATE LIMITED – SERVICES AND STRATEGIES

SERVICES

- **Exhibitions:** This portfolio includes stall design and fabrication, modular exhibition stand designs, portable exhibition booth designs, international exhibition stall designs, 3D exhibition stall designs, exhibition support services, custom exhibition stall designs, portable exhibition kits, exhibition rentals, and trade show booth designs.
- Attrri Events offers services to needs ranging from tabletop exhibits to large-routine double-deck trade show stalls at affordable prices. It also offers Turnkey trade show exhibit rentals.
- The company designs and manufactures modular exhibition structures and offers a wide range of modular exhibition stand designs and solutions to meet specific requirements. The custom exhibition stand designs are intended to be flexible and reusable. These modular stalls can be easily reconfigured to accommodate other placements or needs.
- Further, the company's portable exhibition stand designs provide trade show exhibits that can be disassembled and reassembled according to the consumers' requirements. The 10x10 standard or one-dimensional trade show booth is portable while still being large enough to draw attention to the brand being advertised.
- The company provides 3D stall designs to various corporate clients. Moreover, it specializes in designing 3D display stalls and offers services to clients from multiple industries in various cities across India.

STRATEGIES



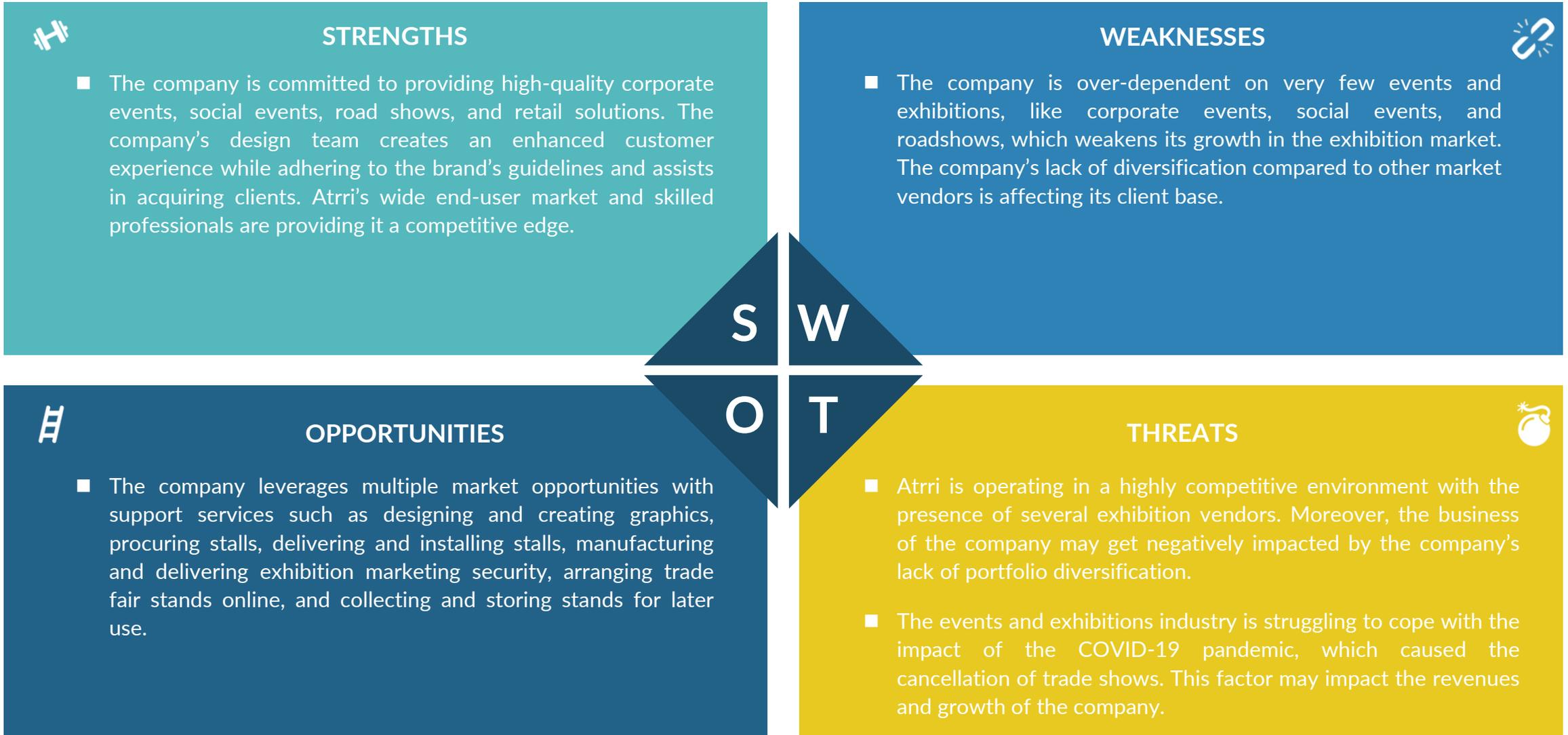
TECHNOLOGIES



INNOVATIONS

- The company strengthens its business with significant returns on investment, which gives customers a hands-on experience with the brand or service and generates inquiries and sales leads. Further, the company's designers create and build each exhibition stall, which helps in attracting the right customers throughout the exhibition. Moreover, the company aims to meet and exceed expectations throughout the event-creation process.
- Attrri Events is a one-source exhibit company specializing in the design and production of exhibition solutions for corporate showrooms and museums. Its brand, Rent Exhibits India, helps customers with products designed to promote the client's brand and reduce costs.
- Also, the company's creative design team creates show-stopping event shows that focus on rentals and conform to the event's objectives, such as exhibition lead capture, one-on-one presentations, or performance to theatre seating.
- Further, the company aims to expand its market presence through portable exhibition kits and moveable displays for advertising events, conferences, trade shows, presentations, and exhibitions. The kits are a one-time investment solution for all branding and promotion needs, with multiple uses and long-term durability.

7.2 ATTRI EVENTS PRIVATE LIMITED – SWOT ANALYSIS



7.3 WIZCRAFT – OVERVIEW



Founded in 1988



Mumbai, India



<https://www.wizcraftworld.com/>



+91 22 4200 1400

- Founded in 1988 and headquartered in Mumbai, Wizcraft is one of India's leading communications and entertainment companies, integrating strategy, creativity, and technology to provide unique experiences.
- The company has a network across Delhi, Bengaluru, Hyderabad, Chennai, Ahmedabad, and Visakhapatnam in India, with international liaison offices and associates around the world.
- The company has more than 600 employees working in its offices in Delhi, Bengaluru, Hyderabad, Chennai, and Mumbai.
- Wizcraft is a pioneer in the event, exhibition, activation, television, public relations (PR), and digital sector. It has been instrumental in shaping the event management industry in India.
- The company is a specialist in the fields of brand activation, television production (WizTV), special projects, PR and communication (WizSpk), wedding planning (Wedniksha), and theatrical production. It is known for its work in the IIFA Awards, the GIMA Awards, the Guild Awards, and the Kingdom of Dreams event.

7.3 WIZCRAFT- SERVICES AND STRATEGIES

SERVICES

Events and Exhibitions

- The company has been a part of some of the large-scale opening and closing ceremonies, such as the 19th Commonwealth Games, Hannover Messe 2015, and Hockey World Cup 2019, the celebrations marking 50 years of Indian Independence, and numerous large-format government events, like the Global Entrepreneurship Summit of 2017, and the Defence Expo of 2018 and 2020.



Client Overview



STRATEGIES



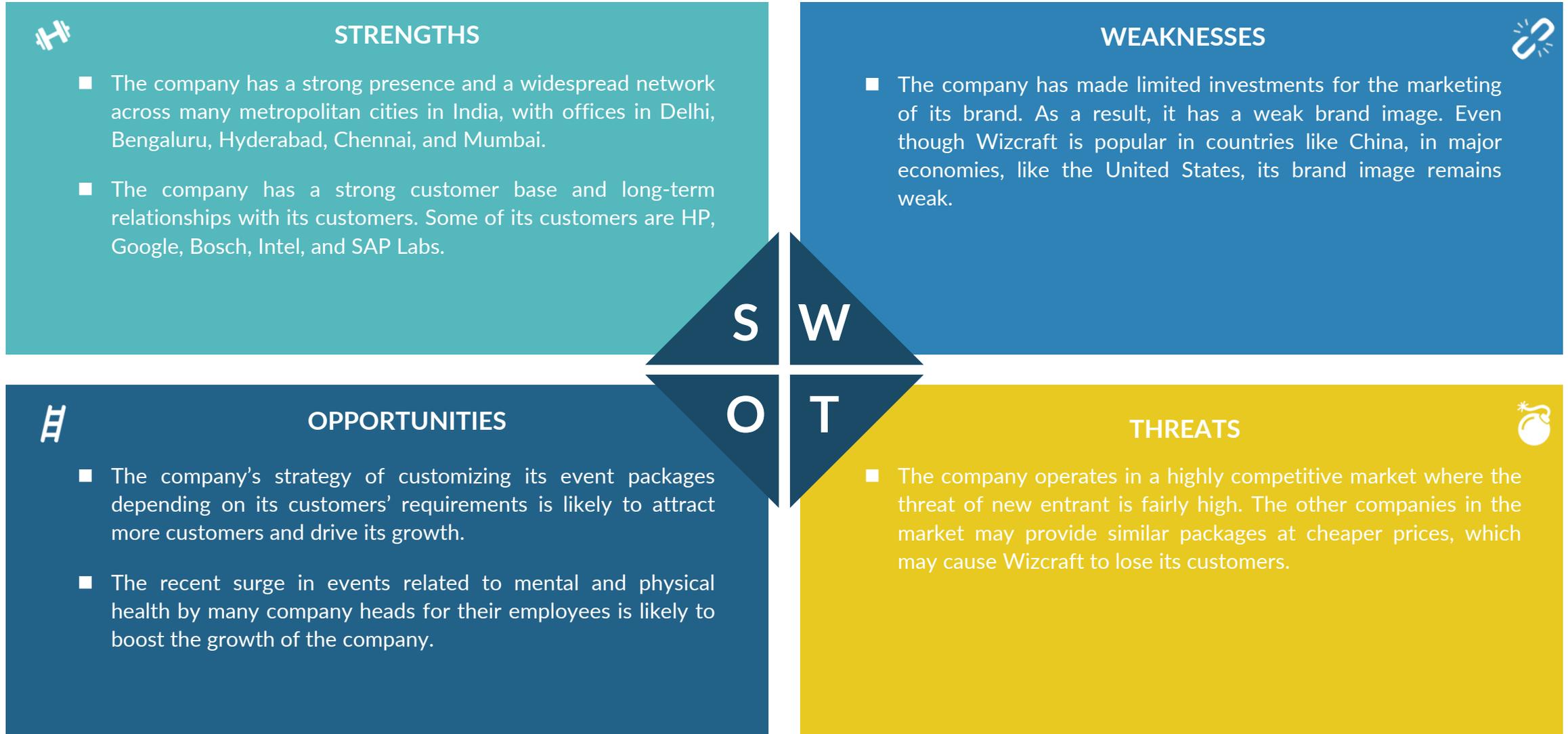
TECHNOLOGIES



INNOVATIONS

- The events organized by Wizcraft are custom-designed to create a platform for brand communication and positioning. The company strongly believes in “creating experiences that activate brands, businesses, and customers”.
- Wizcraft aims to bring a global understanding of technology and infrastructure to all its events. This enables the company to provide state-of-the-art sound, lighting and lasers, video, and décor.
- With the belief that entertainment and events have the potential to redefine every industry, Wizcraft has invested in integrating the two fields into a highly effective vehicle for brand communication.

7.3 WIZCRAFT – SWOT ANALYSIS



7.4 WOODCRAFT EVENTS AND ENTERTAINMENT – OVERVIEW



 Founded in 2012

 Mumbai, Maharashtra, India

 <http://www.woodcraftevents.in>

 +91 22 49727408

- WoodCraft Events and Entertainment is a Mumbai-based BTL agency with a long history of traditional but distinctive ideation. The organization is well-known as a one-stop shop for event and activation solutions. The company employs a group of young, creative, energetic, and dynamic experts who have innovative ideas and extensive experience in the area of events and entertainment.
- WoodCraft Events and Entertainment is a well-known leader in India's list of top event and entertainment companies. It is known for its wide range of innovative event management services centered on client image and branding. As a 360° solution provider, the company takes care of all the areas of events and entertainment, including planning, management, coordination, and execution, while keeping costs down and ensuring a high-quality final product.
- Corporate events, BTL activations, mall activations, school contact programs, exhibitions, production and fabrication, rural marketing, rural activations, live concerts, 3D and 2D designs, and creative designs are among the company's specialties.

7.4 WOODCRAFT EVENTS AND ENTERTAINMENT – SERVICES AND STRATEGIES

SERVICES

- **Corporate Events:** The company hosts a variety of corporate events, such as conferences, award shows, press/dealer meets, fashion shows, product launches, sales meets, live concerts, success parties, and meet and greets.
- **MICE:** WoodCraft offers designs for meetings, incentives, conferences, events, and exhibitions (MICE), compelling branding, and special time-bound management solutions. All MICE-based activities, such as early discovery meetings, pre-program preparations, and on-site management, are handled by the company and are focused on the client's goals and agendas.
- **BLT/Brand Promotions:** The company can perform a variety of promotional activities like road shows, mall activation, corporate activation, society activation (RWA), school contact programs, rural activation, in-shop promotions, and college activation.
- **Exhibitions and Trade Fairs:** WoodCraft is not only a full-service solution provider for all types of event and exhibition requirements, but it has also driven initiative focusing on marketing with break-taking creatives, and designs that leave an exponential impact on the audiences, with a decade of event expertise, and extensive resources. The company's skills include stall concepts, stall design, stall formatting, creative design, material printing, subsidiary and accessory arrangements, and giveaways. It can deliver all aspects of an expo, including flex boards, backlights, backdrops, gifts, hostesses, canopies, outdoor and indoor media, and AV facilities.

STRATEGIES



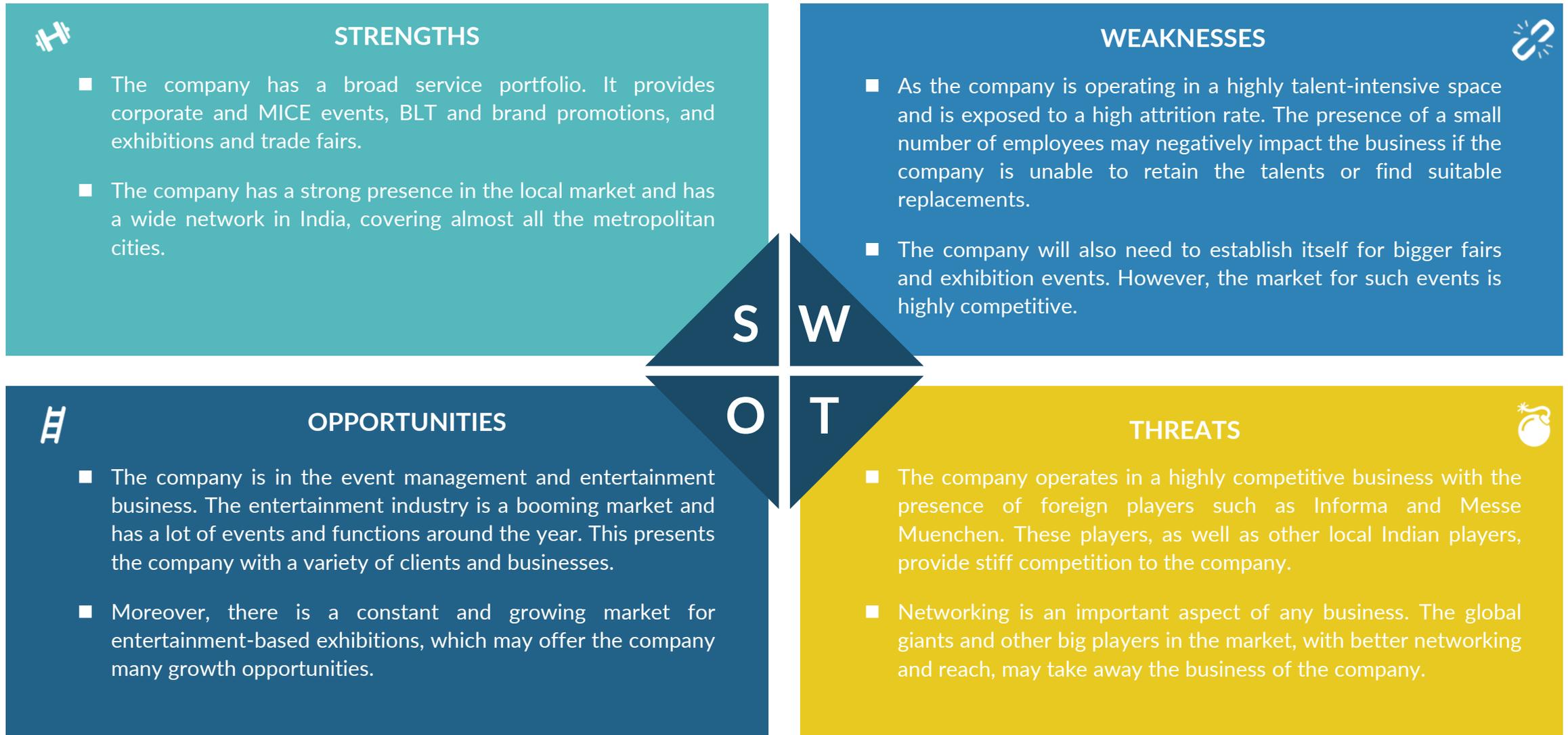
TECHNOLOGIES



INNOVATIONS

- WoodCraft offers corporate events, conferences and seminars, MICE, award functions, media/press meets, customer/dealer interaction programs, brand extension exercises, celebrity management, live concerts, stage shows, B2B and B2C events, networking events, VIP visits, trade promotions and activations, manpower lead activations, product launches, road shows, facility inaugurations, and product launches.
- To stay afloat in a competitive business, the company has opted to expand its skills to provide 360° solutions to their clients. The organization tailor-fits its solutions from concept to final production within an achievable budget, eliminating any middlemen or third parties between the client and the agency in order to handle the customer's A&P difficulties.
- Each of the enterprises in the group operates separately. This allows them to cater to each client's needs on a one-on-one basis. The organization ensures the constant growth of its brand in the market and has the goal of always being ready to satisfy the A&P needs of its clients.

7.4 WOODCRAFT EVENTS AND ENTERTAINMENT – SWOT ANALYSIS



7.5 E FACTOR ENTERTAINMENT PVT. LTD - OVERVIEW



 Founded in 2000

 NCR, India

 <http://www.efactor4u.com/>

 022 6529 9826

- Founded in 2000 and headquartered in NCR, India, E-factor is one of the leading event and exhibition management companies.
- The company's corporate offices are in New Delhi, Gurgaon, and London and their footprint extends to the Middle East, Southeast, and the United Kingdom, giving work and thought process a global perspective.
- They are a 34-member team with a fully developed and functional in-house production facility. Their panel of skilled craftsmen and band of highly qualified designers add the extra edge to the company's list of deliverables.
- The company is known for its larger-than-life, awe-inspiring setups and formats, and completely personalized service to the client. They provide end-to-end solutions for all kinds of events - be they corporate or personal.
- E Factor undertakes turnkey assignments in the form of mega ground concerts and televised events and manages weddings for the leading industrialist families.
- The company recently forayed from the core business of providing event management services to enter the exciting field of adventure and lifestyle tourism.

7.5 E FACTOR ENTERTAINMENT PVT. LTD – SERVICES AND STRATEGIES

SERVICES

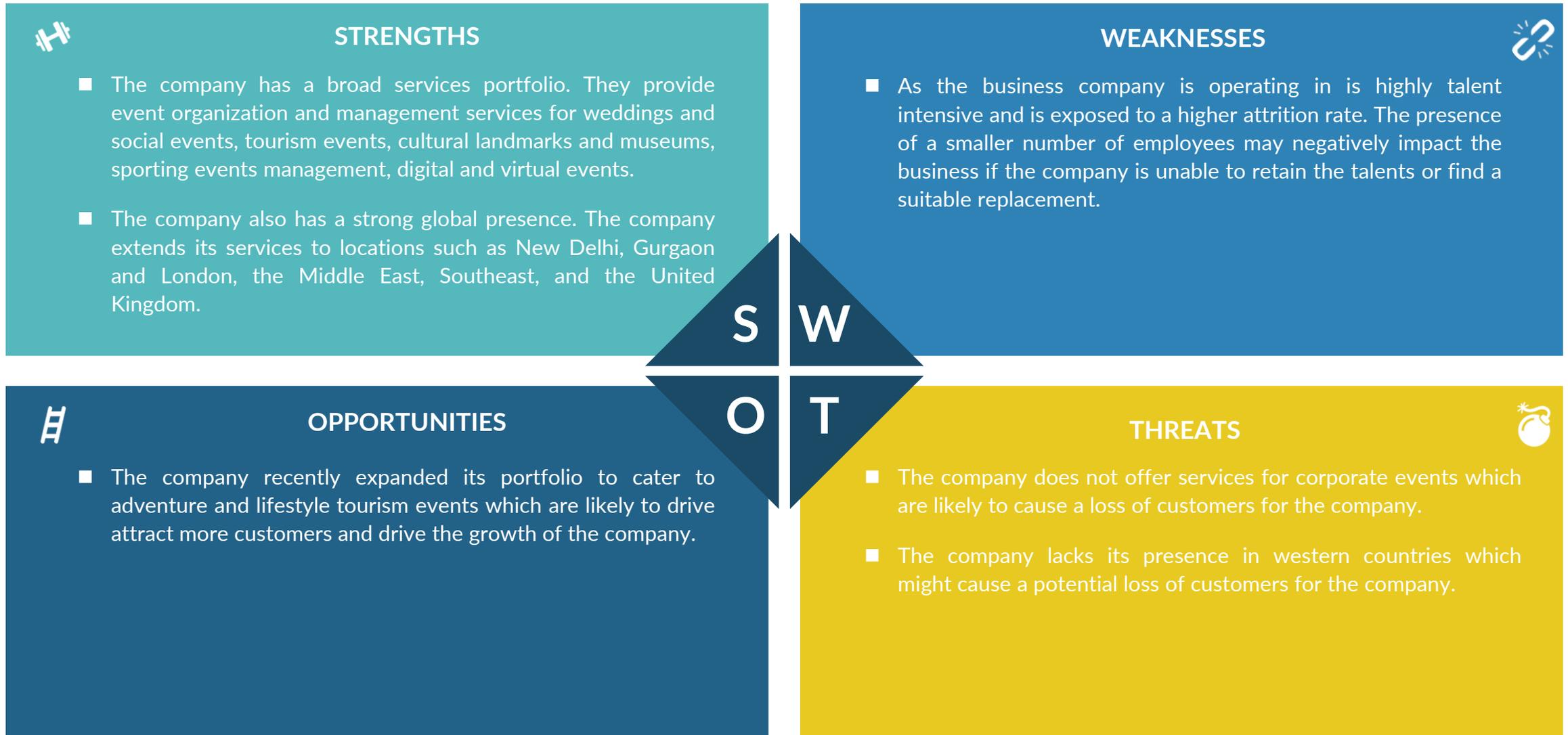
- **Weddings and Social Events-** E Factor has a fully capable, self-sufficient and dedicated team for creating dream weddings. They offer customized holistic solutions creating unparalleled experiences.
- **Tourism Events-** These events are usually spread over many days and have recorded hundreds of thousands in footfall. Besides the sheer scale and magnitude, these initiatives have been created keeping in mind local substance, needs and objectives as well as development of a distinct identity.
- **Cultural Landmarks and Museums-** Their work in the heritage & culture sector includes designing and engineering of museum spaces. The services entail detailed and well-defined attention to conceptualization, designing and production, each carried out by multidisciplinary team.
- **Sporting Events Management-** These innovations have enhanced every area of sports marketing including distribution of sports rights, host broadcast, digital media, programmed production, event operations, brand development, sponsorship and online entertainment.
- **Digital and Virtual Events-** E Factor supports in navigating the new reality of event management and helps execute events by rendering a holistic, one-stop solution to all the event management needs with the help of a sophisticated suite of commodities. This enables in creating a seamless journey for organizers, members, and attendees – be it offline, virtual or hybrid events.

STRATEGIES



- E Factor has grown strategically over the years, they have a presence in 19 countries, have been a part of 816 events, and have won 132 awards. The company focuses on having an international presence. They have their footprint extends to the Middle East, Southeast, and the United Kingdom.
- The company focuses on providing end-to-end solutions for creating unique event experiences, right from creating a mood board to designing, planning, managing, and executing an event.
- The company tries to adjust and bring advancements in its services portfolio. The company recently forayed from the core business of providing event management services to enter the exciting field of adventure and lifestyle tourism.
- Moreover, recently the company has forayed from its core business of providing event management services to enter the exciting field of adventure and lifestyle tourism. This endeavor has been spearheaded by a globally established, highly visible, and sought-after form of tourism/fun-based aviation product “Hot Air Ballooning”.

7.5 E FACTOR ENTERTAINMENT PVT. LTD – SWOT ANALYSIS



7.6 CINEYUG ENTERTAINMENT PRIVATE LIMITED - OVERVIEW





Founded in 1997



Mumbai, India



<http://www.cineyug.com/>



077180 49034

- Cineyug is India's prominent entertainment company, specializing in organizing international conferences, exhibitions, and trade shows, live concerts, arena events, large-scale award functions, brand management, networking events, television software production, live TV shows, and private events such as weddings.
- Further, Cineyug has a network of seven subsidiary companies that deal with development, production, marketing, event management, and franchise management. However, the company is a collection of well-known brands housed under one roof.
- Also, Cineyug's Sports Management division is a full-service event marketing wing with expertise ranging from coverage, hospitality, and logistical support for sporting events. Cineyug brings together the dependable creation team in the industry, as well as resourceful monetization tools and instant multimedia delivery platforms for all sporting events.
- Cineyug manages global and regional corporate communication programs for clients, serving as the lead agency in charge of managing, planning, handling media, messaging, content creation, and establishing coordination processes. Trade, consumer, business, broadcast, and social media are all areas of expertise for the agency.

7.6 CINEYUG ENTERTAINMENT PRIVATE LIMITED- SERVICES AND STRATEGIES

SERVICES

Corporate Events

- The company offers customized plans for new product launches, team-building events, annual general meetings, conferences or business summits, exhibitions, and destination management.
- Cineyug leads corporate event planning and execution success by combining high-end creativity with advanced technology and being driven by a highly resourceful team.
- The company's corporate services include brand and product launches, networking events, offsites, motivational employee programs, corporate conferences and seminars, and media announcements and events.

Entertainment:

- The Cineyug Entertainment team has established standards by using high-quality materials and providing professional service while adhering to strict deadlines. The services include event planning, design and execution, venue and locale management, site and labor management, staging, sound and lighting single, touring, and multi-locale events.



STRATEGIES



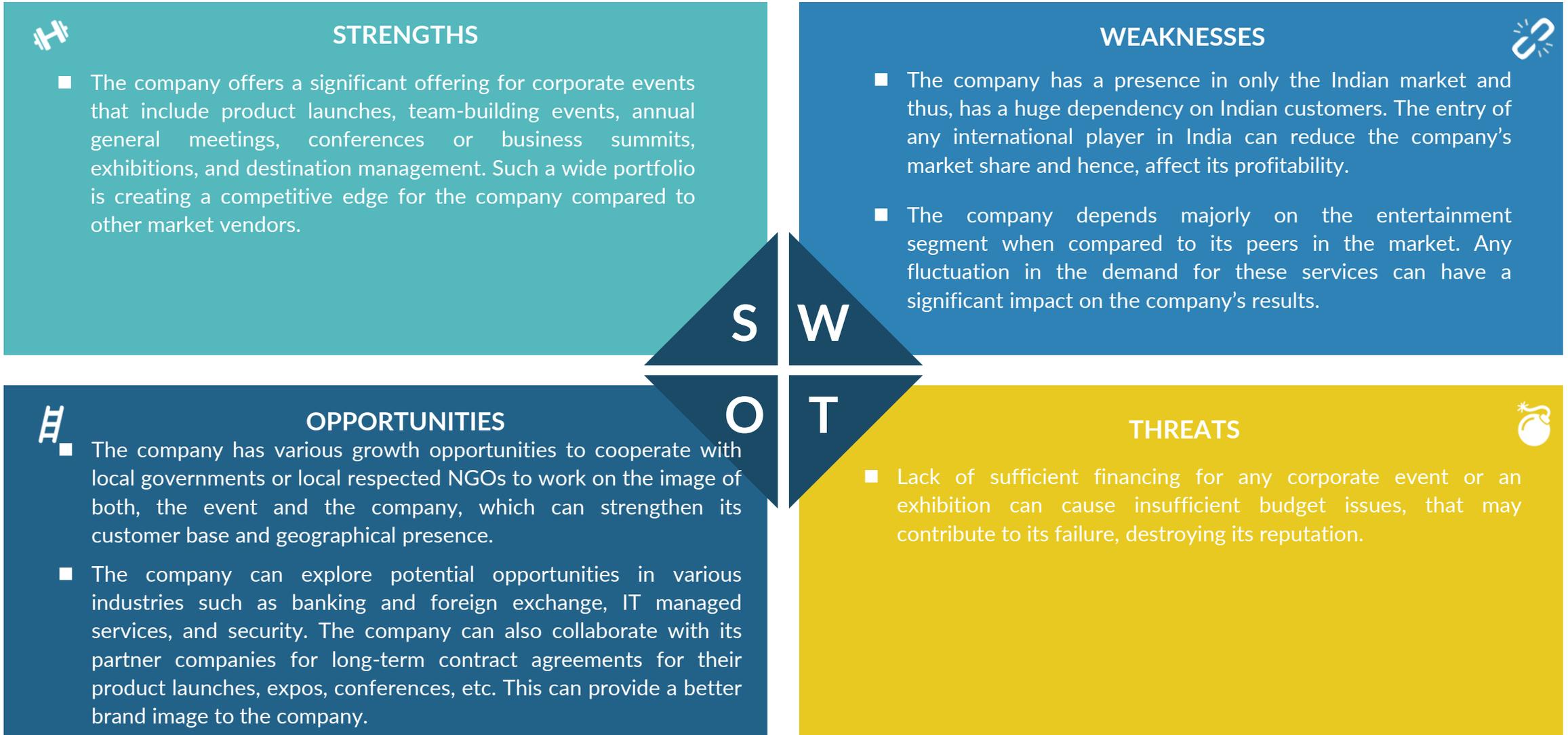
MARKETING



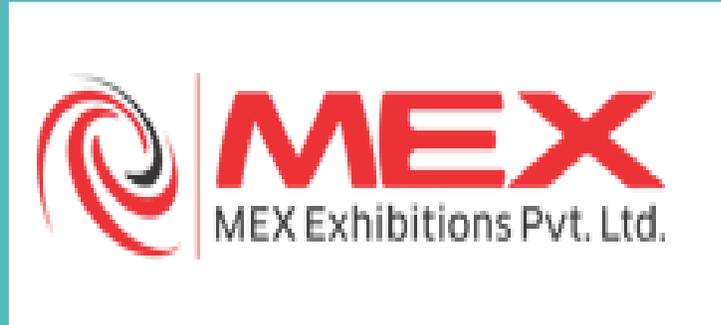
INNOVATIONS

- The company has various divisions that focus on gaining a competitive advantage through opportunities for constructive collaboration. Further, technological advancements, product and service innovations are strengthening the company's lead across various platforms, focusing primarily on growth, engagement, and monetization.
- Further, the company has managed large-scale events and concerts that have entertained a live audience of over 2 million people. Cineyug has been the identifier behind over 2500 live events and concerts, some of which have been the largest produced by any Indian company, ranging from fundraisers to celebrity-studded award nights.
- The company's approach is based on 360-degree brand management and marketing strategy and increases brand value, and serves as a powerful communication tool for the client. After working with a variety of national and international clients, Cineyug comprehends the intricate complexities of operating standards and behavioral patterns that give its corporate event management services a competitive edge.
- Further, Cineyug has created a niche market for itself by aligning with the aggressive needs of the corporate market, positioning itself as a pioneer in specialized and integrated solutions for Corporate Event Management.

7.6 CINEYUG ENTERTAINMENT PRIVATE LIMITED – SWOT ANALYSIS



7.7 MEX EXHIBITIONS PVT. LTD - OVERVIEW



Founded in 2011



Delhi, India



<http://www.mexexhibits.com/>



+91-1146464848

- MEX Exhibitions Pvt. Ltd is an international exhibition company with a strong presence of over four decades in the advertising industry, over 20 years in publishing & 16 years in exhibitions. The company conducts exhibitions, conferences and publishes magazines to various end-user markets.
- MEX Exhibitions also publish trade magazines for the signage and advertising and LED lighting industries. Some of these exhibitions include Sign & POP World and LED World. It also published Media 2000 which became a definitive resource guide for signage industry professionals.
- The company has produced more than 100 trade exhibitions for various segments in addition to publishing various magazines and advertising trade directories. The company conducted various exhibitions all over India, Dubai, Singapore, Thailand, and Africa.
- The company's exhibitions and conferences are designed to support entrepreneurs and businesses to penetrate new markets, expand the client base and open new avenues of communication with Asian counterparts by providing exceptional experiences in business promotion, networking, and discussion forums.

7.7 MEX EXHIBITIONS PVT. LTD – SERVICES AND STRATEGIES

SERVICES

■ Organizing Exhibitions:

- The company takes care of everything from expo conception to the final show wrap-up with detail. The company stated that their expos were pegged for their creativity in exhibition organization by various industry stalwarts. With a motto of superior customer service, high integrity, tons of creativity, and global customer experience management, MEX-organized events are recognized as successful trade shows in countries such as India, Singapore, Dubai, and Thailand.

■ Conferencing:

- MEX serves as a catalyst for the tremendous growth and development of the industry by organizing not just exhibitions but also conferences. Their strong commitment toward upcoming markets especially LEDs has helped establish the LED Summit: A conference on LED products & Technology, as a premier industry conference of international standing. This takes place annually both in India and Thailand.

STRATEGIES



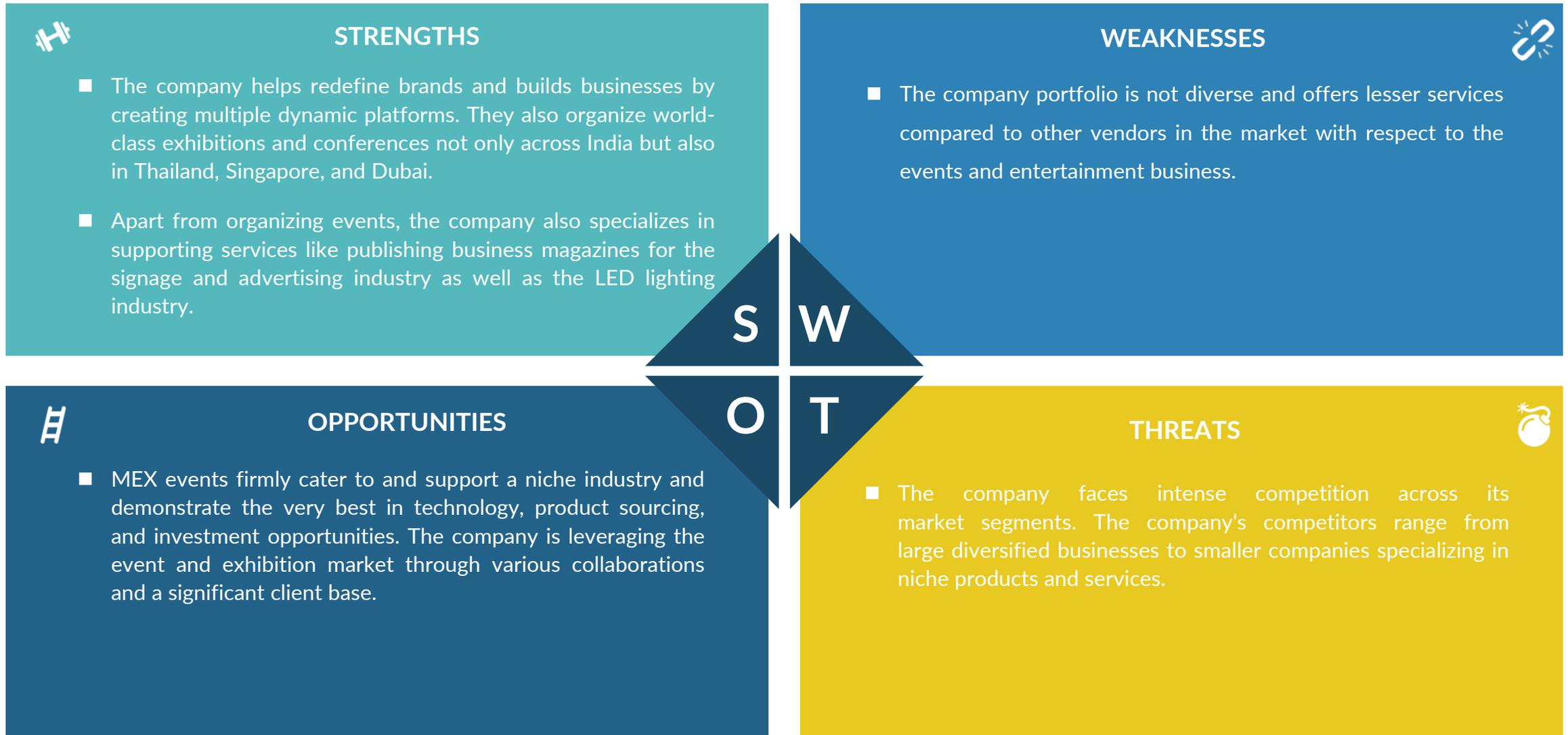
APPROACH



VALUES

- The company focuses on conducting specialty trade fairs and B2B exhibitions of international standards, with an emphasis on details, quality, and professionalism right from concept to completion.
- MEX Exhibitions aims to give a stimulating experience to the employees and clients through the dynamic approach toward making their association fruitful with professionalism.
- The company is investing to contribute to the exhibition industry by manifesting professionalism, commitment, excellence, and a high standard of exhibition organization. By providing exceptional experiences in business promotions, networking, and discussion forums, MEX serves as a catalyst for the tremendous growth and development of the industry.
- The company aims to build a growing and dynamic environment with superior customer service, high integrity, tons of creativity, and global customer experience management.

7.7 MEX EXHIBITIONS PVT. LTD- SWOT ANALYSIS



7.8 BHARAT EXHIBITIONS - OVERVIEW



Founded in 2003



Delhi, India



<http://www.bharatexhibitions.com/>



+91 11 4912 2589

- Bharat Exhibitions organizes international business conferences on information technology and telecom and brings the potentiality of business conferences to the Indian telecom and IT industries.
- Further, Bharat Exhibitions believes that it has an impact on the lives of marketing professionals by providing business conferences and exhibitions as an additional marketing tool.
- The company creates appropriate media packages ranging from simply defining and communicating a message to a carefully planned press event such as a product or service launch.
- Further, the company constantly updates the database that includes mixed coverage through the in-house journal, newsletters, daily bulletins, websites, local and international trade journals, newspapers, press conferences, and direct mailings.
- Aside from guiding new corporate initiatives, most of the company clients have consistently relied on promotional needs.

7.8 BHARAT EXHIBITIONS – SERVICES AND STRATEGIES

SERVICES

■ Exhibition

5G India 2021 Virtual Conference & Exhibition -

- The event focus on how telcos leverage 5G for cross-industry applications and digital transformation and how operators can manage the cost of unbridled traffic growth and capitalize on opportunities to capture sufficient revenues and generate a return on their 5G infrastructure investments.
- The goal of the 5G India 2021 Virtual Conference and Exhibition is to raise awareness of the capability and benefits of 5G in all sectors, such as Telemedicine, Remote surgery, Agriculture, Education, Industry 4.0, Smart City, Augmented reality, Autonomous driving, and so on, to achieve the goals of Digital India as outlined in the Government of India's vision and mission.
- It will draw a business audience of 500 or more people representing key industry stakeholders such as operators, government agencies, regulators/policy enablers, IoT players, network service providers/ISPs, technology companies, equipment and handset OEMs, antenna providers, test and measurement companies, international experts, and consultants.

STRATEGIES



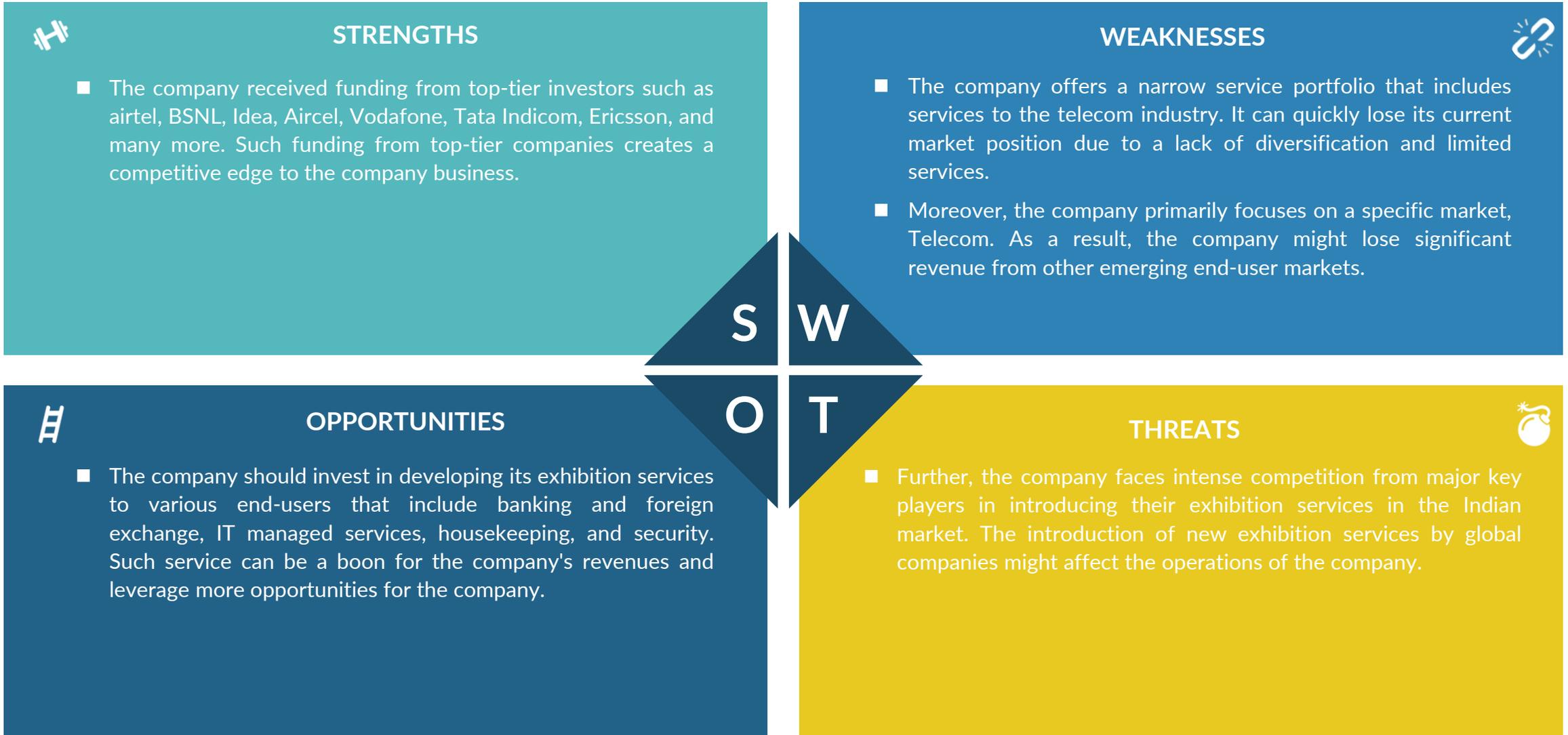
BUSINESS
ACTIVITIES



INNOVATIONS

- Bharat exhibitions focus on creating new and compelling exhibitions, services, and experiences for users and initiating disruptive exhibition trends in the corporate market. Additionally, it is striving to enter new areas in corporate markets in India to propagate the broad adoption of its services.
- The company concentrates on the telecom industry to create opportunity, growth, and impact for its exhibition services, with rapid changes in benefits. Additionally, it has been strategizing to build platforms for the best-in-class and productivity services and increase corporate reach.
- Further, the company has made significant events and exhibitions as part of its growth strategy. Some of the following are mentioned below:
 - February 2021 - An interactive workshop in association with the Ministry of Housing and Urban Affairs on Connect India In-building solutions
 - November 2020 - India largest event on satellite communications
 - November 2020 - The digital dialogues on 5G opportunities with satellite broadband.

7.8 BHARAT EXHIBITIONS – SWOT ANALYSIS



7.9 DNA ENTERTAINMENT NETWORKS PRIVATE LIMITED - OVERVIEW



Founded in 1987



Bengaluru, India



<https://www.dnanetworks.com/>



91 80 2361 6680

- DNA Entertainment Networks Private Limited, founded in 1987, is a prominent event management company with the core pillars of enterprise, professionalism, and advancement in India.
- The company is consistently earned recognition as one of the prominent international event organizers throughout Southeast Asia by creating significant live entertainment, sports, and corporate experiences.
- The company's key identifiers include international music concerts, sports events, logistics, networking, corporate events, stadium branding, stadium management, exhibitions, wedding planning services, large-scale events, protocol events, seminars, and summits.
- DNA offers a wide portfolio of events and exhibitions that include music events, sports events, corporate events, special events catering to various end-user verticals such as banking and hospitality.
- The company clients include Bosch, Capgemini, Coffee Day, Coromandel, Goldman Sachs, Hotstar, HP, ICICI Bank, India Bank, Jio digital life, and Manipal Hospitals.

7.9 DNA ENTERTAINMENT NETWORKS PRIVATE LIMITED – SERVICES AND STRATEGIES

SERVICES

Events and Exhibitions

- The company offers various events, activations, and exhibitions to various end-user markets. Moreover, the company is supported by significant client cases that include Bosch, Canara Bank, and Capgemini.
- **Corporate Events** – The company offers a wide range of corporate events that includes launch events, mics, employee engagement events, conferences, activations and exhibitions.
- **Music Events** – The company has been a part of various music events that include Bangalore Mirror FiveSixZero EDM Festival in Bangalore and HEINEKEN Green Room in Delhi, Bangalore, and Mumbai,
- **Sports Events** – The company handled TNPL 2021, Hockey Men's and Women's Arrival Olympic 2020, Hero Indian Super League Goa 2021, and India vs. Australia ODI 2020, among others.



STRATEGIES



EXPANSION
ACTIVITIES



INNOVATIONS

- The company's strategic move into Sportainment or the management of large-format sports properties, such as the IPL, Pro Kabaddi, and ISL, created significant opportunities.
- Further, the company also expanded its operations into corporate and other special events over time. Additionally, the emphasis has been and will continue to be on values such as dependability, consistent quality delivery, equality, and teamwork, which has earned DNA a significant market reputation and close strategic relationships with premier sporting associations such as the BCCI, Hockey India, PKL, and ICC.
- As part of the growth strategy, the company focuses on anticipating and responding to customer requirements changes. To cater to business needs, the company plans to innovate its services with extended exhibition events and strategic collaborations.

7.9 DNA ENTERTAINMENT NETWORKS PRIVATE LIMITED – SWOT ANALYSIS



STRENGTHS

- The company offers a portfolio of Music events, corporate events, and sports events. Moreover, DNA entertainment networks leverage a strong competitive position in the market with various clients, including Amazon, Athena Health, Wells Fargo, Vivo, Uber, Unilever, Tata Steel, And Star. Such a strong client base leveraging increased opportunities for the company.



WEAKNESSES

- The company revenue is primarily dependent on Mumbai. Moreover, the company portfolio is not diverse and offers fewer services compared and to other vendors in the market. Such overdependency and lack of diversification could hamper company revenue in the future.

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OPPORTUNITIES

- The company is leveraging the event and exhibition market through various collaborations and a significant client base. For instance, the company handled power camps events for Bosch and FMS events for SEG automotive. Such a strong client base creates significant opportunities in strengthening its end-user verticals.

O

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THREATS

- The company faces intense competition across its market segments. The company's competitors range from large diversified businesses to smaller companies specializing in niche products and services. For instance, India exposition mart limited offers a wide range of event and exhibition services catering to F&B services, branding, banking, and foreign exchange, IT managed services, housekeeping, and security. Any service developments by other market vendors could hamper the company's customer base.



7.10 WOW EVENTS - OVERVIEW



Founded in 2008



Delhi, India



<https://wowevents.in/>



+91-1142488720

- WOW Events Private Limited is primarily engaged in furnishing general or specialized management services on a day-to-day basis and a contract or fee basis. WOW Events Pvt. Ltd is an event management company based in New Delhi, India.
- Their offerings include Product Launches Live Marketing Meetings, Conferences Exhibitions, Corporate Films, Annual days Special Events, mall promotions, live events, custom presentations, virtual events, Hybrid events, activations, and exhibitions.
- It is involved in Database activities and distribution of electronic content. The company's specialty is to create experiences that are virtual, hybrid, engaging, and inspiring.
- Some of its prominent clients include ACE, Airtel, Bharti, Blackberry, Haier, Jaypee Group, Jubilant Lifesciences, India Today Group, Lava, Orient Electric, IDC, LG, and Sleepwell.
- Moreover, the company's services span over large geographic reach apart from India including countries like Spain, Prague, London, Paris, Switzerland, Russia, Nepal, Macau, Thailand, and Singapore.

7.10 WOW EVENTS – SERVICES AND STRATEGIES

SERVICES

The company offers various events and exhibitions to various end-user markets.

■ Activations:

- **Virgin Atlantic Airways: WOW Events** created a brand zone with fun activities to engage with all 350 guests present at the event.
- **Haier Smart Laundry Campus Activation:** WOW Events helped in developing experiential activities to educate the students about the benefits of the service.

■ Digital & Virtual Events:

- **Orient Electric- All India Sales Excellence Awards:** WOW events designed, developed, and delivered the virtual product launch and virtual R&R event for Orient Electric – All India Sales Excellence Awards 2020.
- **JK Lakshmi cement dealers meet:** JK Lakshmi Cement organized Vijayotsav, their first Virtual Event, to Reward and Recognize their top dealer partners in a fun-filled online event.

■ Exhibition:

- **Polycom Exhibition:** Wow Events conducted a Polycom exhibition at Didac, Mumbai.
- **ACME Exhibition:** ACME Exhibition at Delhi International Renewable Energy Conference 2010.

■ Experiential:

- **Teleperformance Top 100 Global Awards Event:** WOW Events designed and managed The Top 100 Global Awards 2019 for Teleperformance at JW Marriott Hotel New Delhi Aerocity.

■ International Events:

- **Muthoot Finance Bangkok Summit:** WOW Events designed, planned, and executed setup and experiences for Muthoot Finance Event, Bangkok Summit 2019 at Bangkok Marriott Marquis Queen's Park Hotel in Thailand.

■ Special Events and Virtual Events:

- **ACE Crane Silver Jubilee Celebration Event:** ACE Crane – India's leading material handling and construction equipment manufacturing company roped in Team WOW Events to design and organize its Silver Jubilee Celebration Event at the Venue A-Dot in Gurugram.



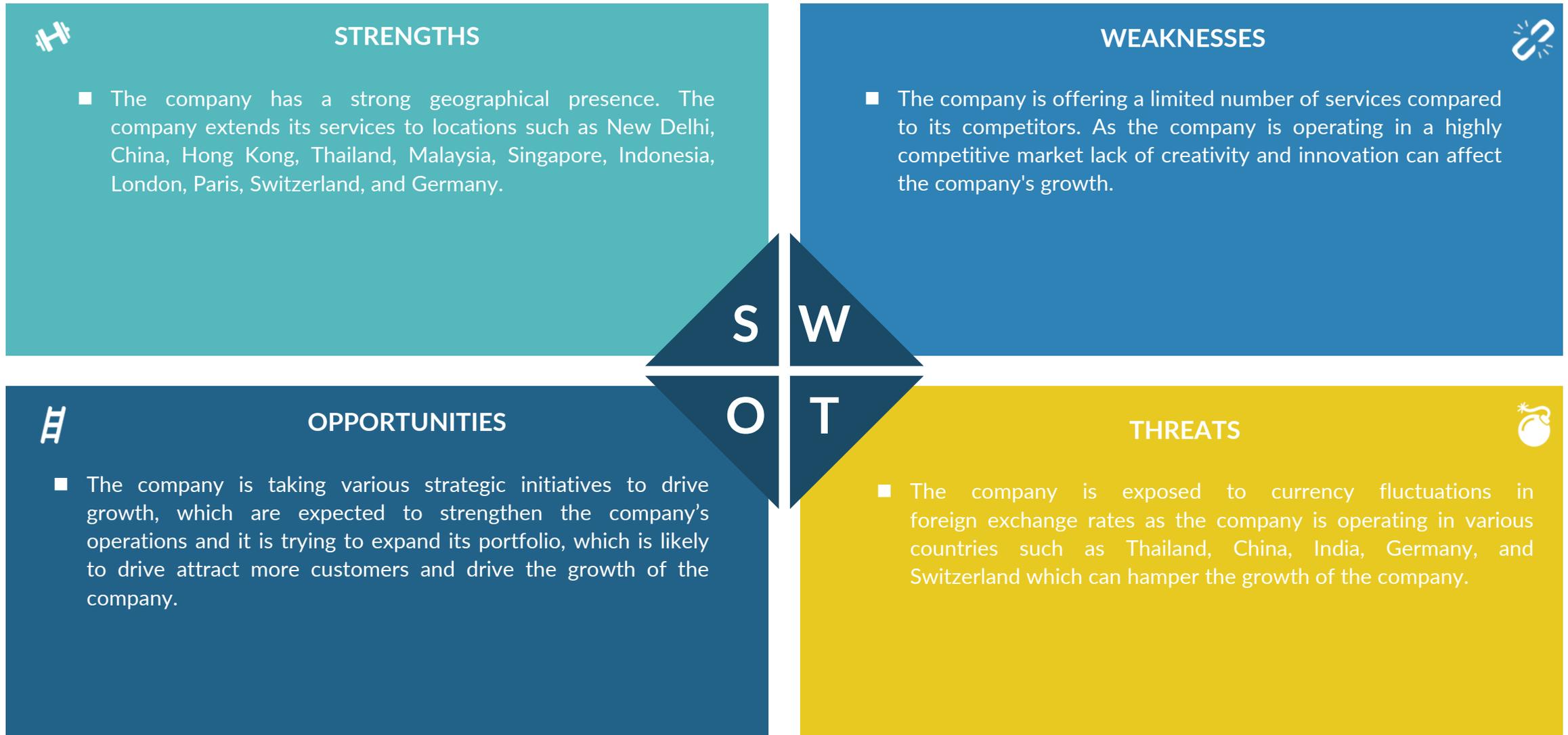
TECHNOLOGIES



INNOVATIONS

- The company specializes in top-of-the-line benchmark events & experiences. Their strength is the in-house team of conceptualizers, designers, visualizes, copywriters, video editors, production managers, event managers, and artist managers with extensive experience in creating and delivering a full-service agency experience for the clients.
- Moreover, the company appoints an innovative team to stage events that constantly improve and introduce new concepts.

7.10 WOW EVENTS – SWOT ANALYSIS



7.11 PROCAM RUNNING – OVERVIEW



Founded in 1988



Mumbai, Maharashtra, India



<https://www.procam.in/>



+91-2222025112

- ProcAM, is one of the leading companies in holistic sports management, sports consultancy, and live television programming in India.
- With astute planning and exemplary execution, ProcAM has a track record of conceptualizing and promoting over 100 international events, across the disciplines: Powerboat racing, cricket, football, tennis, distance running, squash, WWE, horse racing, volleyball.
- These events have elicited the participation of the highest caliber of athletes, as well as huge public interest and attendance.
- ProcAM International is committed to elevating and enlivening the professional face of sports and players. With an open, transparent culture founded on an unshakeable core of integrity,
- ProcAM offers turnkey solutions for the wide spectrum of services required to successfully conduct premium sporting events. ProcAM International has pioneered several sporting events in India in 50 events held worldwide.

7.11 PROCAM RUNNING – SERVICES AND STRATEGIES

SPORTS AND EVENTS

The company offers various sports and events as follows -

- **Running:** Airtel Delhi half marathon, TATA Mumbai marathon, TCS World 10K Bengaluru, TATA steel Kolkata 25K, and Sunfeast India move as one.
- **Cricket:** Pepsi Double-Wicket Tournament, Coin Tribute to Sachin Tendulkar, and All India Interschools Tournament.
- **Tennis:** Standard Chartered summer classic Tennis, NEC World youth cup, and ATP challenger Series.
- **Squash:** Thunderdome and Ceiling Camera, Men's World Championship In Doha, and Men's Mahindra International.
- **Horse Racing:** Thirteen R1 classics, Ramsey Connection.
- **P1- powerboat**



STRATEGIES



INITIATIVES



VALUES

- The company focuses on starting initiatives with other companies as a part of its growth strategy. For instance, BTFL is a joint initiative of Procam International and the GoSports Foundation, that focuses on recognizing, reinforcing, and rewarding people who have created a positive impact on society using the medium of Sport.
- Through “Beyond the Finish Line”, Procam and GoSports Foundation strive to recognize important landmarks achieved in sporting events by bringing untold, character-defining stories to the public domain.
- The company hosts Beyond The Finish Line (BTFL) every year before the following major runs - the Tata Mumbai Marathon (TMM), the Airtel Delhi Half Marathon (ADHM), Tata Steel Kolkata 25K, and the TCS World 10K in Bengaluru. Procam has worked in tandem with several organizations to create meaningful and lasting partnerships between brands.
- Moreover, the company focuses on hosting innovative events, such as, Sunfeast India Run As One, which is a virtual movement that started on the independence day of India. It was initiated to support lost livelihoods due to the coronavirus pandemic.

7.11 PROCAM RUNNING – SWOT ANALYSIS



7.12 PEGASUS EVENTS PVT. LTD - OVERVIEW



Founded in 2005



Mumbai, Maharashtra, India



<http://pegasusevents.in/>



+91-85304 73332

- Pegasus Events Pvt Ltd is one of India's most prestigious "Corporate" event management firms, delivering and managing successful events, meetings, and conferences throughout India, Southeast Asia, and the Middle East.
- Corporate Events (Conference and Seminar Management, Award Ceremonies, HR Initiatives, etc.) and various Live Events and Personal Celebrations are catered to by the organization.
- Despite its focus on the corporate market, Pegasus gives weddings and other personal occasions similar attention. Originality and imagination are incorporated into some of the most inspiring, unique, and exciting celebrations.
- Pegasus event Pvt. Ltd has a vast vendor network of hotels and partners that allow the company to serve its clients with the best and most cost-effective event services possible. Customers' event objectives are aligned with modern concepts, resulting in inventive and engaging event experiences for guests.
- According to the 2019 report of the company, they have organized 45 corporate events, 78 corporate events consultations offered 132 clients and 30 employees.

7.12 PEGASUS EVENTS PVT. LTD – SERVICES AND STRATEGIES

SERVICES

- **Virtual Event Services:** The company offers a virtual event service environment that includes effective landing pages, branded virtual lobby area, branded exhibition area, branded auditorium, product information with live chat capabilities, video integration, encrypted security for clients company data, live speaker integrations and presentations. Through its Ting Tong Marketing partner, the organization creates a complete event setting that replicates the feeling of attending a physical event.
- **Event Conceptualization:** Clients can use the company's services to build concept-based event experiences. Pegasus collaborates with top experiential designers and tech experts to create specific features that help clients take their events to the next level.
- **Event Video Production:** Video Production Services for Events The company may assist in the creation of a film of the event that the customer is organizing, which can be a key differentiator in terms of post-event marketing and interactions.
- **Event Production:** The company provides Stage Fabrication, AV Rentals, Sound, Lights, and other ancillaries as part of this service. Pegasus places a premium on the quality of the finish, focusing on design uniformity and flawless event implementation.
- **Event Management:** The organization does everything from event flow planning through console and guest management, backstage management, artist management, and any additional needs from clients.
- **Corporate Gifting Services:** The company's custom branding solutions assist clients in branding any item they desire. Pegasus offers discounted prices for orders of more than 100 pieces.

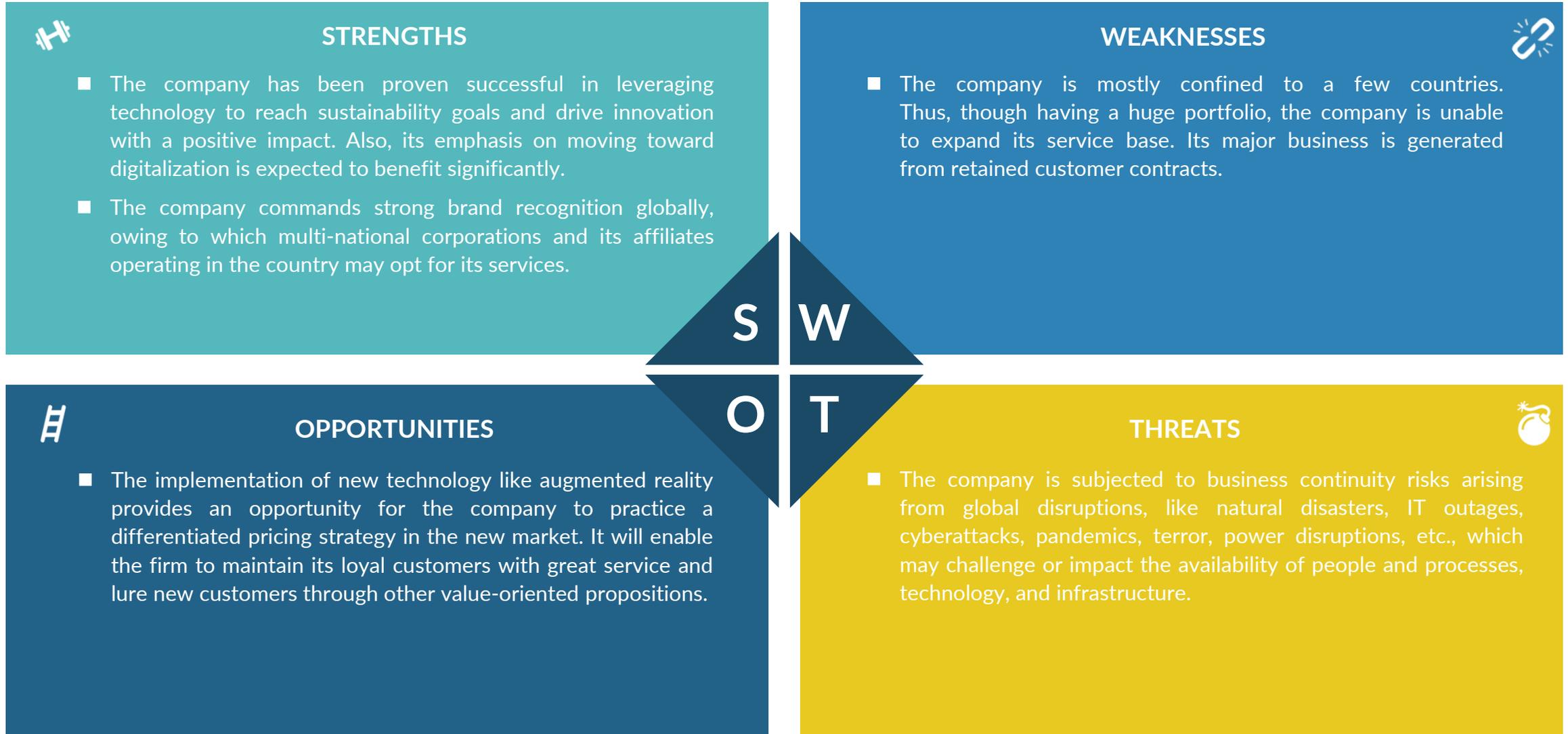
- **Private Exhibitions Events:** Pegasus managed this event for an auto-ancillary products company from start to finish at three separate locations in three different cities. High-profile invite-only exhibitions put up exclusive exhibition events with the goal of sales conversion and product demonstrations. The company's services encompass everything from tent structure design to set-up and logistics to event execution.

STRATEGIES



- Pegasus identifies major emphasis areas for each event they prepare and consults with customers on what works best and how they can get the most out of their investment. The company has a two-pronged approach.
 - The company recommends what they believe would be the best fit for the client company's needs.
 - Pegasus makes every effort to do so in a cost-effective and budget-conscious manner.
- Pegasus understands that time management and saving money is of high priority and wherever possible, they self-perform in some parts of the country, and in areas where that's not an option or for certain types of portfolios service, they leverage their buying power and a nationwide network of vendors to offer cost savings.
- The company majorly focuses on event production services, like audio and video services, and many more. It is constantly upgrading its avenues to cater to the needs of the customers and provide quality service to increase its market visibility.

7.12 PEGASUS EVENTS PVT. LTD – SWOT ANALYSIS



7.13 ONLY MUCH LOUDER (OML) - OVERVIEW



Founded in 2002



Mumbai, Maharashtra, India



<http://oml.in/>



+91-22-65560893

- Only Much Louder (OML) is a new media enterprise with a community and creator-first approach to creating premium live and content experiences.
- It is Indian artist management, event management company, and content production house co-founded by Vijay Nair and Girish "Bobby" Talwar in Mumbai. The company began, in 2002, as an independent artist management venture by Nair and was officially incorporated in 2006 by Talwar and Nair.
- The company produces live events -music, comedy—alongside digital and TV content. It manages a roster of artists, which includes comedians and musicians.
- The company has booked, promoted, and curated thousands of shows in various venues across India. They have also created festivals: Invasion Festival (headlined by The Prodigy in 2011 and David Guetta in 2012,) A Summers Day (headlined by Norah Jones in 2013,) a theater and comedy festival called Stage42, and Vir Das's comedy festival Weirdass Pajama.
- OML also booked Indian tours for Russell Peters, Bill Burr, Enrique Iglesias, Mumford & Sons, and other musicians and comedians.

7.13 ONLY MUCH LOUDER (OML) – SERVICES AND STRATEGIES

SERVICES

The company organizes many events and craft immersive experiences for brands and fans to enhance the emotional impact of engaging. Some of the company's events include:

Events

- **5-star ke Lolstars:** OML partnered with 5 Star with the aspiration to make the brand synonymous with comedy as a genre. The solution to this involved providing an experience, influencing the audience, and creating content. This resulted in the creation of “5 Star ke Lolstars” – a collaboration between 5 Star and over 30 top Indian comedians.
- **A summer's day with Norah Jones:** A Summer's Day Festival was headlined by Grammy award-winning singer-songwriter, Norah Jones, and was supported by American guitar and singer-songwriter, Matthew Stephen Ward, popularly known as M.Ward. Norah Jones and M.Ward were joined by a line-up of some of the finest Indian music artists.
- **Adidas originals Collision:** Adidas Originals Collision is a project that brings together some of the most exciting talents in contemporary urban street culture. These Collisions will take place around the country, putting the spotlight on fresh young b-boys, exciting graffiti artists, BMX and board sports enthusiasts, DJs, and bands. adidas Originals Collision will see b-boying battles, skateboarding and BMX showcase, live graffiti.
- **BACARDI NH7 Weekender:** In 2010, OML conceptualized and launched BACARDI NH7 Weekender – a multi-stage multi-genre music festival in Pune to give a platform to the indie music community – for performance and discovery. Over 10 years the festival has grown in size, scale, and production as it traveled to multiple cities, hosted an increasing audience every year, and featured acts from all over the country and the world.

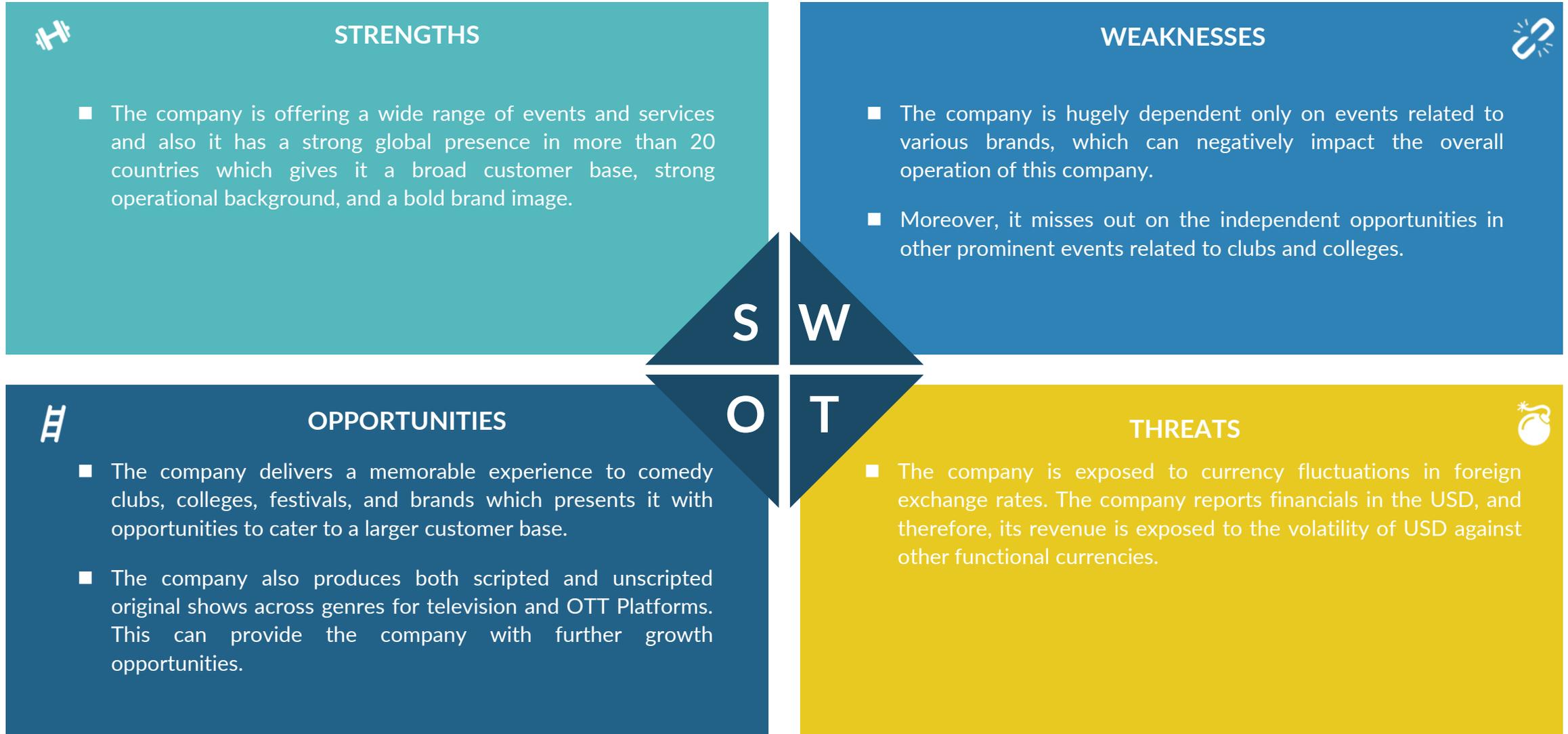
Note: List Not Exhaustive

STRATEGIES



- Only Much Louder has been consistently able to deliver memorable experiences since 2002, be it intimate comedy club gigs, large-scale music festivals, or boutique brand events through equal emphasis on brand, audience, and talent.
- The company has also delivered India’s first multi-genre music festival, pioneered new comedy show formats, and handled tours for some of the globe’s biggest entertainers.
- To extend the reach and impact, OML took Bingo Comedy Adda, the brand’s marquee comedy property across multiple cities with the biggest names in comedy. Along with auditorium shows, OML also produced 70+ college shows across 35 cities reaching some of the remotest parts of the country and spreading laughter among students of all ages.
- With a debut in Delhi, EDC India, presented in partnership with OML, marked the next chapter in the festival’s continuously growing international expansion, with the biggest electronic music lineup to ever hit the country.

7.13 ONLY MUCH LOUDER (OML) – SWOT ANALYSIS



7.14 HOSTINDIA EVENTS - OVERVIEW



 Founded in 2010

 Bangalore India

 <https://hostindiaevents.com/>

 +91 9945400826

- HostIndia Events is a full-service Exhibition Management, Trade Show Management, and Events Management firm that began as an Exhibition Support Agency in the mid-1990s.
- With 20 years of history and exposure to 1000s of large-scale Indian and international trade shows and conferences, HostIndia holds the position of exhibition specialist and corporate conference and event management professional.
- Further, HostIndia Events' exposure to the events of many industries such as IT, Media, Health Care, and Corporate and gone a significant way, helping the Service quality benchmark.
- The company's exhibition management and conference management services include end-to-end exhibition show management and trade show management and end-to-end conference and convention planning.
- Further, the company support services include participation in exhibitions and conferences support, design and construction of a stall, visitor footfall drive delegate promotion, and visitor footfall promotion and engagement for stalls.

7.14 HOSTINDIA EVENTS – SERVICES AND STRATEGIES

SERVICES

■ Exhibition

- The company Exhibition Management and Conference Management Services include
 - End to End Trade Show Management and Exhibition Show Management
 - End to End Conference and Convention Management
 - End to End Events and Meetings Management

■ Case Study

- DELL aspires to transition from a well-known PC or hardware manufacturer to a Technology Solutions provider for businesses. HostIndia conceptualized, designed, and carried out Dell's participation in the Interop Exhibition in Mumbai.
- The designer booth, which drew attention and quality visitors, featured multiple presentation areas for each of Dell's solutions. From the booth, the Dell presenters addressed separate groups of visitors at the same time.
- Dell Hardware/Servers were also on display in the Interop Stall. The real challenges of this project were the transportation of the server by road, insurance for the hardware, and a faster design and fabrication of the designer stall. The professionalism and passion for quality displayed by the HostIndia team were appreciated, and the event was a huge success for Dell.

STRATEGIES



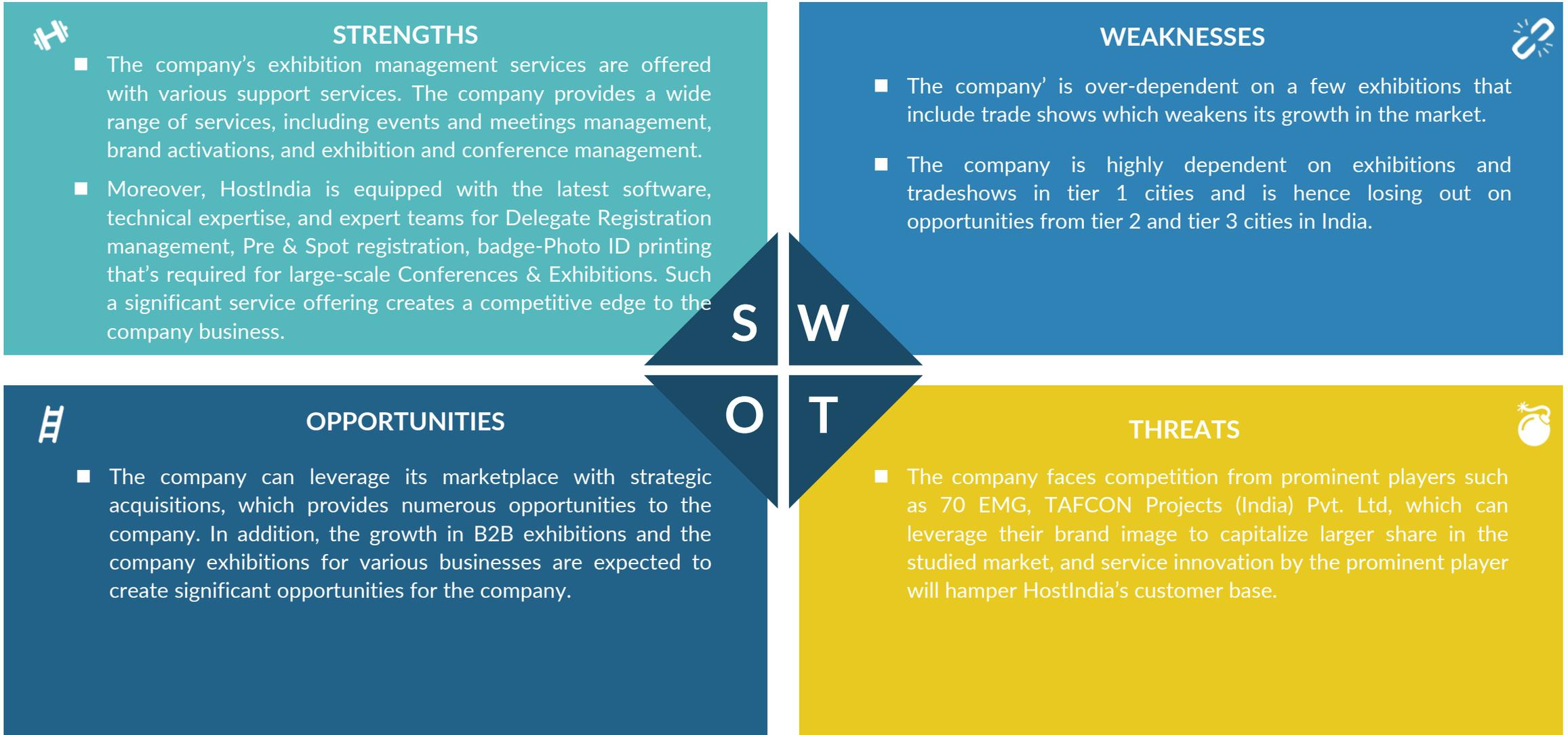
CUSTOMER
MANAGEMENT



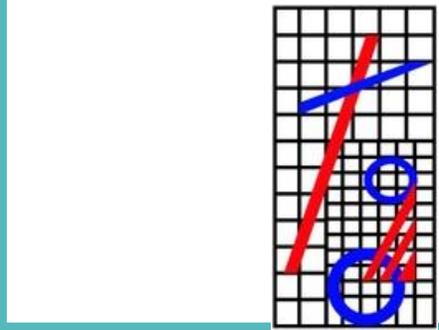
INNOVATIONS

- The HostIndia Team is responsible for event planning, strategy, and execution, and further, the company aims to capitalize market with various services that include product launches, brand launches, partner meets, dealer meets, seminars, roadshows and round tables, sports event management, quiz shows, and fashion shows management and theme events and teambuilding events.
- Further, the company aims to strengthen business with various trade shows. For instance, HostIndia was appointed as the show manager for the first India edition of the Denim and Jeans Business-to-Business trade show.
- Moreover, Shell scheme booths were conceptualized, designed, and built by HostIndia Events using MS channels, Mesh like Fabric, and MDF panel walls. The kiosks also featured New Style Facia, in-built hangars for the denim display, Shelves, and large tables designed and manufactured. The highlight of the event was a Designer Trend wall that displayed all the new denim trends. There were also some new branding and signage. Exhibitors were also given individual display shelves, A-hangars, and branding assistance.
- HostIndia handles various aspects of events, from venue coordination to vendor management to security to comprehensive infrastructure and branding to conference AV setup and management.

7.14 HOSTINDIA EVENTS – SWOT ANALYSIS



7.15 TAFCON PROJECTS (INDIA) PVT. LTD. - OVERVIEW



Founded in 1991



Delhi, India



<https://tafcon.in/>



+91-11-49857777

- TAFCON is a one-stop solution for organizing international trade shows and conferences. TAFCON is a well-managed firm with over two decades of experience and expertise in organizing international exhibitions and conferences in India and abroad.
- The company is motivated by a desire to see India emerge as a dynamic force in business-friendly trade fairs. The company's goal is to create a trade show culture based on specialization and creative product categories. The company seeks to ensure that trade fairs adhere to a code of conduct that ensures a level playing field for all participants.
- TAFCON aspires to be a tool for propelling India to new heights. As a result, it serves as a catalyst for technology transfer and the development of inter and intra-regional trade.
- For the many international events organized, TAFCON also has the support of Central and State Government Ministries.
- The company organizes events for various sectors like Mining, Heat Treatment, Foundry, Printing, Travel and Tourism, Pulp, Paper and Allied Industry, Environment, Construction Technologies and Equipment, Dairy and Food Processing, Education, and Oil and Gas Technology.

7.15 TAFCON PROJECTS (INDIA) PVT. LTD.– SERVICES AND STRATEGIES

SERVICES

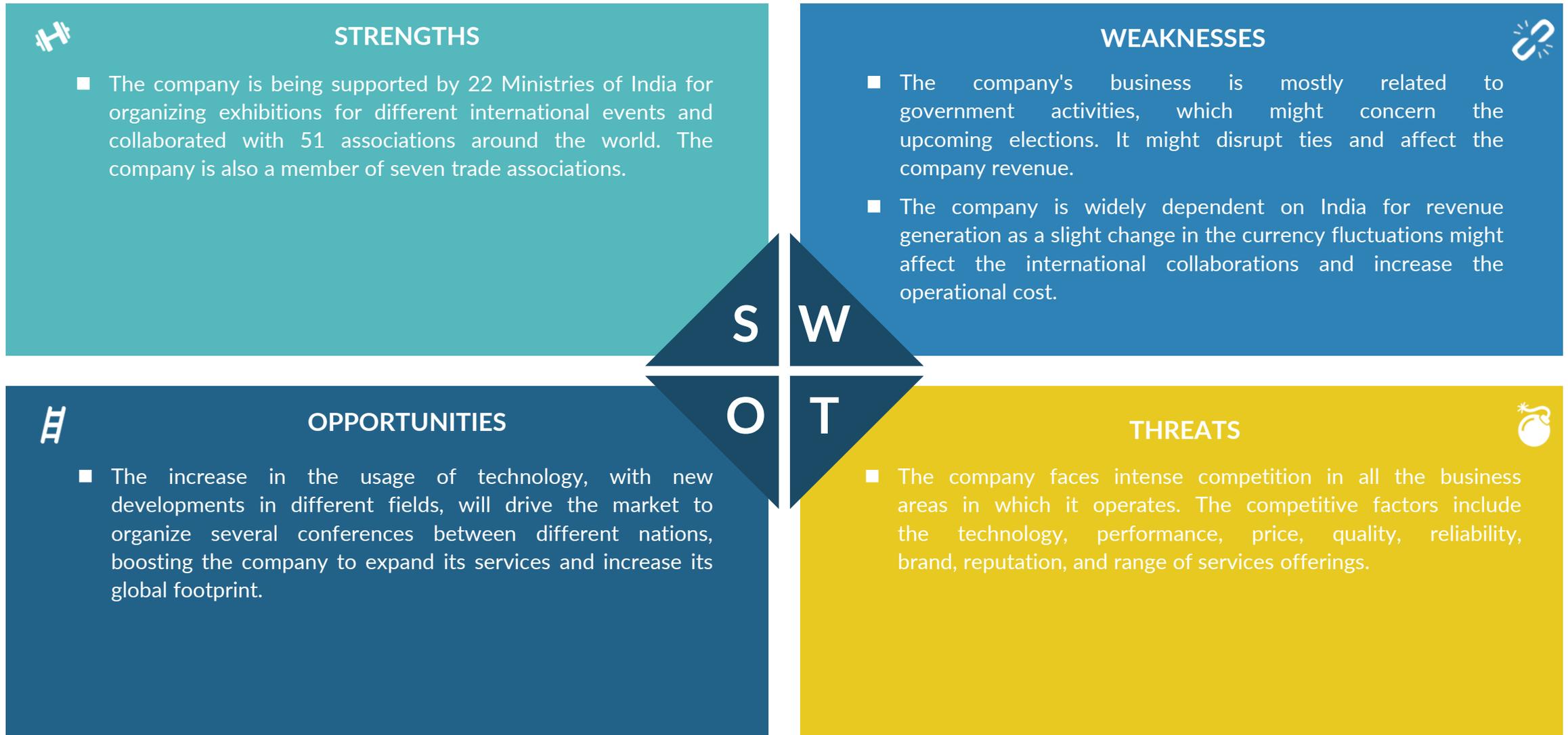
- TAFCON has organized numerous international exhibitions in India and abroad on a variety of topics, including:
 - Mining and Minerals
 - Metals and Materials
 - Defense
 - Heat Treatment
 - Foundry
 - Manufacturing
 - Surface Engineering
 - Paints and Coating
 - Packaging and Printing
 - Environment
 - Paper
 - Beauty and Lifestyle
 - Tot Teen and Mom
 - Education
 - Medical and Healthcare
 - Poultry, Dairy, and Food Technology
 - Travel and Tourism
- The company organize specialized and niche technical conferences on current issues.

STRATEGIES



- The company focuses primarily on professional events and organized trade shows. It also ensures that every TAFCON member gains experience in planning and organizing trade shows as a significant medium for business development.
- The strategic planning of a company is guiding it toward maximizing return on investment. The company believes that its success is aided by creative design, eye-catching material, and engaging activities. Instead of following design trends while planning an exhibition stand, the company believes and strives for uniqueness.
- TAFCON uses a multiple channel approach. As a part of its growth strategy, the company's project management team works jointly with customers on all phases of the project, ensuring effective planning, regular progress reports, and dealing with any issues that arise.
- The company's long-term goal is to play an active part in shaping the future of the exhibition market with continuous improvements and new types of services that can stand up future challenges, such as sustainability, demographic change, and digitization.

7.15 TAFCON PROJECTS (INDIA) PVT. LTD.– SWOT ANALYSIS



7.16 70 EMG - OVERVIEW



Founded in 1996



Mumbai, Maharashtra, India



<https://www.seventyemg.com/>



+91 (0) 124 4528 400

- 70 EMG is one of India's leading special event agencies and one of the most prominent festival organizers in Mumbai, India.
- The company produces some of the country's best-known Festivals: The Kala Ghoda Arts Festival in Mumbai, which has been running since 2002 and attracts over 650,00 visitors each year, and the AAI Goa Fest, South Asia's answer to the Cannes Lions Advertising Festival has been running since 2007.
- The Seventy Event Media Group has been the driving force behind some of the most important corporate, institutional, and private events in India, Asia, and Europe. It is known for putting on some of the world's most prestigious, sophisticated, inventive, and unforgettable events for global brands and personalities.
- 70 EMG provides some of Asia's most exclusive, high-profile events, weddings, fund-raising benefits, and luxury brand experiences, with offices in Mumbai and Delhi. The luxury Wedding & Special Event Planning section of 70 EMG, Seven Steps, is an industry leader and creates highly polished, excessively spectacular, and captivating weddings that contribute to the company's repertoire.

7.16 70 EMG – SERVICES

SERVICES

- **Digital 70:** The company's most recent digital media offerings were created with the needs of the new virtual age in mind. The 70 EMG Physical portfolio offers a variety of interactive hybrid experiences that perfectly connect the digital and physical worlds. The firm's expertise in new media and classic video production techniques has been expertly created over the years, and it encompasses a broad spectrum of technical talents and aesthetic concepts.
- In the Digital 70 service, the company provides virtual media production, video production, influence marketing, and content creation.
- **Events:** For a wide spectrum of events and experiential projects, the business develops proprietary creative, design, reporting, logistic, and technological platforms. The company produces events and experiences that enthrall and captivate the audience, from launches and press conferences to business conferences, exhibits, parties, and roadshows.
- In Event service, the company provides marketing strategy, brand and content development, event, décor, exhibit, retail, and media design, production logistics and event technology, banded films, live broadcast and content design, entertainment, event flow, and live content.
- **Digital:** 70 EMG provides digital media strategy and content for brands and projects in collaboration with professional agencies and in-house digital staff. The company drive interaction with clients, community, and audience in real-time using data-driven analytics, creative tales, film, and online/offline engagement tools.

- In Digital 70 service, the company provides digital strategy and engagement, agency integration, Experiential digital IPR, and digital tech.
- **Retail:** To design and manufacture retail and exhibition units in different locations, 70 EMG design and fabrication teams employ the most up-to-date 3D mapping and creative tools. Clients work with the company's digital, marketing, and PR support teams to launch retail brands across the country, engage with influencers and celebrities, and build and manage consumer engagement and retention programs.
- In Retail service, the company provides shop fit out and fixed installations, consumer and shopper engagement, retail brand launch, digital and PR, Exhibition stand.
- **Projects:** The firm specializes in the conceptualization, design, and implementation of one-of-a-kind, large-scale experiential projects. The budgets and justifications that back customers' ideas are developed by the firm's operations planning teams.
- The project service includes festivals and IPR, Luxury and Lifestyle, Government NGO and Social cause, and exhibition properties.
- **Social:** The firm provides services for weddings and special and social events from event planning, scheduling, and checklist management.
- Since a decade and a half, 70 EMG has been entrusted with the job of overseeing all aspects of the B2B show, including production, logistics, and hospitality.



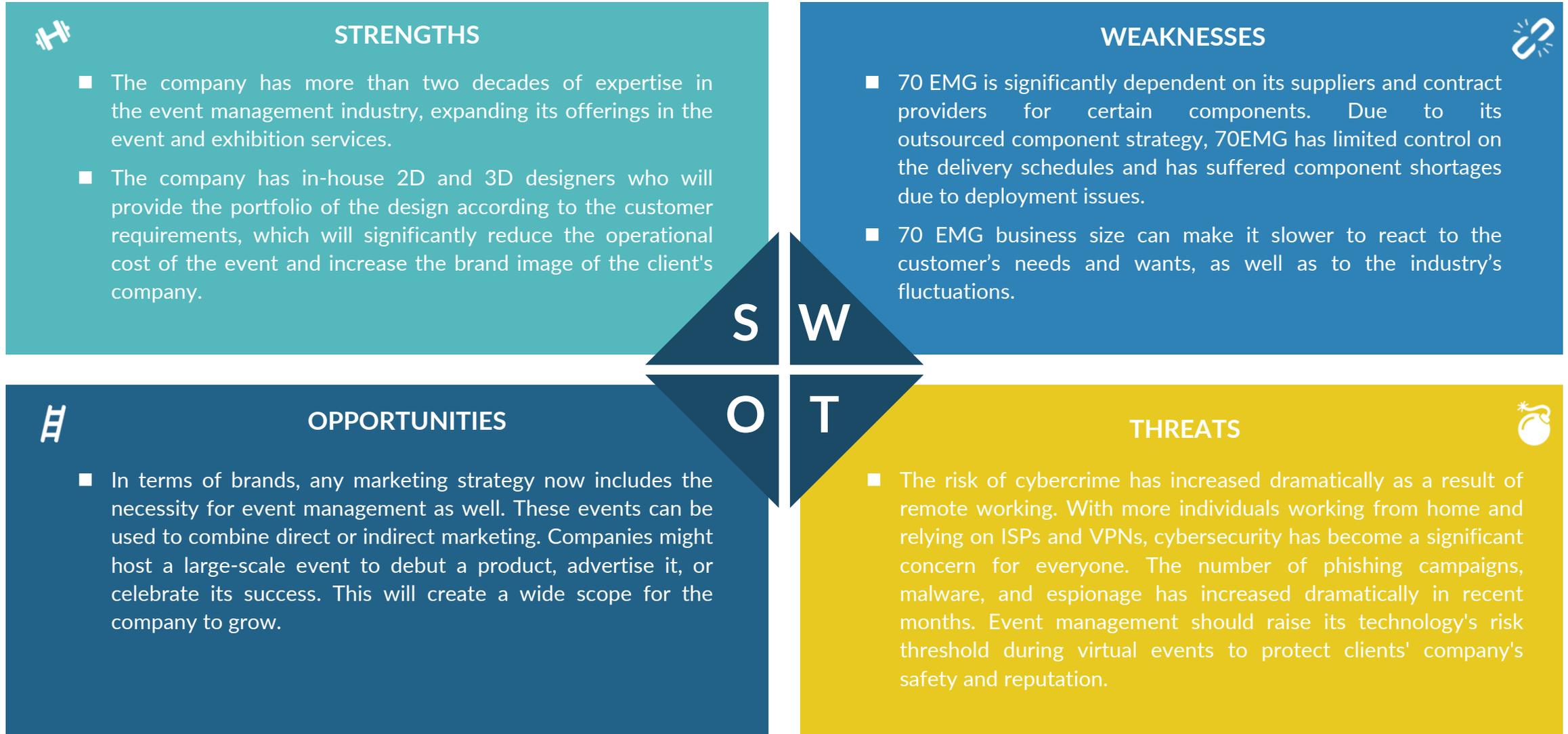
7.16 70 EMG - STRATEGIES



CLIENT RELATIONSHIP

- The company focuses on continual progress and harmony through cooperation and communication between shareholders, employees, customers, and society.
- The company intends to provide a creative environment, opportunities, and a system for employees to express their opinions freely and motivate their potential. Doing so, it can brainstorm better ideas to make the company keep on improving and strive for excellence and thoroughness.
- The company is dedicated to preserving and consistently enhancing its lean cost structure by paying close attention to the costs of each of the goods and the company's organizational structure, focusing on lowering each.
- To deliver solutions to event and stage requirements, the company also collaborates with domestic and international lighting, sound, and audio-visual designers. To effectively portray the brand experience, products, and live event messaging, 70 EMG researchers deploy the newest event technology - VR, facial recognition, 3D Projection Mapping, interactive immersion, launch, and hydraulic tech.
- As a part of its growth strategy, the company also ensures on-time delivery and the highest quality standards. The company's teams also use unique planning and checklist documentation to stay ahead of the competition.

7.16 70 EMG – SWOT ANALYSIS



7.17 SHOWTIME EVENT - OVERVIEW



Founded in 1997



Delhi, India



<https://www.showtimeevent.com/>



+91 - 98710 09325

- Showtime Event is a prominent exhibition event organizing company that is actively involved in all aspects of event organization. The company operates in Delhi, Gurgaon, Noida, and Faridabad.
- Showtime Events is known for providing prompt and dependable services in all types of event organizations, such as parties, weddings, and corporate events.
- Showtime handles corporate events such as conferences, exhibitions, fashion shows, and seminars. A dedicated team handles all corporate events. Further, the company takes responsibility for everything in the corporate event for an enhanced experience.
- The company also provides all marketing and advertising solutions and is a service provider for atl and btl promotion, product launch events, and roadshows. Moreover, a special team for these events will contact and perform all actions after fully understanding the requirements.
- Some of the Showtime services include Roadshows, Product launches, Dealer/retailer meet, Brand Promotions, and Entertainment.

7.17 SHOWTIME EVENT – SERVICES AND STRATEGIES

SERVICES

Events and Exhibitions

- Showtime Event assists in providing the best services for exhibition events in Delhi and has been actively organizing pan India events, assisting people in promoting their products and brands. The company offers services for a variety of events such as Fashion Shows, IT Fairs, Trade Fairs, and Brand Activation. It also offers services for all the exhibition needs, such as lighting, sound, fabrication, and furniture.
- **Portable Exhibition stalls** - The company offers a variety of exhibition stall designs, shapes, and sizes that will create an image of the product. Moreover, the company staff can perform any activity in the stalls.
- **Auto Show Organization** - Auto Shows are the most in-demand events in the exhibition industry. The company offers services to show off new cars, motorcycles, or any other type of vehicle. As exhibition organizers in Gurgaon, the company organized numerous auto shows. Moreover, showtime provides staff and many artists to make the auto show appealing and pleasant for visitors.
- **Trade Fairs Organization** - The company services include trade show organization and the significant trade show set up in the desired shape, size, and capacity. The company is a prominent exhibition event trade fair organizer in Delhi owing to the enhanced service rate.
- **Corporate Events** - The company corporate exhibition event services are mostly organized for branding and other important business purposes. The services include Seminars, Conferences, Product Launch Events, Team Building Events, Trade Shows, Corporate Dinners, and Award Distribution Functions.

STRATEGIES



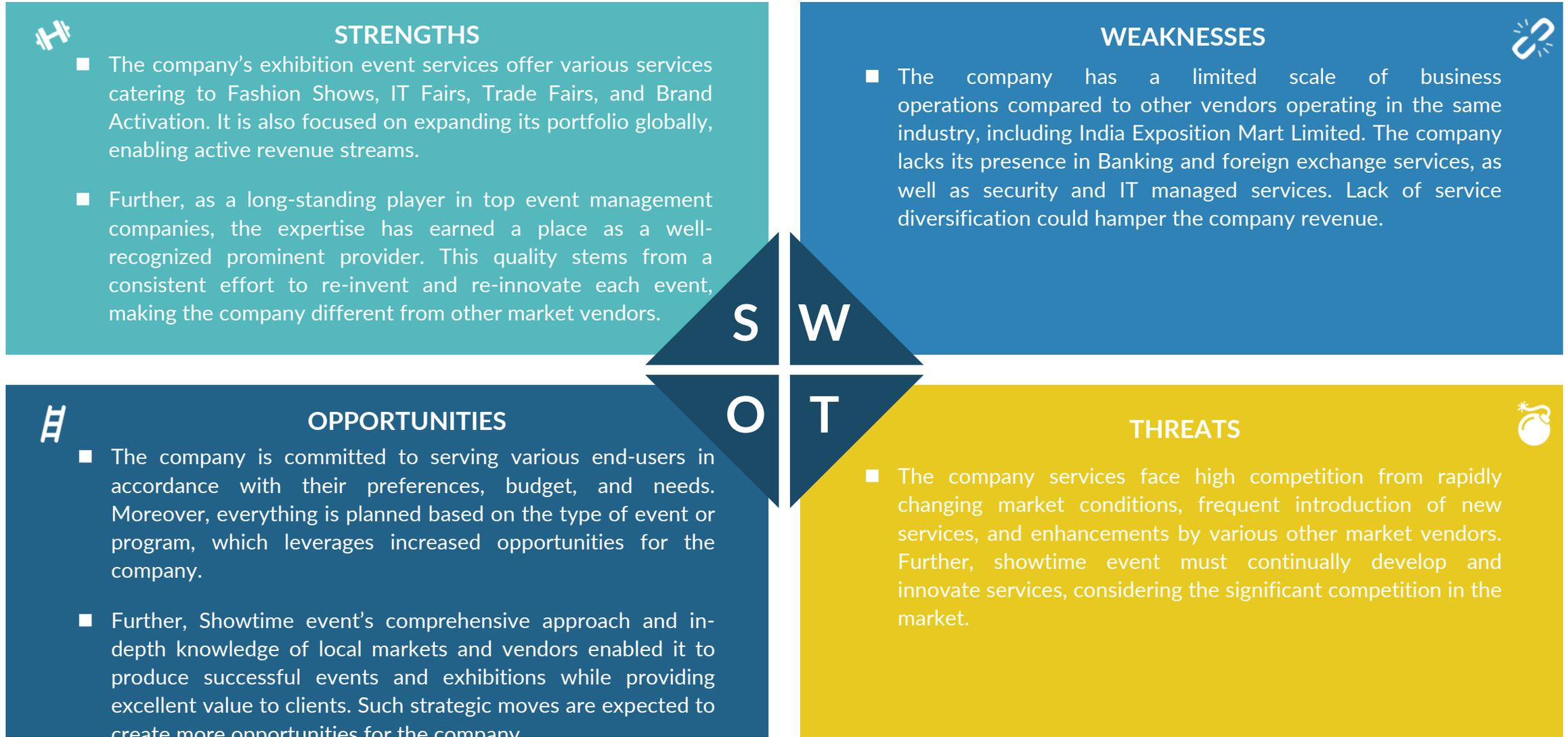
PARTNERSHIPS



INNOVATIONS

- The company strategically uses technical staff and implementation abilities and extensive knowledge of its consumer base and the individual niche markets in which it works to gain profitable new business. To fuel development, they have consistently been identifying and developing new exhibition event services in Gurgaon, Noida, and Delhi.
- Further, The company leveraged its significant position in Gurgaon, Noida, and Delhi for Portable Exhibition stalls, Auto Show Organization, and Trade Fairs Organization. With significant offerings, the company can handle and plan any exhibition event ranging from small or large-scale.
- Additionally, the company's revenues are built on close collaboration with the customers in long-term exhibition event projects in many end-user industries. Its services are embedded across various channels, including Fashion Shows, IT Fairs, Trade Fairs, and Brand Activation. Therefore, it generates stable revenues for extended channels without any significant sales efforts.
- Furthermore, the company has aligned its R&D resources toward developing innovative services to ensure the services stand out among its competitors. For instance, the company extended its services that include services for all types of requirements for an exhibition, such as lights, sound, fabrication, and furniture.

7.17 SHOWTIME EVENT – SWOT ANALYSIS



7.18 OXYGEN ENTERTAINMENT - OVERVIEW



 Founded in 2011

 Mumbai, India

 <http://oxygenent.com/>

 91 9870089891

- Oxygen entertainment is a well-established event management organization founded in 2011 and headquartered in Mumbai.
- The company believes in recreating the magic with its events to transform and inspire audience loyalties toward its customer's brand.
- Oxygen focuses on delivering focused and turn-key solutions, ranging from brand strategy and content development to creative, design, and production.
- The company has a bright team of professional event planners, set designers, graphic designer artists, and production and technical experts. They only work with reliable vendors and specialists, who are leaders at pushing the envelop.
- Oxygen specializes in planning innovation events in intricate detail before project execution to minimize any chance of mistake.
- The company has worked with some of the most prestigious organizations, including Google, TATA, Audi, Unilever, Filmfare, Femina, Sony Entertainment, Youtube, and Hungama.

7.18 OXYGEN ENTERTAINMENT – SERVICES AND STRATEGIES

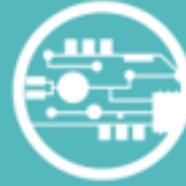
SERVICES

Events and Exhibitions

- The company provides the following solutions: Brand Consultancy, Marketing alliances, Event Conceptualization, Production and Execution, Event Publicity and Promotion, Conference Management and Implementation, Corporate Communication, and Wedding Management.
- **Corporate Events** – The company has been a part of some of the well-known corporate events, including TCS 50 experience energy by TCS and TCS Blitz by TCS, CONNECT 2019 by TCS,
- **Entertainment Events** – The company is a part of various entertainment events, including Film Fare awards, YouTube Fanfest, Femina Style DIVA, Film Fare Glamour and Style awards, and Yashraj Films.
- **Sports Events** – The company is a part of various entertainment events that include Pepsi IPL, FIFA World Cup Brazil, and TATA Mumbai Marathon.



STRATEGIES



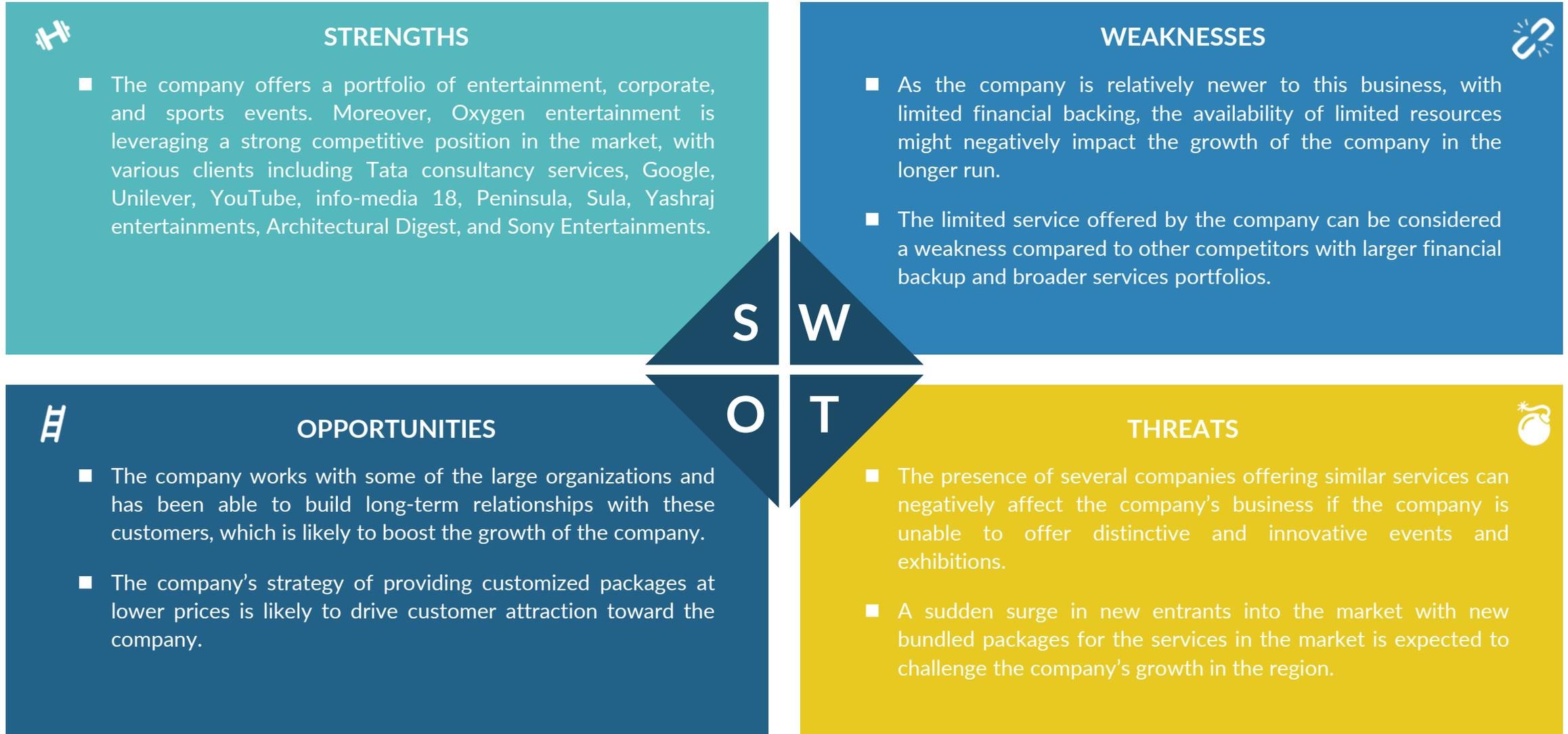
TECHNOLOGIES



INNOVATIONS

- The company focuses on having long-term strategic relationships with its customers. The company has organized and been a part of some of the big events of Tata Consultancy services from 2016 to 2019.
- The company focuses on expanding its services to the entertainment, corporate, and sports sectors by partnering with companies such as Google, TATA, and Audi and working closely for IPL and FIFA World cup.
- The company focuses on providing customized events packages for its customers at lower prices to drive the attention of various organizations and retain existing customers, thereby having long-term relationships with some of the well-known tech giants and entertainment companies.
- As a part of its growth strategy, the company positioned itself to take on projects across multiple platforms that require detailed planning and logistics. The company now focuses on planning innovative events in intricate detail before the project execution. The company is currently focusing on large scale events across multiple cities and international destinations.

7.18 OXYGEN ENTERTAINMENT – SWOT ANALYSIS



7.19 VAJRA EVENTS - OVERVIEW



Founded in 2012



Hyderabad, Telangana, India



<http://vajraevents.com/>



9248755551

- Vajra Events is a Hyderabad-based event management firm with a pan-India network. The company began with weddings, and it has since expanded to business events, audio launches, and brand promotions, to name a few.
- The company focuses primarily on Weddings and reception, corporate events, MICE, celebrity management, and entertainment.
- Birthday parties, exhibits, trade events, award celebrations, school and college fests, celebrity management, fashion shows, and other services are also available.
- Vajra Events specializes in weddings and other special occasions. The company believes that it has a brilliant staff of devoted event professionals who are creative, innovative, and enthusiastic about altering places and putting on truly one-of-a-kind events.
- The companies event process consists of taking a detailed brief from the client, generating ideas based on the final objective, concept development, identification of task and finalizing checklist, event coordination, execution, evaluation, and client feedback.

7.19 VAJRA EVENTS – SERVICES AND STRATEGIES

SERVICES

- The company provides different kinds of services depending on the requirement of the customer.
- Vajra Events' quality services include events like audio launch, award functions, college festivals, exhibitions, branding and promotions, roadshows, laser shows, magical shows, fashion shows, etc.
- Weddings and Receptions
 - Corporate Events
 - MICE Events
 - Movie Publicity and Promotions
 - Birthday Parties
 - Sports Events
 - Media Planners
 - Celebrity Management
 - Occasional Events
 - Entertainment
 - SFX Products

STRATEGIES



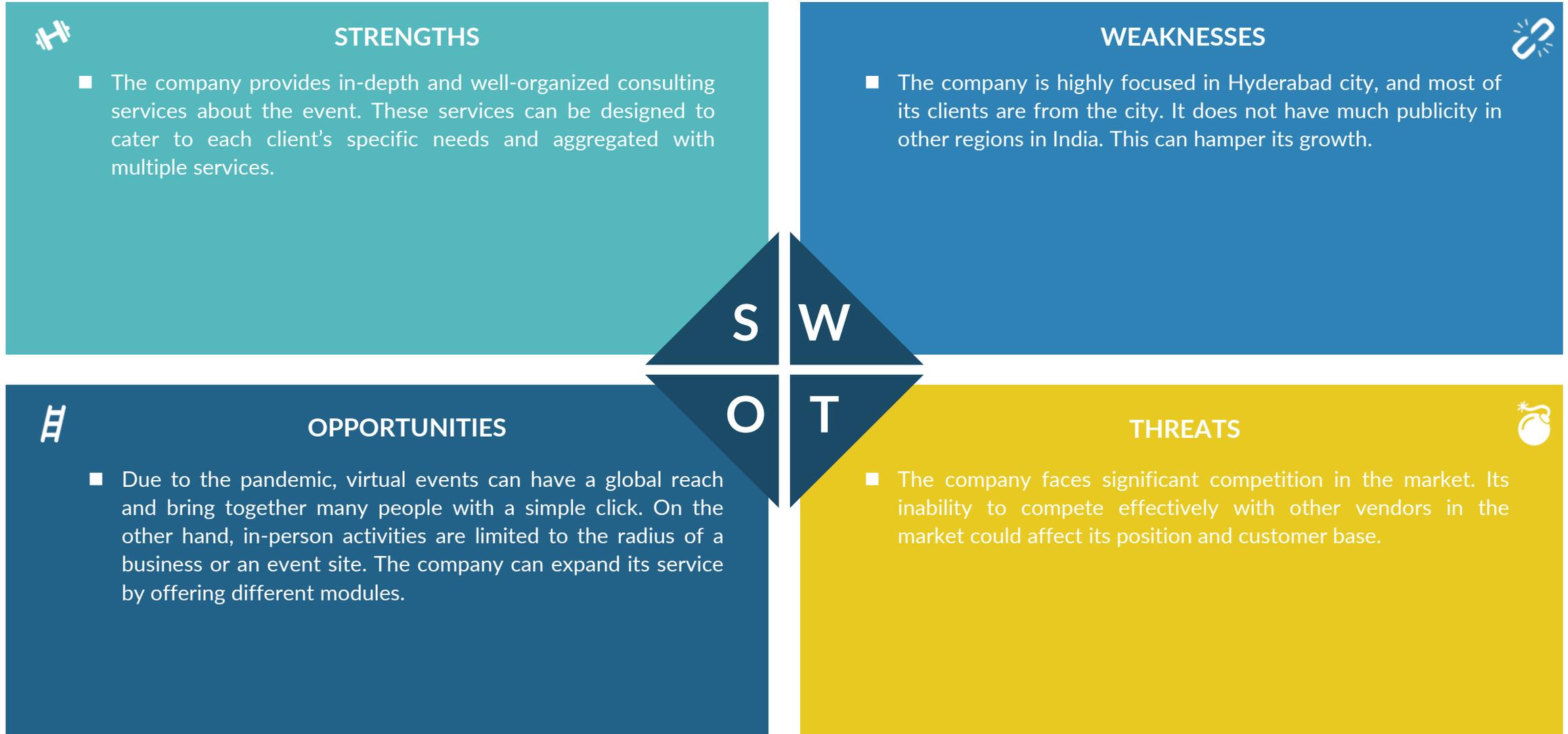
CLIENT
RELATIONSHIP



INNOVATIONS

- The company focuses primarily on transforming spaces and creating genuinely unique events. Vajra Events organizes the events by providing insights into the true size and assists in determining the best strategy for its clients.
- The company follows its strategy to work with a small number of world-class enterprises to provide the highest quality of service to each one of them.
- As a part of its growth strategy, the company is strictly focused on delivering specialized customized, flexible and scalable services to meet customer needs of a for few big corporates in the region.
- Placing a client at the center, the company always ensures that they comprehend the value and significance of every occasion to make it even more memorable, for various events ranging from destination weddings to themed events.
- Some of the company's clients include, Ola TMR Group, Golden Sun Technology, Southern Travels, ACT Fibernet, Cellbay, Northstar, NTV, Telangana Tourism, Taj Deccan, Aditya Music, etc.

7.19 VAJRA EVENTS – SWOT ANALYSIS



7.20 ABEC LTD – OVERVIEW




Founded in 1993



Mumbai, Maharashtra



<https://www.abec.asia/>



(+91) 22-4286 3900

- ABEC hosts various trade shows for different segments such as building materials, design and architecture, oil, gas and energy, education, lifestyle, hospitality, travel and tourism, real estate, and security and protection.
- The company specializes in conceptualizing over 70 shows across ten verticals in over 19 major cities Pan-India and is the pioneer in the Indian trade exhibition and conference market propelling businesses for over two decades by creating unique platforms, where a company can connect with local and global enterprises of every stature to generate better business avenues.
- The company has successfully handled multiple verticals and hosted "ACETECH" - Asia's largest and world's 3rd largest infrastructure and architecture show.
- ABEC has its corporate offices in Mumbai, Delhi, and Bangalore, and support staff in several other cities, which helps ABEC churn out trade shows of massive proportions nationally.
- ACEB's formats have extensive publicity, with celebrity endorsements, extensive media associations, in-depth seminars, exclusive in-show initiatives, and informative workshops.
- Moreover, the company is also a member of the Indian Exhibition Industry Association (IEIA).

7.20 ABEC LTD– SERVICES AND STRATEGIES

SERVICES

- The company manages and hosts a variety of trade shows, conferences, activations, roadshows, and other digital events.
- ABEC has managed the following events for some of the following listed industries:
 - Architecture and build: Acetech, roof India, Floor India, Onestop, etc.
 - Real Estate: Property Expo, Real Estate Investment Forum, etc.
 - Education: Education Boutique, career opportunities expo, etc.
 - Security and Fire Safety: Secutech India, SSIC, etc.
 - Paper: Paperex, Tissueex, etc.
 - Travel: IITT Connect, etc.
 - Music and Light: Palm Expo, A V Install, etc.
 - Metals and Minerals: World of Metals, etc.
 - Booth Fabrication: Media 11
 - Lifestyle: Glamour, Glitter, Shagun, etc.
 - Oil and Gas: IORS, renewable energy summit, etc.
 - Industrial Tools and Automation: TechIndia, IMEX Machine Tools Expo, etc.
 - Magazine and Publications: A&S India, Pro Sound, etc.

STRATEGIES



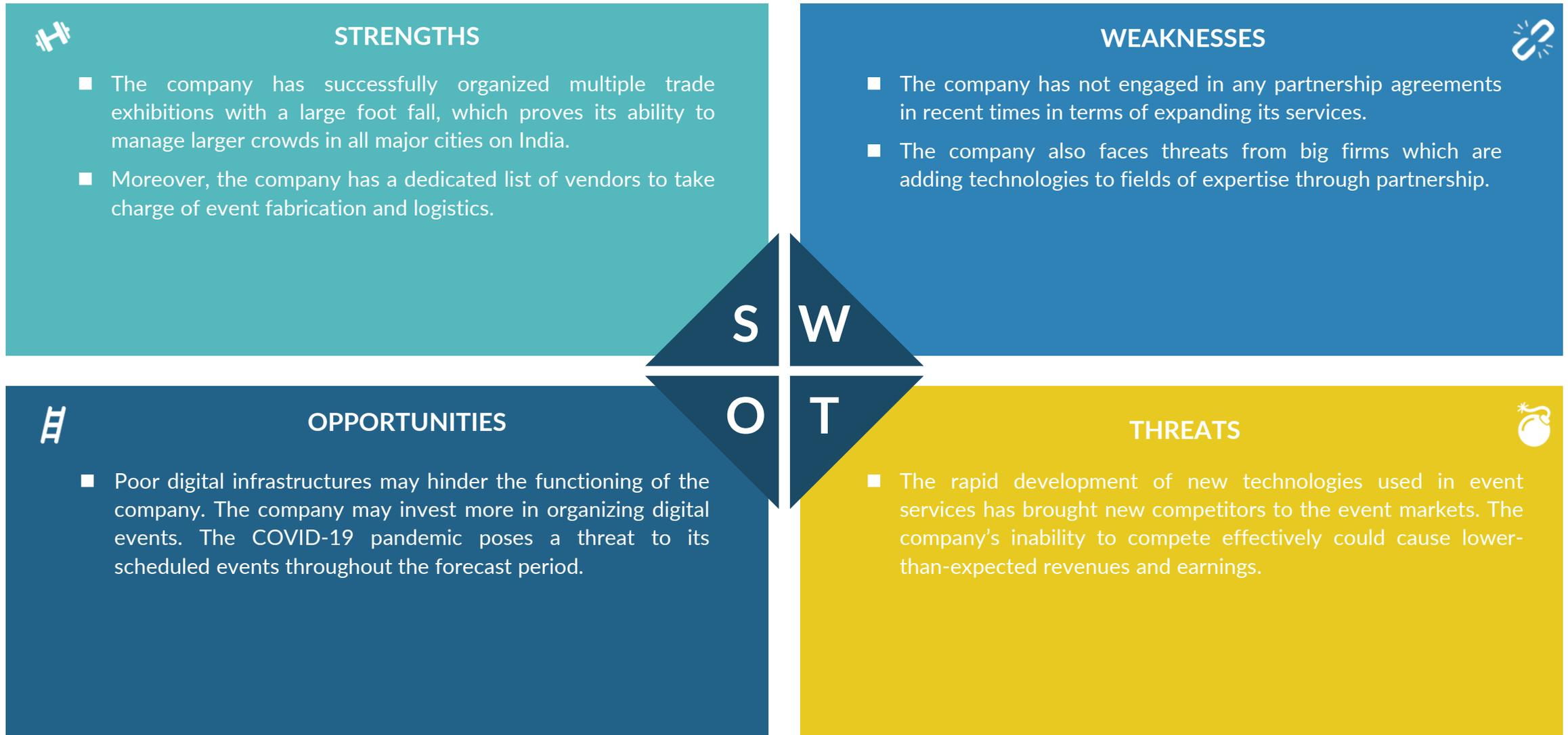
TECHNOLOGIES



INNOVATIONS

- ABEC is working toward creating novel exhibition formats that can attribute to innovative trade solutions and global business networks. The company is managed by a dynamic group of experts who specialize in organizing top-notch trade shows and have sturdy associations with eminent trade organizations, government bodies, and renowned industry professionals. Every ABEC trade show overshadows the last.
- The company aims to provide end-to-end marketing solutions to corporates by creating vibrant marketplaces through trade fairs, roadshows, networking events, and conferences.
- Moreover, it also adapts and evolves with respect to specific client requirements, adequately integrates social media into the platforms, and creates virtual marketplaces further to increase the reach for its stakeholders and partners.
- The company also invests in creating robust marketplaces for businesses through B2B exhibitions by forming mergers and partnership agreements with other players in the industry.

7.20 ABEC LTD – SWOT ANALYSIS



7.21 MESSE MUENCHEN - OVERVIEW

- Messe München is one of the leading exhibition organizers worldwide, with more than 50 of its own trade shows for capital goods, consumer goods, and new technologies. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. With a network of associated companies in Europe, Asia, Africa, and South America and around 70 representations abroad for over 100 countries, Messe München has a global presence.
- With an expansive portfolio spanning across various industries, Messe Muenchen India addresses and caters to numerous sectors such as pharmaceutical, environmental technologies, processing and packaging, laboratory technology, analysis, biotechnology, electronic components, systems and applications, electronic production, virtual reality, bakery and confectionery, dispensing technologies, beverage and dairy sector, solar power manufacturing and construction, and machinery and vehicles.
- Messe München India is headquartered in Mumbai with regional offices in New Delhi, Bangalore, and Chennai.



EUR 167.2
million
Revenue



749+
Employees



7,000 total
Exhibitors at
MMG Events



EUR-78.5
million
Net Income

10,763,941 sq. ft
Total Gross Exhibition
Space, MMG

SOURCE: Messe München Annual Report 2020



Founded in 1964



Munich, Germany



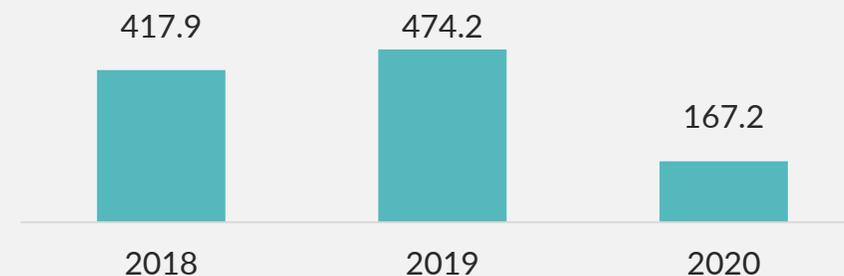
<http://www.messe-muenchen.de/>



+49 89 949-20720

MESSE MÜNCHEN GMBH

Revenue in EUR million, Global, 2018-2020



7.21 MESSE MUENCHEN – SERVICES AND STRATEGIES

SERVICES

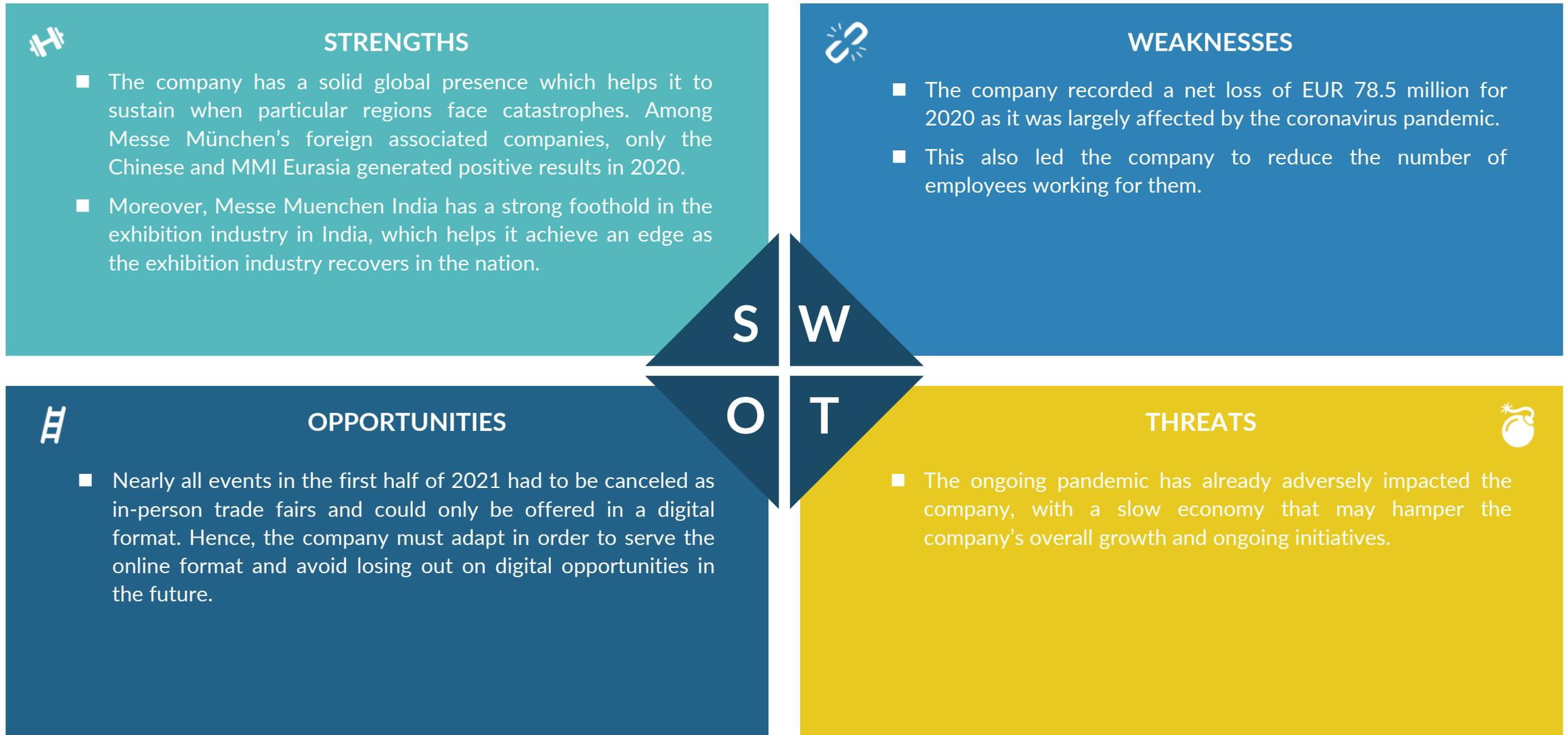
- Messe München India works closely with industry stakeholders to deliver well researched and professional trade fairs. Their services are categorized as:
- **Exhibitor Related Services:**
 - Individual advice and support for exhibition
 - Support with application formalities, stand placement, and submission of application
 - Finding professional construction companies
 - Arranging translation services
 - Information about grant opportunities through state institutions or associations for the trade fair appearance
 - Support for advertising efforts, both during and after the trade fair
 - Assistance with visa application
 - Travel and accommodation offers for stay during the trade fair
- **Visitor Related Services**
 - Pre-registration and information about online ticket sales
 - Assistance with visa application
 - Travel and accommodation offers for stay during the trade fair
- **Press representative services:**
 - Assistance with online accreditation
 - Invitation to press conferences and presentations of Messe München
 - Assistance with visa application
 - Travel and accommodation offers for stay during the trade fair

STRATEGIES



- The company aims to focus intensely on the needs of its customers and tailor its products and solutions to address them precisely.
- With the rapidly changing events landscape, the company is investing to become more agile to react flexibly to changes in the market environment. Hence it is establishing broader areas of responsibility and flatter hierarchies.
- The company invested in digital technology to strengthen its digital architecture. In 2020, around 40,000 visitors met exhibitors, sponsors, and speakers at 14 digital events. The company aims to put a stronger focus on digital and innovative products and carry out a more thorough digital transformation.
- Moreover, The company is investing to become more efficient and exploit existing know-how more effectively. Hence, it plans to combine teams into larger units that will interact and work together more efficiently.

7.21 MESSE MUENCHEN – SWOT ANALYSIS



7.22 INFORMA PLC - OVERVIEW

- Informa is an international intelligence, events, and scholarly research group. It has brands that provide expert knowledge and relevant connections to businesses and professionals working in one of over a dozen specialist markets.
- Through high-quality digital media and content, must-have intelligence and analytics, must-attend in-person and virtual events, engaging online communities and marketplaces, data-driven marketing services, effective networking and partnering platforms, and advanced peer review research, the company, helps businesses and professionals learn more about the latest developments in their area, know more about their customers, peers, and competition, making connections and taking decisions that allow it to grow, progress and succeed.
- Its brands deliver large-scale exhibitions, virtual events, digital marketplaces, and specialist content and data services. Many of its in-person and virtual events are long-established and have become not-to-be-missed annual gatherings located in major hubs and on major trade routes, where buyers and sellers build relationships, see and show products and do business. The company functions in all major regions, with a significant presence in Asia, the United States, and the Middle East.



GBP 1,660.8
million
Revenue



11,000+
Employees



GBP 170.4
million
Profit Before
Tax



GBP 267.8
million
Adjusted
Operating Profit

SOURCE: Informa 2020 Annual results published on 22 April 2021



Founded in 1998



London, United Kingdom



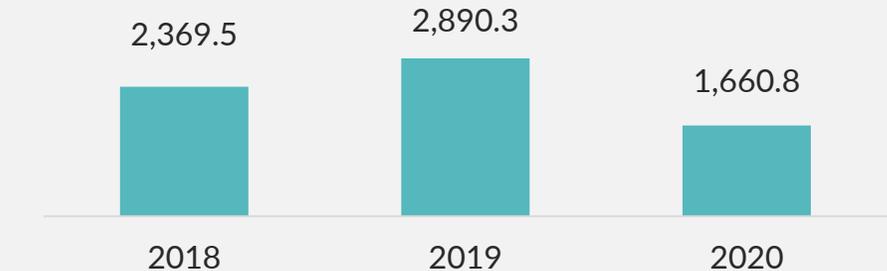
<https://www.informa.com/>



+44 (0)20 7921 5000

INFORMA PLC

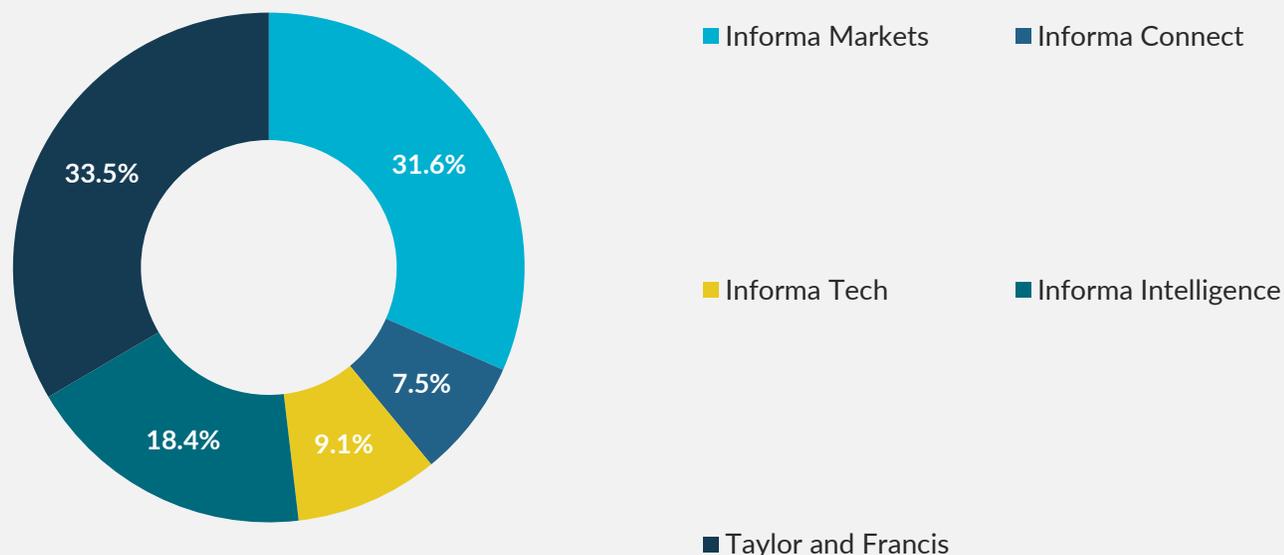
Revenue in GBP million, Global, 2018-2020



7.22 INFORMA PLC – BUSINESS SEGMENTS

INFORMA PLC

Revenue Share (%), by Operating Segment, Global, 2020



- The group's five identified reportable segments under IFRS 8 operating segments are Informa Markets, Informa Connect, Informa Tech, Informa Intelligence, and Taylor and Francis.
- Informa Markets supports international markets and the customers who operate in them to connect, trade, innovate, and grow. Informa Markets is a highly international business, with a large presence in markets including the United States, Brazil, Dubai, India, and China. The company has over 450 brands in many dynamic, growing, and international markets, from Health and nutrition to beauty and aesthetics, life sciences and pharma, hospitality, and aviation.
- Informa Connect delivers specialist content and lives experiences through in-person events, virtual events, and digital platforms and services, enabling businesses and professionals to meet, connect, learn, and share knowledge.
- Informa Tech aims to inspire the global technology community to design, build and run a better digital world. At the same time, Informa Intelligence provides critical data and specialist intelligence to businesses looking to make better-informed decisions, spot opportunities, and gain a competitive edge.
- Taylor and Francis is a specialist in scholarly research and in helping academic and research communities make breakthroughs.

7.22 INFORMA PLC – SERVICES AND STRATEGIES

SERVICES

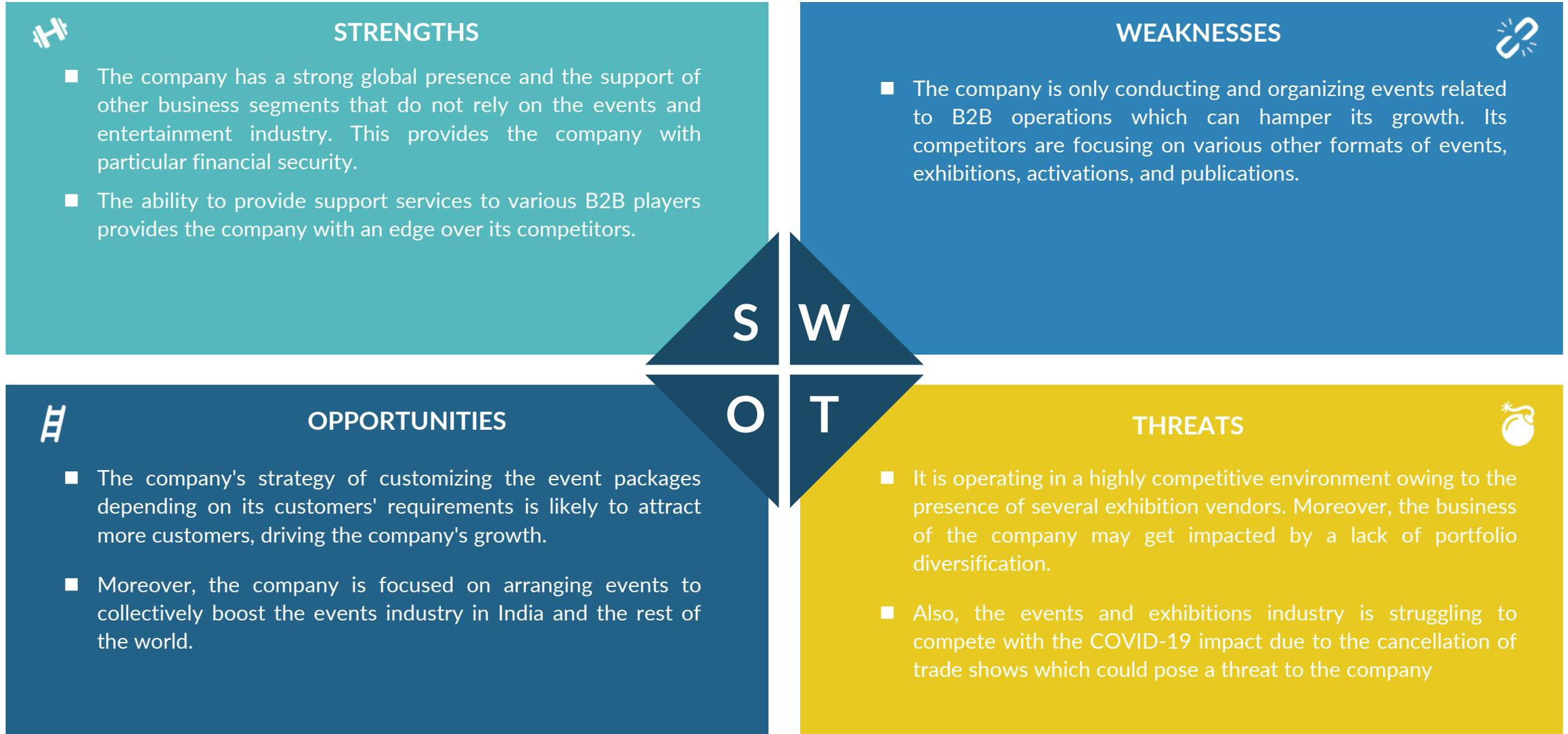
- The company's operating segment, Informa Markets, helps deliver large-scale exhibitions, virtual events, online marketplaces, specialist content, and data services.
- Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Through more than 450 international B2B brands, the company provides opportunities to engage, experience, and do business via live and virtual experiences, specialist digital content, and actionable data solutions.
- They deliver:
 - **Smart events:** Smart events offer participants an enhanced customer journey, better return on time, and an increased return on investment through more choices and a personalized experience.
 - **Media and marketing services:** Digital marketing solutions and rich educational content drive community, outreach, engagement, and connections 365 days a year.
 - **Marketplace solutions:** Online marketplaces for B2B industries to browse and purchase products and suppliers.
 - **Data and Insights:** Combines deeper data, smarter planning, and easier campaign management.

STRATEGIES



- Since 2021, exhibition organizers and associations worldwide are forming a coalition dedicated to bringing critical live event platforms back to the market, with safety at the foundation of the collaborators' approach. Trade show organizers, including Informa and associations, joined forces to create safe, successful platforms for economic recovery and reconnection.
- Moreover, in Feb 2021, Informa Markets formed a partnership with the Virtual Events Institute (VEI) to roll out the VEI certification training program across its global business. The program shall provide a platform for Informa Markets' 4,000+ colleagues to develop their digital events skills and achieve professional certification in delivering expert, engaging, and profitable digital event experiences.
- In September 2021, Informa Markets in India launched its initiative, the 'Festival of Business- Ushering Economic Resurgence' – a medley of 10 back-to-back shows across different verticals in the in-person, digital, and hybrid (in-person as well as digital) formats to last till October. The initiative was curated to help discover the joy of in-person reunion, cementing bonds, networking, driving business objectives, spotting innovations through touch-and-feel of products, gathering marketing intelligence, and arriving at customized solutions through different platforms in every show.

7.22 INFORMA PLC – SWOT ANALYSIS



8. LIST OF INTEGRATED SOLUTION PROVIDERS

8.1 Litmus Meroform Events and Exhibitions Pvt. Ltd

8.2 HITEX Exhibition Centre

8.3 Namdhari Events

8.4 India Exposition Mart Ltd

8.5 Bombay Convention & Exhibition Centre (BCEC)

8.6 Bengaluru International Exhibition Center

8.7 Pragati Maidan

8.8 Biswa Bangla Convention Centre (BBCC)

8.9 Hyderabad International Convention Centre (HICC)

8.10 Jaipur Exhibition and Convention Centre (JECC)



8.1 LITMUS MEROFORM EVENTS AND EXHIBITIONS PVT. LTD



OVERVIEW



Founded in 2000



Noida, India



<https://www.litmusmeroform.com>



+91-120-4082900

- Litmus Meroform is a dynamic creative hub focused on delivering superior user experience through its capabilities in ideation, design, production, and new media adoption. Some of the company's recent projects include Make in India, Toyota, Jaguar, Ford, etc.
- The company has its operations in Delhi, Mumbai, Pune, Bangalore, Chennai, and Dubai. Moreover, the company has also branched out into the field of Signages, Retail Interiors, Sports facility management apart from Exhibitions and Event Management.
- Some of the company's clients include Sony, Samsung, Tata, Bosch, Philips, Sleepwell, Siemens, Yamaha, Godrej, Ford, Voltas, Philips, Fiat, Skoda, Jaguar Landrover, Toyota, Maruti, Make in India, Delhi Daredevils, LG, Bharat Benz, Buddha's Smriti Park in Patna, among others.
- The networks for the Litmus Meroform across the world include the Mero (Germany) group of companies for exhibition technology, Sint group (Italy) for exterior & interior signages, GL Events (France) for Overlay projects for Sports facilities, IMAG - Munich, Germany for exhibition management.
- With the ever-growing demand in the experiential marketing field, it is necessary to divert and implant a gateway that can render facilities covering clients' every demand in a below-the-line division. As a part of the growth strategy, the company has been focusing on leading its position from the front to have its core ideology that reflects ethics, transparency, and readiness to deliver services par with excellence.
- Moreover, the company has always boosted itself as a niche exhibition support company enabling its clients to transform their communication into visually appealing through its systems architecture and execution standards.



8.2 HITEX EXHIBITION CENTRE



OVERVIEW



Founded in 2003



Hyderabad, Telangana



<https://hitex.co.in/>



+91 40 2311 2124

- HITEX, or Hyderabad International Trade Expositions Limited, was founded in 2003 by the State Government in a public-private collaboration with Ace Urban Developers Private Limited with the goal of creating a world-class facility for organizing and hosting trade shows and events. HITEX has hosted over 1500 national and international trade fairs, events, and exhibitions over the years, as well as organizing its own events that have aided in the development of trade and commerce in the state.
- The venue has huge indoor and outdoor areas with a total of 30,000 sq. m. of paved display area and 52,000 sq. m. of open grounds. Apart from this the venue has amenities such as Free Wi-Fi, 3500+ cars parking area, VIP Lounge, Organizer's Office, ATM, Paramedic Center, Food Court, Business Center, Press Room.
- The company has held prestigious exhibitions in the past such as Global Ignite 2021, Treda Property Show 2021, Businesswomen Expo 2021 and many more. There is also a long list of upcoming events such as Public Health Innovation Conclave 2021, RenewX 2021, Furniture Fair 2021, Pharma B2B Expo, Hyderabad Kids Fair 2021, Sports Expo, Food Drinks and Processing Expo 2021, PETEX INDIA 2021, Electric expo, Dairy expo, Farming Expo, etc.
- The company employs highly skilled and CEM-certified event planners who specialize in developing and delivering exceptional events. The team will walk the customer through the many alternatives for venue selection, facilities, services, and features to ensure that the client's exact event needs are met. By imposing Commitment, talents, and a high degree of service and professionalism, the company's employees are encouraged to come up with new ideas and use effective process management to provide quality service.



8.3 NAMDHARI EVENTS



NAMDHARI EVENTS
A Symbol of Commitment & Trust for Over 41 Years

OVERVIEW

- 
Founded in 1980
- 
Banjara Hills, Hyderabad, India
- 
<http://www.namdharievents.in>
- 
+91 98852 72829

- Namdhari Group is engaged in the field of advertising, marketing, events, promotions and exhibitions. The company's approach revolves around working within the estimated budgetary constraints and stipulated time frame as well as in-house fabrication units.
- Namdhari events is renowned for its contribution to the event organizing industry, for work in managing events for companies from various industries, such as, Global Entrepreneurship Summit, Credai Youthcon, 21st National Conference on eGovernance, PERFORMALUX, Poultry Knowledge Day, India Aviation, etc.
- Some of the company's clients include, Novotel, Taj Hotels, Capgemini, Sony, P&G, L&T, ISRO, ISB, Hyderabad International Airport, etc.
- The company's service offerings include:
 - Corporate events
 - German Tent: The company provides tent for construction sites or outdoor fiestas.
 - Exhibition booths, Trade shows and Exhibitions: The company facilitates innovative styling along with the ability to portrait the brand language, in order to help its clients' projects stand out in the exhibition.
 - Weddings
 - Tent House: The company has upgraded and continue create tent houses for various occasions such as social cultural event or a carnival festivals by considering the event's theme and vibe.
 - Other supporting services: The company provides provide generators on-hire that suits the scale of event and its organization.

8.4 INDIA EXPOSITION MART LTD



OVERVIEW



Founded in 2006



New Delhi, India



<http://www.indiaexpomart.com>



120 2328011

- India Exposition Mart Ltd (IEML) was founded with the goal of maximizing the immense export potential of Indian handicrafts. In April 1999, a committee of secretaries led by the Cabinet Secretary approved the idea for the establishment of the India Exposition Mart, based on the themes of impending consolidated export centers in Dallas, Atlanta, Los Angeles, Utrecht, the Netherlands, and Shanghai, China. Round 'O' Clock International Marketing has been conceptualized at IEML, India's first state-of-the-art project for the cottage sector.
- This cutting-edge, multi-functional venue, which combines cutting-edge technology with world-class facilities and safety standards, is ideal for hosting international B2B exhibitions, conferences, congresses, product launches, and promotional events, as well as serving as a centralized contact point for overseas buyers and cottage-based manufacturer exporters.
- The India Expo Centre and Mart is located on 58 acres of land and features a unique blend of Trade Marts, Exhibition & Convention Facilities, Lawn, Business Center, Restaurants, Transportation, and enough parking for over 10,000 automobiles and 100 buses/trucks. It is well connected to Delhi's major Ring Road via an eight-lane expressway.
- It is the ideal venue for Trade Fairs, Exhibitions, Conferences, and other theme-based international events because it is air-conditioned and Wi-Fi enabled, and it has well-equipped storage and warehousing facilities as well as a central public address system. With the latest in Multimedia, Telecommunications, and high-speed Internet Connectivity all under one roof, it is the ideal venue for Trade Fairs, Exhibitions, Conferences, and other theme-based international events.
- The company has a long list of upcoming events such as MEDIA EXPO 2021, LED EXPO 2021, CPHI & P-MEC INDIA 2021, HGH INDIA 2021, FIRE INDIA 2021, PRINT PACK 2021, etc.



8.5 BOMBAY CONVENTION & EXHIBITION CENTRE (BCEC)



OVERVIEW

-  Founded in 1991
-  Mumbai, India
-  <https://www.nesco.in>
-  +91 22 66450123

- The BEC is one of India's largest exhibition venue in the private sector, hosting all the Messe's as well as organizers from across the globe. It has emerged out over the few years as a respected forum that has conducted some of the biggest and most eminent global trade shows in India.
- The BEC comprises of 5 halls and a Grande that occupy over 60,000 sq.mtr of exhibit area. The halls are also centrally air-conditioned, furnished with Wi-Fi, lighting, well-designed ventilation and strong flooring to withstand even the heaviest of machinery. The venues are centrally located and within few minutes away from the nearby recreational centers, restaurants, and hotels, thereby, ideal for conducting different types of seminars, conferences, events, and exhibitions.
- The largest BEC hall occupies 19,143 sqm, making it one of the Mumbai's largest in the private domain. The hall has a standard clearance height of 6.75m with 7 gates provide easy access and flow to guests and exhibitors. Hall 2 is spread across 7378 sqm. Hall 3 is BEC's second largest hall with a size of 11,799 sqm. Hall 4 is 14m in height which is one of the tallest exhibition center in Mumbai. Grande is a versatile space, well-suited for elegant events such as AGMs, weddings, corporate events and parties. It is a size of 2,108 Sqm that can be customized into smaller sizes based on requirement.
- The company's offerings include, Exhibition halls, MICE Halls, and Celebration Halls. The BEC has attained historical status in Mumbai as the ideal location for exhibitions, MICE, trade shows, business displays, events and entertainment. Some of the upcoming exhibitions include Glascon/IIIEE 2021 and India Auto Show 2021.

8.6 BENGALURU INTERNATIONAL EXHIBITION CENTER



OVERVIEW



Founded in 2007



Bengaluru, Karnataka



<http://www.biec.in/>



+91-8066246600

- Bangalore International Exhibition Centre is India's premier international exhibition-cum-conference facility and the only one of its kind in India. It is India's first "LEED - Certified" Green Exhibition & Conference Facility and an initiative of the Indian Machine Tool Manufacturers Association (IMTMA).
- The BIEC's exhibition and conference facilities are the first of their kind in India, providing high-quality services and amenities that meet international standards. This complex was built with a single goal in mind: to become India's chosen location for international business exhibits, trade shows, congresses, international conferences, seminars, and training programmes.
- This multipurpose 34-acre landscaped complex is spread across 46 acres near Bangalore's Peenya industrial township and has 40,000 sqm of covered column-less air-conditioned exhibition space (three exhibition halls), a multi-facility conference centre spread over 5,600 sqm including four conference halls, a Helipad, an Amphitheater, VIP Lounge, 7500 sqm Food Court, a Machine Tool Training Centre, and a large outdoor area. It also has the necessary infrastructure to distribute 11 megawatts of electricity.
- With the aforementioned amenities, BIEC has already hosted an exhibition with a total show area of nearly 1,10,000 sqm. On certain show days, it was able to accommodate well over 20,000 business visitors each day. The upcoming events coming up at BIEC are Auto Technika, PLASASIA, Ep India 2021 & LWOP 2021, SmartCard Expo 2021, IMTEX 2022, IMTEX FORMING 2022, ToolTech 2022, Digital Manufacturing 2022, Acrex India 2022, India Mattresstech Expo, India Wood.
- Engineering, automotive, furniture, medical, energy, tourism, food processing, agri, logistics and material handling, industrial automation, electronics, IT, and other sectors are all served by BIEC.



8.7 PRAGATI MAIDAN (INDIA TRADE PROMOTION ORGANISATION - ITPO)



**INDIA TRADE
PROMOTION ORGANISATION**
A Government of India Enterprise

OVERVIEW



Founded in 1972



Delhi, India



<https://www.indiatradefair.com>



91-11-23371540

- Pragati Maidan is a venue in New Delhi which conducts large exhibitions and conventions managed by Indian Trade Promotion Organization (ITPO). ITPO is a trade promotion agency which is managed by Ministry of Commerce and Industry.
- Pragati Maidan has conducted some high profiled events as well as exhibitions and has maintained its high standard service by hosting events at national as well as international levels. The events which are held at the venue include fashion shows, consumer events, conferences, exhibitions, and many more.
- Pragati Maidan also has various attractions, such as The Son of India Pavilion, Defence Pavilion and a movie theatre named Shakuntalam.
- For further expansion, comprehensive revamp plan of Pragati Maidan, IECC project was conceptualized by the ITPO as per the direction of the Hon'ble Prime Minister in December 2015. The project has a total built-up area of 4.2 million sq. ft, comprising a convention centre that can accommodate 7,000 people in a single format, six modern exhibition halls with an exhibition area of 1.5 lakh sqm and plenty of underground parking facilities and good infrastructure connectivity to encourage use of public transportation, but also allow roads to decongest fast.
- Some of the prominent events that are held here include the World Book Fair, Delhi Book and Stationery Fair, Auto Expo, and the Delhi Jewelry and Gem Fair. Some of the upcoming exhibitions include, India International Trade Fair 2021, New Delhi World Book Fair 2021, Smart City Expo/ Convergence Expo 2021, India Laundry Show, India Wellness Expo, etc.

8.8 BISWA BANGLA CONVENTION CENTRE (BBCC)



OVERVIEW



Founded in 2017



Kolkata, West Bengal



<https://www.wbhidcoltd.com>



+91 33 2324 6055

- Biswa Bangla Convention Centre (BBCC) is one of the largest convention centres in South Asia, introduced to make Kolkata a MICE (meetings, incentives, conferences and exhibitions) tourism destination in India. There is one main auditorium, two Mini Auditoriums, four banquet halls, one cafeteria, Art Gallery, large pre-function area and an atrium in the center. West Bengal Housing Infrastructure Development Corporation Limited, an organization of the government of West Bengal undertaking owns and runs the Convention Centre.
- This Convention Centre has a 3000 seater Main Convention Hall, two 400 seater Mini Auditorium, four Banquet Cum Exhibition Hall with seating capacity of 270, 160, 125 and 72 respectively. The total plot area and total built Up area of the Biswa Bangla convention centre are 40,470 Sqm and 56,932.34 Sqm respectively.
- Hall 1: Main Auditorium at Level 4,5,7
 - Seating capacity: 3,000
- Hall 2: Banquet Hall at Level 2 (14.75 m x 16.10 m)
- Hall 3: Banquet Hall at Level 0 (24.0 m * 17.5 m)
- Hall 4: Banquet Hall at Level 0 (16.1 m * 14.75 m)
- Hall 5: Banquet Hall at Level 0 (17.5 m * 24.0 m)
- Hall 6: Auditorium at Level 1
 - Seating Capacity: 400
- Hall 7: Auditorium at Level 1
 - Seating: 400

8.9 HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC)



HYDERABAD INTERNATIONAL
CONVENTION CENTRE

Managed by ACCOR HOTELS

OVERVIEW

-  Founded in 2006
-  Hyderabad, India
-  <https://hicc.com>
-  91 (40) 6682 4422

- Hyderabad International Convention Centre is one of the India's first purpose-built, state-of-the-art, service-driven convention facility managed by Accor, a hospitality and tourism management group. HICC is jointly owned by Emaar Properties PJSC Dubai and Telangana State Industrial Infrastructure Corporation Ltd.
- HICC is connected to Novotel Hyderabad Convention Centre, which has 288 rooms and is equipped with meeting rooms, restaurants, dining outlets, business centers, outdoor pool, spa and a health club.
- HICC features an internal hall measuring 6,480 square meters that can hold a 6000-delegate plenary and can be partitioned into six smaller halls. It has 37 breakout rooms, including specialized meeting rooms, speaker preparatory room, boardrooms, VIP lounge, etc, and a 12.5 metre high ceiling, roof cat walkers and truss to withhold heavy suspension. The center also has service pits every 6 metres, with power, water, internet etc, along with in-house 5-star banqueting service.
- HICC has been the winner of the excellence award for "Best Standalone Convention Centre" for a record four times nationally and has also received a regional award from the Ministry of Tourism, Government of India and Andhra Pradesh. The center has also received the award for 'Best Meeting & Conference Venue" at the South India Travel Awards 2015, and also holds ISO 14001:2014 certification.
- It has been a house to various Events in the past such as, Asia-Oceania ORL-HNS Congress 2019, Chambers Of Tax Consultant, International Spice Conference, India Soft 2019, and International Technical Seminar of Institution of Permanent Way Engineers (India).

8.10 JAIPUR EXHIBITION AND CONVENTION CENTRE (JECC)



OVERVIEW

-  Founded in 1971
-  Jaipur, India
-  <https://www.jecc.in/>
-  0141-2971111

- Jaipur Exhibition and Convention Centre (JECC) is a unit of Diligent Pinkcity Center Pvt. Ltd. It is one of the largest pillar-less exhibition-convention-entertainment facilities of its kind in all of South Asia. JECC works as venues for all types of events including exhibitions, conferences, corporate meetings, entertainment events, seminars and banquets.
- JECC also provides end-to-end event planning and management, making it a one-stop destination for world-class services. The 42-acre property consists of two exhibition halls with combined column-space of 20,000 sq. meters and a Convention Centre featuring an elegantly designed ballroom measuring over 1,100 sq. m in area and 14 meeting venues split across two levels. The convention centre of JECC is capable of holding both plenary sessions and international congress. It is connected to the Hall 1 and an upcoming 241-room five-star hotel. The whole center is well-equipped with AV set-up and interpreter rooms for six languages.
- The facility also has open-air venue options, such as, a 5,000 sq. m lawn and an expansive outdoor exhibition area.
- Some of the events conducted in the venue include, BMW Joy Fest, Stone Mart, Décor India, JAS, Great Indian Travel Bazaar, Hero Fincorp Annual Conference, among others.
- JECC is also associated with distinguished convention associations and organizations that set the benchmarks for this industry, such as India Convention Promotion Bureau (ICPB): MICE Ambassador Of India and Indian Exhibition Industry Association (IEIA).
- The center also offers support services like, Security, Housekeeping, Catering, Valet, Dock control, Equipment hire, Security audit, Staging requirements, Audio Visual equipment, Space for Organizer offices, and Exhibition storage



9. INVESTMENT ANALYSIS AND MARKET OUTLOOK



9. INVESTMENT ANALYSIS AND MARKET OUTLOOK

- The event and exhibition industry has been boosting ahead as the central government has allowed the event industry to resume their work from 21st September 2020 under unlock 4.0. Also, restarting international travel is expected to bring unprecedented growth to the industry. Vaccination drives across the country are anticipated to encourage both tourists and business visitors to make their travel plans ahead of the year-end exhibitions and events season.
- The impact of the COVID-19 outbreak on exhibiting and trade show industry has been unprecedented, with multiple global and national events being postponed or canceled in the country. In April 2020, the Indian Exhibitions Industry Association (IEIA) sought an economic package from the government, saying the sector has suffered a loss of INR 3,570 crore due to canceled events on account of coronavirus pandemic.
- According to IEIA, the exhibition industry sector enables trade/business transactions of over INR 3,00,000 crore, boosting and supporting the growth of various spectrum of industries while also being a colossal employment provider with nearly 1,20,000 people employed in this industry. This sector includes both formal segment events and exhibitions such as IIFA film awards, T20 cricket tournament IPL, music concerts, stand-up comedy shows, and corporate product launches, MICE and hospitality, food and entertainment events, along with informal segments such as weddings and other parties.
- The event and exhibition industry have also requested the Indian government to create an "Exhibitions in India" economic stimulus support package and offer a 10% incentive to Indian exhibition management companies to organize shows in India and help recover the losses incurred in these critical times. Reduction of GST rate for all exhibition services from existing 18% to 12% was also demanded. Some of the other demands include collateral-free working capital loans facilities for exhibition organizers, service providers, and venue owners (for payment of salaries, wages, fixed costs, etc.) to be made available at zero rates of interest.
- Event and Entertainment Management Association (EEMA) stated that during the start of 2020, the association stated that it witnessed 60% to 70% cancellation leading to damage of up to INR 5,000 crore.

9. INVESTMENT ANALYSIS AND MARKET OUTLOOK

- However, these have enabled the online conduction of events, seminars, conclaves, meetings, and conferences involving a large number of participants. There are various platforms used for hosting such activities, which offer features such as live as well as pre-recorded content, simultaneous running of varied breakout sessions, space for sponsors to showcase their products and services, amongst others. These have given rise to online events such as webinars and live events. Furthermore, the ability to access the information at any time, even though the event is over, tends to be a better option for most of the audience.
- In September 2021, Delhi Disaster Management Authority (DDMA) granted permission for fairs and exhibitions, stating that all the stakeholders' organizers will have to follow the standard operating procedures (SoPs) issued by the ministry of commerce and industry.
- Venue providers and event organizers are expected to adopt strict measures, which include separate entry and exit for visitors, disinfection of halls before giving possession, setting up permanent isolation centers, and a well-planned garbage disposal mechanism.
- In September 2021, Bangalore International Exhibition Centre (BIEC) hosted the India International Jewellery Show Premiere, following all the safety protocols laid down by the governments. The Indian Exhibition Industry, which organizes around 550 events annually and generates around INR 26,500 crore every year, is also expected to open and organize shows in the coming few months.



10. TOP EXHIBITION CENTERS IN INDIA



10. TOP EXHIBITION CENTERS IN INDIA

CENTER NAME	LOCATION	CAPACITIES	AMENITIES	UPCOMING EVENTS
 India Expo Center & Mart	Knowledge Park – II, Greater Noida Expressway, Delhi-NCR, India.	<ul style="list-style-type: none"> ▪ Eight Halls (1 – 8) 3,456 sqm each ▪ Four Halls (9 – 12) 6,250 sqm each ▪ Two Halls (14–15) 6,120 sqm each ▪ Total Area (Conference Halls) 64,948 sqm ▪ Foyer Area 8,420 sqm 	<ul style="list-style-type: none"> ▪ Centrally Air-conditioned hall - 5,200 – 10,000 TR ▪ Uninterrupted Power Supply -16 MW + 2 MW + 2 MW (SOLAR POWER) ▪ Floor Ports at every 6.5 m ▪ Freight Lifts @ 5 tonne each - 20 Nos ▪ Visitor Lifts @ 1 tonne/13 persons - 12 Nos ▪ Escalator - 28 Nos ▪ Storage & Warehousing facilities - 10,000 sqm ▪ Multiple Buggies and E-Rickshaws - 12 nos ▪ Catwalk with branding facilities ▪ Elaborate Signage's and guiding systems. ▪ Fire Alarm and Fire Fighting System ▪ 24 X 7 Fire Control Rooms 	<ul style="list-style-type: none"> ➤ 2ND ET TECH X 2021 ➤ 2ND ET TECH X 2021 ➤ MEDIA EXPO 2021 ➤ LED EXPO 2021 ➤ CPHI & P-MEC INDIA 2021 ➤ HGH INDIA 2021 ➤ FIRE INDIA 2021 ➤ PRINT PACK 2021 ➤ EV INDIA, PROPERTY INDIA, BIG 9 INVESTMENT EXPO, ODOP ➤ India ITME 2022 ➤ PaperX 2022 ➤ IHGF Delhi Fair – Spring 2022 ➤ Plast Focus 2022 ➤ PU Tech 2022 ➤ Media Expo 2022 ➤ IHGF Delhi fair – Autumn 2022 ➤ Label Expo 2022
 Bengaluru International Exhibition Center	Bangalore International Exhibition Centre 10th Mile, Tumkur Road, Madavara Post, Dasanapura Hobli, Bangalore 562 123, INDIA	<ul style="list-style-type: none"> ▪ 5 Halls with total area : 77,200 sqm ▪ 9 Conference Halls with a total capacity of 5600 sqm ▪ Food court – 7,500 sqm built up space in two floors ▪ Outdoor Area 10000 sqm 	<ul style="list-style-type: none"> ▪ Floor loading capacity of 0.75 to 30 MT/sqm ▪ Under floor ducts for power, water, compressed air, telecommunication facilities ▪ Infrastructure to provide adequate supply of power to exhibitions of any size 	<ul style="list-style-type: none"> ➤ Auto Technika – November 2021 ➤ PLASASIA – November 2021 ➤ Ep India 2021 & LWOP 2021 SmartCard Expo 2021 – December 2021 ➤ IMTEX 2022 – January 2022 ➤ IMTEX FORMING 2022 – January 2022 ➤ ToolTech 2022 – January 2022 ➤ Digital Manufacturing 2022 – January 2022 ➤ Acrex India 2022 – February 2022 ➤ India Mattresstech Expo – February 2022 ➤ India Wood – February 2022

10. TOP EXHIBITION CENTERS IN INDIA

CENTER NAME	LOCATION	CAPACITIES	AMENITIES	UPCOMING EVENTS
 <p>HITEX HYDERABAD It all happens here AceUrban Group</p> <p>HITEX Exhibition Center</p>	<p>First Floor, Trade Fair Office Building HITEX Exhibition Center Izzat Nagar Hyderabad - 500 084, Telangana, India</p>	<ul style="list-style-type: none"> ➤ Indoor Event Area <ul style="list-style-type: none"> ▪ Choice of theatre and cluster (roundtable) seating ▪ Classroom seating : 1200 pax (each hall) ▪ Theatre seating : 2000 pax (each hall) ▪ Cluster (roundtable) seating : 1000 ➤ Outdoor Event Area <ul style="list-style-type: none"> ▪ 30,000 sq. m. of paved display area ▪ 52,000 sq. m. of open grounds ➤ Fair Park <ul style="list-style-type: none"> ▪ Seating capacity of 3,500 pax ▪ Spread across 5000 sq. m. ➤ Conference Hall <ul style="list-style-type: none"> ▪ Theater seating 2000 pax ▪ Roundtable Seating 1000 pax 	<ul style="list-style-type: none"> ▪ Free Wi-Fi for first 60 minutes. ▪ 3500+ cars parking area ▪ VIP Lounge ▪ Organizer's Office ▪ ATM ▪ Paramedic Center ▪ Food Court ▪ Business Center ▪ Press Room 	<ul style="list-style-type: none"> ➤ Global Ignite 2021 ➤ Public Health Innovation Conclave 2021 ➤ RenewX 2021 ➤ Furniture Fair 2021 ➤ Pharma B2B Expo ➤ Hyderabad Kids Fair 2021 ➤ Sports Expo ➤ Food Drinks and Processing Expo 2021 ➤ PETEX INDIA 2021 ➤ Electric expo ➤ Dairy expo ➤ Farming Expo
<p>India International Convention and Expo Center</p>	<p>H23W+GFW, Sector 25 Dwarka, Dwarka, New Delhi, Delhi, India</p>	<ul style="list-style-type: none"> ▪ 5 exhibition halls with over 240,000 sqm. ▪ Convention Center with 11,000 delegates holding capacity ▪ Plenary hall with 6,000 holding capacity ▪ Other 13 mid & large sized conference rooms ▪ Rental offices 	<ul style="list-style-type: none"> ▪ Floor Trench: Electricity, Water/Drainage, Compressed Air, Telephone, Internet ▪ Automated and RFID enabled parking ▪ Auto Pay stations ▪ Total capacity of 36,000+ parking space 	



10. TOP EXHIBITION CENTERS IN INDIA

CENTER NAME	LOCATION	CAPACITIES	AMENITIES	UPCOMING EVENTS
Pragati Maidan	Pragati Maidan, New Delhi, Delhi	<ul style="list-style-type: none"> Total Exhibition space (Sqft) : 2,044,132 Sqft Total Meeting Rooms : 37 Total Sleeping Rooms : 500 Largest Meeting Room (Sqft) : 88690 Max Seating Capacity of Largest Hall : 7720 Second Largest Meeting Space (sqft) : 55240 Total Number of Stall (of Size 3x3 sqm) : 10758 Total Number of Stall (of Size 2x2 sqm) : 24048 	<ul style="list-style-type: none"> Smoking Area Catering Restaurant Full Bar Valet parking Power Backup Wi-Fi Spa Gym Room Service Laundry Service Swimming Pool Taxi Service 	<ul style="list-style-type: none"> ➤ 2021 ➤ FI India – Food Ingredients India ➤ Food Technology Processing and Packaging ➤ ISES Solar World Congress ➤ Traffic Infratech Expo ➤ Power-Gen India ➤ IITF – India International Trade Fair ➤ Fastener Fair India ➤ Denim Show ➤ DIGITEX India ➤ Fabrics & Trims show ➤ Gartex Texprocess India ➤ India Laundry Show ➤ PAPER+ ➤ TISSUEX ➤ ISEC India ➤ * List not exhaustive
 CIDCO Exhibition & Convention Center	Cidco Exhibition & Convention Centre Swami Pranabananda Marg, Sector 30-A, Vashi, Navi Mumbai, Maharashtra	<ul style="list-style-type: none"> Hall No. 1 4495 sqm Hall No. 2 4485 sqm Central Hall 1820 sqm Public Hall 2030 sqm Seminar/Conference Rooms 4 nos Banquet Halls (2 nos) with elevated plaza Multipurpose Hall Auditorium & Cafeteria Art Gallery Garden and Open Teraace 	<ul style="list-style-type: none"> Centrally air-conditioned exhibition halls Underground ducts for power cables Multiple Entry/Exit points Multiple cargo entry points Organizer's office, Media rooms, Lounges, Registration blocks, etc. Wi-Fi and CCTV Surveillance Adequate power infrastructure Central cafeteria 	<ul style="list-style-type: none"> ➤ Truck, Trailer and Tyre Expo – November 2021 ➤ IPMA Expo – April 2022 ➤ Boiler India 2022

10. TOP EXHIBITION CENTERS IN INDIA

CENTER NAME	LOCATION	CAPACITIES	AMENITIES	UPCOMING EVENTS
 <p>Surat International Exhibition and Conventional Center</p>	<p>Surat International Exhibition and Conventional Center Plot No.146, Sarsana Village Near khajod Crossroads, Althan-Bhatar Road, Surat-395017</p>	<ul style="list-style-type: none"> Exhibition Hall – 106000 Sqm 4 Seminar Halls – Capacity of 50 – 150 approx. Column-free and multiple use 10600 sq. mtr. display area Platinum Hall Main hall 12,000 sq. ft. Dining Area 7000 sq. ft. lawn 20,000 sq. ft. 	<ul style="list-style-type: none"> Organizer’s office VIP lounge Meeting room Green Rooms BMS Room Press lounge Medical room Business centre Administrator’s office Travel Centre Cafeteria Bank / ATM centre Kitchen Facility along with Store RO Sysytem with Water Coolers LED Screen 12 x 18 – 1 Unit LED Screen 8 x 12 – 2 Units 	
 <p>Jaipur Exhibition & Conventional Center</p>	<p>Diligent Pinkcity Center Pvt. Ltd. Exhibition Ground, RIICO Industrial Area, Sitapura, Sanganer, Jaipur - 302 022, Rajasthan, India.</p>	<ul style="list-style-type: none"> Two column-free 10,000 sq. m. halls 1,100 sq. m. ballroom 1,000-1,200 delegates holding capacity 4,000 sq. ft. banquet space 14 breakout rooms (including meeting rooms, banquet and VIP lounge) 5,000 sq. m. outdoor lawn 	<ul style="list-style-type: none"> AV setup Interpreter rooms for 6 languages Option of dim lighting Spacious pre-function foyer Equipped with general lighting and air conditioning PA (Public Address) systems incorporated 9m wide dedicated service road for heavy vehicles Security Housekeeping Catering Valet Dock control 	



10. TOP EXHIBITION CENTERS IN INDIA

CENTER NAME	LOCATION	CAPACITIES	AMENITIES	UPCOMING EVENTS
 <p>Karnataka Trade Promotion Organization</p>	<p>KARNATAKA TRADE PROMOTION ORGANISATION (KTPO)Export Promotion Industrial Park Plot NO.121, Road no V, EPIP 2nd phase Whitefiled industrial area Bengaluru : 560 066</p>	<ul style="list-style-type: none"> Exhibition & Convention hall over 10,000 Sq.Mtrs and 5371 Sq.Mtrs of builtup Area ➤ CONFERENCE HALL Hall-I: Suitable for 250 person-370 Sq.Mtrs Hall-II: Suitable for 100 persons-114 Sq.Mtrs Hall-III: Suitable for 40 persons-61 Sq.Mtrs 	<ul style="list-style-type: none"> 2 Stand By D.G. sets Each of 250 KVA Public Address System Power Infrastructure of 1500KVA Service trenches for power, water and telephone Vehicle parking Area – 30 Acers Toilets Exclusive Entrance and Exit Fire Detection and Firefighting arrangements VIP Lounge Air Conditioning Floor Trunking, Power BUS and Light BUS Trunking Car Hailer System General Security Landscaping and Fountains 	
<p>Mahatma Mandir Convention and Exhibition Hall</p>	<p>Salt Mount Rd, Sector 13C, Sector 13, Gandhinagar, Gujarat 382016</p>	<ul style="list-style-type: none"> convention centre capacity to accommodate over 15,000 people Main Hall capacity 6000 people Exhibition halls 10,000 sq ft. Seating capacity of 500 and 1000 Leela Gandhinagar 5-star Hotel with 300 rooms. 	<ul style="list-style-type: none"> Large foyer housing ATMs Travel Desk Food Court Photo Gallery 	<ul style="list-style-type: none"> ➤ Comfast 2021 ➤ Agri Asia 2021

10. TOP EXHIBITION CENTERS IN INDIA

CENTER NAME	LOCATION	CAPACITIES	AMENITIES	UPCOMING EVENTS
Atal Bihari Vajpayee Scientific Convention Center	Mahatma Gandhi Marg, King George's Medical University, Lucknow, Uttar Pradesh 226003	<ul style="list-style-type: none"> ▪ Convention Centre 200,000 sq feet ▪ 3 halls of 200, 400 and 1400 seating capacity ▪ 2 banquet halls ▪ 2 exhibition galleries 	<ul style="list-style-type: none"> ▪ VIP Suits ▪ Kitchen ▪ ATM ▪ Power Backup 	





11. GLOBAL EVENT AND EXHIBITION CENTRES ANALYSIS



11. GLOBAL EVENT AND EXHIBITION CENTERS ANALYSIS

CENTER NAME	LOCATION	CAPACITIES
<p>Edmonton EXPO Centre</p> <p>Edmonton Expo Center</p>	<p>Edmonton EXPO Centre 7515 - 118 Ave NW Edmonton, Alberta T5B 0J2</p>	<ul style="list-style-type: none"> ▪ Hall A ▪ Area - 53,262 Sq.ft ▪ Booth Capacity - 274 ▪ Reception Capacity 2,500 ▪ Hall B ▪ Area - 58,104 Sq.ft ▪ Booth Capacity - 301 ▪ Reception Capacity 3000 ▪ Hall C ▪ Area - 77,472 Sq.ft ▪ Booth Capacity - 413 ▪ Reception Capacity 4000 ▪ D (Arena) ▪ Area - 53,410 Sq.ft ▪ Booth Capacity - 325 ▪ Reception Capacity 3,500 ▪ D (Sales Ring) ▪ Area - 8,990 Sq.ft ▪ Booth Capacity - 65 ▪ Hall E ▪ Area - 53,836 Sq.ft ▪ Booth Capacity - 253 ▪ Reception Capacity 2,500

11. GLOBAL EVENT AND EXHIBITION CENTERS ANALYSIS

CENTER NAME	LOCATION	CAPACITIES
 <p>Edmonton Expo Center</p>	<p>Edmonton EXPO Centre 7515 - 118 Ave NW Edmonton, Alberta T5B 0J2</p>	<ul style="list-style-type: none"> ▪ Hall F ▪ Area - 39,156 Sq.ft ▪ Booth Capacity - 181 ▪ Reception Capacity 3500 ▪ Hall G ▪ Area - 29,328 Sq.ft ▪ Booth Capacity - 138 ▪ Reception Capacity 3000 ▪ Hall H ▪ Area - 36126 Sq.ft ▪ Booth Capacity - 178 ▪ Reception Capacity 3250 ▪ Alberta Ballroom ▪ Area - 36,126 Sq.ft ▪ Reception Capacity 1200
 <p>Enercare Center</p>	<p>100 Princes' Blvd Unit 1, Toronto, ON M6K 3C3, Canada</p>	<ul style="list-style-type: none"> ▪ Hall A ▪ Area - 125,000 Sq.ft ▪ Booth Capacity - 651 ▪ Reception Capacity 4573 ▪ Hall B ▪ Area - 107,390 Sq.ft ▪ Booth Capacity - 580 ▪ Reception Capacity 3863 ▪ Hall C ▪ Area - 58,315 Sq.ft ▪ Booth Capacity - 288 ▪ Reception Capacity 1918



11. GLOBAL EVENT AND EXHIBITION CENTERS ANALYSIS

CENTER NAME	LOCATION	CAPACITIES
 <p>Enercare Center</p>	<p>100 Princes' Blvd Unit 1, Toronto, ON M6K 3C3, Canada</p>	<ul style="list-style-type: none"> ▪ Hall D ▪ Area - 67,728 Sq.ft ▪ Booth Capacity - 307 ▪ Reception Capacity 2360 ▪ Heritage ▪ Area - 33,270 Sq.ft ▪ Booth Capacity - 132 ▪ Reception Capacity 1596 ▪ F 1st Floor ▪ Area - 56,000 Sq.ft ▪ Booth Capacity - 240 ▪ Reception Capacity 1918 ▪ F 2nd Floor ▪ Area - 38,000 Sq.ft ▪ Booth Capacity - 202 ▪ Reception Capacity N/A ▪ Hall G ▪ Area - 111,000 Sq.ft ▪ Booth Capacity - 566 ▪ Reception Capacity 4131 ▪ Hall H ▪ Area - 42,000 Sq.ft ▪ Booth Capacity - N/A ▪ Reception Capacity N/A

11. GLOBAL EVENT AND EXHIBITION CENTERS ANALYSIS

CENTER NAME	LOCATION	CAPACITIES
 <p>Eurexpo Lyon</p>	<p>Bd de l'Europe, 69680 Chassieu, France</p>	<ul style="list-style-type: none"> ▪ Hall 1 – 6,084 square metres (65,490 sq ft) ▪ Hall 2.1 – 6,201 square metres (66,750 sq ft) ▪ Hall 2.2 – 6,084 square metres (65,490 sq ft) ▪ Hall 2.3 – 3,500 square metres (38,000 sq ft) ▪ Hall 3.1 – 5,863 square metres (63,110 sq ft) ▪ Hall 3.2 – 10,764 square metres (115,860 sq ft) ▪ Hall 4.1 – 974 square metres (10,480 sq ft) ▪ Hall 4.2 – 12,168 square metres (130,980 sq ft) ▪ Hall 5.1 – 5,863 square metres (63,110 sq ft) ▪ Hall 5.2 – 10,764 square metres (115,860 sq ft) ▪ Hall 6.1 – 6,084 square metres (65,490 sq ft) ▪ Hall 6.2 – 11,076 square metres (119,220 sq ft) ▪ Hall 6.3 – 10,050 square metres (108,200 sq ft)
 <p>Exhibition Center Liverpool</p>	<p>King's Dock, Port of Liverpool, Liverpool L3 4FP, UK</p>	<ul style="list-style-type: none"> ▪ With 8,100 sq. metres of flexible event space, Exhibition Centre Liverpool is designed to host national and international trade and consumer exhibitions and conferences. It can also be used as a concert venue and has a standing capacity of 10,000.

11. GLOBAL EVENT AND EXHIBITION CENTERS ANALYSIS

CENTER NAME	LOCATION	CAPACITIES
 <p>Brno Exhibition Center</p>	<p>Výstaviště 405/1, 603 00 Brno-střed, Czechia</p>	<ul style="list-style-type: none"> ▪ Site Area: 667,000 square metres ▪ Exhibition Area: 125,496 square metres ▪ 15 exhibition halls with a visitor capacity of 25,000–30,000 (maximum 60,000)
 <p>Expocenter Russia</p>	<p>Krasnopresnenskaya Naberezhnaya, 14, Moskva, Russia, 123100</p>	<ul style="list-style-type: none"> ▪ Pavilion No.1- 12,204 sq.m ▪ Pavilion No.2 - 25,053 sq.m ▪ Pavilion No.3 - 5,861 sq.m ▪ Pavilion No.4 - 875 sq.m ▪ Pavilion No.5 - 4,449 sq.m ▪ Pavilion No.6 - 1,747 sq.m ▪ Pavilion No.7 - 15,717 sq.m ▪ Pavilion No.8 - 14,917 sq.m

11. GLOBAL EVENT AND EXHIBITION CENTERS ANALYSIS

CENTER NAME	LOCATION	CAPACITIES
 <p>Brno Exhibition Center</p>	<p>9 Aviation Park Rd, Singapore, 498760</p>	<ul style="list-style-type: none"> ▪ Hall Specifications ▪ Hall A ▪ Hall B ▪ Hall C ▪ Mezzanine ▪ Function Room 1 ▪ Function Room 2 ▪ Function Room 3 ▪ Function Room 4 ▪ Function Room 4A ▪ Function Room 6 ▪ Function Room 7 ▪ VIP Lounge <p style="text-align: right;">Area (m2)</p> <p style="text-align: right;">14,600</p> <p style="text-align: right;">3,200</p> <p style="text-align: right;">16,000</p> <p style="text-align: right;">3,870</p> <p style="text-align: right;">250</p> <p style="text-align: right;">330</p> <p style="text-align: right;">170</p> <p style="text-align: right;">90</p> <p style="text-align: right;">60</p> <p style="text-align: right;">330</p> <p style="text-align: right;">250</p> <p style="text-align: right;">145</p>
<p>Bangkok International Trade and Exhibition Centre</p>	<p>88 Debaratna Rd, Khwaeng Bang Na, Khet Bang Na, Krung Thep Maha Nakhon 10260, Thailand</p>	<ul style="list-style-type: none"> ▪ Total floor Area ▪ Breakout/meeting ▪ Banquet/ballroom ▪ Theater seating <p style="text-align: right;">70,000 square meters</p> <p style="text-align: right;">9,500 square meters</p> <p style="text-align: right;">50-4,800</p> <p style="text-align: right;">70-9,600</p>

11. GLOBAL EVENT AND EXHIBITION CENTRES ANALYSIS

- According to UFI Global, about 32,000 exhibitions held annually and about 4.5 million exhibiting companies each year attract nearly 303 million visitors, with Europe commanding the dominant position when it comes to the number of visitors and second in terms of exhibitors; whereas North America held the highest number of exhibitors and second-highest number of visitors.
- Since the outbreak of the pandemic, the global exhibition industry has contracted significantly during the year 2020. For instance, according to UFI, the global revenue industry for the fiscal year 2020 declined by 68% compared to that of the previous year. Such a slump in revenues severely impacted the market and the kind of events that are to be held in the coming years.
- The industry observed a mere one-third of the revenues produced during the same period in 2019, with half of the companies facing loss. With the optimistic opening of the first half of 2021, the global market is expected to witness a rapid recovery till the end of 2022.
- In correspondence with the global pandemic situation, a number of exhibition venue providers witnessed significant losses; in addition to this, the global push towards the adoption of online events resulted in a slump in demand. In the coming years, online events are expected to cater to a large chunk of the industry audience.
- Over the coming years, hybrid events are expected to increase across the world, paving the way for various significant changes in the operation of events. Public support kept various companies afloat during the fiscal year 2020, which is expected to continue till the end of 2021 in certain regions across the world.

MOST IMPORTANT ISSUES FACING THE EXHIBITION INDUSTRY

Global, 2021, Survey count in June 2021 = 474. In December 2020 = 457



SOURCE: UFI



Our research team puts in sincere efforts in making sure that the data and insights you receive as part of this report are accurate and robust. We would really appreciate it if you could take some time to fill out a quick feedback around this. Your inputs go a long way in ensuring a product quality, we are proud of. Filling out this form will not take you more than 2-3 minutes.

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Thank You!

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