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INDIA EXHIBITION MARKET

SIZE, STATUS AND FORECAST TO 2030

By Revenue Stream (Sponsorship Fees; Exhibitor Fees; Public Admission Fees; and Others)

By Vertical (Electrical & Electronics; Automotive & Transportation; Building & Construction; Health, Medical, & Pharma; Industrial Manufacturing & Engineering; and Others)


A large, stylized teal graphic element resembling a wide 'V' or a downward-pointing arrow, positioned in the lower half of the page. It has rounded top corners and a sharp point at the bottom.

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1 INTRODUCTION

1.1 MARKET DEFINITION

Exhibitions are one of the most definitive forms of advertising medium which leads to business enhancements. It is a type of event, where products, software, solutions, and services from different industries are exhibited and demonstrated to various businesses that can create lucrative opportunities. The exhibition can be carried out through trade fairs, consumer fairs, and rest of the others. Exhibition companies across India are playing crucial role in offering exhibition products, services, and different technological solutions to the end-use businesses.

The India Exhibition Market is segmented into four major revenue streams such as sponsorship fees, exhibitor fees, public admission fees, and other revenue streams. Amongst these, the exhibitor fees segment was accounted for the highest market share due to the major revenue generator for the exhibition companies across Indian Market.

Firstly, the exhibition industry offers companies to invest a direct engagement with their customers. The face-to-face interaction with the industry peers, touch and feel the experience of the products, and opportunity to showcase the emphasis on competition brands under one roof impels a positive impact on the business point of view. The second important aspect of the exhibition industry is the venue of exhibition that plays a major role in attracting the visitors and exhibitors. In addition, the venue is regularly used for the organization of national and international exhibitions and trade fairs that can be distinguished in terms of parameters such as consumer preferences, and physical characteristics.

Exhibitions are one of the most traditional forms of marketing, branding and it excels in the case of communication professionals. With a well-defined and strong focus on the subjects and verticals, exhibitions are the most effective medium to track the metrics and demographics post-show. As per the newly emerging markets, exhibitions are the stimulus for the commercial and industrial development that drives technology transfer, improving regional and national industries, and encouraging foreign investments in industry and infrastructure.

Furthermore, the demand for exhibition is growing across Indian market due to growth in different industries such as Health, Medical and Pharma, Building and Construction,

Electrical and Electronics, Automotive & Transportation, Industrial Manufacturing and Engineering, among others, in India. Major multinational players in the Electrical and Electronics are investing in India as the country is becoming the potential market for many multinational conglomerates. The Indian automotive sector is going to draw profound opportunities in addition to complexity for brands and communicators, due to growing automobile sale particularly in India. The growing industrial and infrastructure development around the country is fuelling the growth of the India Exhibition Market.

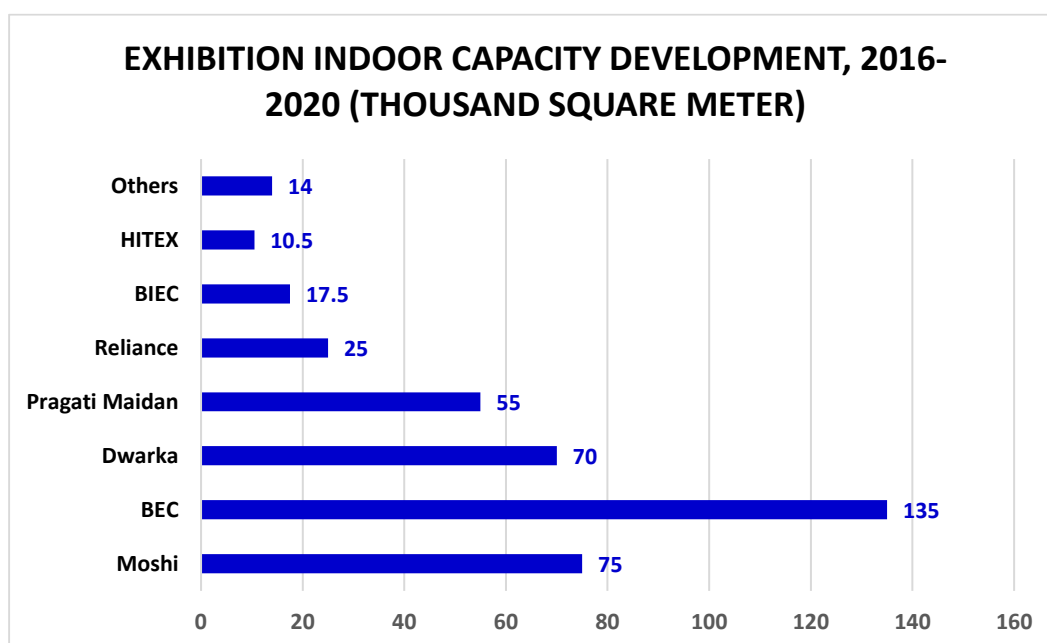
The “India Exhibition Market” is mainly split into two segments, i.e. based on, Revenue Stream and Vertical. These segments give an overview of the Indian market and offer a qualitative and quantitative market study of the exhibition and applications across India market. The prominent players in the India Exhibition Market include India Expo Centre & Mart, Messe Muenchen India (Messe München), BIEC, Society of Indian Automobile Manufacturers (SIAM), Pragati Maidan, HITEX, HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC), Bombay Exhibition Centre (BEC) (NESCO), IICC (India International Convention & Expo Centre), Codissia Intec Technology Center (Codissia Trade Fair Complex), KTPO Bangalore, India ITME Society, IEEMA, and Kenes Exhibitions.

1.2 EVOLUTION OF THE EXHIBITION INDUSTRY IN INDIA

Exhibitions are considered as the powerful enablers of trade and economic growth. The evolution of the exhibition industry in India has geographically started from a Delhi, as the capital has been holding the exhibitions at Pragati Maidan since 1977 and has a rich historical background for organizing the international and national exhibitions and fairs. In last one-decade, Indian exhibition industry has grown at the rate of **8-10%** annually. India has evolved with the 22 major exhibition centers with the indoor capacity of 460 thousand square meters where the north and west region of India is accounted for the 73% of total indoor area, temporary utilizing 3 open grounds for the larger events (as per data sourced till 2018).

Growing demand from the booming industry verticals such as electronics and consumer goods, automobile & transportation, and pharmaceuticals, amongst others, is driving the growth of the exhibition industry across India. Thus, various key players are taking initiatives to develop the indoor capacity of their exhibition centers.

FIGURE 1 EXHIBITION INDOOR CAPACITY DEVELOPMENT, 2016-2020: THOUSAND SQUARE METER



Source: International Association of Exhibitions and Events (IAEE)

The above figure shows the announced expansion of the exhibition indoor capacity across Indian market. The future capacity assessment of the expansion plans includes 402 thousand square meters of new indoor capacity in the first phase of revamping of Pragati

Maidan that is expected to be operational by 2019/20. The development of Pragati Maidan had been approved by the government of India. According to the International Association of Exhibitions and Events (IAEE), during 2016 to 2020, the Pragati Maidan has announced 55 thousand sqm of indoor exhibition capacity. Pragati Maidan, total exhibition space would get more than doubled to approximately 125 thousand sqm in 1st phases i.e., by 2019. Also, by 2030, it would be expanded up to 86.3 thousand sqm in 2nd phase. Amongst all the prominent key players, BEC (Bombay Exhibition Center) had announced major development as its announced expansion is 135 thousand sqm of indoor exhibition capacity.

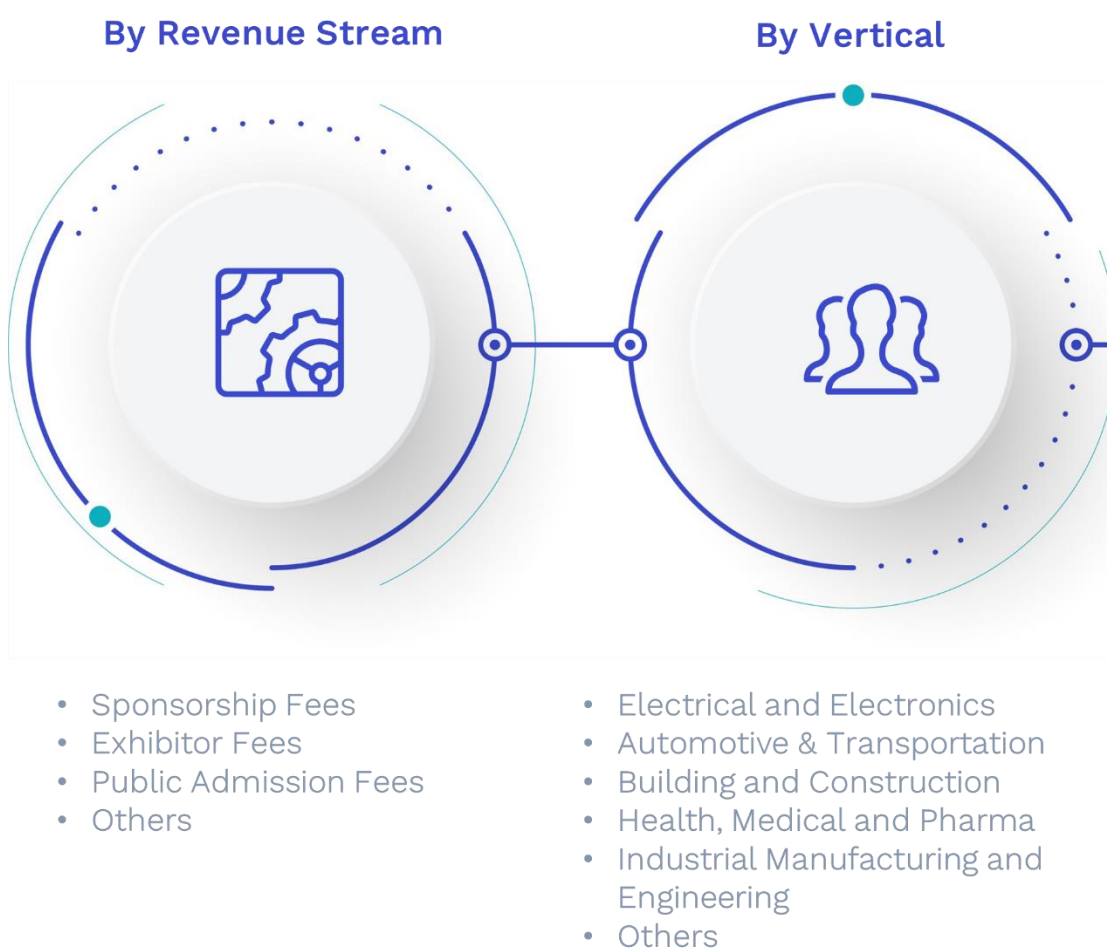
Furthermore, the planning for the Dwarka Exhibition Cum Convention Centre in New Delhi with the indoor capacity of exhibition area around 250 thousand square meters, 60 thousand square meters convention area and 3,500 hotel rooms, was expected to beyond 2020. Furthermore, the presence of private players that are planning for expansion such as HITECH, Bombay Exhibition Centre, Bangalore International Exhibition Centre, aids to the market growth and projected as the driving factors for the market. These points are undertaken to give the brief scenario of established of exhibition industry in India.

Exhibitors (or sellers) can typically range from manufacturers or distributors to retail outlets or service organizations that are looking to bring their products/services directly to the end user. Exhibitions are held for a particular duration of time and can include events for a variety of products and services for applications such as home, car, computer, and technology, and more. Consumers benefit from exhibitions due to the provision of a diverse product mix, expert advice, education as well as entertainment. Exhibitors benefit by product and brand awareness, immediate consumer purchases, public relations, research and development, and product testing.

1.3 MARKET SEGMENTATION

The India Exhibition Market is mainly split into two segments, i.e., based on Verticals, and Revenue Stream. These segments give an overview of the market and offer a qualitative and quantitative market study of the revenue streams and their vertical industry. A few of the major players for this market are India Expo Centre & Mart, HITECH, BIEC, BEC Bombay, HICC, Pragati Maidan (ITPO), IICC (India International Convention & Expo Centre), KTPO Bangalore, Codissia Intec Technology Centre, Messe München, ITME, SIAM, IEEMA, Kenes, and others.

FIGURE 2 INDIA EXHIBITION MARKET SEGMENTATION



The India Exhibition Market is categorized based on Revenue Stream and Vertical.

1.4 RESEARCH TIMELINES

FIGURE 3 RESEARCH TIMELINES



1.5 ASSUMPTIONS

PARAMETERS	ASSUMPTIONS
ECONOMIC STABILITY	<p>A positive economic climate is assumed to continue through 2030.</p> <p>The growing economy is estimated to attract key companies to the market and increase spending</p>
EXCHANGE RATE	<p>The average USD exchange rates of all the foreign currencies have been considered as of 2020.</p> <p>Verified Market Research assumes that fluctuation of the USD value will not be significant enough to affect the projections to a notable extent.</p>
PRICING TREND	<p>Inflation was not considered for pricing. The values are rounded off at subsequent levels.</p> <p>Region-wise different prices that have been assumed to be constant for countries within the same region.</p>
POLITICAL STABILITY	<p>A stable political environment is assumed to prevail in the key regions.</p> <p>It is also assumed that political tensions in a few countries such as Iraq and Libya will have little effect on the global economic stability.</p>

1.6 LIMITATIONS

PARAMETERS	LIMITATIONS
PRIMARIES BY KEY PLAYER	The quantitative information for some of the market segments is kept confidential by industry players. Hence, qualitative insights gathered during the study have been used to arrive at the market size for such sub-segments.
PRIMARIES BY REGION	At times, there are limited numbers of industry experts available. In these cases, the regional market size is derived based on weightages assigned to these markets based on the qualitative insights from industry experts, and typical market trends.
COMPANY REVENUE	Some companies in the market are privately owned, and their revenues are not available in the public domain. Hence, revenues for those companies are not included.
COMPANY DEVELOPMENTS	Company developments not reported in the public domain, are not included in the report.

2 RESEARCH METHODOLOGY

2.1 DATA MINING

Research study on India Exhibition Market was performed in five phases which include Secondary research, primary research, subject matter expert advice, quality check and final review. The process opted for conducting thorough research to make authentic and dynamic research reports is as follows:

2.2 SECONDARY RESEARCH

Based on the understanding of requirements, we conducted secondary research to identify the industry specifications, Platforms, qualitative and quantitative data along with the factors responsible for the growth of India Exhibition Market. The secondary sources referred for the study include press releases, company annual reports and research papers related to the industry.

Various sources such as industry magazines, trade journals, government websites and associations were also reviewed for gathering precise data on opportunities for business expansions in India Exhibition Market. Moreover, quantitative as well as qualitative data was also extracted from paid databases, which included Reuters, Factiva, Bloomberg, One Source, and Hoovers, which proved to be useful for in depth technical study of the market.

2.3 PRIMARY RESEARCH

The secondary research carried out at the primary level was then verified by primary research. Primary research was undertaken with various industry experts on acceptance of appointment for conducting telephonic interviews, sending questionnaire through emails and in some cases face-to-face interactions. The secondary data collected was then verified by various industry participants which included Platform managers, marketing managers, VPs, CEOs, purchasing managers, subject matter experts.

An interview with the mentioned participants aids in validation of our research findings regarding the industry. It helps in provision of first-hand data on factors such as market size, growth, regional trends, market trends and competition in the industry. This makes our research findings authentic and precise which helps the clients in decision-making process.

2.4 SUBJECT MATTER EXPERT ADVICE

The secondary and primary research key findings were then validated by the in-house subject matter experts having extensive experience in the market research industry. Specific requirements of the clients were reviewed by the experts to check for completion of the market study. Experts help in channelizing the representation skills of the analyst in terms of providing data which can be easily understood by our customers.

2.5 QUALITY CHECK

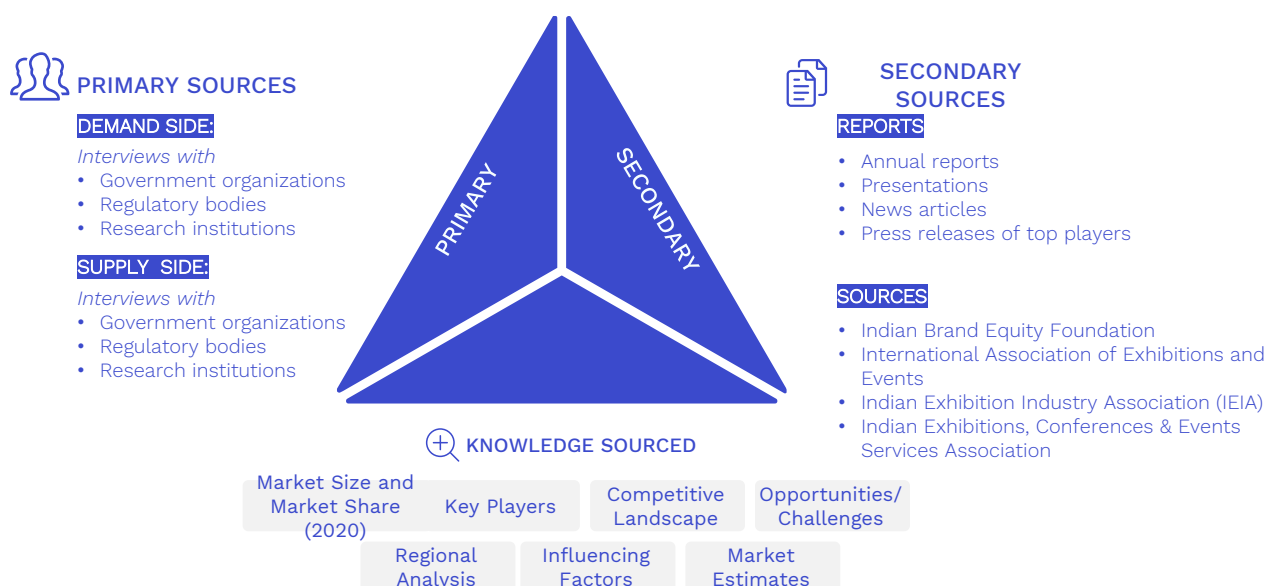
The analysis done by the research team was further reviewed to check for accuracy of the data provided to suit the clients' requirements. This process of revision was done in two phases for authenticity of the data and negligible errors in the report.

2.6 FINAL REVIEW

After quality check, a final review of the report was done to look after the presentation, formatting and to recheck if all the requirements of the clients were addressed. The next phase remains dispatch of the report to the client.

2.7 DATA TRIANGULATION

FIGURE 4 DATA TRIANGULATION



To calculate the market size, the report has considered the revenues generated from the sales of exhibition services & various solutions. The revenue generated from the sales of these services & various solutions are calculated through primary and secondary research. The report presenting the key players operating in the market are identified through secondary research and a corresponding detailed analysis of the top vendors in the market.

The market size calculation includes product segmentation determined using secondary sources and verified through primary sources.

Market Share Analysis: The final market share of top fourteen players in the region as well as at country level was chalked out by the process of data triangulation which would include secondary research done by VMR's research team through various sources such as

- Company websites, annual reports, financial reports, broker reports, investor presentations and SEC filings
- Internal and external proprietary databases, relevant patent and regulatory databases
- National government documents, statistical databases and market reports
- News articles, press releases and web-casts specific to the companies operating in the market
- Paid database

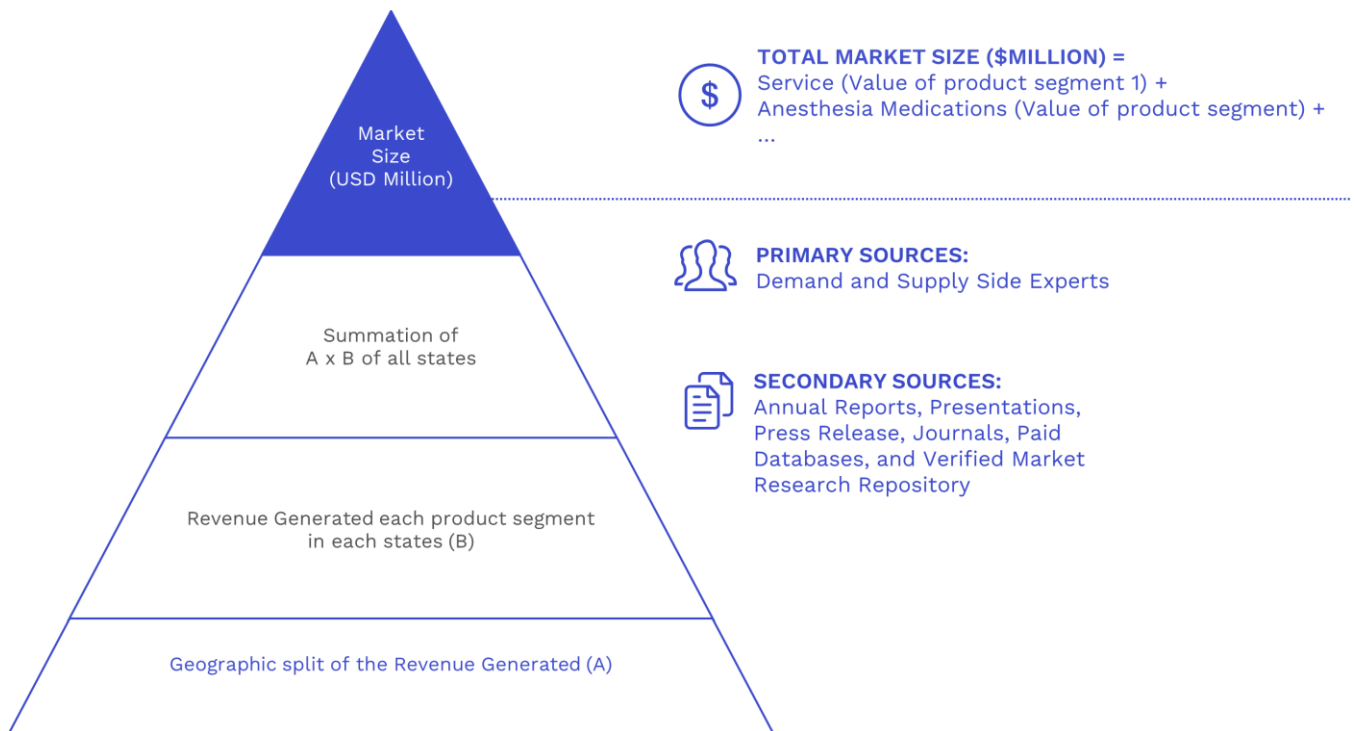
VMR contacted various key opinion leaders from the same industry, who are top and mid-level executives from top companies as well as executives (marketing heads, regional heads) from End users to collect information/data such as dominance of particular brand in each country as well as overall region, pricing, and rest of others.

The data for total number of product sales was determined through the primary research in each of the countries by interviewing key opinion leaders which included insights from

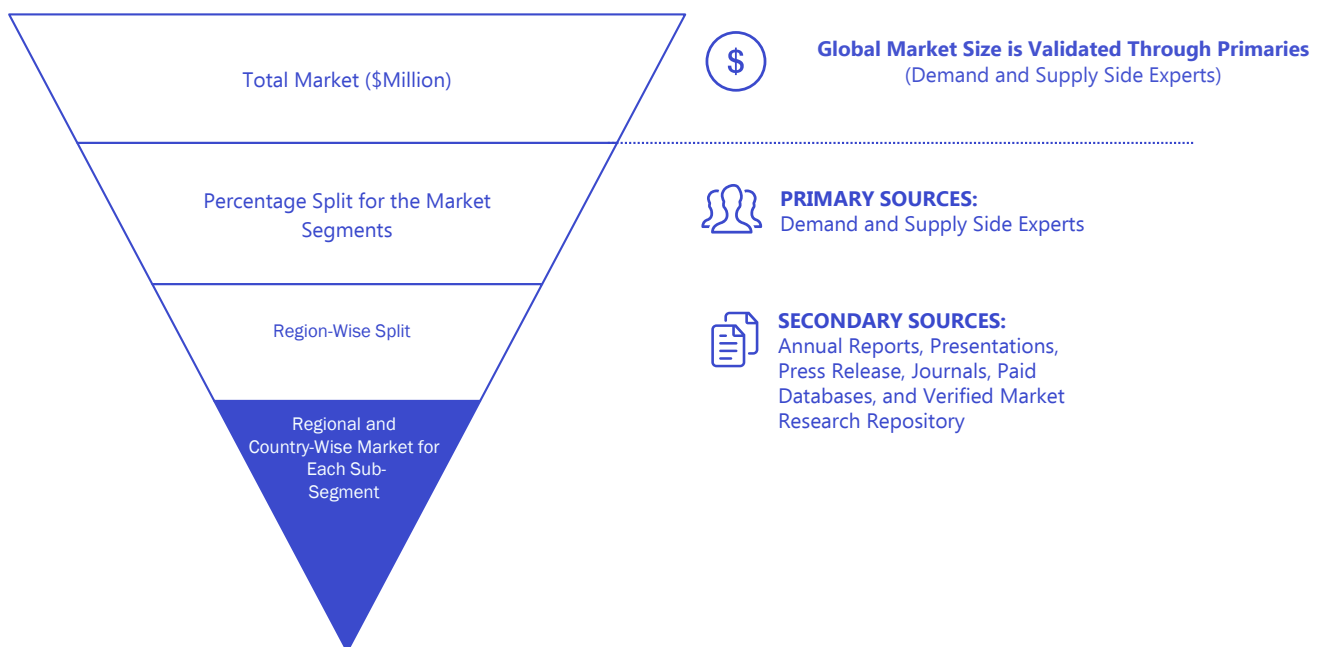
- C-Level Executives
- Marketing Manager, Brand Manager, Product Manager
- Sales Manager, Sales Officer, Regional Sales Manager, Country Manager
- Procurement Manager
- Production Manager
- Supply Chain Manager
- Technical Personnel
- Distributors

The average cost of the services & various solutions with respect to its offering was gauged using public domain data & primary research. Many end-users were tapped in order to gauge the insights for the same.

2.8 BOTTOM-UP APPROACH



2.9 TOP-DOWN APPROACH

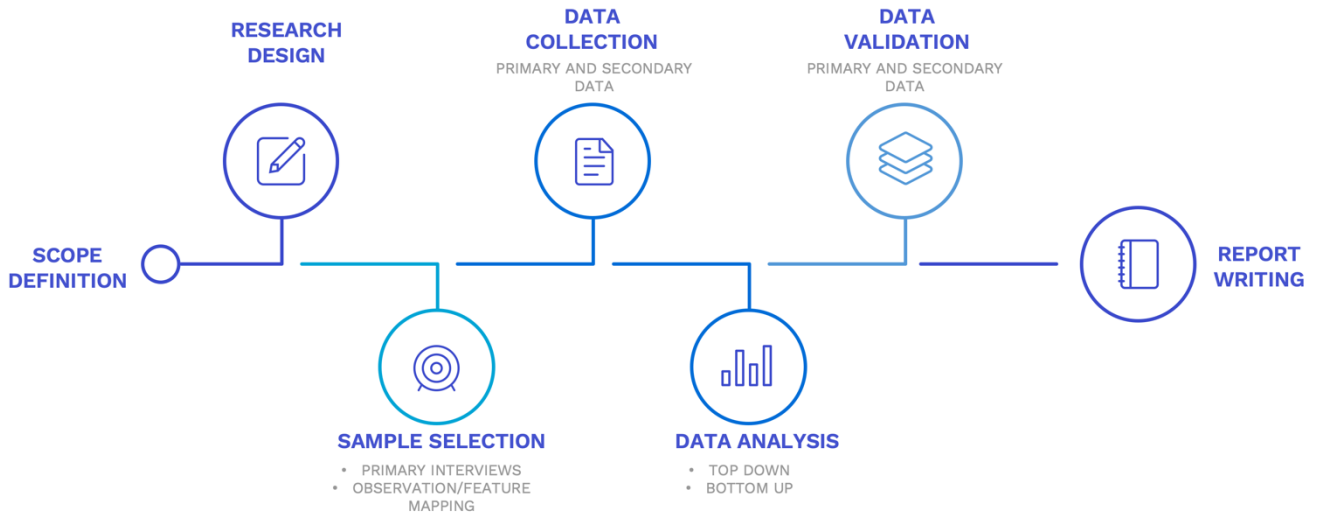


The India Exhibition Market estimations have been derived by analyzing parent market i.e., “Events Market” as well as understanding the product penetration, country and regional demand of exhibition, top players regionally and country wise. The exhibition market is a child market of overall Events Market which was verified through several trade associations publications, government organizations’ data and trade data. Also, primary research was

conducted with the market experts for each region as well as we have repository of panel of experts which is created over the years for each sector, who help us understand the dynamics of market on regular basis whenever we conduct primary interview with them. The market for each Revenue Stream and Vertical has been provided on a regional basis for the mentioned forecast period (2022-2030). We have used the bottom-up approach for market sizing, analyzing key regional markets, dynamics, and trends for various products, services, and end-uses. The market has been estimated by integrating the regional markets.

2.10 RESEARCH FLOW

FIGURE 5 MARKET RESEARCH FLOW

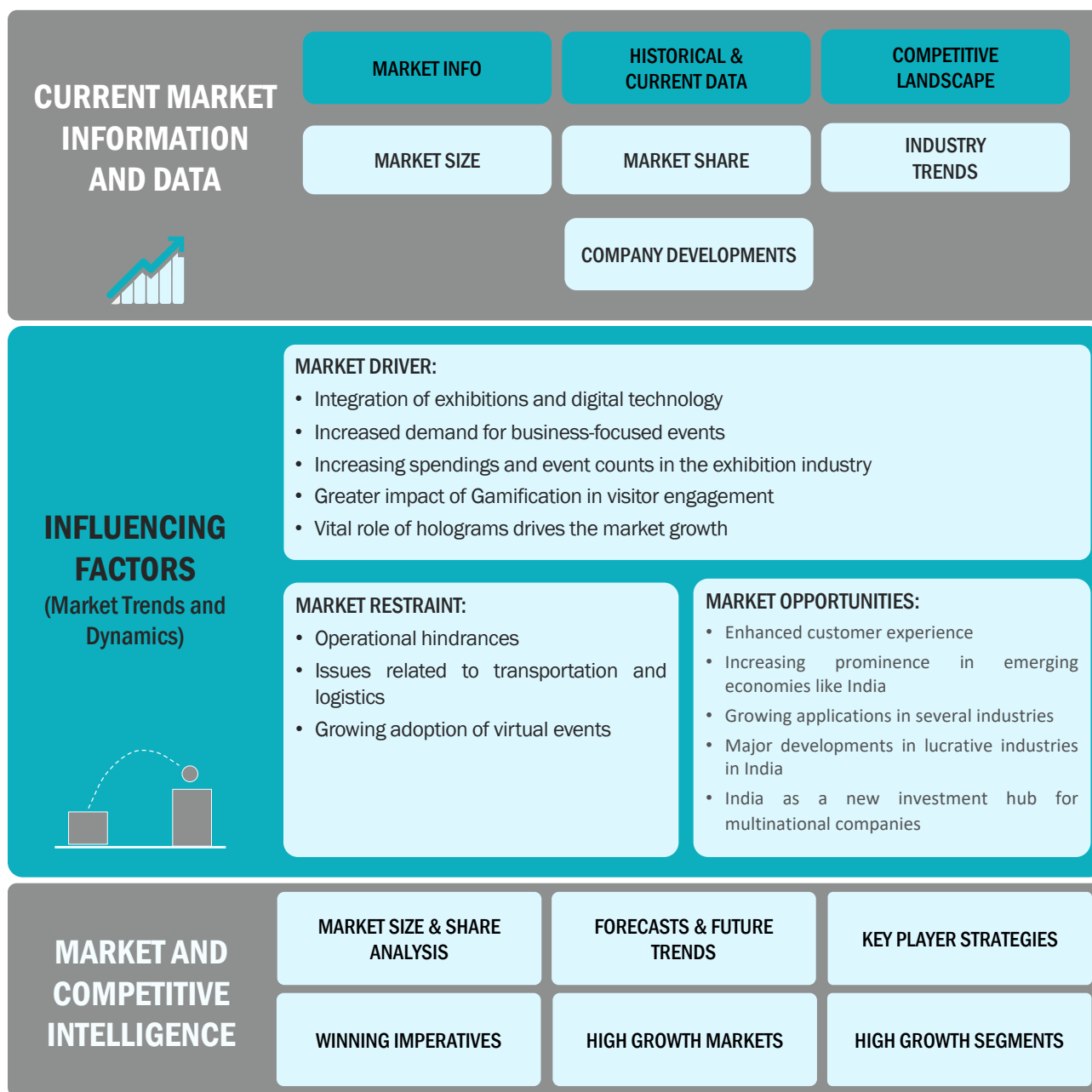


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3 EXECUTIVE SUMMARY

3.1 MARKET OVERVIEW

FIGURE 6 INDIA EXHIBITION MARKET OVERVIEW



The India Exhibition Market is witnessing significant growth owing to various driving factors such as integration of exhibitions and digital technology, increased demand for business-focused events, increasing spendings and event counts in the exhibition industry, greater impact of Gamification in visitor engagement, and vital role of holograms drives the market growth, amongst others. The Indian exhibition market is experiencing a significant change

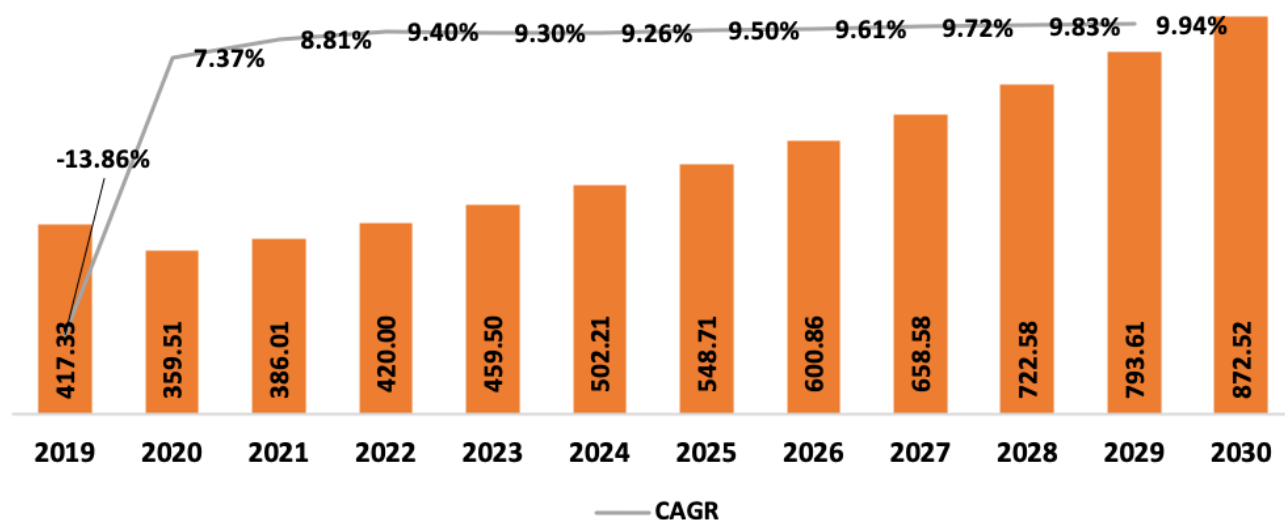


and growth in comparison to the last 15 years. The introduction to the proactive policies of the Indian government and its bureaucracy has allowed the ecosystem to develop the businesses. The exhibition industry in India is among the first to generate the benefit and make it a pulsating multi-core industry. Apart from experiencing a boost in trade, innovation, and understanding between the countries, the exhibition industry also drives the sector growth in tourism, government initiatives, and hotel reservations, amongst others.

However, operational hindrances, issues related to transportation and logistics, growing adoption of virtual events, and the rest of the other factors might strangle the growth of the global market over the forecasted period. Moreover, enhanced customer experience, increasing prominence in emerging economies like India, growing applications in several industries, major developments in lucrative industries in India, India as a new investment hub for multinational companies, and other factors are creating new opportunities for the India Exhibition Market to grow soon.

3.2 INDIA EXHIBITION MARKET ANALYSIS (USD MILLION), 2019-2030

FIGURE 7 INDIA EXHIBITION MARKET ANALYSIS (USD MILLION), 2019-2030

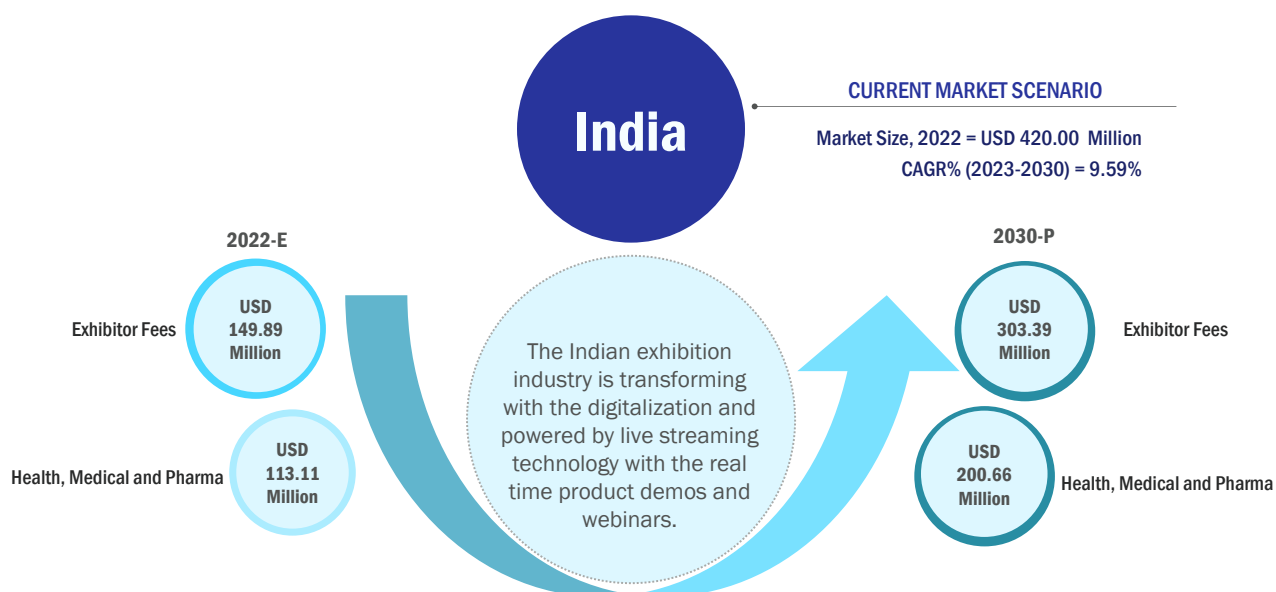


India is one of the major developing economies in the world that is showing greater opportunities for various businesses and major developments in technology, industrialization, urbanization, and infrastructure, amongst others. India is also experiencing lucrative GDP growth during the recent years. The automotive and transportation industry is growing tremendously, creating various opportunities for the India exhibition market.

The market size of the India Exhibition Market stood at USD 359.51 Million in 2020 and is projected to reach USD 872.52 Million by 2030. The Market is projected to grow at a CAGR of 9.59%. Exhibitor Fees segment is holding the largest market share in 2021 and accounted for 35.80%. However, the Sponsorship Fees segment is projected to grow with a higher CAGR of 10.27% during the forecast period.

3.3 INDIA EXHIBITION MARKET SNAPSHOT

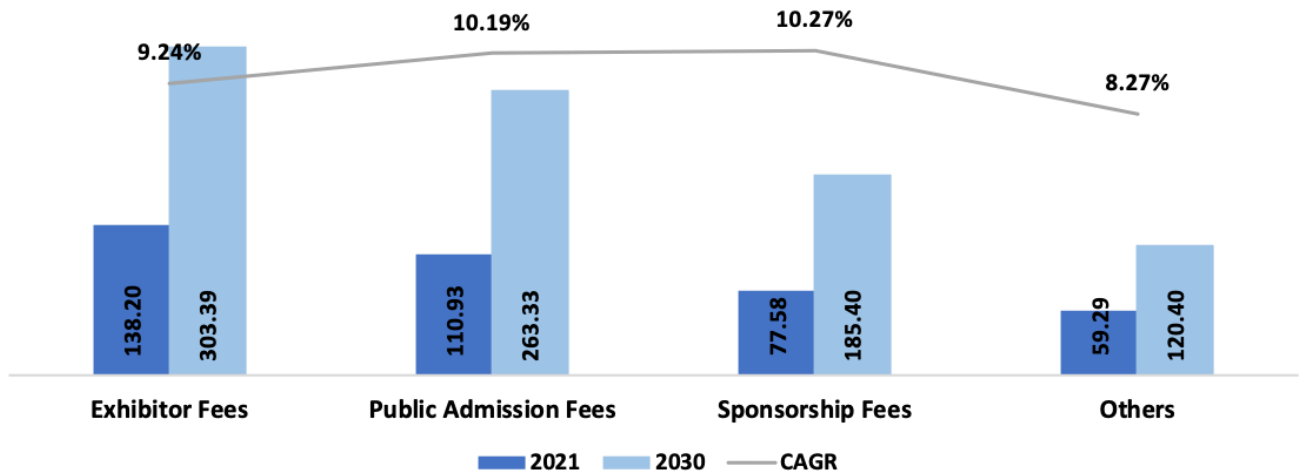
FIGURE 8 INDIA EXHIBITION MARKET SNAPSHOT



India Exhibition Market is experiencing lucrative growth due to various factors such as various key developments by the prominent key players in the Indian Market, Government initiatives, and technology advancements, amongst others. Amongst all industry verticals, the Health, Medical and Pharma vertical is holding the largest market share of 28.01% due to growing demand for the exhibition services across the country. The segment accounted for a market share of USD 100.71 Million in 2020 and is projected to reach USD 200.66 Million by 2030. It is projected to grow at a CAGR of 7.45%. However, the Industrial Manufacturing and Engineering segment is projected to grow with a higher CAGR of 10.66% during the forecast period.

3.4 INDIA EXHIBITION MARKET, BY REVENUE STREAM (USD MILLION)

FIGURE 9 INDIA EXHIBITION MARKET, BY REVENUE STREAM (USD MILLION)

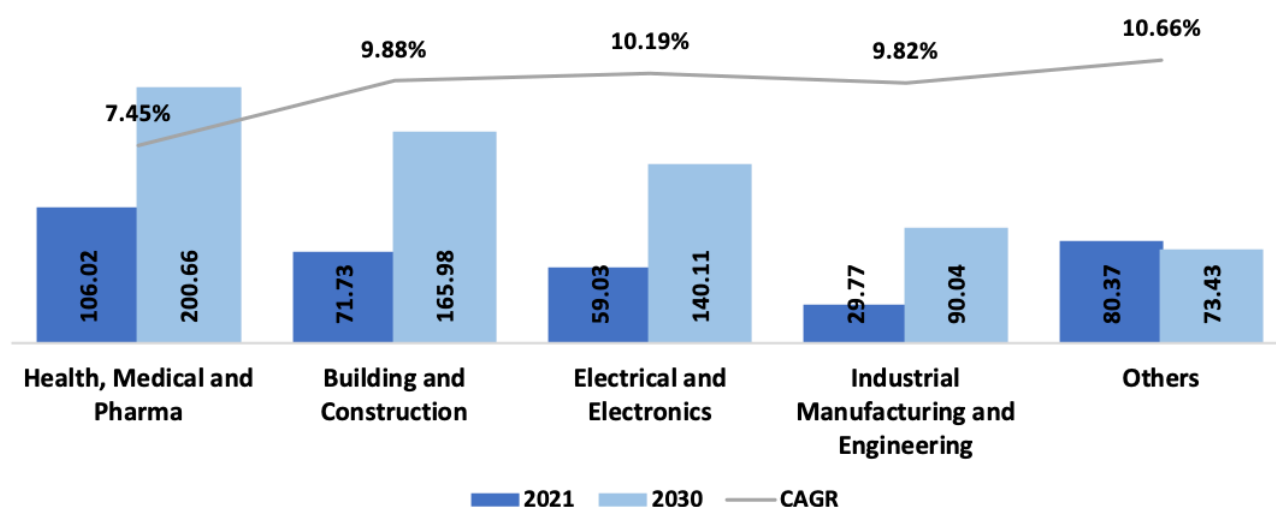


Exhibitor Fees accounted for the largest market share of 35.92% in 2020, as the corporate fee is paid to rent the exhibit or tabletop space; the fee funds for the privilege of utilizing the space to show or talk about its products. In addition, the exhibitors’ fees are structured for other important aspects of such as Exhibition IP Owner, Venue Providers, Exhibition Execution and Service Provider, Logistics, and Media. This segment is accounted for the market value of USD 129.13 Million in 2020 and is projected to grow at a CAGR of 9.24% during the forecast period. Public Admission Fees was the second-largest market in 2020, valued at USD 102.76 Million in 2020; it is projected to grow at a CAGR of 10.19%. However, Sponsorship Fees is projected to grow at the highest CAGR of 10.27%.



3.5 INDIA EXHIBITION MARKET, BY VERTICAL (USD MILLION)

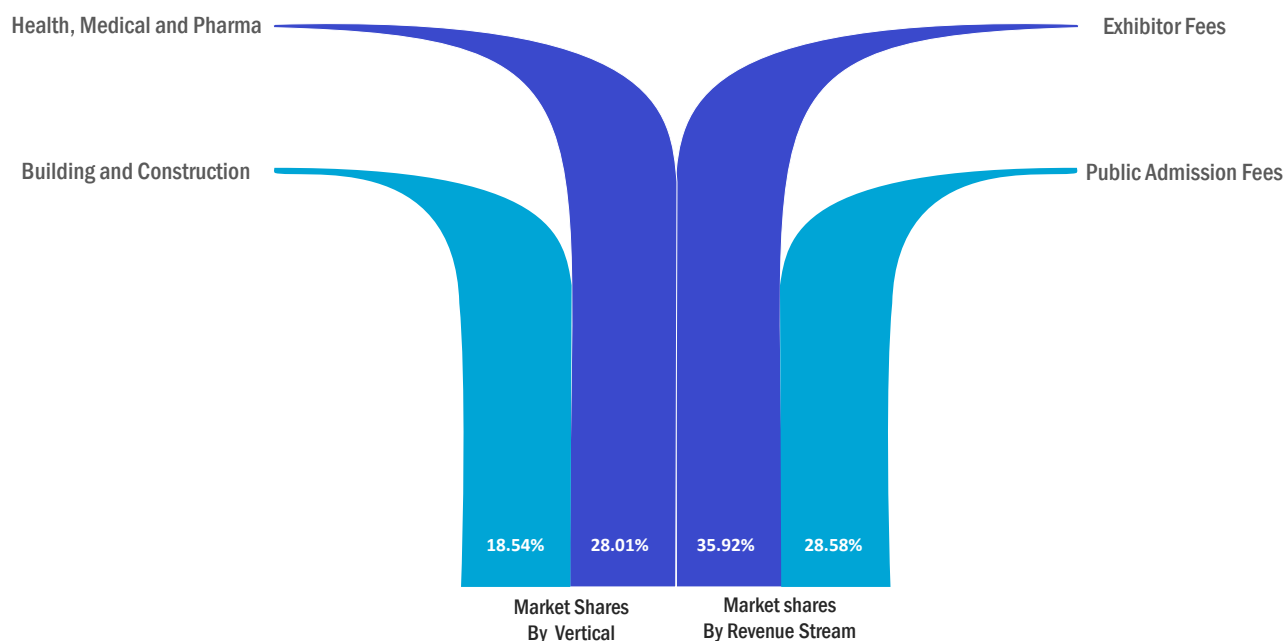
FIGURE 10 INDIA EXHIBITION MARKET, BY VERTICAL (USD MILLION)



Health, Medical and Pharma accounted for the largest market share of 28.01% in 2020, as Indian healthcare sector is experiencing a new wave of opportunity with the emerging trends and changing dynamics of the country. There has been improvement in accessing the care as private partnership through health PPPs are gradually gaining acceptance. In addition, the emergence of the attractive sector for the PE investments owing to the mismatch in demand-supply in healthcare sector. This segment was accounted for the market value of USD 100.71 Million and is projected to grow at a CAGR of 7.45% during the forecast period. Building and Construction was the second-largest market in 2020, valued at USD 66.64 Million in 2020; it is projected to grow at a CAGR of 9.88%. However, Others is projected to grow at the highest CAGR of 10.84%.

3.6 INDIA MARKET SPLIT

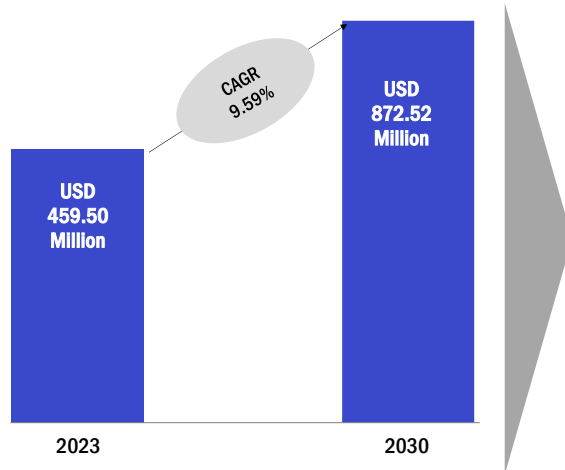
FIGURE 11 EXHIBITOR FEES AND HEALTH, MEDICAL, & PHARMA DOMINATED THE MARKET IN 2021



Exhibitor Fees accounted for the largest market share of 35.92% in 2020, with a market value of USD 129.13 Million and is projected to grow at a CAGR of 9.24% during the forecast period. Public Admission Fees was the second-largest market in 2020, valued at USD 102.76 Million in 2020; it is projected to grow at a CAGR of 10.19%. However, Sponsorship Fees is projected to grow at the highest CAGR of 10.27%. Health, Medical and Pharma accounted for the largest market share of 28.01% in 2020, with a market value of USD 100.71 Million and is projected to grow at a CAGR of 7.45% during the forecast period. Building and Construction was the second-largest market in 2020, valued at USD 66.64 Million in 2020; it is projected to grow at a CAGR of 9.88%. However, Others is projected to grow at the highest CAGR of 10.84%.

3.7 FUTURE MARKET OPPORTUNITIES

FIGURE 12 FUTURE MARKET OPPORTUNITIES



ATTRACTIVE MARKET OPPORTUNITIES

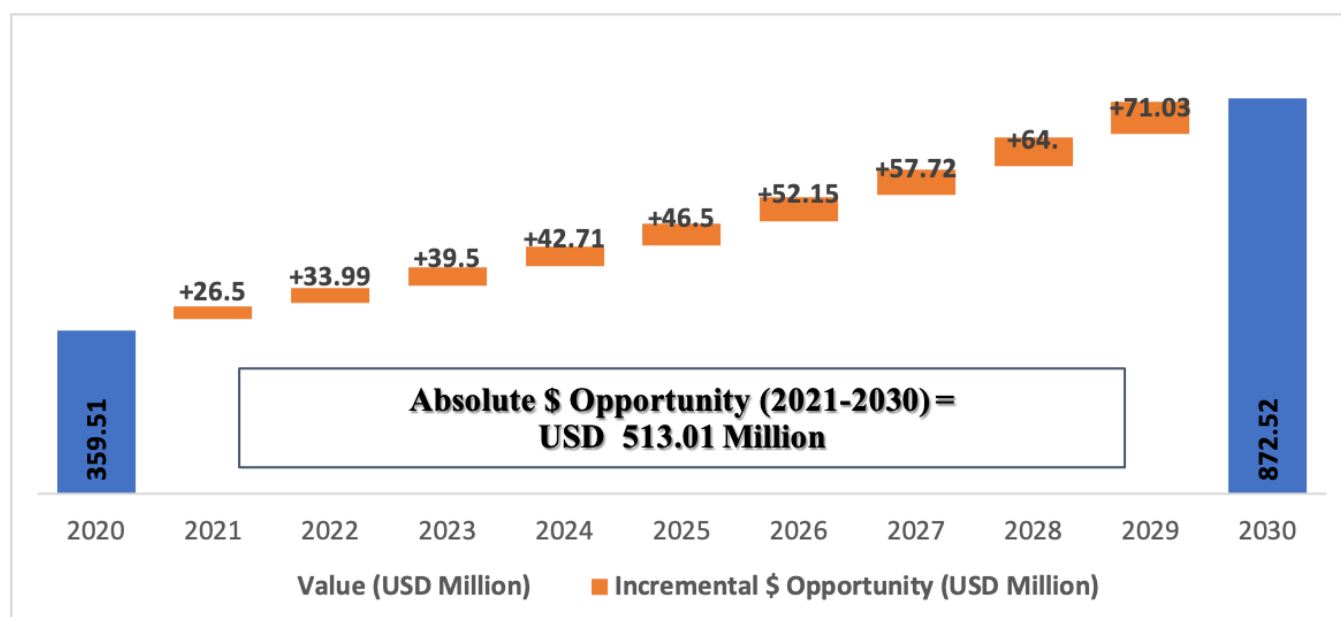
- The India Exhibition Market is projected to reach a value of USD 872.52 Million by 2030, at a CAGR of 9.59% from 2023 to 2030
- The market is accelerating due integration of exhibitions and digital technology.
- Major developments in lucrative industries in India are offering lucrative growth opportunity for the market.

Increasing digital transformation is creating lucrative and attractive opportunities for the India Exhibition Market over the forecasted period. Indian businesses as well as customers are adopting digital technologies wholeheartedly. Winning trends such as 5G and IoT, Zero-Trust Security, Software 2.0, Data Fabric, Hyper automation, and AI & Machine Learning, amongst others are fueling the digital transformation of Indian businesses. Also, adoption of big data and analytics will help the India exhibition industry to enhance the customer experience with the topnotch services.



3.8 INDIA EXHIBITION MARKET ABSOLUTE OPPORTUNITY

FIGURE 13 ABSOLUTE OPPORTUNITY



The above diagram represents the absolute market opportunity for the India Exhibition Market. The factors that are responsible for the market to create a potential growth opportunity in the forecasted period include:

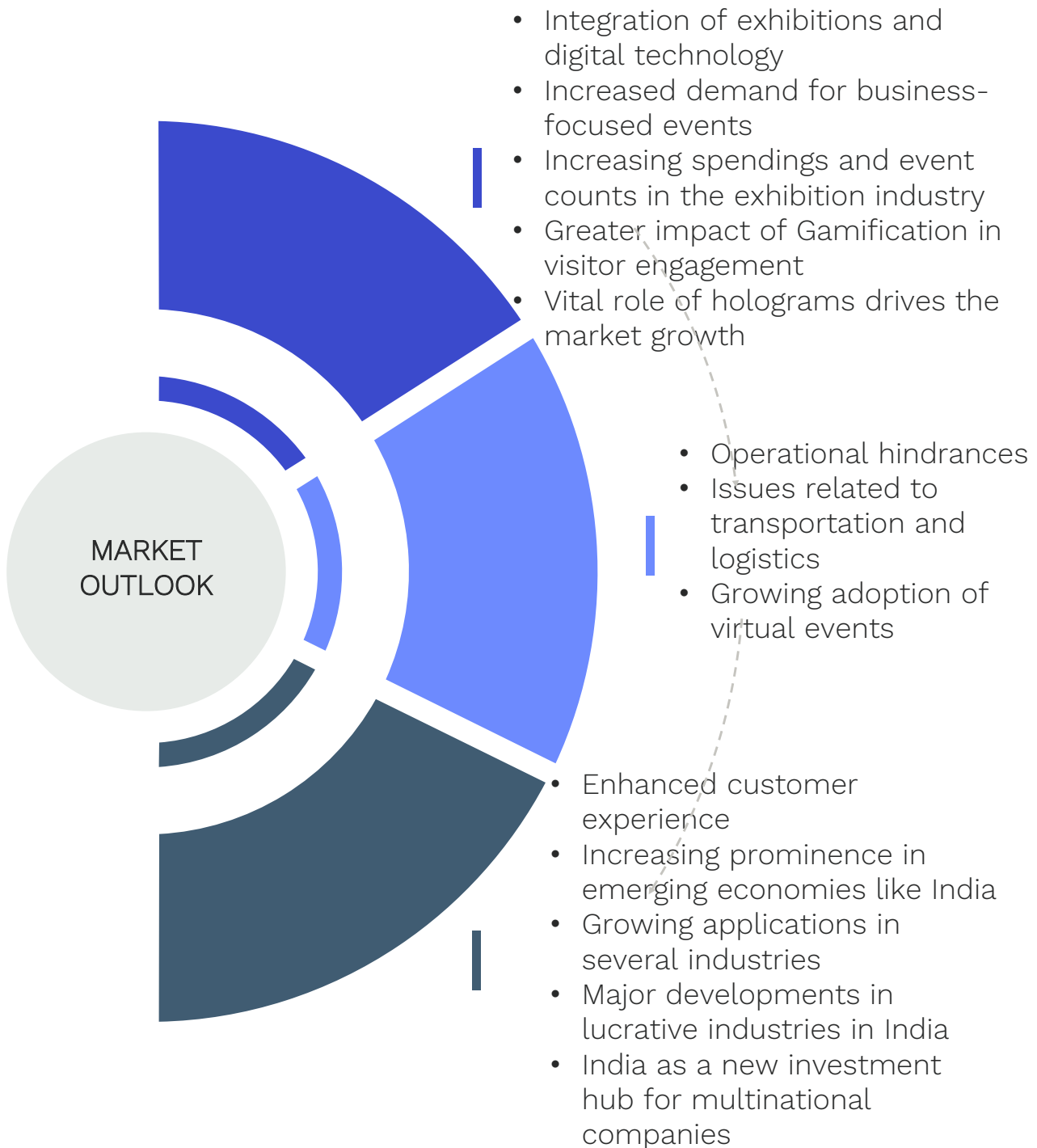
Artificial Intelligence (AI) focuses on using machine learning and deep learning, to enhance, and improve the performance. AI is in progress for many businesses around the world, which are looking for achieving business success with artificial Intelligence. The Internet of Things (IoT) might create robust opportunities for the India Exhibition Market with its flexibility, convenience, and smartness with the provision of huge automation across the operations.

The market leads to suffer a declination in the year 2020 owing to the consideration of the pandemic (COVID- 19) effect on the market. The decline is mainly owing to the economic slowdown. To prevent the spread of the virus the government has imposed a lockdown and advised people to stay indoors to practice social distancing. These factors halted economic activity across the globe. In addition, the impact has adversely affected businesses of different sizes. However, the aftershock of the pandemic introduces significant opportunities for the India Exhibition Market.

4 MARKET OUTLOOK

4.1 INDIA EXHIBITION MARKET OUTLOOK

FIGURE 14 INDIA EXHIBITION MARKET OUTLOOK



4.2 MARKET DRIVERS

4.2.1 INTEGRATION OF EXHIBITIONS AND DIGITAL TECHNOLOGY

The Indian exhibition industry is transforming with the digitalization and powered by live streaming technology with the real time product demos and webinars. The integration of exhibitions and digital technology is fuelled by the factors such as increasing urbanization, the potential of powers and demographics, surging consumptions. In addition, the integration of both sectors technology with an exhibition industry provides a business and trade a sustainable platform for an exchange of idea and information. Simple technological provisions enable the exhibitors to push their limits with the implementation of following technology sets:

Intelligent Technology:

An interactive dimension that gets added to the exhibition such as Augmented Reality (AR) and Virtual Trade Shows links the images around the exhibition venue displayed in the form of graphic, video, and other virtual information for the attendee to view. The need to physical interaction is overcome through the live streaming on various levels such as (one-to-one, one-to-few, one-to-many and many-to-many) simultaneously. The evolving technology has a substantial potential of transforming event spaces into unique space and thereby attracting enormous footfalls.

Mobile Applications:

The use of the mobile applications allows the seamless data capture and event navigation, match making and many other factors. The mobile application plays a critical role in pre planning meetings with potential business expertise. In addition, the seminar schedule through apps leads to considerable for gaining the prior knowledge of event that is considerably saving the time for the visitors.

Audio-Visual Equipment:

The use of the audio equipment that includes audio and visual equipment and technology that walls to record and play seminars to create time lapse video for the attendees to watch in accordance with their convenience. Furthermore, the live streaming across different exhibition centres through the state of art equipment helps forge remote links and associations.

The success of integrating the digital technology with the exhibition is not only based on the innovative technologies, but the digital components and their exhibit planning processing, which is considered as an integral part of the exhibition design.

Digital Components:

- **Information Kiosks:** Enables the navigation of the exhibition with a touch screen with the multiple choices for the visitors to select and view the prepared contents (video, text, and images)
- **Visual or Immersive Displays:** This component comprises of media wall, and immersive that can achieve the variety of goals with the space. The digital displays are an interactive way to provide a context by using projectors and immersive devices.
- **Labels, Signage:** This includes the labels that are placed throughout the exhibition to link visitors to websites, social media, and other mobile content.

As per the data cited, InfoComm India has delivered the first show of InfoCommAsia digitally on GoVIRTUAL in 2020. The platform was enabled to host live product demos, perform the intuitive business matching, virtual showcases, and knowledge driven webinars. The digital exhibition shows fully garnered substantial interest from the visitors and exhibitors, which was benefited with an AI-based business matching and real-time, two-way communication tools. Through the harnessing of Professional Audio-visual technologies, AI, and live streaming, InfoComm India GoVIRTUAL elevates the digital experience of a live exhibition. The two critical aspects of the exhibition addressed by the GoVIRTUAL are providing visitors with advanced intelligence that will facilitate the effective matching of needs with the solutions by exhibitors. Secondly, enables the exhibitors to establish the seamless connection to demonstrate solutions to influencers and decision maker. Integration of such digital technology is significantly expanding exhibitors reach in the marketplace and shifts the paradigm of the exhibition industry.

4.2.2 INCREASED DEMAND FOR BUSINESS-FOCUSED EVENTS

There has been an increasing demand for business-focused events owing to their beneficial features that leads the market to experience tremendous growth. Representation of marketplaces where there is an interaction of technology and products with sellers, providers, and enablers within a single place is driving the market growth. Industry specific events is paving the way for future business with alliance and partnership, which enables the forming of the right connections ensuring focused brand exposure and premium business opportunities. The companies are using different kinds of events to bring people together and to develop interpersonal interactions. The business-focused event such as trade shows that held in large spaces to showcase the product and services to hundreds of vendors at a place. This type of event ties the booths together. The product launches are one type of methodology adapted to increasing the interest and general media coverage for new products, services, and developments in the features. Such an event plays a critical role in the marketing of a product with an ability to drastically increase brand visibility.

The business sector coverage for organizing exhibitions includes IT and Telecom, Design, Construction, Health, Homes, Property, Travel, Entertainment, Engineering, Aerospace, and Marine. For instance, as per the data sourced from the “High Commission of India” the Bus & Car Show event is expected to be held in the Hitex Exhibition Centre Hyderabad in February 2022. ‘Prawaas’ is a common word in Indian languages which means ‘The Travel’. This initiative will include an exhibition, conferences and workshops, awards, a CEO Conclave, and a Round Table Discussion on Regulatory Policies. Over 10,000 bus and car fleet operators from 37 Indian states and union territories are expected to attend the expo and participate in the conference, workshops, and business-to-business meetings. Original Equipment Manufacturers (OEMs) in passenger cars, after-market solutions, accessories, consumables, IT & ITS systems, and associated goods and services will be shown at the exhibition.

In addition, the technology industry such as companies related to software products, IT consultancy, internet services conduct a large educational event to empower the customers and prospects to share ideas, network, and collaboration to provide a more intimate setting for brands to connect with high-value accounts. The other events related to the retail industry focus on the event strategies to cater the loyal customer and drive the attention of the new ones. This industry relies on the exhibition industry to drive brand awareness. Furthermore, for the healthcare sector, the goods and services related to patient care are the prime major and the companies evolving in the healthcare sector can

host the events to share the latest advancements. The sector related to the energy, utilities, and telecommunication launches events and pieces of training, which consist of product launches, training, and partner events that focus on driving sales to consumers and the rest of the industry. The business needs external assistance to thrive, the sales and is essential for the smooth functioning of a business. Thereby, the increasing demand for business-focused events is contributing to accelerating the market for the exhibition industry in India.

Furthermore, there have been an increasing number of industries that are witnessing an increase in the demand for business focused events and are realizing the potential of exhibitions. For example, there is a growing popularity of fashion exhibitions occurring in the country. Exhibitions with respect to the Fashion industry opens the potential for fashion labels to garner new audiences and providing meaningful experiences with their brand. For instance, in April 2019, Runway Bridal returned to the capital to showcase current trends in luxury wedding and traditional wear. The event's organiser sees events as working in tandem with e-commerce to promote fashion in India. With the expanding capacities for industries, exhibitions provide potential for businesses to attract an audience. The increasing demand for business focused events, especially in industries that are more elusive in nature, aids consumers to gain a better understanding of the industry and what it has to offer and overall provides an intimate experience for visitors of the exhibition. As a result, the increased demand for business focused events is driving the growth of the Indian exhibition market.

4.2.3 INCREASING SPENDINGS AND EVENT COUNTS IN THE EXHIBITION INDUSTRY

The Indian exhibition market is experiencing a significant change and growth in comparison to the last 15 years. The introduction to the proactive policies of the Indian government and its bureaucracy has allowed the ecosystem to develop the businesses. The exhibition industry in India is among the first to generate the benefit and make it a pulsating multi-core industry. Apart from experiencing a boost in trade, innovation, and understanding between the countries, the exhibition industry also drives the sector growth in tourism, government initiatives, hotel reservations, pumps event companies, supplier business, and a host of ancillary businesses, which is related to the exhibitions. In addition, the industry status has been at an increasing scale owing to the increasing budget hopes. The increasing spending in the infrastructure for the exhibition industry imposes a positive impact on the growth as the venue creation for the exhibition industry is considered as the major factor for future growth. The focus on better infrastructure with the IT, aviation, power, telecom, roads, and ports tends to draw the attention of the professionals from across the globe as Indian states to trade fairs. In addition, the key market players in the industry are introducing the major events in the market at a faster pace.

TABLE 1 RECENT MAJOR EVENTS BY THE MAJOR PLAYERS

Company	Most Recent Year of Event	Name of Event
INDIA EXPO CENTRE & MART	2020	<ul style="list-style-type: none"> • Renewable Energy India Expo 2020 (Dec 10,2020 - Dec 12, 2020) • Himalayan Herbal Expo 2020 (Dec 9,2020 - Dec 18, 2020) • Ayuryog Expo 2020 (Dec 9,2020 - Dec 18, 2020) • India International Hospitality Expo 2020 (IHE '20) (Dec 2,2020 - Dec 5, 2020) • ICOLD 2020 (Nov 28,2020 - Dec 3, 2020) • Global Inclusive Disaster Management Conference (GIDMC) (Nov 18,2020 - Nov 19, 2020) • IHGF Delhi Fair Autumn 2020 (Nov 4,2020 - Nov 9, 2020) • BIOFACH India 2020 (Oct 29,2020 - Oct 31, 2020) • REFCOLD India 2020 (Oct 29,2020 - Oct 31, 2020) • Ihe20 – India International Hospitality Expo (Aug 5,2020 - Aug 8, 2020) • IPHEX 2020 (May 6,2020 - May 8, 2020) • 4th Fire Security India Expo 2020 (Feb 27,2020 - Feb 29, 2020) • ACREX India 2020 (Feb 27,2020 - Feb 29, 2020) • Kubernetes Forum Delhi 2020 (Feb 20,2020 - Feb 20, 2020) • Auto Expo – The Motor Show 2020 (Feb 7,2020 - Feb 12, 2020) • ELECRAMA 2020 (Jan 18,2020 - Jan 22, 2020) • SATTE 2020 (Jan 8,2020 - Jan 10, 2020) • Indus Food 2020 (Jan 8,2020 - Jan 10, 2020)
	2022	<ul style="list-style-type: none"> • PRINTPACK INDIA 2022 (MAY 26,2022 - MAY 30, 2022)



		<ul style="list-style-type: none"> • SATTE 2022 (MAY 18,2022 - MAY 20, 2022) • PAPEREX 2022 (MAY 10,2022 - MAY 13, 2022) • INDIA MED EXPO 2022 (MAY 6,2022 - MAY 8, 2022) • IHGF DELHI FAIR – SPRING 2022 (MAR 30,2022 - APR 3, 2022) • IAUTOCONNECT 2022 (MAR 23,2022 - MAR 24, 2022) • PU TECH 2022 (MAR 23,2022 - MAR 25, 2022) • PEDICON 2022 (59TH ANNUAL CONFERENCE OF THE INDIAN ACADEMY OF PEDIATRICS) (MAR 19,2022 - MAR 23, 2022) • PLAST FOCUS 2022 (MAR 5,2022 - MAR 9, 2022) • IIGF 2022 (JAN 28,2022 - JAN 30, 2022) • INDUS FOOD 2022 (JAN 8,2022 - JAN 10, 2022)
Messe Muenchen India (Messe München)	2021	<ul style="list-style-type: none"> • International trade fair for beverage and liquid food technology (December 2-4) • International Trade Fair for Electronic Components, Systems, Applications and Solutions (December 16-18) • IFAT India (December 2-4) • Pharma Pro&Pack Expo 2021 (September 23-25) • Digital Payments India Expo 2021 (September 22-24) • India Lab Expo & Analytica Anacon India 2021 (April 15-16) • Indian Ceramics Asia 2021 (March 3-5) • BAUMA CONEXPO INDIA 2021 (February 23-26)
	2022	<ul style="list-style-type: none"> • Analytica Anacon India and India Lab Expo 2021 – Mumbai (APR 20–21 2022) • Indian Ceramics Asia 2022 (APR 06–08 2022) • Auto Expo Components 2022 (Exp. FEB 2022)
BIEC	2021	<ul style="list-style-type: none"> • Pro Kabaddi (April 19 - May 11, 2021) • IIJS Premiere (September 15 - 19, 2021) • TVS Photoshoot (October 1, 2021) • Agritech (Grain Tech India) (October 28 - 30, 2021) • Auto Technika (November 26 - 28, 2021) • PLASTASIA 2021 (November 26 - 29, 2021) • ELASIA (November 27 - 29, 2021)
	2022	<ul style="list-style-type: none"> • Roof India 2022 (April 21 - 23, 2022) • EV Expo (May 6 - 8, 2022) • NFT Karloom Entertainment (May 14 - 15, 2022) • Excon (May 17 - 21, 2022) • INTELECT 2022 (May 25 - 27, 2022)
SOCIETY OF INDIAN AUTOMOBILE MANUFACTURE RS (SIAM)	2021	<ul style="list-style-type: none"> • SIAM 20th Lecture on Vehicle Inspection and Certification: Challenges & Opportunities (22-Dec-2021) • SIAM Virtual Lecture Series (2020-21) 19th Lecture on 'Vision Sustainable Mobility: Implications of CoP26' (10-Dec-2021) • SIAM Virtual Lecture Series (2020-21) 18th Lecture on: Future of Automotive Aftermarket Parts in India (26-Nov-2021) • SIAM 17th Virtual Lecture 'Sustainable Roadmap for Fuels in Automotive Sector' (12-Nov-2021) • Sukh da Saah - Anti Stubble Burning (27-Oct-2021 to 30-Nov-2021) • SAFE Annual Convention 2021 Environment & Road Safety: Enforcement & Compliance (September 17) • 61st SIAM Annual Convention 2021 (August 25) • 23rd Annual General Meeting 2021 (August 25) • The SIAM 16th lecture Draft Indian Vehicle Scrappage Policy 2021: Features and Implementation Planning (July 18)

		<ul style="list-style-type: none"> • 15th Lecture on “Digital Innovation and Smart Manufacturing: Industry 4.0 and Beyond” (July 19) • 14th environment lecture series “Ecosystem Restoration: Initiatives by Indian Auto Industry” (June 5) • Management & handling of hazardous chemicals in automotive sector: National & International regime (March 26) • Seminar on Emerging Technologies for Safer Mobility (February 10) • Virtual Seminar on Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Roads Virtual Seminar on Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Roads (February 9)
	2022	<ul style="list-style-type: none"> • 16th SIAM Styling & Design Conclave 2022 (24-Feb-2022) • SIAM 16th “Looking Ahead Conclave” (21-Jan-2022)
PRAGATI MAIDAN	2021	<ul style="list-style-type: none"> • India International Trade Fair 2021 (November 14 -27) • Gartex Texprocess India 2021 (December 3-5) • Denim Show - New Delhi 2021 (December 3-5) • Cartontech 2021 (December 9-11) • Garment Show of India 2021 (December 12- 14) • IREE - International Railway Equipment Exhibition 2021 (December 16-18) • ET Acetech - New Delhi 2021 (December 16-19) • Tent Decor Asia 2021 (September 28-30) • IISGS - India International Sporting Goods Show 2021 (August 27-29) • ACMA Automechanika-New Delhi 2021 (April 22-25) • Convergence India 2021 is international exhibitions (March 24-26) • RideAsia 2021 Bicycle, Electric-Vehicles, Sports Fitness & Ride-Ons (March 19-21) • IETF - International Engineering & Technology Fair 2021 (February 26-28)

4.2.4 GREATER IMPACT OF GAMIFICATION IN VISITOR ENGAGEMENT

Gamification is characterized by the creation of game mechanics during the exhibition or other events to give the visitors an edge by offering a unique virtual event experience. Gamification principals include goals, points, badges, and leaderboards; thus, these helps in enhancing the visitor engagement. It has greater impact on by increasing the visitor capacity and encouraging them.

Gamification helps in making exhibition fun and interactive by engaging the visitors effectively and creating an addiction to learn and know more and more about the products exhibited in the event. It provides the visitors the assistance to see and understand the real-world applications of the products. Through gamification, the businesses can collect the real-time feedback from the visitors, to enhance the experience.

Through improved engagement, the visitors can be entertained and involved from start to end for the success of the exhibition and better outputs. Thus, the visitors can become active participants without being dull and tired. Also, it offers robust entertainment to the attendees to attract them to the stands.

4.2.5 VITAL ROLE OF HOLOGRAMS DRIVES THE MARKET GROWTH

Holograms refer to the projection of 3D content created by the interference of light beams. These reflect real physical products by preserving the depth, parallax, and other properties of the original products; thus, the holograms can provide actual appearance of the products to the audience. These produce 3D images from side to side; thus, it can also help attendees in detecting the originality of the product exhibited.

3D holograms provide the visitors to interact with different products displayed through holograms on each side at the same time. The attendees can explore complete product portfolio, its features, real time applications, and other aspects of products. 3D holographic LED Fan is the new technology introduced in the holographic trade displays for commercial activities, product display, logo display, and rest of the others.

3D holograms implement the extended reality technologies such as augmented reality (AR), virtual reality (VR), and mixed reality (MR) to provide creative presentation of the products in the exhibitions. These holograms play a vital role in marketing campaigns, permanent exhibits, product launches, and rest of the other events. Thus, the demand for 3D holograms is growing across exhibition industry, aiding the growth of the India Exhibition Market over forecasted period.

4.3 MARKET RESTRAINTS

4.3.1 OPERATIONAL HINDRANCES

Operational hindrances are a challenge of the Indian exhibition market. These hindrances have the potential to arise due to factors such as the conflicts in objectives of the exhibitors and the organizers, mismatch between the synchrony between various activities, and the costs. Some of the operational problems in the exhibition industry include:

- **Long Lead Time:** The long planning lead time for most of the organizers in the exhibition industry meets the uncertainties that result in inaccurate demand forecasting. The facility calendar for the exhibition venue is very tight for the specific months of the year. To ensure the availability of the venues during the desired dates bookings are done as early as possible. Long lead time in the planning process poses challenges associated with the huge deposit, huge risk, and inaccurate forecast and cancellation charges
 - **Huge Deposit:** The booking of the space a year and a half before the actual date of event occurrence incurs a huge expenditure. The amount payable is an exorbitant figure that represents a sizable proportion of the project budget
 - **High Risk:** The exhibition industry is highly dependable on business, advertising, and promotions, which usually takes up 20% of the project budget. A significant portion of the organizers' budget practically ends up with the investments no profit guarantee for 1-2years
 - **Inaccurate Forecast:** The organizer would probably forecast the amount of venue space by gauging the potential number of exhibitors. This process is the part of a business that mostly depends on the experience of the exhibition organizers. The inaccurate forecast is expected to meet a big loss
 - **Cancellation Charges:** The unfavourable conditions such as external environmental factors and economic climate are completely unpredictable and can lead to cancel or shrinking the size of the exhibition planned. In response, the organizers must pay a hefty penalty cost for such shrinkage and cancellations

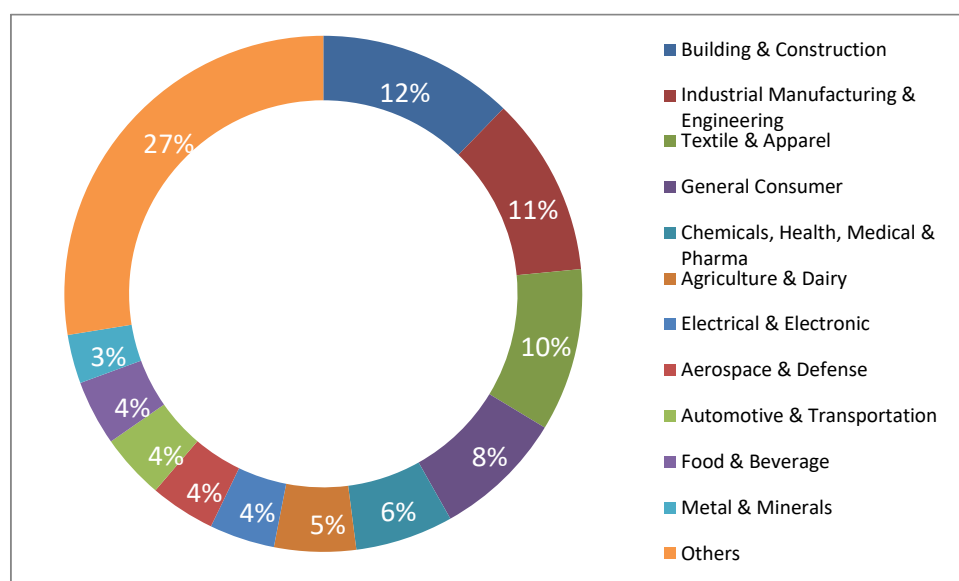
The management of the exhibitions processes can be cumbersome. External risks that can arise in terms of exhibitions are government regulations of the country where the exhibition is organized as well as the political and sociocultural scenario in the relevant country. These factors could affect the exhibition organizer's ability to execute operations and has the potential to hinder the exhibition, restraining the overall growth of the market.

4.3.2 ISSUES RELATED TO TRANSPORTATION AND LOGISTICS

Transportation and logistics play a significant role in the exhibition market. The expenses related to traveling and logistics are high as compared to the other type of industries owing to the inclusion of regular overseas promotions and client receptions. The convenient transportation and logistics services to the exhibition industry are an important factor in the growth of the overall market. In India, road transportation is the major form of freight cargo transportation. Almost 60% of goods are transported by vehicle. Due to oversaturated rail networks and expensive rail prices, just 32% of commerce is transported by rail. Although the bulk of the supply chain is transported by road, there are a few bumps along the way. Road transit is inefficient due to inadequate road infrastructure, many checks, and traffic congestion. Moreover, the logistical inefficiency has the potential to severely affect the operational excellence of the exhibition. Efficient transportation facilities have resulted in exhibition organizers being able to capture a portion of the exhibition industry. The Indian logistics sector is suffering from a severe shortage of trained labour and specialized people. With the advancement of contemporary technology, there is an increased demand for technically trained workers. However, the workers are under-skilled, overworked, and lack the necessary skill set to ensure the process's efficiency. Thus, issues regarding transportation and logistics could pose a major restraint in the growth of the exhibition market during the forecast period.

FIGURE 15 TARGETTED SECTOR BY THE EXHIBITION INDUSTRY

The following figure shows the Exhibition Industry Sector Split.



Source: IEIA

As shown from the above figure, the Automotive and Transportation sector holds the 4 percent spilt and any concerns related to this will directly affects the sales revenue of this sector and impels an adverse effect on the market growth.

4.3.3 GROWING ADOPTION OF VIRTUAL EVENTS

The pandemic has been a catalyst in changing the scenario of Indian businesses and various industries to move onto the virtual business platform. Various businesses around the country were closed down; people were hardly able to survive due to lockdown. Likewise, the pandemic had hampered the Indian manufacturing market, energy & utilities industry, and other industries, which are sensitive to economic cycles; with projects facing supply chain disruptions, a halt to planning and inspection timetables, stock price fluctuations, price declines, reduced profitability, and new measures to ensure the health and safety of the workforce.

Likewise, the exhibitions and other events are also going online due to COVID-19 pandemic outbreak. After first phase of COVID-19, the various businesses started operating slowly, partially or completely across India. Virtual events provide the businesses as well as the attendees a virtual space to meet potential investors, new customers or suppliers through virtual trade event. Virtual events offer better brand visibility and increased exposure with global reach, increased attendance, and more qualified leads.

Virtual events are cost effective as these save different costs and assets for both businesses as well as the attendees. Virtual event exhibition enables the attendees with the real-time interactions with the presenters, company representatives, brands, and rest of the others. However, the attendees don't get a chance to touch, feel, or experience the tangible products.

There were many virtual events happened in India during pandemic to continue the trade businesses across the country. Few virtual trade fairs are mentioned; India Rice and Agro Commodity Show, India Fruits, Vegetables, & Floriculture Show, Indian Processed Food Show, and India Meat & Poultry Show, amongst others. Due to benefits over on-site exhibitions and trade events, the demand for the virtual events is slowly growing; thus, hampering the growth of the India Exhibition Market during the forecasted period.

4.4 MARKET OPPORTUNITIES

4.4.1 ENHANCED CUSTOMER EXPERIENCE

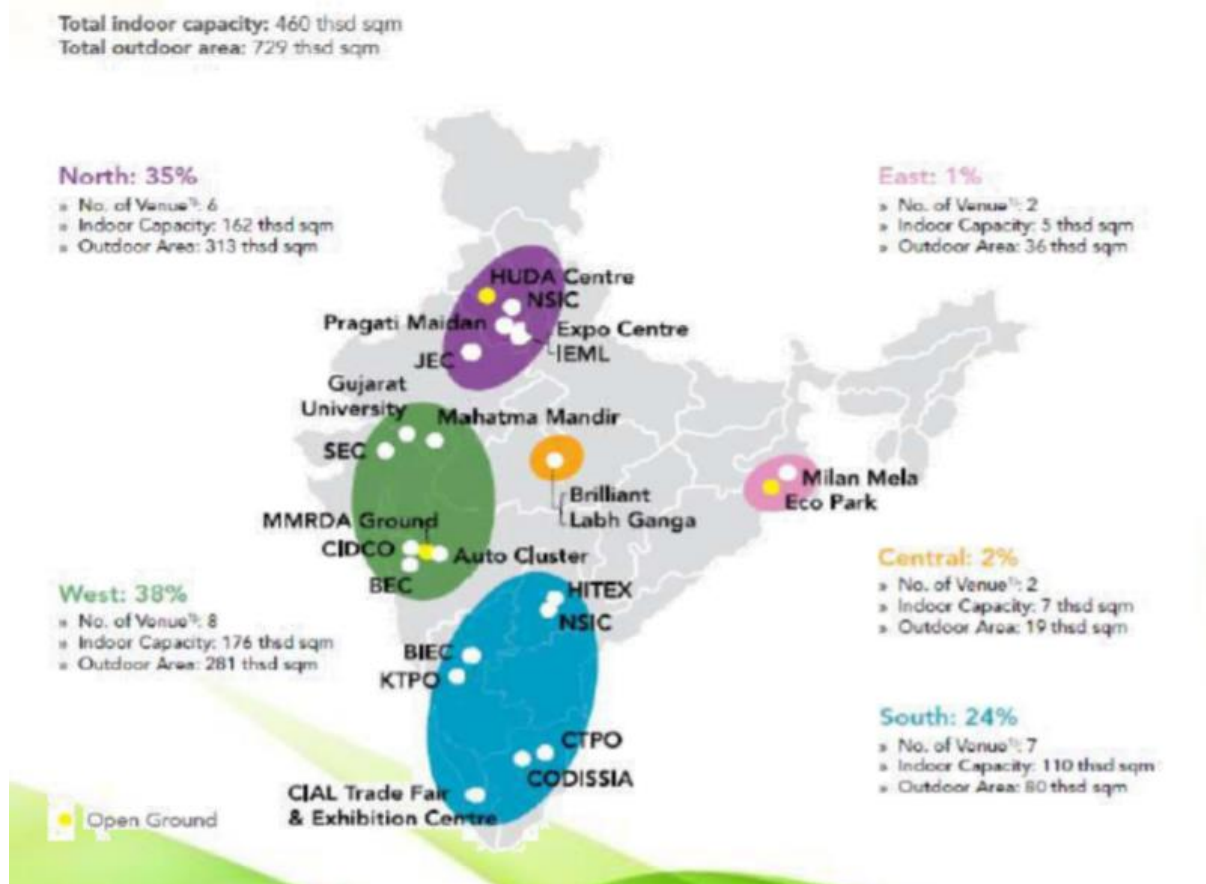
With the increasing digital transformation and the growing use of big data within the exhibition industry, the potential for an overall enhanced customer experience is at a surge. A larger percentage of companies are adopting digitalization by changing internal processes and workflows, which has allowed for new routes to interpretation, engagement, and participation with an exhibit. The integration of new technologies enables the exhibitors to increase the level of interactivity and companies with more innovative ways to model or present their products or service.

Technological advancements or trends have significantly aided in the exhibition market as they enable an enhanced customer experience. Specific uses for technology within exhibitions include an increased level of accessibility for individuals. Accessibility can include audio descriptions for sight-impaired visitors, translated and illustrated labels for non-English speakers. Some other advancements and trends include applications for mobile devices, interactive multi-touch devices (tables, walls), iPads and multimedia handsets, live video streaming, gamification, retro-reflective floors, and screens with video camera capture and projection, RFID wristbands or lanyards, virtual and augmented reality components. Capitalizing on the potential of technology increases the possibility to captivate and target audiences at exhibitions; this provides an opportunity for the growth of the Indian market.

4.4.2 INCREASING PROMINENCE IN EMERGING ECONOMIES LIKE INDIA

With the middle class growing globally, there is a growth of various aspects in the exhibition market throughout emerging economies. India being an emerging economy plays a crucial role to grab the opportunities provided by the market. The impact of the digital transformation is more intensive in emerging economies in comparison to mature markets due to the multiplier effect that digital transformation can have on the overall economic growth of a region and with the increased adoption of technology in the exhibition market, the potential for growth in emerging economies is high. With populations increasingly moving to urban environments, the opportunity for exhibitions is growing. As a result, the market is growing at a faster pace in regions such as India. A factor such as the increasing government support in the form of investments to build exhibition centres in emerging economies is providing an opportunity for the growth of the market and indicates the huge untapped potential for the exhibition market in this emerging country.

FIGURE 16 EXHIBITION INFRASTRUCTURE ACROSS INDIA



Source: IEIA

India is equipped with the 22 major exhibition centres with the indoor capacity of 460 thousand sqm. where the north and west region account for 73% of total indoor area with the temporary utilization of three open grounds as venue for large events. To improve the exhibition infrastructure there has been the introduction of revamp project, capacity expansion and greenfield projects in the industry. This tends to create the opportunistic growth of the market.

4.4.3 GROWING APPLICATIONS IN SEVERAL INDUSTRIES

India has been experiencing growth in various industries and thereby propels market growth. For instance, The Indian pharmaceutical sector is on the verge of becoming a worldwide pharma centre. Exhibitions in India encourage government efforts like the 'Make in India' and 'Skill India' programs to give innovative solutions to primary challenges. The Gems & Jewellery industry has a substantial contributor to the economy, accounting for around 7% of the country's GDP and 15.71% of total goods exports. Handcrafted jewellery by Indian craftsmen is highly sought after both in India and abroad. Recently, industry participants sought Geographical Indicator (GI) tags for jewellery made in several states. This result in the growing demand for exhibitions like Delhi Jewellery and Gem Fair (DJGF) and Hyderabad Jewellery, Pearl, and Gem Fair (HJF), organized by UBM India helps players come together and engage with the government for their demands. Recently in the year 2021, INDIA STONEMART, an international stone industry exhibition has organized biennially by the Centre for Development of Stones (CDOS) along with Rajasthan State Industrial Development & Investment Corporation Ltd. (RIICO). This indicates the acceleration of market growth. Furthermore, India is a significant job market and known as one of the countries with the highest production of green energy. Exhibitions play an important role in establishing a community that brings together key players under one roof to acquire industry knowledge, conduct business that leads to investments and MOUs, and encourage careers in this sector. Thereby, helps the country's long-term economic prosperity. This aspect is driving up demand for the exhibitions even more.

4.4.4 MAJOR DEVELOPMENTS IN LUCRATIVE INDUSTRIES IN INDIA

India is one of the major developing economies in the world that is showing greater opportunities for various businesses and major developments in technology, industrialization, urbanization, and infrastructure, amongst others. India is also experiencing lucrative GDP growth during the recent years. The automotive and transportation industry is growing tremendously, creating various opportunities for the India exhibition market.

The government of India had launched the National Electric Mobility Mission Plan (NEMMP) 2020 in 2013 to achieve national fuel security by promoting hybrid and electric vehicles in the country. Under NEMMP 2020, the government had introduced the scheme, Faster Adoption and Manufacturing of Hybrid & Electric Vehicles (FAME India) provide a major push for early adoption and market creation of both hybrid and electric technologies vehicles in the country. Such initiatives and schemes will offer direct entry for the multinational electric vehicles players to enter into the Indian market.

Increasing disposable income, more affordable internet and the need to constantly stay connected are a few of the factors that have influenced the Indian Smartphone and other electronic devices market to grow into one of the largest markets in the world. Yet, compared to other markets worldwide, India's Smartphone penetration rate is growing. The demand for smartphones was assessed to improve in the future as a considerable share of the population did not own a phone or are planning to shift from a feature phone to a Smartphone. In addition to this, with a recent drive being held - 'Make in India', various entrepreneurs are investing in new ventures, which is also creating lucrative opportunities for the market.

4.4.5 INDIA AS A NEW INVESTMENT HUB FOR MULTINATIONAL COMPANIES

In 2019, the Government of India had launched National Policy on Electronics to achieve a desired turnover by 2025. The policy also focuses on increasing the production of mobile phones and other compatible devices by billions in number, as there is high demand for high-end consumer electronics. In addition to this, the government of India has implemented several policy measures such as production-linked incentive (PLI) scheme, scheme for promotion of manufacturing of electronic components and semiconductors (SPECES) scheme, modified electronics manufacturing clusters (EMC 2.0) scheme and remission of duties or taxes on export products (RoDTEP) scheme for the growth of electricals and electronics market in India.

Therefore, such policies and government initiatives are aiding the growth of electricals and electronics market across the country. According to the India Brand Equity Foundation, India electricals and electronics sector is projected to double to reach approximately USD 200 billion by 2025. Thus, various multinational billion-dollar companies are investing into Indian Market focusing on the lucrative growth opportunities. For an instance, Samsung is going to relocate its production plant from China to India. As proposed, the company has major focus on investing approximately USD 652 million to relocate its mobile and IT display production plant from China to NCR in Uttar Pradesh, India.

Furthermore, Nokia has started manufacturing new-generation 5G equipment at its state-of-the-art factory in Sriperumbudur, near Chennai, in December 2020. Nokia is the first company that is manufacturing the 5G New Radio (NR), in India. The company is now engaged in developing and manufacturing 'Nokia AirScale' massive Multiple Input Multiple Output (mMIMO) solution to provide large capacity, especially in densely populated areas. Therefore, such developments and growing foreign investments in Indian Market, might create new opportunities for the market to grow with higher CAGR soon.

4.5 IMPACT OF COVID – 19 ON INDIA EXHIBITION MARKET

Exhibition Industry has been considered as the powerful enablers for the trade and economic growth. In India's economic development, the exhibition industry is experiencing the rapid growth and considered as one of the prime exhibition destinations. In last decade the industry has grown at the rate of 8-10%. However, the outbreak of COVID-19 has affected the Indian exhibition industry adversely. Lockdowns, quarantines, social distancing, disturbed supply chain, constraints on travelling have been impacting routines and non-essential services. The value chain of the market has been significantly hit owing to the cancellation or postponement of travel and tourism events, exhibitions, and entertainment events in India. This has led to a huge loss for event organizers, sponsors, participants, and other supporting service providers. EEPC India, a premier trade and investment promotion organisation in India and full member of the France-based UFI- "Global Association of the Exhibition Industry". As per data cited from EEPC India, the estimated indirect industry size is around USD 3.14 Billion with 178 organiser host 553 events per year, which plays important role in boosting the supplying solution in Indian industrial, technological and consumer sectors with the growing multipliers for allied industries such as tourism hospitality, and aviation. At the start of the pandemic spread, India's exhibition sector has lost a projected sum of USD 493.8 million due to the lockdown imposed across the country.

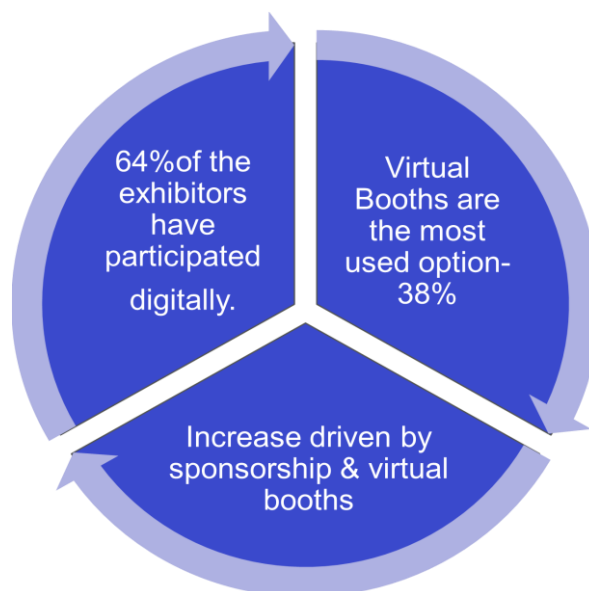
COVID-19 has had a devastating impact on the industry; however, it is also changing the events in ways that are truly exciting for the customers. The digital event technology has become a 'must have' for many organisations and determined to maintain vital business connections during the pandemic. The survey shows that customers are increasingly open to the idea of engaging with digital alongside in-person events as they return. Contactless technology is mentioned by exhibitors and visitors as an important way of making attendees feel more comfortable at an event, with saying it would offer them reassurance. In a post COVID-19 world, it will also speed up registration and entrance, and facilitate business connections and information exchange. Thus, by the end of the year 2021, the market is expected to show the growth on the Indian exhibition industry. In addition, as per the predominant sector in India Ministry of Micro, Small and Medium Enterprises (MSME), Indian exhibition industry has lost 80% of its revenue to the Covid-19 pandemic resulting in loss in job on unprecedented scale.

For instance: Export Promotion Council for Handicrafts (EPCH) cancelled the spring edition of IHGF (Indian Handicrafts and Gift Fair) Delhi fair owing to the outbreak of coronavirus. The IEIA has urged the government to create an “Exhibition in India” economic stimulus support package and provide offering of 10% incentive to companies associated with Indian exhibition to recover the losses within these critical times.

Impact of Digitalization on Post Pandemic Exhibition Industry:

Digitalization has the strong potential to deliver the appropriate content and widen audiences. Post pandemic situation has drawn a new audience and has observed a recovery for both visitors and exhibitors. The data source for the exhibitor’s participation in the digital era since 2020 includes the data pointers as:

FIGURE 17 DATA POINTERS:



Source: UFI Global Recovery Insights 2021

In India, the exhibition industry is expected to recover at a faster rate compared to its global counterparts. Technology is playing a major role to connect the exhibitors and visitors virtually. Depending upon the databases and software the virtual trade shows for some of the verticals are here to stay. The pandemic blends the technology with the traditional model to develop more engaging and advanced for the exhibitors. Virtual tools are considered a great way to measure impact the engagement levels, and audience retention. In the pursuit to establish the connection the industry is depending upon the apps such as Zoom, Webex, Google Meet, Skype, and more in long learn certainly creates a new channel that compliments a physical event. Post pandemic, this industry gears up to implement the strategies to organize the events in a controlled and secure manner. The



contactless experience through online registrations, cashless transactions, digital onsite entry processes, pre-planned and scheduled meetings, and the digital exchange of data has become the new normal. In addition, the huge spike in digital marketing to engage the customers through videos, blogs, and social media. This is one of the most cost-effective ways of organizing exhibitions while maintaining social distancing and restrictions on mass gatherings. This leads to encouraging the online engagement of customers and minimizes human contact.

4.6 PORTER'S FIVE FORCES ANALYSIS



Source: Verified Market Research

4.7 VALUE CHAIN ANALYSIS

In the last one decade, the Indian exhibitions industry has seen rapid growth and it has become one of the prime exhibition destinations at a global level. Many trade fairs, **both B2B and B2C** exhibition such as **Elecrarma, REI Expo, Acetech**, happen in India. Trade Shows such as the India **Auto Expo Show at India Expo Mart, Greater Noida, and the International Trade Fair (IITF) at Pragati Maidan** attract huge crowds every year. The value chain of activities for the exhibition industry involves performing activities to organize and deliver an especially themed exhibition. Key components in a value chain of an exhibition include:

Exhibition IP Owner	Venue Providers	Exhibition Execution and Service Provider	Logistics	Media
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Source: Verified Market Research, India Trade Fair

4.7.1 EXHIBITION IP OWNER

For the success of any exhibition, protection of its intellectual property rights holds a vital aspect. Measures are to be taken in terms of activities in respect of the protection of patents, trademarks, copyright at various types of exhibitions, sales exhibitions, trade shows, among others. In an exhibition, the IPR ownership might either lie in the hands of the venue organizer or the exhibitor. For instance, in the virtual **AyurYog Expo 2020 Virtual Fair**, the **India Exposition Mart Ltd (IEML)**, venue provider had whole and sole rights. Some of which included:

- Right to cancel/reschedule the virtual fair or Expo
- Right to allocate or reject the application of the exhibitor for the participation in the virtual fair
- Right to finalize the layout of the stands and stalls
- Right to cancel the participation of any applicant at any stage before or during the Virtual Fair, if the applicant does not fulfil the eligibility criteria as set by the IEML
- Right to restrain any participant from displaying exhibits which the IEML finds objectionable and/or same be infringement of IPR of others, among others

In the 15th **Auto Expo 2020-Components** event held at **Pragati Maidan**, to safeguard the **Intellectual Property Rights** of participating companies against display of their counterfeits or imitations, fair organizers had made a special provision of an **IPR cell**. The exhibitors had to strictly comply with the **Standard Rules & Regulations of IPR**. However, fair organizers were not involved in pursuance of case for legal action and any litigation matter were to be dealt directly by the attorney and the complainant. Documentary evidence that was to be submitted by complainants to substantiate their claims included:

- Trademark
- Registered Design
- Patent
- Copyright
- An authorization letters

In the upcoming **IMTEX FORMING 2022 (International Forming Technology Exhibition)** to be held at **Bangalore International Exhibition Centre (BIEC)**, the **organizer** is **Indian Machine Tool Manufacturers' Association (IMTMA)** while the exhibitors include:

- Manufacturers
- Sales companies of domestic and foreign manufacturers
- Trading firms of domestic and foreign manufacturers
- Service companies

In this, the exhibitor/exhibitors have taken an undertaking that they will not breach any intellectual property rights owned by other participants/exhibitors who may include **trademarks, copyrights, patents, and designs**. Also, **IMTMA** has reserved the right to temporarily suspend/ disqualify the participation of exhibitor/exhibitors in the event of the breach of any intellectual property rights.

Similarly, at the **Home World Expo Future Living** to be held in **Bombay Exhibition Centre (BEC)** in November 2022, **exhibitor** includes all employees and agents of any individual company, partnership firm or organisation who have applied for space for the purpose of exhibiting. Exhibitor undertakes that the exhibits will not infringe any patent, trademark, copyright, and other intellectual property right of any party and that if a breach occurs then the exhibitors shall indemnify the organizers against all costs, claims, demands, losses, liabilities, charges, actions, and expenses.

Thus, for the success of a business, protection of its ideas is important, and with a digitized world, there stands a higher risk of creative ideas getting stolen without the consent of the business owner, this has created the need for IPR in exhibitions.

4.7.2 VENUE PROVIDERS

Venues act as a communicative environment for both visitors and exhibitors. Venue plays a vital role in an exhibition's success, as it will decide potential attendees for the event. Thus, one of the key factors to be considered while selecting a venue is its location. The more the venue is closer to any major transportation hubs in the city such as airports, train stations, bus, the better. Thus, long travel durations, unbearable traffic jams, a lack of suitable accommodations, and insufficient entertainment/dining alternatives might all deter potential attendees from signing up for an event. **The India Expo Centre & Mart (Greater Noida) is well linked to Delhi via Ring Road and can be reached via the 8-lane Greater Noida Expressway.** Also, the venue is easily accessible by car from central Delhi within 45 mins. It is a **multi-functional and the most integrated venue** for exhibitions in the country. **Accommodation** is another critical aspect, as in an exhibition is visited by dignitaries and eminent personalities from **various verticals**. In line with this, the **HITEX Exhibition Centre (Hyderabad)** is surrounded by renowned hotels such as **Novotel, Trident, Radisson, The Westin**, among others within less than 5 km distance. **Pragati Maidan (Delhi), India Expo Mart (Greater Noida), Hitex Exhibition Centre (Hyderabad), Bengaluru International Exhibition Centre, (BIEC) (Bengaluru)** are some of the major exhibition venues in the country. The revamped **Pragati Maidan is set to host the G-20 summit in 2023.**

4.7.3 EXHIBITION EXECUTION AND SERVICE PROVIDER

Apart from venue, there are other support services that contributes to the success of an exhibition.

- For instance, **Booths** form an important part of communication in an exhibition. In a booth, organizations get a chance to exhibit their information and answer questions about their products or services. Booths may take up a small amount of space or can be large floor displays. The purpose of booth exhibits is to catch the eye of the passer-by; hence it needs to be attractive, with high impact colors and graphics.
- To attract visitors to the booths, exhibitors distribute promotional products such as **brochures, business cards, coupons, pens, bottles, mugs**, among others. Since exhibitions have a wide number of booths, attendees are not able to spend much time in one booth, hence these products act as promotional products for the companies.
- Apart from this, other services to operate an exhibition include **office equipment and supplies** such as computers, paper, fax machines, and photocopiers. Other **equipment** such as tables and chairs. **Staff** to register attendees and exhibitors, run the booths, operate equipment, and provide general support.
- Some of the domestic companies offering these services include **Skyline Events, Arya Exhibition & Conference Service, Black Pepper, Expo Events & Exhibits, Falcon Exhibitions Pvt. Ltd.**, among others.

4.7.4 LOGISTICS

In big events such as exhibitions, **exhibitors have specific logistics needs.** Logistic services are needed **for one-day, short events, and long-running exhibitions.** Logistics service providers enable reliable transfer **of exhibits, instruments, oversized and fragile goods, and props** from one destination to another. In addition, they also assist in clearance if anything coming from abroad. Logistic service providers support before, during, and after the event. Logistics support is needed while setting up and dismantling of stalls, arrival, and departure of exhibitors, for delivering equipment to booth, among others. **Prior to the exhibition,** the logistic service provider ensures the products arrive on time. Different transportation documents are required for packages based on what is being shipped and what is its purpose, for instance, whether the product is to be sold, displayed, or returned. **During the exhibition,** when the items have arrived on site, a logistics service provider ensures stands and exhibit items are lifted and moved safely, using either equipment or vehicles. Warehousing and boxes minimise hassle at the busiest time. **After the exhibition,** packing, returning shipments, or forwarding items on to another next exhibition, trade fair site or location (such as storage) gets simplified, as the exhibition logistics provider handles customs formalities, as well as packing, collecting, and delivering the freight. Some of the logistics service providers for exhibitions in India are **Spedition, Rogers India Pvt., Transzone Logistics India Private Limited, Siddhartha Logistics, Koelnmesse YA Tradefairs Pvt Ltd** among others. **Siddhartha Logistics** is one of the vendors of **Bangalore International Exhibition Centre (BIEC).**

4.7.5 MEDIA

In an exhibition, media has applications through various channels. Media services **(online/print)** highlights an organization's presence before, during and after the show. Exhibitions serves as an experiential marketing channel that engages an active and highly motivated audience in a face-to-face environment. Visitors who attend exhibitions choose to be there and are interest to connect with the products or services on show. Thus, media serves as an effective strategy to connect with the visitors at the exhibition. **Print media** services include product **brochures, leaflets, folders, business cards, catalogues**, banners, among others. Other media services include audio video systems, plasmas and LED TVs, projectors and screens, lighting, networking, and sound effects. Due to the pandemic, **virtual exhibition booths'** demand has increased. Some of the companies offering that service include **VirtuLab, Blues N Coppers Exhibitions**, among others.

4.8 REGULATORY SCENARIO

Exhibitions serve as a platform for conducting business on a national and international scale. It provides a unique networking platform for both Indian and foreign participants. They help in promotion, marketing, and publicity efforts of participating companies. Exhibitions lead to joint ventures; tie-ups and they also help bring in investment in the country. Until the mid-70s, trade fairs had almost negligible impact on the business activity. However, with the amalgamation Of Directorate of Exhibitions, Indian Council of Trade Fairs and India International Trade Fairs Organisation, The Trade Fair Authority of India (TFAI) was formed in March 1977 as an acceptance of the role of fairs and exhibitions in promoting trade and industrial activity. Following this, several fairs were organized in Pragati Maidan during the period 1977-1992. In early 1992, to further enhance the productivity of fairs; the Trade Development Authority was merged with the TFAI to form India Trade Promotion Organisation.

Currently, the Indian Exhibition Industry Association (IEIA), is the national apex body representing the exhibitions sector in India. IEIA was registered with the Registrar of Societies, Under Societies Registration Act XXI of 1860 Under No. 55/63 of 2006, in New Delhi. The Association represents the entire country and all segments related to the exhibition industry. These include exhibition organizers, managers, designers & stand contractors, freight forwarders, services & facilities providers, venue owners, among others. Some of its objectives include:

- Represent the industry in all matters nationally and internationally in relation to Government, media, and the public
- Maintain high ethical standards by laying down a code of ethics for conducting business and safeguard high quality of services to the exhibitors and visitors to events organized by its members.

The Indian Government allowed B2B exhibitions to restart from October 15, 2021, after the COVID-19 pandemic had badly affected the exhibition industry. In view of this, ITPO has issued SOP for re-opening of exhibitions based on Government of India guidelines.

FIGURE 18 MEASURES TO BE PUT IN PLACE, BY CATEGORIES



Source: *aeroindia*

In the Auto Expo 2020-Components held at Pragati Maidan, to safeguard and respect the intellectual property rights of participating were required to strictly comply with the procedure set out below and the Standard Rules & Regulations of IPR. In particular, the following provisions in Clause 5 of the Standard Rules & Regulations:

“The Exhibitor shall not exhibit at the Exhibition any counterfeit goods or any goods which infringe any third party’s intellectual property rights (“Infringing Goods”) or any goods which are prohibited or restricted by local laws or regulations (“Prohibited Goods”) or any goods which in their manufacture or production fail to comply with the regulations set by the Indian Laws or any other international standards, regulations and legislation in respect of ethical or mandatory for production or distribution of products / services .The Organisers shall have the right, without recourse, to physically remove any goods which it or any AN INDIAN court or relevant authority deems to be Infringing Goods, Prohibited Goods or Unethical Goods, to cancel the Exhibitor’s right of participation and/or to close

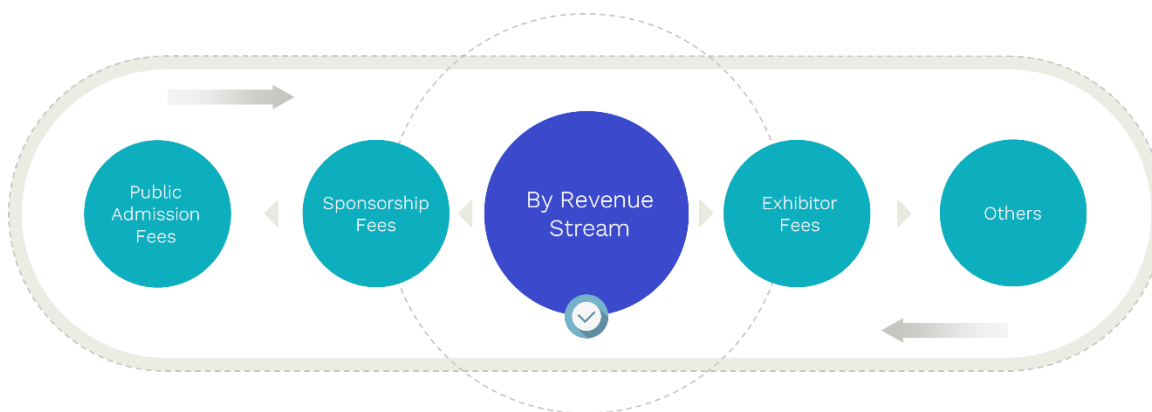
down the Exhibitor's exhibition stand and in any such event, the Exhibitor shall have no financial or other claim against the Organisers. The Exhibitor agrees to indemnify and hold harmless the Organisers on demand against all claims, liabilities, losses, suits, proceedings, damages, judgments, expenses, costs (including legal fees) and charges of any kind howsoever incurred by or on behalf of or made against the Organisers arising out of the Exhibition of any Infringing Goods or Prohibited Goods or Unethical Goods by the Exhibitor or acts by third parties as a consequent thereof.

Protection of IPR is a key priority for the exhibition industry in the country. In India legislation specifically dealing with the exhibition industry is very rare. There is no specific Act on the organization of trade fairs and complimentary services. The Indian Exhibition Industry Association (IEIA) is proactively involved in developing the exhibition industry in the country. It has also urged the Central Government to support the exhibition sector, as the industry has suffered massive losses.

5 MARKET, BY REVENUE STREAM

5.1 OVERVIEW

FIGURE 19 INDIA EXHIBITION MARKET, BY REVENUE STREAM



Based on Revenue Stream, the India Exhibition Market has been segmented into:

- Sponsorship Fees
- Exhibitor Fees
- Public Admission Fees
- Others

TABLE 2 INDIA EXHIBITION MARKET, BY REVENUE STREAM, 2019 – 2030 (USD MILLION)

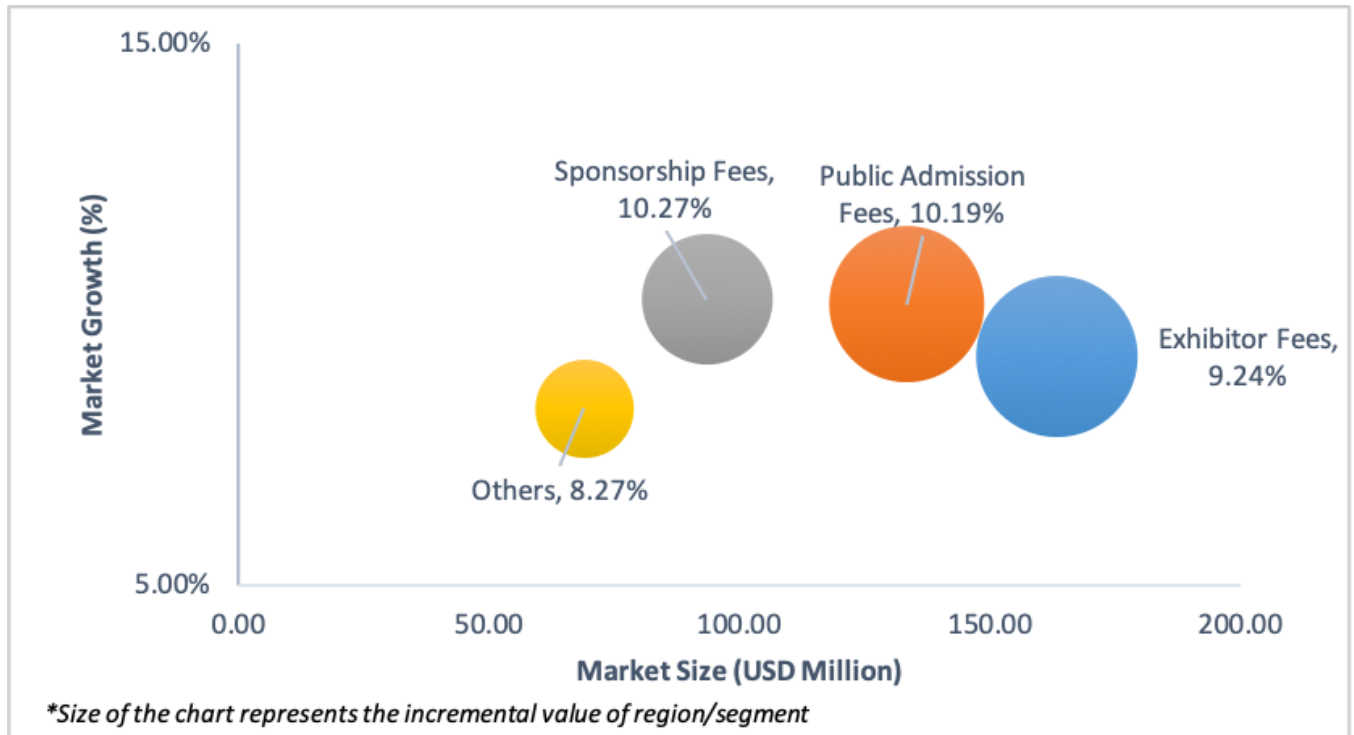
Revenue Stream	2019	2020	2021	2022	2023	2028	2030	Y-O-Y (2020-2021)	CAGR (2023-2030)
Exhibitor Fees	150.39	129.13	138.20	149.89	163.45	252.89	303.39	7.02%	9.24%
Public Admission Fees	118.64	102.76	110.93	121.36	133.50	215.72	263.33	7.96%	10.19%
Sponsorship Fees	82.84	71.81	77.58	84.93	93.50	151.65	185.40	8.04%	10.27%
Others	65.46	55.81	59.29	63.82	69.05	102.32	120.40	6.24%	8.27%
Total	417.33	359.51	386.01	420.00	459.50	722.58	872.52	7.37%	9.59%

Exhibitor Fees accounted for the largest market share of 35.92% in 2020, with a market value of USD 129.13 Million and is projected to grow at a CAGR of 9.02% during the forecast period. Others was the second-largest market in 2020, valued at USD 55.81 Million in 2020; it is projected to grow at a CAGR of 8.11%. However, Sponsorship Fees is projected to grow at the highest CAGR of 10.05%.



5.2 INDIA EXHIBITION MARKET ATTRACTIVE ANALYSIS, BY REVENUE STREAM

FIGURE 20 INDIA EXHIBITION MARKET ATTRACTIVE ANALYSIS, BY REVENUE STREAM

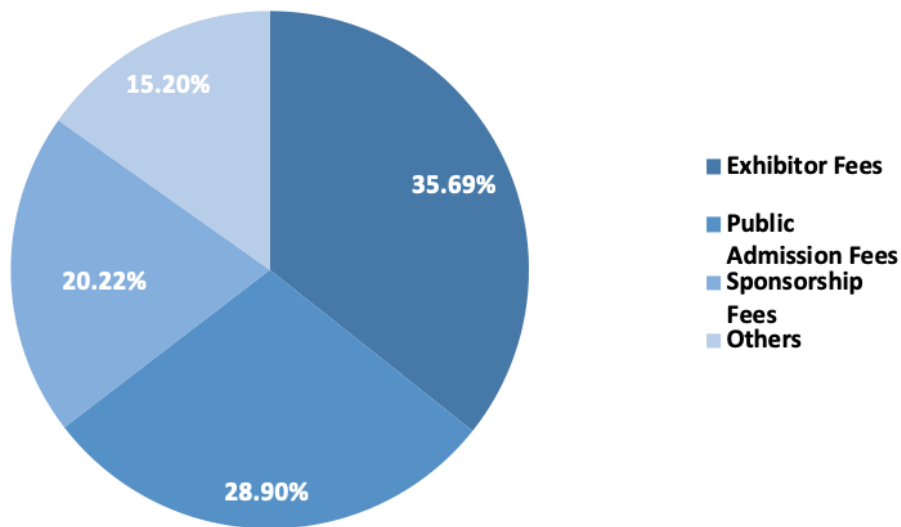


The India Exhibition Market is experiencing a scaled level of attractiveness in the Exhibitor Fees segment.

Exhibitor Fees refer to some of money paid by exhibitors for exhibiting goods and services at the events or exhibitions. An exhibitor shows generally involves more than one corporation recording or giving information about its products. The corporate fee is paid to rent the exhibit or tabletop space; the fee funds for the privilege of utilizing the space to show or talk about its products. In addition, the exhibitors' fees are structured for other important aspects of such as Exhibition IP Owner, Venue Providers, Exhibition Execution and Service Provider, Logistics, and Media.

5.3 INDIA EXHIBITION MARKET ANALYSIS, BY REVENUE STREAM 2022

FIGURE 21 INDIA EXHIBITION MARKET ANALYSIS, BY REVENUE STREAM 2022



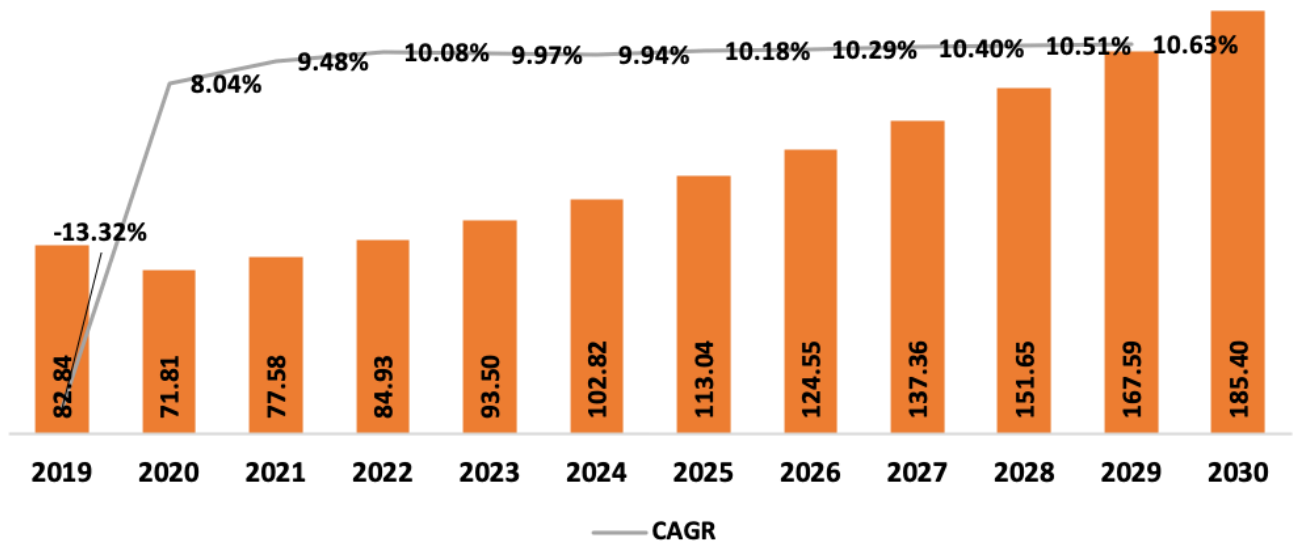
5.4 SPONSORSHIP FEES

Sponsorship Fees means any fees collected from the sale of all title, secondary, and other Exhibition sponsors receive prominent recognition and a host of benefits. Depending on the level of sponsorship, these may include Prominent acknowledgment and logo recognition in exhibition materials, including the donor wall, invitations, companion books, press releases, the Museum's website, and e-mailings. Sponsorships, including App Sponsorships, Website Sponsorships, and Physical Sponsorships. It is the act of supporting an event, activity, person, or organization financially or through the provision of products or services. A sponsorship payment is made by a corporation or any individual party to support some aspect of chapter activities. A chapter might solicit a sponsorship payment to sponsor an educational program, a lunch, or a coffee break. The payment is made to support the work of the chapter and not to rent exhibit or tabletop space. There may be more than one sponsor for any event.

For instance, the Sponsorship at IFCPC World Congress 2020 is considered as one of the premium opportunities to enhance the brand promotion and visibility among the audience. At IFCPC the sponsors will attain the brand promotion, and maximum high-value visibility across the widest spectrum of the global community for cervical cancer prevention.



FIGURE 22 SPONSORSHIP FEES ANALYSIS (USD MILLION) 2019-2030



5.5 EXHIBITOR FEES

Exhibitors' fees are accepted in exchange for granting booth or tabletop space at some type of exhibition or show. An exhibitor shows generally involves more than one corporation recording or giving information about its products. The corporate fee is paid to rent the exhibit or tabletop space; the fee funds for the privilege of utilizing the space to show or talk about its products. In addition, the exhibitors' fees are structured for other important aspects of such as Exhibition IP Owner, Venue Providers, Exhibition Execution and Service Provider, Logistics, and Media. A qualified convention or trade show is sponsored by a 501(c)(3) or 501(c)(6) organization, and at least one of the goals in sponsoring the show is the education of its members. The show must be designed to fulfil that purpose through the character of a significant portion of the exhibits or the character of conferences and seminars handled at the convention or meeting.

For instance, at the 11th Edition of India Rubber Expo 2022 the details regarding the exhibition fees have provided, shown in table below:

TABLE 3 EXHIBITOR FEES FOR 11TH EDITION OF INDIA RUBBER EXPO 2022

*(**PARTICIPATION COST**)

SPACE TYPE	Domestic (Rs. / SQMT.)	Foreign (US \$ / SQMT.)
Bare Space (min. 36 sqmts.)	13,800/-	415
Built Up Space (min. 9 sqmts.) and its multiples (To upgrade built up facility, please contact after space booking)	15,000/-	450
PREMIUM CHARGES (additional fee)		
Corner Stand (2 sides open)	15% of participation fee	
Three Sides open	20% of participation fee	

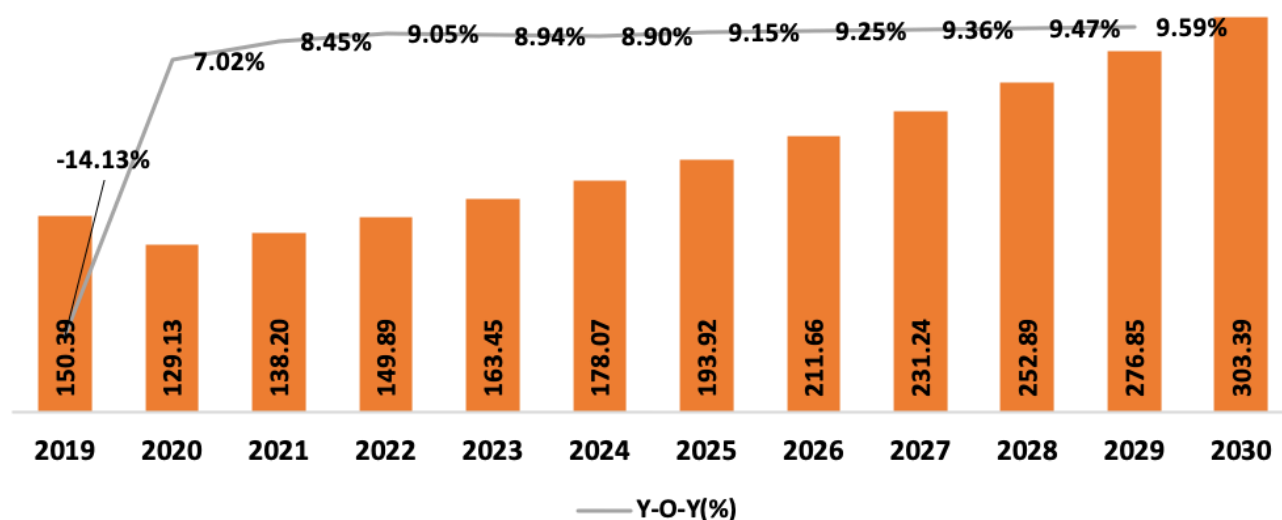
Island Stand	25% of participation fee	
DISCOUNTS	Domestic (Rs. / SQMT.)	Foreign (US \$ / SQMT.)
Loyalty Discounts (For participation at India Rubber Expo 2017 and 2019)	1,000	20
Early Bird Discount till 31/12/2019	1,000	20
Members Discount	1,000	N/A

*Tax: GST @ 18%

*Security Deposit: 10% of the space booked (Minimum Rs. 30,000 or USD 450)

Note: Source: <https://www.indiarubberexpo.in/exhibitors/exhibitor-fees>

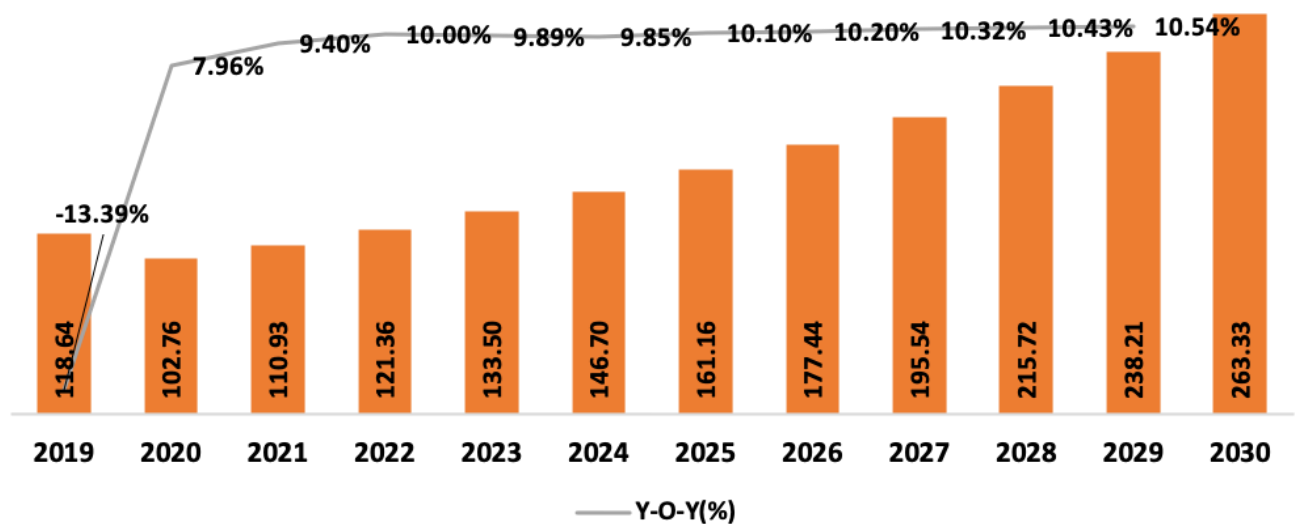
FIGURE 23 EXHIBITOR FEES ANALYSIS (USD MILLION) 2019-2030



5.6 PUBLIC ADMISSION FEES

Public Admission Fees is a fixed charge that has been charged for privilege or for professional services. An entrance fee is a sum of money which one needs to pay before they go into somewhere such as a cinema or museum, or any exhibition or event which they must pay to join. It is the registration and the access to the trade fair. The fee charged to serve the purpose of admission is called as admission fees. The imposition of admission fees does not result in a great decrease in visitor numbers, nor does keeping admission prices down result in a great increase. However, admission prices do have a significant impact on those from lower-income groups who are interested in visiting any kind of exhibitions. The introduction of admission charges violates the equality of opportunity principle, even though the low-income people affected represent a very small percentage of the population. Price elasticity of demand is price-elastic for members of lower-income groups who are interested in visiting exhibition, showing that the imposition of admission fees has a greater impact on these groups.

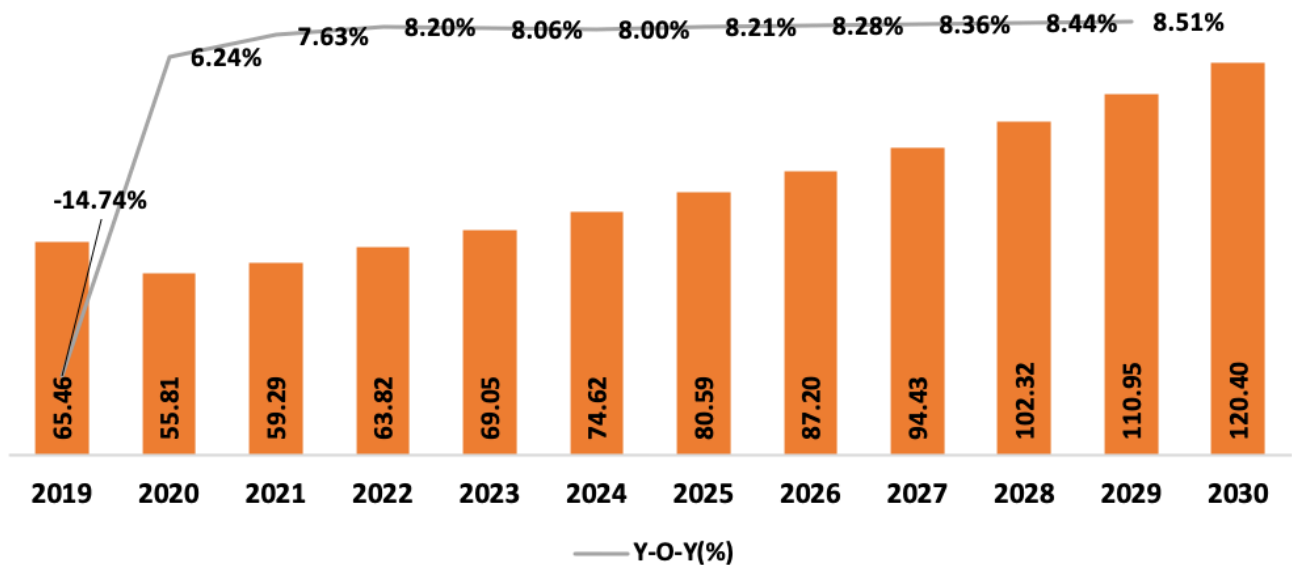
FIGURE 24 PUBLIC ADMISSION FEES ANALYSIS (USD MILLION) 2019-2030



5.7 OTHERS

Other types of revenue streams incorporate services. Some local services include product rental, graphics production, and installation labour, which come under the revenue stream for any exhibition. Other types of services allow providing users with relevant local knowledge of both exhibition venues and country-specific customs. By utilizing the network whenever possible, users can mean significant cost savings for clients, while keeping high standards. Moreover, live demonstrations and live streaming at booths, accompanying by gamification are also raising demand for services that are quickly being adhered to by organizers. They are proceeding as far as implementing indoor pools and other setups to create real-world experiences. Audio-visual services involve equipment such as HD TV, iPad, and laptops, among others.

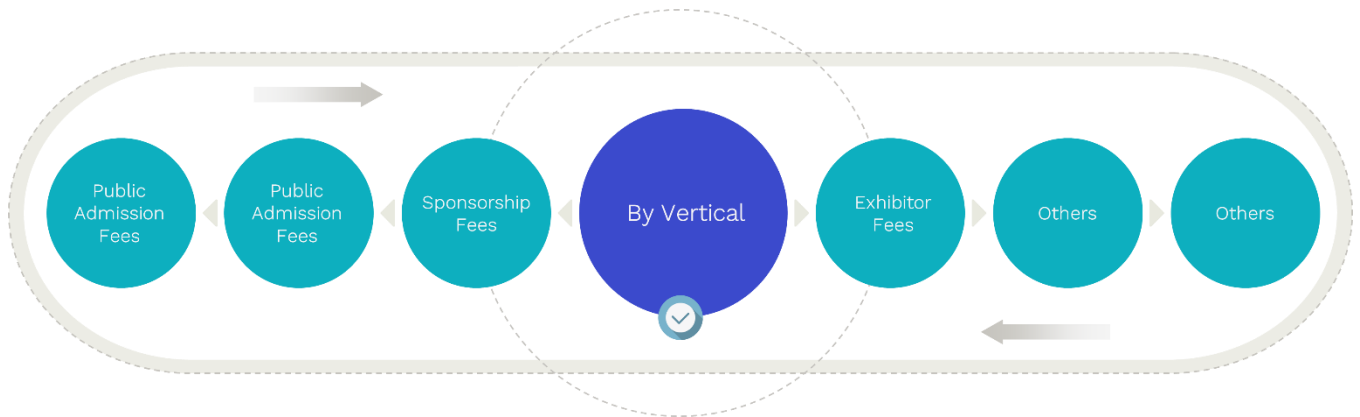
FIGURE 25 OTHERS REVENUE STREAM ANALYSIS (USD MILLION) 2019-2030



6 MARKET, BY VERTICAL

6.1 OVERVIEW

FIGURE 26 INDIA EXHIBITION MARKET, BY VERTICAL



Based on Vertical, the India Exhibition Market has been segmented into:

- Health, Medical and Pharma
- Building and Construction
- Electrical and Electronics
- Automotive & Transportation
- Industrial Manufacturing and Engineering
- Others

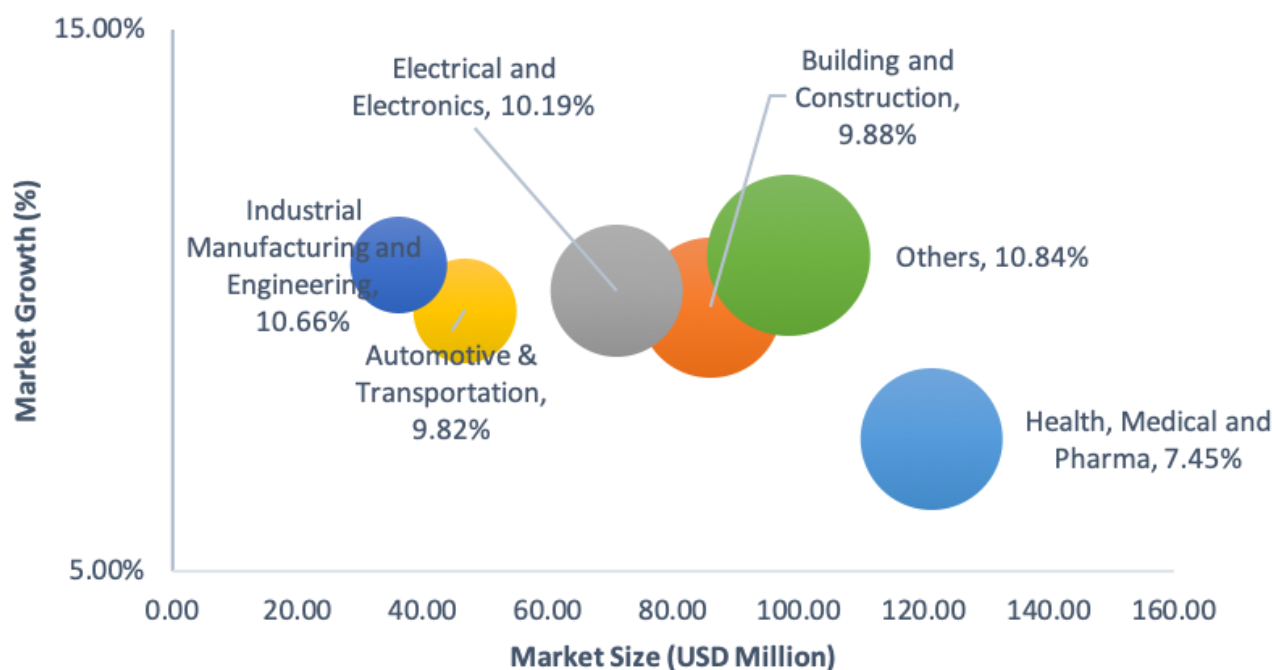
TABLE 4 INDIA EXHIBITION MARKET, BY VERTICAL, 2019 – 2030 (USD MILLION)

Vertical	2019	2020	2021	2022	2023	2028	2030	Y-O-Y (2020-21)	CAGR (2023-2030)
Health, Medical and Pharma	119.24	100.71	106.02	113.11	121.33	172.87	200.66	5.27%	7.45%
Building and Construction	77.15	66.64	71.73	78.25	85.84	136.74	165.98	7.65%	9.88%
Electrical and Electronics	63.13	54.68	59.03	64.57	71.03	114.78	140.11	7.96%	10.19%
Automotive & Transportation	42.08	36.33	39.09	42.62	46.73	74.25	90.04	7.60%	9.82%
Industrial Manufacturing and Engineering	31.56	27.46	29.77	32.70	36.13	59.64	73.43	8.42%	10.66%
Others	84.17	73.70	80.37	88.74	98.45	164.29	202.29	9.05%	10.84%
Total	417.33	359.51	386.01	420.00	459.50	722.57	872.51	7.37%	9.59%

Health, Medical and Pharma accounted for the largest market share of 28.01% in 2020, with a market value of USD 100.71 Million and is projected to grow at a CAGR of 7.23% during the forecast period. Building and Construction was the second-largest market in 2020, valued at USD 66.64 Million in 2020; it is projected to grow at a CAGR of 9.65%. However, Others is projected to grow at the highest CAGR of 10.75%.

6.2 INDIA EXHIBITION MARKET ATTRACTIVE ANALYSIS, BY VERTICAL

FIGURE 27 INDIA EXHIBITION MARKET ATTRACTIVE ANALYSIS, BY VERTICAL



**Size of the chart represents the incremental value of region/segment*

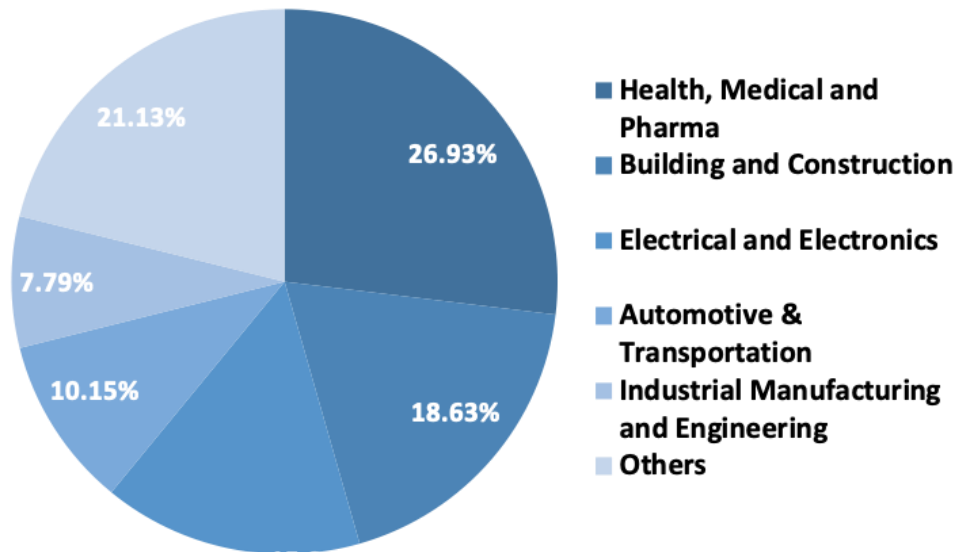
The India Exhibition Market is experiencing a scaled level of attractiveness in the Health, Medical and Pharma Vertical.

Health, Medical and Pharma industry in India is experiencing tremendous growth due to rising production of medications, introduction of new treatments, implementation of technology in the treatments, and rest of the others. Also, number of patients suffering from various diseases is growing across the country. According to the International Diabetes Federation, India is one of the top ten countries around the world with the highest number of people under 20 years living with Type 1 Diabetes. More than 100,000 children have Type 1 Diabetes across India.

COVID-19 has been a catalyst to fuel the growth of the Health, Medical and Pharma industry in India. According to the World Health Organization Coronavirus (COVID-19) Dashboard, South-East Asia is in the third position with 44,543,649 confirmed cases of COVID-19. As of November 2021, there have been 34,580,832 confirmed cases of COVID-19 with 468,790 deaths. Thus, India had developed COVAXIN, India's indigenous COVID-19 vaccine. It is developed by an Indian biotechnology company, Bharat Biotech in collaboration with the Indian Council of Medical Research (ICMR), National Institute of Virology (NIV).

6.3 INDIA EXHIBITION MARKET ANALYSIS, BY VERTICAL 2021

FIGURE 28 INDIA EXHIBITION MARKET ANALYSIS, BY VERTICAL 2021

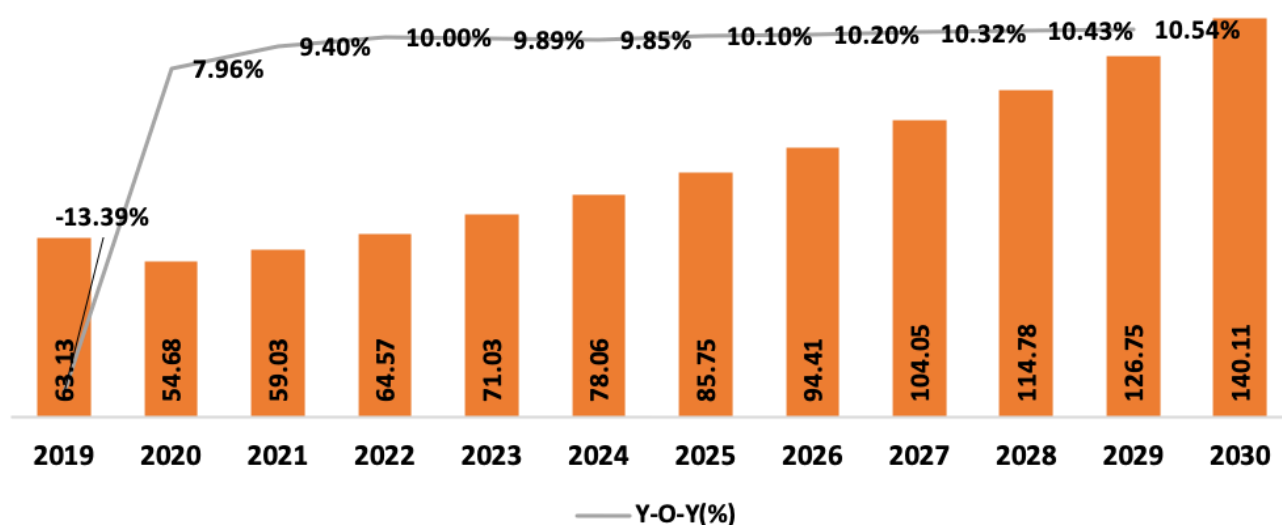


6.4 ELECTRICAL AND ELECTRONICS

Electrical and Electronics events deal with the products and services related to the latest technologies that showcase a glimpse of the future in the rapidly evolving area of electronic systems. In addition, the trade fair for the electronic component is gaining a lot of attraction owing to the increasing consumer demand from the electrical and electronics industry in India. The rise in disposable income and the increasing middle-class population in the country are of the market growth.

For instance, electronica India and productronica India set a record with the 2019 edition that evolves the rapidly evolving area of Electronics System Design & Manufacturing (ESDM). The event was organized with 674 exhibitors from 18 countries, 26,310 visitors, with 1,500 meetings at the Buyer-Seller forum. This, in response, is the record-breaking edition with the introduction of the exciting trends for the growing electronics industry in India. electronica India 2021 is the vent showcase the broad range of electronic components that includes entire range from technologies and components to specific applications fields including, Embedded systems, Semiconductor, Micro – and nano systems and sensor technology, Electronic Design (ED / EDA), PCBs, other circuit carriers and EMS, Wireless, Assemblies and subsystems among others.

FIGURE 29 ELECTRICAL AND ELECTRONICS ANALYSIS (USD MILLION) 2019-2030



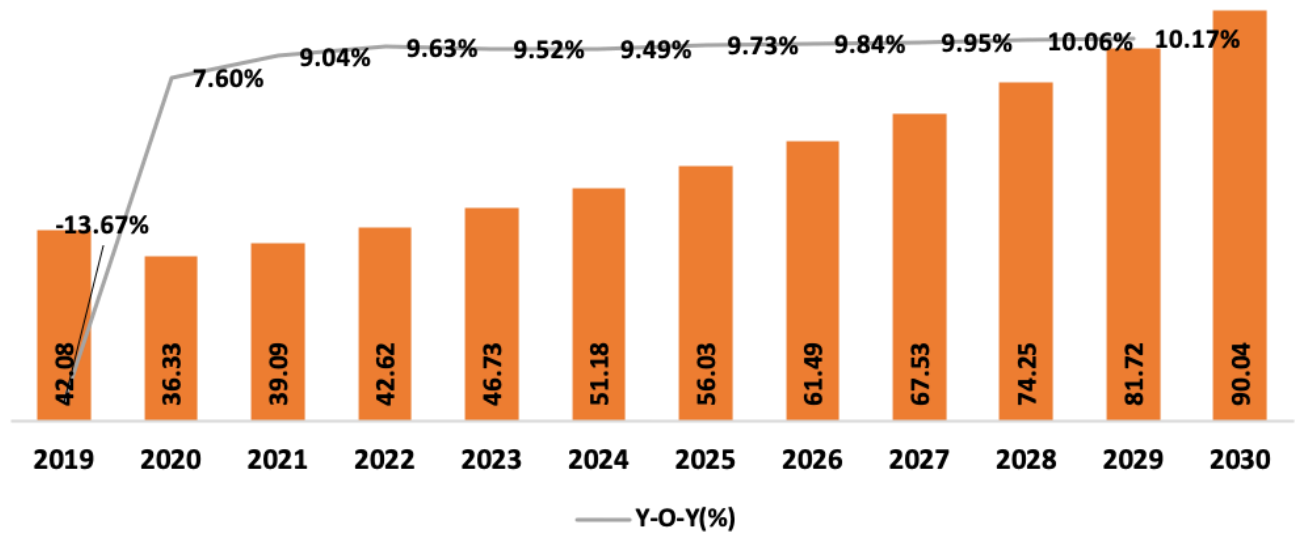
6.5 AUTOMOTIVE & TRANSPORTATION

Automotive and Transportation vertical industry is at the higher degree of penetration and innovating with the faster pace. The integration of the safer, more connected, and capable of running on alternative fuel and other opportunities to advanced transportation system is navigating the different technology options. The vertical is becoming the rich source of information in-vehicles, cross vehicles, and cloud-based applications that will contribute to improve the performance efficiency, safety, and entertainment. The introduction of the new developments in the automotive and transportation industry through the trade shows, conferences, sessions, and workshop plays a leading role in surging the growth.

For instance, Automation Expo 2022 (16th India International Trade Show) is one of the India's biggest exhibition and Conference programme held in Mumbai, which is considered as the commercial capital of India. The place is highly concentrated with the industrial hubs of Pune, Nashik, Belgaum, Vadodara, Belgaum, Vapi, Ahmedabad, Aurangabad, among others. It is the top-class platform to showcase the to show case the best of latest innovations in Industry 4.0/IIoT, Process Automation & Control Systems, Factory Automation, Industrial Automation, Field Instrumentation, Smart Sensors & Controllers, Robotics & Machine Automation, Motors & Drives, Software Solutions, Bus Technologies, Wireless Technologies, Building Automation, Automation in Hydraulics & Pneumatics, Automation in Renewable Energy and Safety & Security Systems, among others.

The exhibitors are the giants in the automation companies from across the globe, including B&R Industrial Automation, Autonics Automation, Baumer India, Ametek Instruments, BECKHOFF Automation, Chemtrols Industries, DEHN India, Dynalog India and more. This is considered as one of the mega exhibitions to acquire the technology based on automation to participate in the global competition.

FIGURE 30 AUTOMOTIVE & TRANSPORTATION ANALYSIS (USD MILLION) 2019-2030

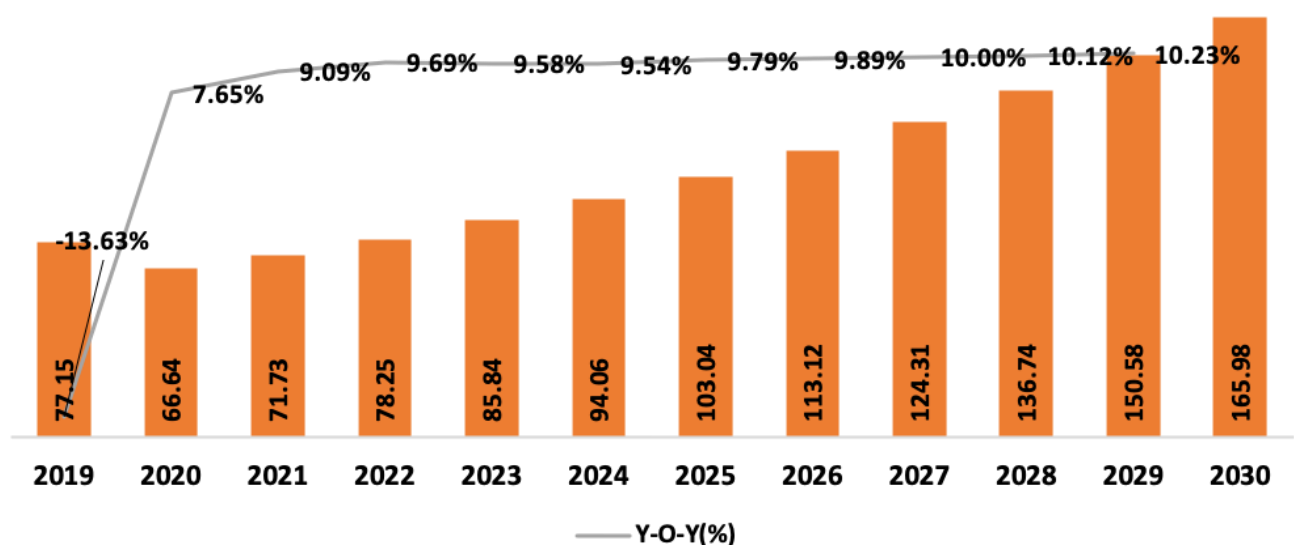


6.6 BUILDING AND CONSTRUCTION

Building and construction sector holds a significant role in the Indian economy with the third largest employer after the agriculture and manufacturing sector. The mega projects related to the smart cities, industrial corridors, mega ports, railway stations or lines, and the increasing demand for commercial space for the offices, hotels, retail, and entertainment units. In accordance with the data cited the total office space absorption across India’s largest 6 cities stood at 31.9 Mn. sqft. in 2020. In addition, the investment opportunity in the construction sector is in a surge which creates a substantial opportunity for the exhibition industry to showcase the offerings in the building and construction sector.

For instance, the 7th Smart Cities India Expo has organized the exhibition in Pragati Maidan, New Delhi, India for contributing to building a sustainable future. The Smart Cities Expo presents the transformative technologies with the key pillars of urban development such as Clean Energy and Transport, Green Buildings, and Clean Environment and Water. The developments are used for optimizing resources and making cities sustainable and smart. Building Expo has evolved as one of the largest and most influential Expo and conferences on the subject in India. It is the unmatched platform that is uniting construction industry players and stakeholders to connect, grow and succeed. In addition, contributes to accelerating nation-building to support economic growth and create a more sustainable environment around the country.

FIGURE 31 BUILDING AND CONSTRUCTION ANALYSIS (USD MILLION) 2019-2030

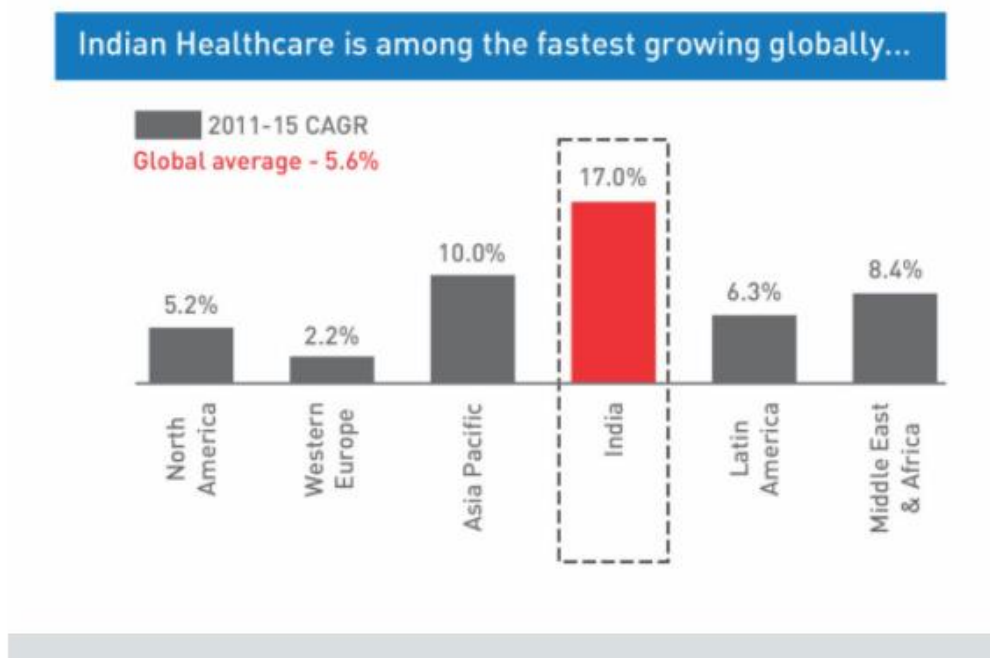


6.7 HEALTH, MEDICAL AND PHARMA

The healthcare, medical and pharma sector comprises of the products and services associated with the patient care that ranges from the hospitals to pharmaceutical manufacturers to health insurance. The companies are hosting the educational lectures to share the latest advancements, research, and ideas in the medical industry. In addition, the healthcare companies most popularly sponsored events are philanthropic activations and fundraisers. Indian healthcare sector is experiencing a new wave of opportunity with the emerging trends and changing dynamics of the country. The shift in the government’s role from the provider to payer is enhancing financial risk protection coverage to the margin. There has been improvement in accessing the care as private partnership through health PPPs are gradually gaining acceptance. In addition, the emergence of the attractive sector for the PE investments owing to the mismatch in demand-supply in healthcare sector.

- For instance, the Indian Healthcare is among the fastest growing sector globally owing to the strong market potential and thereby the exhibition and events associated with is penetrating the growth of the market.

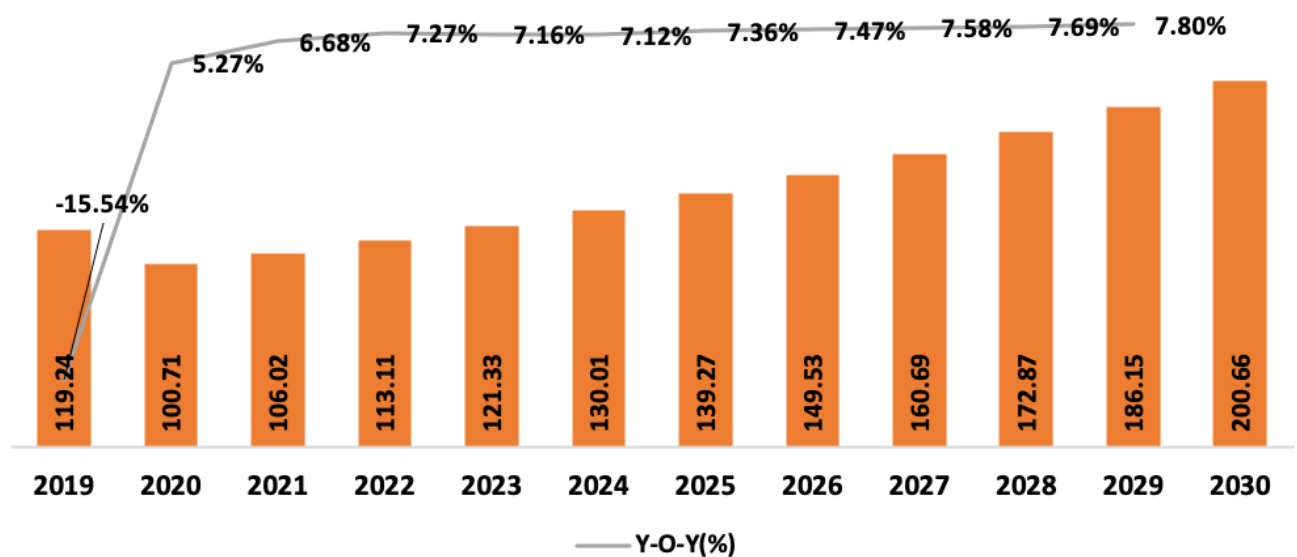
FIGURE 32 GROWTH OF INDIAN HEALTHCARE



Source: <https://www.medicalfair-india.com/>

- The Media Fair India is one of the excellent exhibitions and conferences for the healthcare sector that acts as a vital platform to make the connection and nurture business relationships. With participation from over 20 countries, MEDICAL FAIR INDIA facilitates a strong opportunity to position the various brand among competitors and thereby increase your level of visibility. MEDICAL FAIR INDIA is a member of the MEDICALAlliance.

FIGURE 33 HEALTH, MEDICAL AND PHARMA ANALYSIS (USD MILLION) 2019-2030

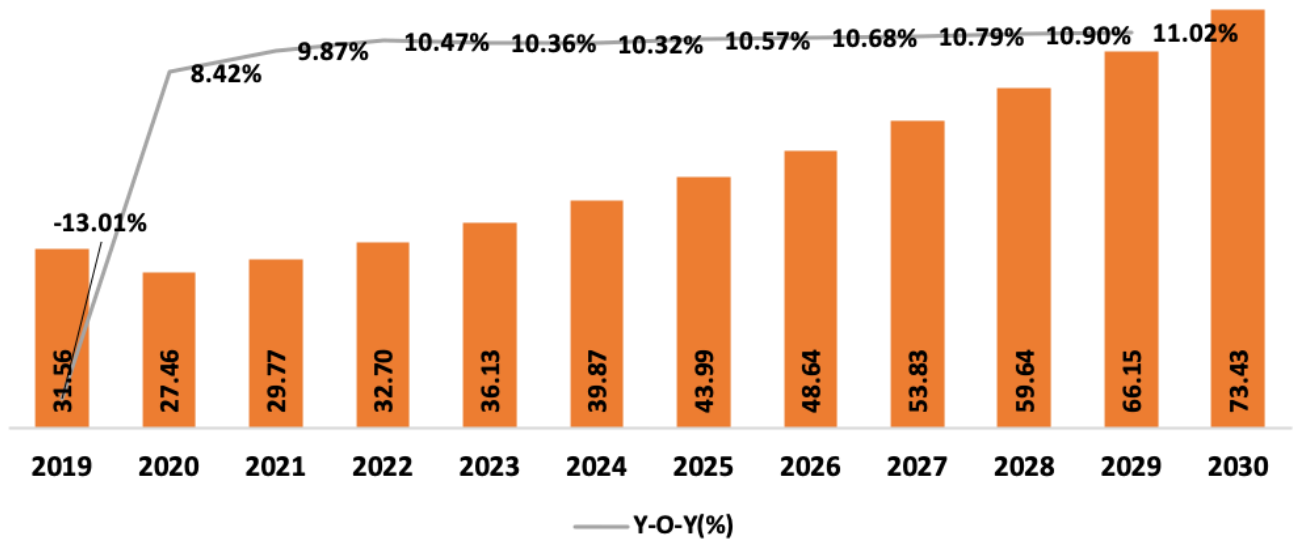


6.8 INDUSTRIAL MANUFACTURING AND ENGINEERING

The manufacturing industry is combined with the companies that have both consumer and industrial, which are involved the process of processing the products such as foods, textile, cars, and others. The industrial manufacturing and engineering sector invested the most in their products by hosting the events such as product training and product launches. These two are considered as the most popular event types in this sector. The increasing emphasis on hosting the product related events is one of the big reasons in in making the trade shows as most popular sponsored event type. This in return offers the opportunistic growth to showcase the various products and services to the potential partners and new consumers.

- For instance, the Dahej Industrial Expo 2021 organized the 12th Industrial Exhibition with Ads Pages Pvt Ltd., which represents the diverse industrial sector participation of over 200 organizations. The event offers an opportunity to a small and medium scale manufacturer to demonstrate the capabilities in the field of designing the engineering equipment and supplies to support the large projects. In addition, the industrial cluster includes Textiles, Machine Tools, Chemical and Fertilizers, Pharmaceuticals, Biotechnology, Glass, Engineering, process equipment. In the Dahej GIDC, Sayaka GIDC, Ankleshwar GIDC, Panoli GIDC & Jhagadia GIDC there is a total of 5000 plus small, medium, and large-scale industrial units.
- The IMS 2022 is offering the India's premier event for the Manufacturing and Engineering and other related sector. The event will act as catalyst to accelerate the manufacturing sector by bringing together the best practices and technologies that provides excellent business and knowledge. The event will be hosting in 2022 at Bengaluru International Exhibition Centre (BIEC), Bengaluru.
- Ministry of Micro, Small and Medium Enterprises (MSME) is the one of the most dynamic manufacturing sectors that contributes about 35% of India's manufacturing yield. The vision to enhance the contribution to over 50% in India's GDP drives the growth of the exhibition market in this segment.

FIGURE 34 INDUSTRIAL MANUFACTURING AND ENGINEERING ANALYSIS (USD MILLION) 2019-2030

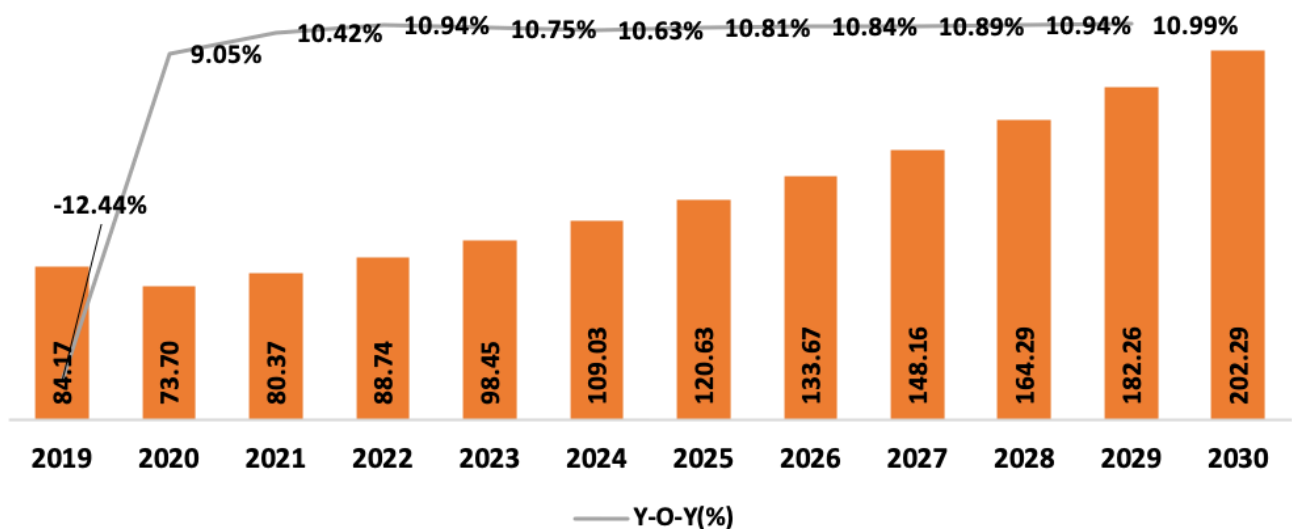


6.9 OTHERS

Other types of revenue streams incorporate services. Some local services include product rental, graphics production, and installation labour, which come under the revenue stream for any exhibition. Besides, other types of services allow providing users with relevant local knowledge of both exhibition venues and country-specific customs. By utilizing the network whenever possible, users can mean significant cost savings for clients, while keeping high standards.

Moreover, live demonstrations and live streaming at booths, accompanying by gamification are also raising demand for services that are quickly being adhered to by organizers. They are proceeding as far as implementing indoor pools and other setups to create real-world experiences. Audio-visual services involve equipment such as HD TV, iPad, and laptops, among others.

FIGURE 35 OTHERS VERTICAL ANALYSIS (USD MILLION) 2019-2030



7 COMPETITIVE LANDSCAPE

7.1 OVERVIEW

The India Exhibition Market is highly fragmented with the presence of many players in the Market. Some of the major companies include India Expo Centre & Mart, Messe München, BIEC, SIAM, Pragati Maidan (ITPO), HITEX, HICC, BEC Bombay, IICC (India International Convention & Expo Centre), Codissia Intec Technology Centre (Codissia Trade Fair Complex), KTPO Bangalore, IEEMA, Kenes, and others.

7.2 COMPANY MARKET RANKING ANALYSIS

TABLE 5 COMPANY MARKET RANKING ANALYSIS

COMPANY	RANKING
India Expo Centre & Mart	1
Messe München	2
BIEC	3
SIAM	4
Pragati Maidan (ITPO)	5
HITEX	6
HICC	7
BEC Bombay	8
IICC (India International Convention & Expo Centre)	9
Codissia Intec Technology Centre (Codissia Trade Fair Complex)	10

The parameters that have been considered for the ranking of the above-mentioned companies include the annual revenue, product portfolio, geographic reach, market penetration, market potential, and the comprehensiveness of a vendor’s offering. The product portfolio of the companies is classified in terms of their diversification as well as the number of products/services that are available. The geographic reach and the market penetration are determined considering the penetration of the company’s products and services in various geographical regions and industries.

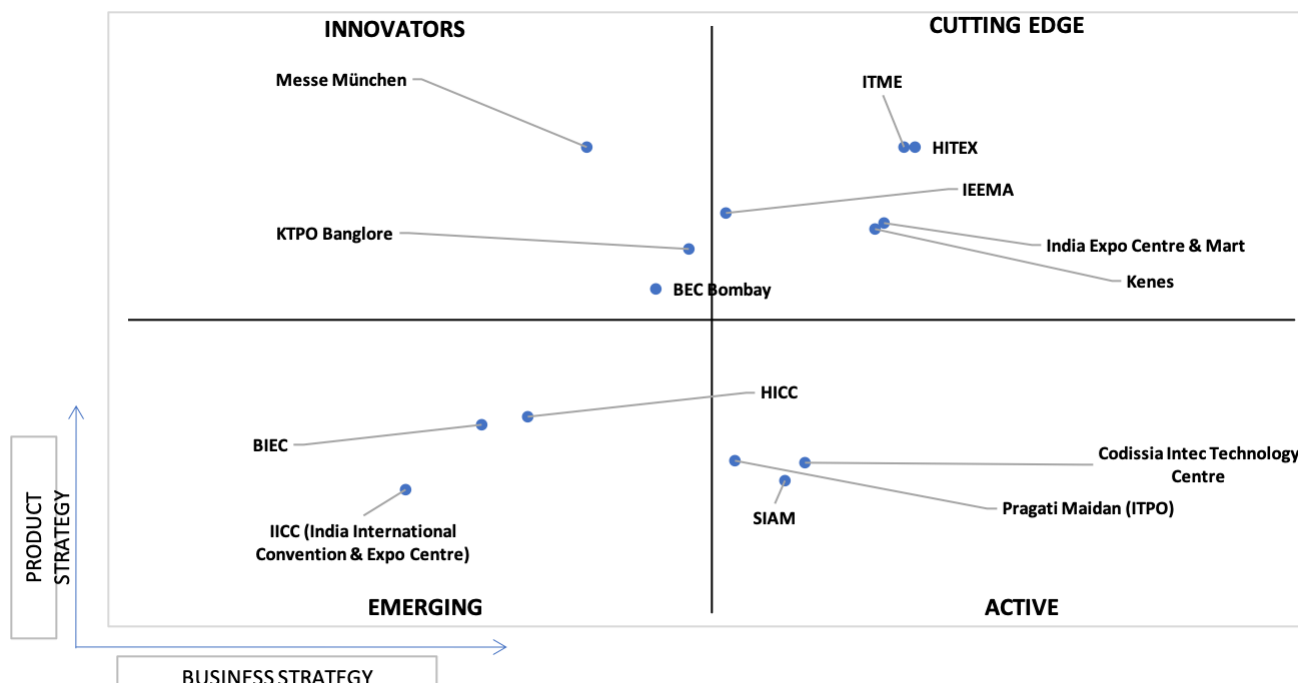
7.3 COMPETITOR ANALYSIS

TABLE 6 COMPETITOR ANALYSIS

SR. no.	Company	Exhibitions IP Owner	Venue Entity	Services and Execution Entity	Media	Logistics
1	India Expo Centre & Mart					
2	HITEX					
3	BIEC					
4	BEC Bombay					
5	HICC					
6	Pragati Maidan (ITPO)					
7	IICC (India International Convention & Expo Centre)					
8	KTPO Bangalore					
9	Codissia Intec Technology Centre					
10	Messe München					
11	ITME					
12	SIAM					
13	IEEMA					
14	Kenes					

 Company Operate in
 Company Does not Operate in

FIGURE 36 ACE MATRIX ANALYSIS, 2021



This section of the report provides an overview of the company evaluation scenario in the Meningococcal Vaccine market. The company evaluation has been carried out based on the outcomes of the qualitative and quantitative analyses of various factors such as the product portfolios, technological innovations, market presence, revenues of companies, and the opinions of primary respondents.

7.4 ACTIVE

These are established vendors with powerful business strategies. However, they do not have strong service/product/solution portfolios. They generally focus on their geographic reach related to the product/service offered. The companies falling under the active category include SIAM, Pragati Maidan (ITPO), Codissia Intec Technology Centre, and others.

7.5 CUTTING EDGE

Vendors that fall in this category generally receive high scores for most evaluation criteria. These players have established service/product portfolios as well as a powerful market presence. They also devise effective business strategies. The companies falling under the

cutting-edge category include BICC, HICC, IICC(India International Convention & Expo Center), and others.

7.6 EMERGING

They are vendors who have started gaining momentum in the market with their niche product offerings. They do not pursue many strong business strategies compared to other established vendors. They might be new entrants in the market and would require some more time before gaining traction in the market. Companies falling under the emerging category include ITME, SIAM, IEEMA, Kenes, India Expo Centre & Mart, and others.

7.7 INNOVATORS

Innovators are vendors that have demonstrated substantial service innovation compared with their competitors. They have highly focused service portfolios. However, they lack strong growth strategies for their overall businesses. The companies falling under the emerging innovator's category include Messe München, KTPO Bangalore, BEC Bombay, and others.

8 COMPANY PROFILES

8.1 INDIA EXPO CENTRE & MART

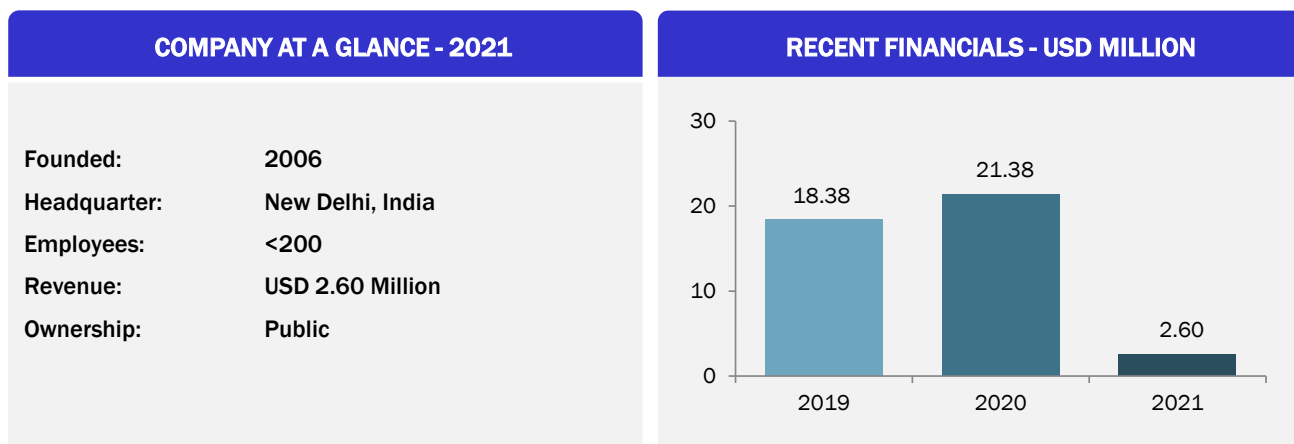
8.1.1 COMPANY OVERVIEW

India Expo Centre & Mart is a publicly held company founded in 2006 and headquartered in New Delhi, India. India Expo Centre & Mart is involved in providing conventions and exhibitions services to the different industry verticals. The company owns more than 58 acres of land to provide exhibition services with facilities including lawn, business centre, restaurants, transportation facilities and vast parking area. India Expo Centre & Mart is one of the leading venue planner and provider in India, that offers technology driven, world-class facilities and safety standards is suitable for hosting international business-to-business exhibitions, conferences, congresses, product launches, and promotional events, amongst others. The company had partnered and associated with different associations and partners in India including Confederation of Indian Industry, Federation of Indian Chambers of Commerce and Industry, and Indian Exhibition Industry Association, amongst others. The company is also one of the members of UFI organization, UFI The Global Association of the Exhibition Industry, and International Congress and Convention Association.

In 1994, the company's chairman, Mr. Rakesh Kumar had started the world-renowned Indian Handicrafts & Gifts Fair. The company had more than 5,000 business buyers from abroad as approximately 2,750 exhibitors had participated in the exhibition. Furthermore, the company had started growing its business around the country. Later, the company had owned more than 58 acres land, built up complex of 2.5 million sq. ft., and India Expo Centre & Mart had been inaugurated. However, the factors such as rapid technological advancements, government regulations, competitive landscape, dependence on skilled employees, fluctuations in foreign currency, and the rest others might impact the growth of the company. Moreover, India Expo Centre & Mart offers various integrated services including food & beverages services, branding, banking & foreign exchange, IT managed services, housekeeping, security to its clients. Likewise, the company had signed various upcoming events including INDIACORR Expo and India Folding Carton 2021 (Oct 23, 2021 - Oct 25, 2021), And REFCOLD 2021 (Oct 28, 2021 - Oct 30, 2021), amongst others.

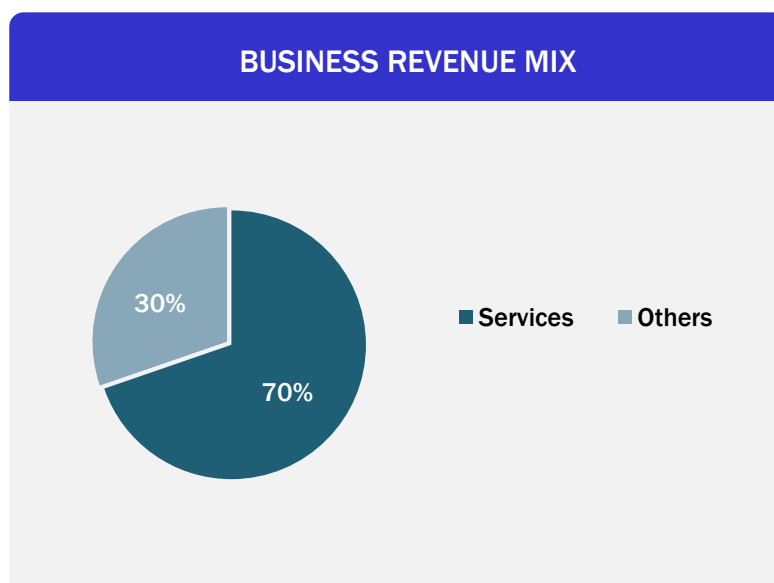
8.1.2 COMPANY INSIGHTS

FIGURE 37 INDIA EXPO CENTRE & MART: COMPANY INSIGHT



8.1.3 SEGMENT BREAKDOWN

FIGURE 38 INDIA EXPO CENTRE & MART: BREAKDOWN



8.1.4 VENUE BENCHMARKING

TABLE 7 INDIA EXPO CENTRE & MART: VENUE BENCHMARKING

Location	Venue
Greater Noida	<ul style="list-style-type: none"> • Central Function Building • Restaurants • Seminar Board Room • Restrooms/Washrooms • Central Control Room • Parking Area • Exhibition Halls • Banquet Hall • Mart Showrooms

8.1.5 FACILITIES PROVIDED

TABLE 8 INDIA EXPO CENTRE & MART: FACILITIES PROVIDED

Complimentary Facilities	Integrated Facilities
<ul style="list-style-type: none"> • Food and Beverages Services • Housekeeping • Security • Floor Planning • Dine Planning 	<ul style="list-style-type: none"> • Branding • Banking & Foreign Exchange • IT Managed Services

8.1.6 RECENT MAJOR EVENTS

TABLE 9 INDIA EXPO CENTRE & MART: RECENT MAJOR EVENTS

Year	Events
2022	<ul style="list-style-type: none"> • PRINTPACK INDIA 2022 (MAY 26,2022 - MAY 30, 2022) • SATTE 2022 (MAY 18,2022 - MAY 20, 2022) • PAPEREX 2022 (MAY 10,2022 - MAY 13, 2022) • INDIA MED EXPO 2022 (MAY 6,2022 - MAY 8, 2022) • IHGF DELHI FAIR – SPRING 2022 (MAR 30,2022 - APR 3, 2022) • IAUTOCONNECT 2022 (MAR 23,2022 - MAR 24, 2022) • PU TECH 2022 (MAR 23,2022 - MAR 25, 2022) • PEDICON 2022 (59TH ANNUAL CONFERENCE OF THE INDIAN ACADEMY OF PEDIATRICS) (MAR 19,2022 - MAR 23, 2022) • PLAST FOCUS 2022 (MAR 5,2022 - MAR 9, 2022)

	<ul style="list-style-type: none"> • IIGF 2022 (JAN 28,2022 - JAN 30, 2022) • INDUS FOOD 2022 (JAN 8,2022 - JAN 10, 2022)
2020	<ul style="list-style-type: none"> • Renewable Energy India Expo 2020 (Dec 10,2020 - Dec 12, 2020) • Himalayan Herbal Expo 2020 (Dec 9,2020 - Dec 18, 2020) • Ayuryog Expo 2020 (Dec 9,2020 - Dec 18, 2020) • India International Hospitality Expo 2020 (IHE '20) (Dec 2,2020 - Dec 5, 2020) • ICOLD 2020 (Nov 28,2020 - Dec 3, 2020) • Global Inclusive Disaster Management Conference (GIDMC) (Nov 18,2020 - Nov 19, 2020) • IHGF Delhi Fair Autumn 2020 (Nov 4,2020 - Nov 9, 2020) • BIOFACH India 2020 (Oct 29,2020 - Oct 31, 2020) • REFCOLD India 2020 (Oct 29,2020 - Oct 31, 2020) • Ihe20 – India International Hospitality Expo (Aug 5,2020 - Aug 8, 2020) • IPHEX 2020 (May 6,2020 - May 8, 2020) • 4th Fire Security India Expo 2020 (Feb 27,2020 - Feb 29, 2020) • ACREX India 2020 (Feb 27,2020 - Feb 29, 2020) • Kubernetes Forum Delhi 2020 (Feb 20,2020 - Feb 20, 2020) • Auto Expo – The Motor Show 2020 (Feb 7,2020 - Feb 12, 2020) • ELECRAMA 2020 (Jan 18,2020 - Jan 22, 2020) • SATTE 2020 (Jan 8,2020 - Jan 10, 2020) • Indus Food 2020 (Jan 8,2020 - Jan 10, 2020)
2019	<ul style="list-style-type: none"> • IFSEC India (Dec 19,2019 - Dec 21, 2019) • CPHI & PMEC 2019 (Nov 26,2019 - Nov 28, 2019) • Led Expo 2019 (Nov 14,2019 - Nov 16, 2019) • Advantage Health Care India 2019 (Nov 13,2019 - Nov 15, 2019) • BIOFACH India 2019 (Nov 7,2019 - Nov 9, 2019) • Ayuryog Expo 2019 -1st World Assembly on Ayurveda, Yoga & Naturopathy (Nov 7,2019 - Nov 10, 2019) • IHGF Delhi Fair Autumn 2019 (Oct 16,2019 - Oct 20, 2019) • Inner Engineering Completion with Sadhguru (Oct 5,2019 - Oct 6, 2019) • 16th Congress of Asian Society of Transplantation – Cast 2019 (Sep 29,2019 - Oct 2, 2019) • Smartcards Expo 2019 (Sep 25,2019 - Sep 27, 2019) • Electronica India 2019 (Sep 25,2019 - Sep 27, 2019)

	<ul style="list-style-type: none"> • PRODUCTRONICA India 2019 (Sep 25,2019 - Sep 27, 2019) • Renewable Energy India Expo 2019 (Sep 18,2019 - Sep 20, 2019) • SINOCORRUGATED -INDIACORR Expo 2019 (Sep 5,2019 - Sep 7, 2019) • EA Water 2019 (Aug 29,2019 - Aug 31, 2019) • United Nations Convention to Combat Desertification Cop-14 (Aug 29,2019 - Sep 14, 2019) • International Ethnic Week 2019 (Aug 19,2019 - Aug 20, 2019) • Delhi Machine Tools Expo 2019 (Aug 8,2019 - Aug 11, 2019) • India International Hospitality Expo 2019 (Aug 7,2019 - Aug 10, 2019) • 63rd India International Garment Fair (IIGF) 2019 (Jul 4,2019 - Jul 6, 2019) • Indian Fashion Jewellery and Accessories Show (IFJAS) 2019 (Jul 4,2019 - Jul 6, 2019) • Home Expo India 2019 (Apr 16,2019 - Apr 18, 2019) • Delhi Wood 2019 (Mar 13,2019 - Mar 16, 2019) • IPF B2b Women Wear Expo (Mar 11,2019 - Mar 12, 2019) • India Plast 2019 (Feb 28,2019 - Mar 4, 2019) • Indian Handicrafts & Gifts Delhi Fair (Spring) 2019 (Feb 18,2019 - Feb 22, 2019) • PETROTECH 2019 (Feb 10,2019 - Feb 12, 2019) • Print Pack India 2019 (Feb 1,2019 - Feb 6, 2019) • IFEX 2019 (Jan 18,2019 - Jan 20, 2019) • 67th Indian Foundry Congress 2019 (Jan 18,2019 - Jan 20, 2019) • SATTE 2019 (Jan 16,2019 - Jan 18, 2019) • 62nd India International Garment Fair (IIGF) 2019 (Jan 16,2019 - Jan 18, 2019) • Indus Food (Jan 14,2019 - Jan 15, 2019) • Consumer Electronic Imaging Fair -2019 (Jan 10,2019 - Jan 12, 2019)
2018	<ul style="list-style-type: none"> • CPHI & P-MEC India (Dec 12,2018 - Dec 14, 2018) • Led Expo 2018 (Dec 6,2018 - Dec 8, 2018) • ALUCAST 2018 (Dec 6,2018 - Dec 8, 2018) • Advantage Healthcare India (AHCI) 2018 (Dec 4,2018 - Dec 6, 2018) • Label Expo India 2018 (Nov 22,2018 - Nov 25, 2018) • Indian Handicraft & Gift Fair Delhi Fair – Autumn 2018 (Oct 14,2018 - Oct 18, 2018)

	<ul style="list-style-type: none"> • 2nd Global Re-Invest (Oct 3,2018 - Oct 5, 2018) • Asia Elevator & Escalator Expo (Sep 28,2018 - Sep 30, 2018) • Renewable Energy India Expo 2018 (Sep 18,2018 - Sep 20, 2018) • Geo India 2018 (Sep 6,2018 - Sep 8, 2018) • PROPAK India 2018 (Aug 30,2018 - Sep 1, 2018) • Fi & Hi India – Food Ingredients & Health Ingredients India (Aug 30,2018 - Sep 1, 2018) • India International Mega Trade Fair 2018 (Aug 17,2018 - Aug 27, 2018) • India International Hospitality Expo (IHE 2018) (Aug 8,2018 - Aug 11, 2018) • Indian Fashion Jewellery and Accessories Show (Jul 16,2018 - Jul 18, 2018) • 61st India International Garment Fair (IIGF) (Jul 16,2018 - Jul 18, 2018) • FITEX India 2018 (May 5,2018 - May 6, 2018) • Indian Houseware & Decorative Show (Apr 16,2018 - Apr 18, 2018) • Indian Furniture’s & Accessories Show (Apr 16,2018 - Apr 18, 2018) • Indian Furnishing, Flooring & Textiles Show (Apr 16,2018 - Apr 18, 2018) • Exhibition Excellence Awards (Ee 2018) (Mar 17,2018 - Mar 17, 2018) • Elecrama 2018 (Mar 10,2018 - Mar 14, 2018) • Indian Handicrafts & Gifts Delhi Fair (Spring) 2018 (Feb 23,2018 - Feb 27, 2018) • Auto Expo – The Motor Show 2018 (Feb 9,2018 - Feb 14, 2018) • Indus Food (Jan 18,2018 - Jan 19, 2018)
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8.1.7 SWOT ANALYSIS

FIGURE 39 INDIA EXPO CENTRE & MART: SWOT ANALYSIS

INDIA EXPO CENTRE & MART

S

STRENGTHS

- Business has a big geographical reach, customer base and keeps a strong brand name identity
- Strong presence in value chain

O

OPPORTUNITIES

- Great way to advertise to a target market and create brand awareness will boost the business



WEAKNESSES

- Travelling to the trade shows can be costly
- Declination in the operational revenue as compared to previous years

W

THREATS

- Intense competition among the major players

T

8.2 MESSE MUENCHEN INDIA (MESSE MÜNCHEN)

8.2.1 COMPANY OVERVIEW

Messe Muenchen India (Messe München) was established in 2007, headquartered in Mumbai, Maharashtra. The company is a wholly owned subsidiary of Messe München, Messe Muenchen India Pvt. Ltd. is one of the leading organizers of trade fairs in India with an extensive portfolio of B2B trade fairs covering various sectors that are bauma CONEXPO India, electronica India, productronica India, drink technology India, LASER World of PHOTONICS INDIA, Intersolar India/The Smarter “E” India, IFAT India, Analytica Anacon India/India Lab Expo, Pharma Pro Pack, Indian Ceramics, Smart Card Expo, MatDispense, VR-tech India, World Tea & Coffee Expo, Pack Mach Asia Expo and AirCargo India.

Messe Muenchen India works closely with industry stakeholders to develop well researched trade fairs encapsulating the latest trends and innovations dominating the industry. The organisation has offices in New Delhi, Bengaluru, Hyderabad and Ahmedabad, Messe Muenchen India connects global competence by bringing professionals together for business, learning and networking. 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 as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

8.2.2 COMPANY INSIGHTS

FIGURE 40 MESSE MUENCHEN INDIA (MESSE MÜNCHEN): COMPANY INSIGHT

COMPANY AT A GLANCE - 2019	
Founded:	2007
Headquarter:	Mumbai, Maharashtra
Employees:	65
Revenue:	USD 7.2 Million
Specialties:	Technology, electronic, lifestyle, sport, digitalization, and others
Ownership:	Private

8.2.3 VENUE BENCHMARKING

TABLE 10 MESSE MUENCHEN INDIA (MESSE MÜNCHEN): VENUE BENCHMARKING

Category	Venue
Messe Muenchen India	<ul style="list-style-type: none"> • Halls • Entrances • Conference and meeting rooms • Atrium
Event venues	<ul style="list-style-type: none"> • Traditional Bavarian Hut • Conference Centres Messe München • Premium Roof Top • Power station venue • Architectural jewel • Traditional, authentic huts • Baroque Villa • Modern Bavarian Restaurant • Art Venue • Professional movie studios • Racecourse and modern venue • Business Lounge • Restaurant Seeblick • Gourmet Teatro

8.2.4 FACILITIES PROVIDED

TABLE 11 MESSE MUENCHEN INDIA (MESSE MÜNCHEN): FACILITIES PROVIDED

Event	Facilities
Event Service	<ul style="list-style-type: none"> • Search for venue • Technical facilities • Catering • Decoration • Entertainment • Logistics • Controlling • Mobile Ticketing e-Billing
Media Sales	<ul style="list-style-type: none"> • Brand Booster by Video • Outdoor Advertising Space • Advertising Spaces in The Entrance Area • Advertising Spaces in The Halls • Special Advertising Spaces

8.2.5 RECENT MAJOR EVENTS

TABLE 12 MESSE MUENCHEN INDIA (MESSE MÜNCHEN): RECENT MAJOR EVENTS

Year	Events
2022	<ul style="list-style-type: none"> • analytica Anacon India and India Lab Expo 2021 – Mumbai (APR 20–21 2022) • Indian Ceramics Asia 2022 (APR 06–08 2022) • Auto Expo Components 2022 (Exp. FEB 2022)
2021	<ul style="list-style-type: none"> • International trade fair for beverage and liquid food technology (December 2-4) • International Trade Fair for Electronic Components, Systems, Applications and Solutions (December 16-18) • IFAT India (December 2-4) • Pharma Pro&Pack Expo 2021 (September 23-25) • Digital Payments India Expo 2021 (September 22-24) • India Lab Expo & Analytica Anacon India 2021 (April 15-16) • Indian Ceramics Asia 2021 (March 3-5) • BAUMA CONEXPO INDIA 2021 (February 23-26)
2020	<ul style="list-style-type: none"> • Pharma Pro&Pack Expo 2020 (September 17-19) • India Lab Expo & Analytica Anacon India 2020 (August 19-21) • Indian Ceramics Asia 2020 (March 3-5) • The smarter E India 2020 (December 15-17) • Intersolar India 2020 (December 15-17) • Drink Technology India 2020 (December 9-11) • BAUMA CONEXPO INDIA 2020 (November 3-6)

2019	<ul style="list-style-type: none"> • Productronica India 2019 (September 25-27) • Drink Technology India 2019 (December 12-14) • Intersolar India 2019 Show (November 27-29) • Laser World of Photonics India 2019 Show (October 17-19) • IFAT INDIA 2019 (October 16-18) • Electronica India 2019 (September 25-27)
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8.2.6 SWOT ANALYSIS

FIGURE 41 MESSE MUENCHEN INDIA (MESSE MÜNCHEN): SWOT ANALYSIS



8.3 BIEC

8.3.1 COMPANY OVERVIEW

Bengaluru International Exhibition Centre (BIEC) was founded in 2007 and headquartered in Bengaluru, India. BIEC is one of the leaders in India that engaged in planning and offering venues for the events such as conventions, performance events, exhibitions, and conferences. Also, Bengaluru International Exhibition Centre (BIEC) is India's first Leadership in Energy and Environmental Design (LEED) certified company to provide Green Exhibition & Conference Facility. It is an initiative of Indian Machine Tool Manufacturers Association (IMTMA), Bangalore. The company owns over 46 acres landscaped area where it had developed beautiful events complex including different venues. Bengaluru International Exhibition Centre (BIEC) offers facilities such as column-less air-conditioned exhibition space (three exhibition halls), entrance plaza, a multi-facility conference centre, conference halls, a helipad, an amphitheater, VIP lounge, food court, machine tool training centre, and large outdoor area.

BIEC had designed those facilities to offer flexibility in layout planning, adequate passageway for large trucks carrying exhibits, to access the stall location right into the halls. It also offers large office space for organizer at every hall, business centre at a hall and control rooms. BIEC also provides differently abled friendly venue with access to every part of the venue. However, stiff competition, government regulations, rapid technological advancements, integration in competitor's services offerings, dependence on business spending, and the rest of other factors might challenge the company in the Indian exhibition market. Moreover, Beautiful, and complex BIEC infrastructure to provide adequate supply of power to exhibitions of any size. Likewise, international expansion, enhanced community relations, stabilizing market, and integration in promotional activities, amongst others might create opportunities for the company to grow over forecasted period.

8.3.2 COMPANY INSIGHTS

FIGURE 42 BIEC: COMPANY INSIGHT

COMPANY AT A GLANCE - 2019	
Founded:	2007
Headquarter:	Bengaluru, India
Employees:	<50
Revenue:	~USD 5 Million
Ownership:	Private
Specialties:	Multi-Facility Conference Center, Conference Halls, Helipad, Amphitheater, VIP Lounge

8.3.3 VENUE BENCHMARKING

TABLE 13 BIEC: VENUE BENCHMARKING

Category	Venue
Exhibition Complex	<ul style="list-style-type: none"> • Hall 1- 10531 sqmts • Hall 2- 10571 sqmts • Hall 3- 21099 sqmts • Hall 4- 17625 sqmts • Hall 5- 17625 sqmts
Conference Centre	<ul style="list-style-type: none"> • Jacaranda • Gulmohar • Cassia • Protocol Lounge • Board Room • Media Room • Entrance Plaza

8.3.4 FACILITIES PROVIDED

TABLE 14 BIEC: FACILITIES PROVIDED

Category	Facilities
BIEC On-Site Facilities	<ul style="list-style-type: none"> • Spacious Food Court • Amphitheater • Entertainment Programs • Serene Environment • Registration facility • Security and Vigilance • Medical Assistance • Multiple workstations to cater to large number of visitors • Clearing and Forwarding • ATM • Florist and other support services

8.3.5 RECENT MAJOR EVENTS

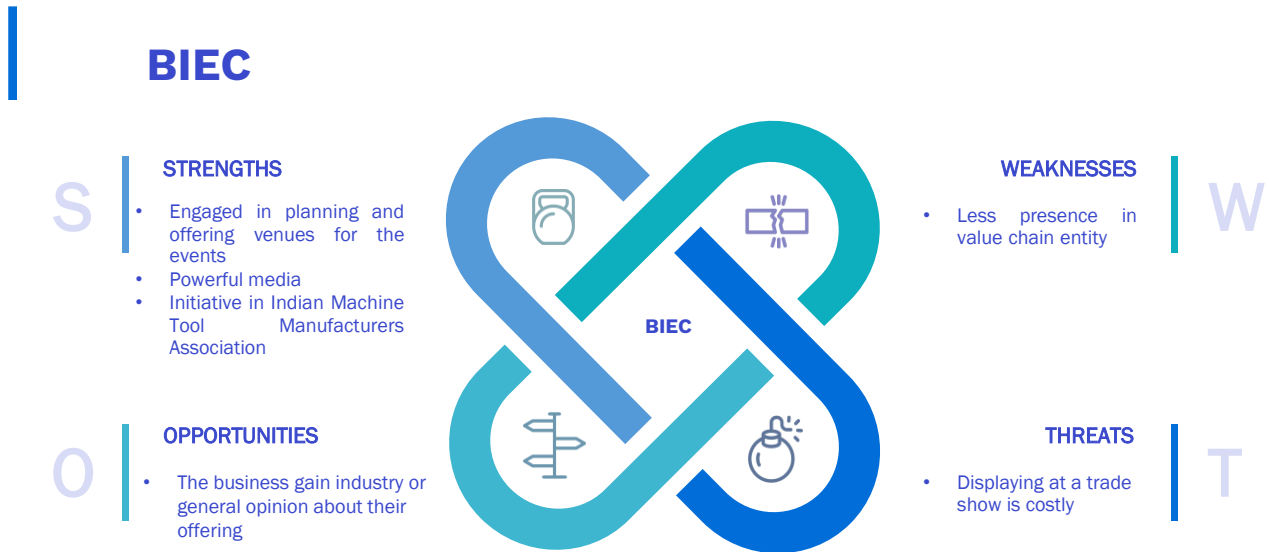
TABLE 15 BIEC: RECENT MAJOR EVENTS

Year	Events
2022	<ul style="list-style-type: none"> • Roof India 2022 (April 21 - 23, 2022) • EV Expo (May 6 - 8, 2022) • NFT Karloom Entertainment (May 14 - 15, 2022) • Excon (May 17 - 21, 2022) • INTELECT 2022 (May 25 - 27, 2022)
2021	<ul style="list-style-type: none"> • Pro Kabaddi (April 19 - May 11, 2021) • IIJS Premiere (September 15 - 19, 2021) • TVS Photoshoot (October 1, 2021) • Agritech (Grain Tech India) (October 28 - 30, 2021) • Auto Technika (November 26 - 28, 2021) • PLASTASIA 2021 (November 26 - 29, 2021) • ELASIA (November 27 - 29, 2021)
2020	<ul style="list-style-type: none"> • IMTEX FORMING 2020 / Tooltech 2020 (23 -28 Jan 2020) • STONA 2020 (6 - 9 Feb 2020) • India Mattresstech Expo (27 February - 01 March, 2020) • Indiawood 2020 (27 Feb - 2 March 2020)
2019	<ul style="list-style-type: none"> • IMTEX 2019 / Tooltech 2019 (24 - 30 Jan 2019) • Clean India Technology Week (13 - 15 Feb 2019)

	<ul style="list-style-type: none"> • Future Mobility Show (FMS 2019) (26 - 28 Feb 2019) • Drink Technology India (10 - 12 April 2019) • The Total Packaging, Converting and Supply Chain Event (10 - 13 April 2019) • The Commercial Printing Converting & Sign Show (10 - 13 April 2019) • Herbalife Extravaganza (May 17 - 19, 2019) • Truck Trailer & Tyre Expo (Jun 14 - 16, 2019) • Fluid Power Society of India - FPSI (Jun 18 - 19, 2019) • ELASIA (Jun 21 -24, 2019) • Strategic Electronics Summit 2019 (Jul 30 - 31, 2019) • IPLEX (Aug 23 - 25, 2019) • Agritech 2019 (Aug 30 - 01 Sep 2019) • Mining-Exploration Convention and Trade Show (Sep 12 - 14, 2019) • Expodent 2019 (Sep 21 - 22, 2019) • DIDAC INDIA 2019 (Sep 24 - 26, 2019) • ACETECH (Oct 18 - 20, 2019) • Anita Borg (Grace Hopper Celebration India) (Nov 6 - 8, 2019) • SAP TechEd (Nov 13 - 15, 2019) • Water Expo (Nov 20 - 22, 2019) • The smarter E India (Nov 27 - 29, 2019) • EXCON 2019 (Dec 10 - 14, 2019)
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8.3.6 SWOT ANALYSIS

FIGURE 43 BIEC: SWOT ANALYSIS



8.4 SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS (SIAM)

8.4.1 COMPANY OVERVIEW

Society of Indian Automobile Manufacturers (SIAM) company founded in 2011 and headquartered in New Delhi, India. The Society of Indian Automobile Manufacturers (SIAM) is a not-for-profit apex national body representing all major vehicle and vehicular engine manufacturers in India. SIAM works towards supporting sustainable development of the Indian Automobile Industry with the vision that India emerges as the destination of choice in the world for design and manufacture of automobiles. It works towards facilitating enhancement of the competitiveness of the Indian Automobile Industry, reducing cost of vehicles, increasing productivity, and achieving global standards of quality. SIAM provides a window to the Automobile Industry in India and works closely with stakeholders in the formulation of the economic and commercial policies, regulations and standards relating to automobiles. It provides economic and statistical information as well as technical and public policy services to the stakeholders on behalf of Indian Automobile Industry. It also organises seminars and workshops on the topics of topical relevance and interest to the industry. For carrying out various public policy activities, particularly in the field of road safety and environment, SIAM has partnered with other stake holders and set up the Society for Automotive Fitness & Environment (SAFE).

The company works closely with the Government and with international bodies like International Organisation of Motor Vehicle Manufacturers (OICA), International Motorcycle Manufacturers Association (IMMA) and coordinate with other counterpart international associations like, German Association of the Automotive Industry (VDA), Japan Automobile Manufacturers Association (JAMA), The Society of Motor Manufacturers and Traders (SMMT), China Association of Automobile Manufacturers (CAAM), Korean Automobile Manufacturer Association (KAMA), The Thai Automotive Industry Association (TAIA), Malaysian Automotive Association (MAA), Indonesian Automotive Industry Association (GAIKINDO), ASEAN Automotive Federation (AAF), etc.

The organization, jointly with ACMA and CII organises Auto Expo, a widely awaited biennial auto exhibition showcasing the trends in the Auto Industry. The company also organises regional as well as segment specific shows across the country. The company organizes the biennial Auto Expo series - The Motor Show of trade fairs in co-operation with Confederation of Indian Industry (CII) and Automotive Component Manufacturers Association of India (ACMA).

8.4.2 COMPANY INSIGHTS

FIGURE 44 SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS (SIAM): COMPANY INSIGHT

COMPANY AT A GLANCE - 2017	
Founded:	2011
Headquarter:	New Delhi, India
Employees:	28 (Approx)
Revenue:	USD 67 Million (Approx)
Ownership:	Private

8.4.3 RECENT MAJOR EVENTS

TABLE 16 SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS (SIAM): RECENT MAJOR EVENTS

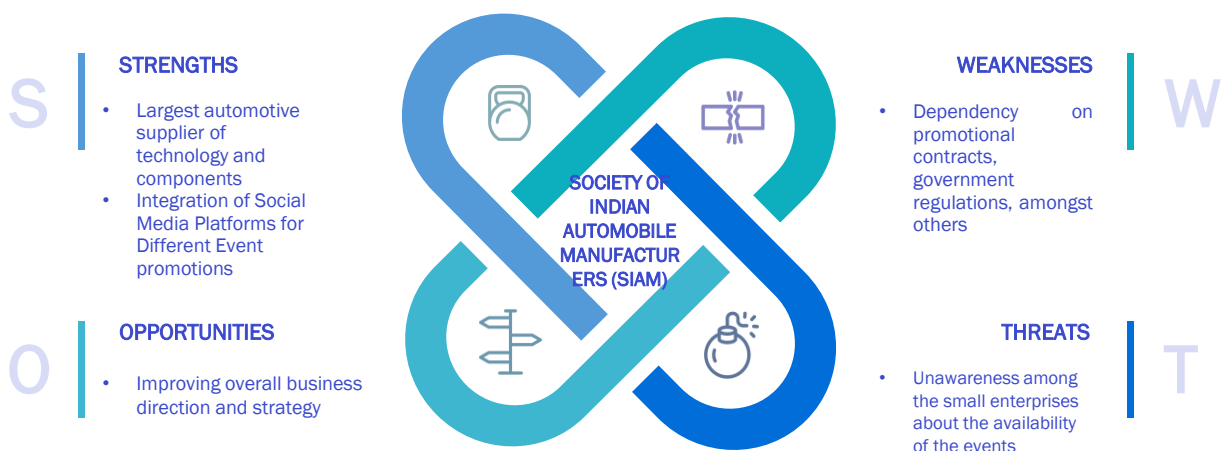
Year	Events
2022	<ul style="list-style-type: none"> • 16th SIAM Styling & Design Conclave 2022 (24-Feb-2022) • SIAM 16th “Looking Ahead Conclave” (21-Jan-2022)
2021	<ul style="list-style-type: none"> • SAFE Annual Convention 2021 Environment & Road Safety: Enforcement & Compliance (September 17) • 61st SIAM Annual Convention 2021 (August 25) • 23rd Annual General Meeting 2021 (August 25) • The SIAM 16th lecture Draft Indian Vehicle Scrappage Policy 2021: Features and Implementation Planning (July 18) • 15th Lecture on “Digital Innovation and Smart Manufacturing: Industry 4.0 and Beyond” (July 19) • 14th environment lecture series “Ecosystem Restoration: Initiatives by Indian Auto Industry” (June 5) • Management & handling of hazardous chemicals in automotive sector: National & International regime (March 26) • Seminar on Emerging Technologies for Safer Mobility (February 10) • Virtual Seminar on Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Roads Virtual Seminar on Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Roads (February 9)
2020	<ul style="list-style-type: none"> • SIAM Webinar on Automotive Aftermarket Parts (November 20) • SIAM Virtual Tri Lecture Series on Active & Passive Vehicular Safety Standards - Safety features of Buses / Commercial Vehicles (November 27) • SIAM Automobile Logistics Webinar (July 24) • SIAM Webinar on “Automotive Industry: Impact of Covid-19 and Navigating the Turbulence” (April 8) • International Conference on Recycling & Circular Economy in Automotive Sector (February 10)
2019	<ul style="list-style-type: none"> • Indo - Bangla Automotive Show 2019 (28th February- 3rd March) • Workshop On Competition Issues in Automotive Industry (March 8)

	<ul style="list-style-type: none"> • 13th SIAM Styling & Design Conclave and 11th Automotive Design Challenge (February 22) • 13th SIAM Looking Ahead Conclave (January 10)
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8.4.4 SWOT ANALYSIS

FIGURE 45 SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS (SIAM): SWOT ANALYSIS

SOCIETY OF INDIAN AUTOMOBILE MANUFACTURERS (SIAM)



8.5 PRAGATI MAIDAN

8.5.1 COMPANY OVERVIEW

Pragati Maidan was founded in 1972 and headquartered in New Delhi, India. Pragati Maidan is a venue for the large exhibitions and conventions with 72,000 sq. metres of exhibition space, it is presently Delhi's largest exhibition centre. It is owned and managed by Indian Trade Promotion Organisation (ITPO), the premier trade promotion agency of the Ministry of Commerce and Industry, Government of India. Indian Trade Promotion Organisation (ITPO) have over 149 acres (offers more than 61,290 sq. m of indoor space and over 100,000 sq. m of outdoor space). The complex houses 18 exhibition halls, several buildings, eateries, performance spaces and compounds, including headquarters of the Indian Trade Promotion Organisation (ITPO), and hosts over 70 national and international exhibitions annually, with the largest being the India International Trade Fair which attracts over 10,000 exhibitors and over 30,00,000 visitors. This complex house five permanent exhibitions which include the Nehru Pavalion, Atomic Energy and Defence Pavilion. Some of the events held in Pragati Maidan are the India International Trade Fair, World Book Fair, and the Auto Expo. The most exciting and important automobile expo in India is AUTO EXPO which is Asia's one of the largest and the world's second-largest motor show and held at Pragati Maidan.

India Trade Promotion Organisation (ITPO) company was formed subsequently in 1992 with the merger of the former Trade Development Authority (TDA) with the Trade Fair Authority of India (TFAI). Significantly, grown with every business event in stature and dimension, Pragati Maidan, headquarter of the ITPO which is considered as a symbol of the “Modern Fair Culture” in South-Asia region. ITPO manages India's world class exhibition complex that is constantly upgraded to keep it in a high standard of readiness. The organization is poised to complete its ambitious plan of redevelopment of Pragati Maidan, evolving a state-of-the-art International Exhibition-cum-Convention Centre (IECC). India International Leather Fair, India International Security Expo, Delhi Book Fair, and India International Footwear Fair, ITPO holds national level participation in leading overseas trade shows in line with the governments focus programmes for countries in Latin America, Africa, and CIS countries. Various policy matters were reviewed and refined to promote third-party organizations at Pragati Maidan.

8.5.2 COMPANY INSIGHTS

FIGURE 46 PRAGATI MAIDAN: COMPANY INSIGHT

COMPANY AT A GLANCE - 2020	
Founded:	1972
Headquarter:	Delhi, India
Employees:	32 (Approx)
Revenue:	USD 2 Million (Approx)
Ownership:	Private

8.5.3 VENUE BENCHMARKING

TABLE 17 PRAGATI MAIDAN: VENUE BENCHMARKING

Location	Venue
New Delhi	<ul style="list-style-type: none"> • Exhibition Halls • Banquet Hall • Wedding Venues • Conference Halls & Auditorium • Open-Air Theatres

8.5.4 FACILITIES PROVIDED

TABLE 18 PRAGATI MAIDAN: FACILITIES PROVIDED

Category	Facilities/ Services
Pragati Maidan Facilities	<ul style="list-style-type: none"> • Banks • Insurance Facilities • Post, Telex & Telefax Facilities • Wi-Fi Facility Available • Protocol Room • Guides & Interpreters • Information Booths • Trolleys • Hoarding Sites • Horticulture Facilities • General Security & Surveillance in the Fair Grounds • Business Information Centre • Library & Trade Information Centre • Media Centre • Central Control Room • Power & Water Supply • Fire Service Station • Parking Areas • Travel Agency for Air & Rail Booking • Storage & Warehouse • Restaurants & Snacks Joints

8.5.5 RECENT MAJOR EVENTS

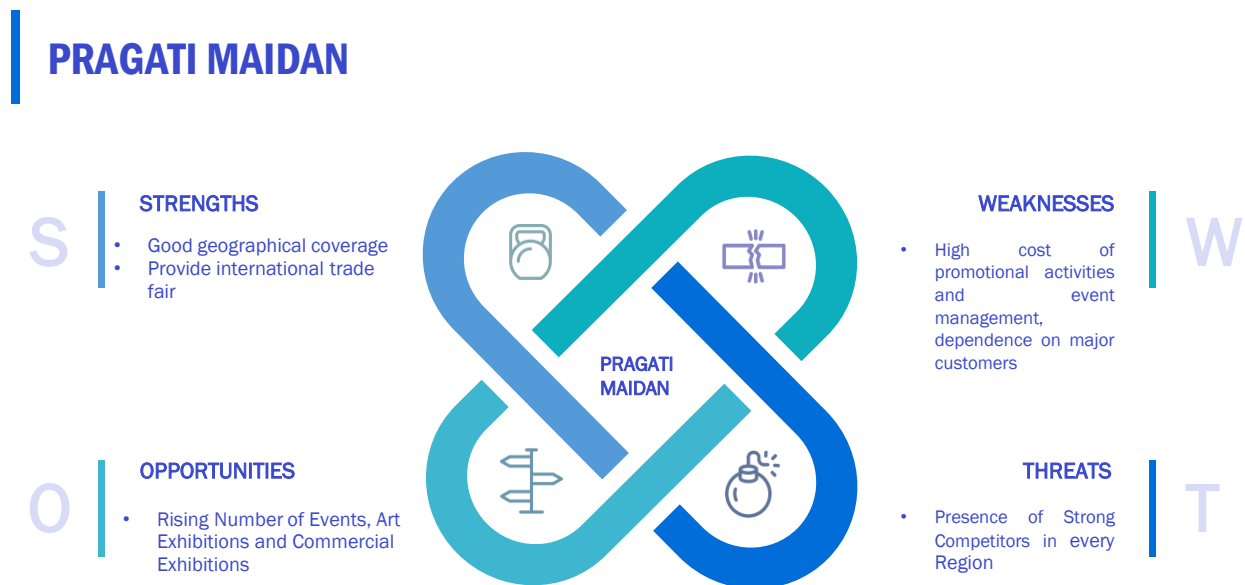
TABLE 19 PRAGATI MAIDAN: RECENT MAJOR EVENTS

Year	Events
2021	<ul style="list-style-type: none"> India International Trade Fair 2021 (November 14 -27) Gartex Texprocess India 2021 (December 3-5) Denim Show - New Delhi 2021 (December 3-5) Cartontech 2021 (December 9-11) Garment Show of India 2021 (December 12- 14) IREE - International Railway Equipment Exhibition 2021 (December 16-18) ET Acetech - New Delhi 2021 (December 16-19) Tent Decor Asia 2021 (September 28-30) IISGS - India International Sporting Goods Show 2021 (August 27-29) ACMA Automechanika-New Delhi 2021 (April 22-25) Convergence India 2021 is international exhibitions (March 24-26) RideAsia 2021 Bicycle, Electric-Vehicles, Sports Fitness & Ride-Ons (March 19-21) IETF - International Engineering & Technology Fair 2021 (February 26-28)
2020	<ul style="list-style-type: none"> Media Expo - Delhi 2020 (November 17-19) AMTEX 2020 (November 4-7) ISTFE - India Surface Treatment & Finishing Expo 2020 (August 26-28) VIBRANT INDIA- 2020 (August 22-24) Expo Paint & Coatings 2020 (July 2-4)
2019	<ul style="list-style-type: none"> EVEXPO New Delhi 2019 (December 20-22) Pacprocess India & food pex India (December 12-14) Cable & Wire Fair 2019 (November 6-8) IREE - International Railway Equipment Exhibition 2019 (October 16-18) SIAL India 2019 (September 19-21) Coat India 2019 (September 5-7) Auto Show New Delhi 2019 (August 10-12) Machine Tool Expo New Delhi 2019 (July 4-7) IMTOS-India Machine Tools Show 2019 (June 14-17)
2018	<ul style="list-style-type: none"> Career Conclave (May 1-2) Asia Rubber Expo (May 4-6)

	<ul style="list-style-type: none"> • International Pharma and Healthcare Exhibition (IPHEX) 2018 (May 7-10) • AMTEX 2018 (July 6-9) • International Agriculture & Horti Expo (July 27 - 29) • Sport India 2018 (August 9-11)
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8.5.6 SWOT ANALYSIS

FIGURE 47 PRAGATI MAIDAN: SWOT ANALYSIS



8.6 HITEX

8.6.1 COMPANY OVERVIEW

Hyderabad International Trade Expositions Ltd. or HITEX was established in 2003 as public-private partnership between Ace Urban Developers Private Limited and the State Government of Telangana. The company is committed to create an international exhibition platform for organizing and hosting trade fairs, exhibitions, conventions, and other events. But since 2004, the company had been started to organize all those events on their own. HITEX offers venues for indoor events, outdoor events, and conferences. The company is contributing to the development of trade and commerce in the State as it had hosted over and above 1500 national and international trade fairs, events, and exhibitions. The company provides integrated facilities for events such as exhibitions, conferences, live shows, and expositions; thus, it is recognized as 'Venue for Success'.

Hyderabad International Trade Expositions Ltd. (HITEX) offers the on-site services including free WIFI internet connection, Messebistro (an on-site restaurant), food court, well equipped business centre within the premises, open car parking area, VIP lounge, organizer/administrator office, 24/7 ATM, paramedic centre, and press room. VIP lounge is a luxurious, spacious, and beautifully that offers a quiet spot of comfort for the organizers. Also, paramedic centre provides a duty doctor available for medical consultation throughout the event period. HITEX has a robust team of CEM (Certified in Exhibition Management) certified employees which is specialized in creating and delivering outstanding events. However, the growth of the events and exhibition industry in India had been strangled during pandemic. Also, other factors such as dependence on promotional contracts, government regulations, and competitive landscape, amongst others might strangle the growth of the company in the Indian exhibition market. Moreover, Hyderabad International Trade Expositions Ltd. (HITEX) is committed to deliver high level of service and professionalism to its clients. Likewise, the company guides its clients in venue planning with its extensive solutions for venue selection, facilities, and services.

8.6.2 COMPANY INSIGHTS

FIGURE 48 HITEX: COMPANY INSIGHT

COMPANY AT A GLANCE - 2020	
Founded:	2003
Headquarter:	Hyderabad, India
Employees:	~24
Revenue:	USD 4.1 Million
Ownership:	Private
Specialties:	Exhibitions, Conferences, Live Shows, Expositions

8.6.3 VENUE BENCHMARKING

TABLE 20 HITEX: VENUE BENCHMARKING

Venue	Offerings
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"> • Suitable for exhibits of various sizes • 30,000 sq. m. of paved display area • 52,000 sq. m. of open grounds
Fair Park	<ul style="list-style-type: none"> • Separate dining area within the park • Seating capacity of 3,500 pax • Spread across 5000 sq. m.
Conference	<ul style="list-style-type: none"> • Conference Hall <ul style="list-style-type: none"> ○ Roundtable Seating: 1000 pax ○ Theatre seating: 2000 pax ○ Theatre cum round table seating: 1500 people (1000 theatre seating + 500 roundtable seating)

	<ul style="list-style-type: none"> ○ Underground wiring for power, water & internet facilities ○ Floor Loading capacity of 50 KN/Sq. M ○ Entry/Exit: 7 sets of glazed doors ○ Unique lighting and ambience to enhance the event experience ○ Epoxy coated flooring ○ Centrally air-conditioned pillar-free Hall with adequate lighting ● Meeting Rooms <ul style="list-style-type: none"> ○ Meeting Room 2.1 ○ Meeting Room 3.1 ○ Meeting Room 4.1 ○ Breakout rooms ○ Meeting Room 1.1 ○ Meeting Room 1.2 ○ Meeting Room 1.3
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8.6.4 FACILITIES PROVIDED

TABLE 21 HITEX: FACILITIES PROVIDED

Category	Facilities
On-Site Services	<ul style="list-style-type: none"> ● Free WIFI internet connection ● Messebistro (an on-site restaurant) ● Food court ● Well-equipped business centre within the premises ● Open car parking area ● VIP lounge ● Organizer/administrator office ● 24/7 ATM ● Paramedic centre ● Press room

8.6.5 RECENT MAJOR EVENTS

TABLE 22 HITEX: RECENT MAJOR EVENTS

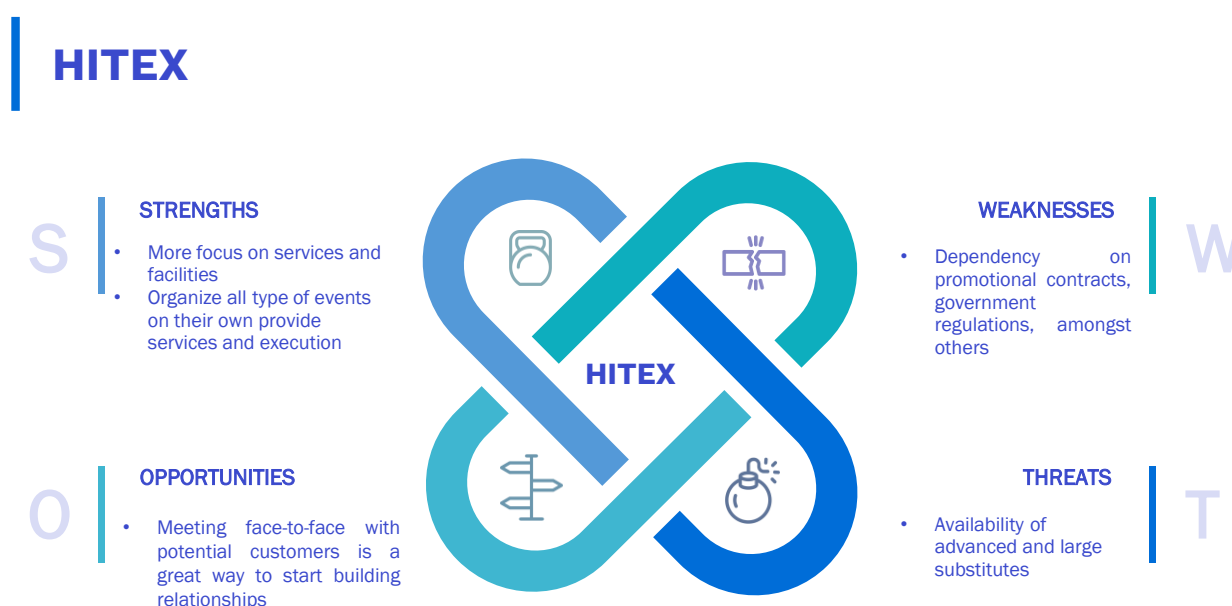
Year	Events
2022	<ul style="list-style-type: none"> • Gram Bharati Kisan Expo (May 21-22) • Indo Mach (May 13-15) • PPP Expo (May 12-14) • BYOB (May 7) • Credai Hyderabad (Apr 29- May 1) • Furniture & Home Interior Expo (Apr 8-11) • Dairy Expo (Apr 8-10) • Food Expo (Apr 8-10) • Sweet Home Real Estate Expo (Apr 8-10) • Deep Mela 2022 (Mar 25-27) • Medicall Hospital Equipment Expo (Mar 25-27) • FRO Expo (Mar 12-13) • Business Women Expo 2022 (Mar 11-13) • Ace Tech (Mar 4-6) • Rice & Grain Tech Expo 2022 (Mar 4-6) • Furniture Fair (Feb 25-28) • SBI Mega Property Show (Feb 26-27) • Home Furniture Expo (Feb 4-7) • Furniture Fair (Jan 14-17)
2021	<ul style="list-style-type: none"> • Big Furniture Expo (3rd to 6th Sep 2021) • 9th CableNet ExpoVision (27th to 29th August 2021) • CREDAI Hyderabad Property Show (13th to 15th August 2021) • PharmaLytica (13th to 14th August 2021) • Furniture & Home Décor Interior & Exterior exhibition (6th to 9th August 2021) • Meena Bazaar (6th to 8th August 2021) • Furniture Fair an Interior & Home Decor Exhibition (16th to 19th July 2021) • India Furniture Market Expo (26th to 29th March 2021) • Golden Property Show 2021 (13th to 14th March 2021) • FRO Expo Hyderabad (13th to 14th March 2021) • Businesswomen Expo 2021 (06th to 08th March 2021)

	<ul style="list-style-type: none"> • Furniture & Home Décor Interior & Exterior exhibition (26th Feb to 1st Mar 2021) • Real Estate & Interior Expo (30th to 31st Jan 2021) • Furniture Fair an Interior & Home Decor Exhibition (29th to 31st Jan & 1st Feb 2021)
2020	<ul style="list-style-type: none"> • Hyderabad Runners (27th Dec 2020) • Hyderabad Weekend Market HITEX Exhibition (12th to 13th Dec 2020) • Furniture & Home Decor Expo (11th to 14th Dec 2020) • DineOut Night Market (21st to 22nd Nov 2020) • PHIC Expo (19th to 21st Nov 2020) • Furniture Fair an Interior & Home Decor Exhibition (6th to 9th Nov 2020) • Hyderabad Weekend Market HITEX Exhibition (7th to 8th Nov 2020) • FRO Expo Hyderabad (14th to 15th Mar 2020) • India's Most Loved FLEA Market (1st Mar 2020) • 14th International Landscape & Gardening Expo (28th to 29th Feb 2020) • AGREX India 2020 (28th to 29th Feb 2020) • HORTI Expo 2020 (28th to 29th Feb 2020) • FLORA Expo 2020 (28th to 29th Feb 2020) • Furniture, Décor, and Kitchen Expo (15th to 17th Feb 2020) • Brand CAI (8th Feb 2020) • CREDAI Hyderabad Property Show (31st Jan to 2nd Feb 2020) • 3rd BMI International Autism Conference (31st Jan to 2nd Feb 2020) • ACE Tech Expo (24th to 26th Jan 2020) • India International Halal Expo (18th to 20th Jan 2020) • Food Show India (9th to 11th Jan 2020) • 3rd World Mithai & Namkeen Convention & Expo (9th to 10th Jan 2020) • India Med Expo (4th to 6th Jan 2020)
2019	<ul style="list-style-type: none"> • Hyderabad Kids Fair (27th to 29th Dec 2019) • Furniture & Year End Shopping Festival (20th to 22nd Dec 2019)

	<ul style="list-style-type: none"> • Gruhapravesham, India’s Biggest Property Show (14th to 15th Dec 2019) • Fun Flea Fair (7th Dec 2019) • ET Tech X Expo (5th to 7th Dec 2019) • Surface Engineering Paint & Coating Forum (4th to 6th Dec 2019) • WaterEx South World Expo 2019 (4th to 6th Dec 2019) • Pumps, Valves, and Fittings Expo (4th to 6th Dec 2019) • Lab Analytix Expo 2019 (4th to 6th Dec 2019) • Industry Automation & Control South 2019 (4th to 6th Dec 2019) • Bio Pharma Expo (4th to 6th Dec 2019) • ChemTECH Expo (4th to 6th Dec 2019) • BYOB (1st Dec 2019) • Poultry India (27th to 29th Nov 2019) • REF Cold India (21st to 23rd Nov 2019) • India’s Most Loved FLEA Market (17th Nov 2019) • Furniture & Home Decor Expo (15th to 17th Nov 2019) • Others
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8.6.6 SWOT ANALYSIS

FIGURE 49 HITEX: SWOT ANALYSIS



8.7 HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC)

8.7.1 COMPANY OVERVIEW

Hyderabad International Convention Centre (HICC) was established in 2006, headquartered in Hyderabad, India. The company is the partnership between Emaar Properties PJSC Dubai and Telangana State Industrial Infrastructure Corporation Ltd. Also, Hyderabad International Convention Centre (HICC) is now managed by Accor Groups of Hotels. Due to purpose-built and spacious convention facility, HICC is now recognized as the best standalone convention centre in South Asia. HICC is comprised of big internal hall with the area about 6,480 square meters to provide facilities for conventions, conferences, exhibitions, corporate conferences, and rest of the others. This big hall can be converted into small halls with the partition wall that barrier the exchange of noise amongst the different events going on in different halls. The partition made of modular teak and silk panelled walls provide stylish ballroom setting for customized events.

Hyderabad International Convention Centre (HICC) offers 400 tables in banquet setting and 600 tables in cocktail setting. HICC hall can accommodate 18 x 16 ft. full screen with advanced sound systems built into the roof that gives renowned experience to the audience. HICC's food operations provide a great culinary experience as it serves excellent delicacies from different cuisines. However, the factors such as heavy government regulation, political pressure on prices, revenue depends on customer spending, high cost of promotional activities and event management, dependence on major customers, intense competition, and the rest others might challenge the company and strangle its growth in the Indian exhibition market. Moreover, Hyderabad International Convention Centre (HICC) had received various awards for its excellent services and venue. It had won excellence award, 'Best Standalone Convention Centre' for four times; also, a regional award from the Ministry of Tourism, Government of India, and Andhra Pradesh.

8.7.2 COMPANY INSIGHTS

FIGURE 50 HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC): COMPANY INSIGHT

COMPANY AT A GLANCE - 2019	
Founded:	2006
Headquarter:	Hyderabad, India
Employees:	~50
Revenue:	~USD 1 Million
Ownership:	Private
Specialties:	Conventions, Conferences, Exhibitions, Corporate Conferences

8.7.3 VENUE BENCHMARKING

TABLE 23 HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC): VENUE BENCHMARKING

Venue	Standard Set-Ups
Convention Centre	<ul style="list-style-type: none"> • Classroom Seating • Cluster Seating • Theatre Style Seating • Small Meeting Rooms

8.7.4 FACILITIES PROVIDED

TABLE 24 HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC): FACILITIES PROVIDED

Event	Facilities
Exhibitions, International Conventions	<ul style="list-style-type: none"> • Expansive Exhibition Spaces • Logistics to Security • Promotions • Hospitality • AV • Maintenance
Socials	<ul style="list-style-type: none"> • Weddings • Catering • Accommodation • Audio / Video
Corporate Conference and Events	<ul style="list-style-type: none"> • Housekeeping • Temporary Staff • Security Services • Event Management for Conference Services • Luxury Party

8.7.5 RECENT MAJOR EVENTS

TABLE 25 HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC): RECENT MAJOR EVENTS

Year	Events
2019	<ul style="list-style-type: none"> • 14th Asia-Oceania ORL-HNS Congress 2019 • Chambers Of Tax Consultant • International Spice Conference • India Soft 2019 • International Technical Seminar of Institution of Permanent Way Engineers (India)
2018	<ul style="list-style-type: none"> • World Geospatial Forum • AIG- IBD • NASSCOM Indian leadership Forum • Bio Asia • National E Governance Conference-DARPG • Society for Human Resource Management – HR Tech 2018 • National Interventional Council (NIC) Congress

	<ul style="list-style-type: none"> • World Cargo Association Congress • Harvard Model United Nations India Conference • International Block Chain Congress • The Institute of Chartered Accountants of India Conference • International conference on Interspeech • PRAXIS 2018 • Annual Conference of International Society for Paediatric and Adolescent Diabetes (ISPAD) • Indian Society for Organ Transplant • Paediatric Critical Care Conference • International Diabetes Federation Congress • CII Green Building Congress • The SIP Prodigy 2018 • India Joy Week • Aditya Birla Award
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8.7.6 SWOT ANALYSIS

FIGURE 51 HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC): SWOT ANALYSIS



8.8 BOMBAY EXHIBITION CENTRE (BEC) (NESCO)

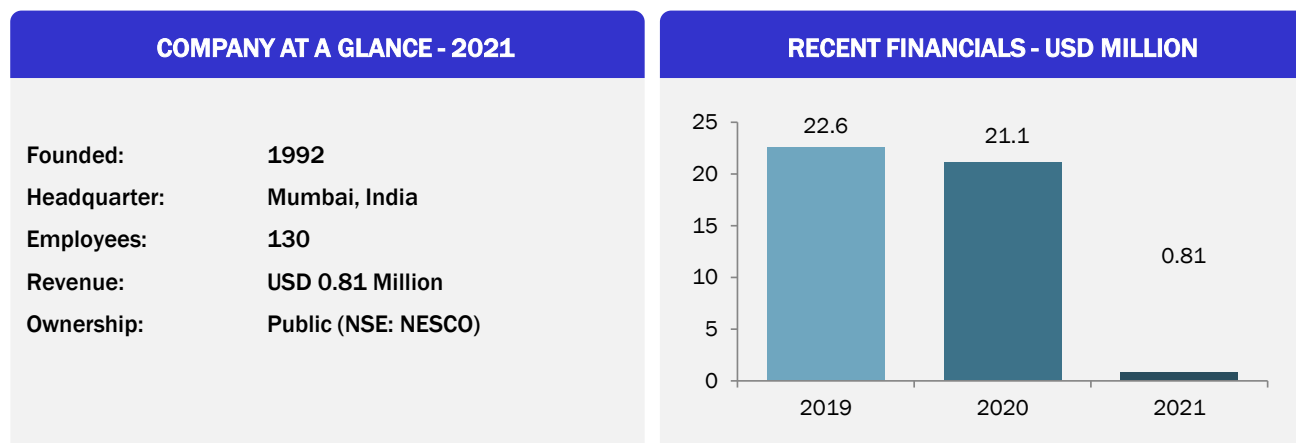
8.8.1 COMPANY OVERVIEW

Bombay Exhibition Centre (BEC) (NESCO) was started as the Standard Engineering Company in 1939. After 1952, the company had entered different businesses including glass, iron works, lined equipment, ceramics, electric instruments, agro-business, and construction machineries, amongst others. Furthermore, in 1992, the company had entered expo business with establishment of Bombay Exhibition Centre (BEC). It was the largest centre for exhibitions in the private sector in India built in around 200,000 square feet area. Bombay Exhibition Centre (BEC) is situated Off Western Express Highway, Mumbai. In 2001, the company had rebranded with change in name as Nesco Limited. Bombay Exhibition Centre (BEC) (NESCO) offers venues and services for different types of events including exhibitions, trade fairs, hospitality events, MICE, and realty.

Bombay Exhibition Centre (BEC) (NESCO) provides versatile solutions for the organizers from India as well as across the world. The company offers event management expertise, innovative space, production expertise, and rest of the others for different events. The exhibition area has lots of trees to provide a lush green setting, expansive vehicle parking for up to 5,000 vehicles, and offers meals with lavish variety. However, the financial performance of the Bombay Exhibition Centre (BEC) is declining since 2019, and there is decline of 96.25% in the 2021 revenue as compared to the previous year's revenue. Therefore, the factors such as decline in financial performance, rapid technological changes, regulatory environment, competitive environment, customer concentration, fluctuations in events industry, and the rest other factors might strangle the growth of the company in the exhibition market. Moreover, Bombay Exhibition Centre (BEC) (NESCO) is committed to enable the customers to advantage of the company's offerings with productive and integrated facilities. Likewise, the company has collaborated with 20 different food brands for foods operation, with state-of-the-art central kitchen. Thus, food facility is engaged in preparation of more than 50,000 dishes a day from different cuisines to provide renowned experience to its clients.

8.8.2 COMPANY INSIGHTS

FIGURE 52 BOMBAY EXHIBITION CENTRE (BEC) (NESCO): COMPANY INSIGHT



8.8.3 VENUE BENCHMARKING

TABLE 26 BOMBAY EXHIBITION CENTRE (BEC) (NESCO): VENUE BENCHMARKING

Category	Venue
Exhibition, Events, Hospitality, & MICE	<ul style="list-style-type: none"> • Hall 1 • Hall 2 • Hall 3 • Hall 4 • Hall 5 • The Grande

8.8.4 FACILITIES PROVIDED

TABLE 27 BOMBAY EXHIBITION CENTRE (BEC) (NESCO): FACILITIES PROVIDED

Facilities	Amenities
<ul style="list-style-type: none"> • Orchard- a food court • Dining Hall • Dress Circle- a world-class lounge • Canopy- an extensive indoor food court 	<ul style="list-style-type: none"> • Spaces of Limitless Possibility • Versatile Food & Beverage options • Ample Parking • Watchtowers and high-level Professional Security • 75 events a year • Transportation services • 24 / 7 Internet State-of-the-Art Technology Services • Lush open spaces

8.8.5 RECENT MAJOR EVENTS

TABLE 28 BOMBAY EXHIBITION CENTRE (BEC) (NESCO): RECENT MAJOR EVENTS

Year	Events
2021	<ul style="list-style-type: none"> • PackMach Asia Expo (October 20– 22, 2021) • INMEX SMM India Expo and Conference (October 11– 13, 2021) • Fire & Safety India (September 16– 18, 2021) • INDIA GEM & JEWELLERY SHOW (GJS) (June 24– 28, 2021) • India Power Expo (January 20 – 21 2021)
2020	<ul style="list-style-type: none"> • India Flexography Expo (December 3– 5, 2020) • CAPINDIA (December 16– 18, 2020) • Facilities Show India Confex (November 26-27, 2020) • Signature Event by Cosmoprof India (October 29-31, 2020) • ACE LUXE Deisgn Show (October 22-25, 2020) • Hair & Beauty Show India (HBS) (October 14-15) • Hobby & Lifestyle India (HLI) (October 9-11) • COMTECH India - Asia Computing & Smart City Show (September 29- October 1) • Professional Beauty Mumbai (PB Mumbai) (September 28-30) • Salon Management Congress (SMC Mumbai) (September 28-29)

	<ul style="list-style-type: none"> • Aesthetic Medicine (AMI) (September 26-27) • India Furniture Expo (IFEX) (September 24-27) • Labels Conference (August 28) • ChemLogistics India (August 19-20) • HPIC India (August 19-20)
2019	<ul style="list-style-type: none"> • Footwear India Expo (FIE) (December 28-29) • International Agarbatti & Perfume Expo (IAPE) (December 22-23) • International Uniform & Garment Manufacturers/Fair (December 17-19) • Medically Mumbai (December 13- 15) • Maruti Suzuki Arena Mumbai Comic Con (7-8) • Zoholics: Mumbai (November 19– 20) • TrafficInfraTech Expo (November 20– 22) • Parking InfraTech Expo (ParkingInfraTech) (November 20-22) • Smart Mobility Expo (November 20-22) • World Education Summit (November 21-22) • OSH India (November 28-29) • ADEX India Ocean Festival - Mumbai Dive Show (October 4-6) • Expodent Mumbai (October 12-13) • World AI & RPA Show- India (WAIS India) (October 16-17) • Smart Asia India Expo & Summit (SA India) (October 17-19) • Laser World of Photonics India (October 17-19) • ProPak India (October 22-24) • China-India Electrical Appliances Expo (CEA) (September 19-21) • FOODTEK (September 26-28) • Intelpack (September 26-28) • Pharma Pack (September 26-28) • Others

8.8.6 SWOT ANALYSIS

FIGURE 53 BOMBAY EXHIBITION CENTRE (BEC) (NESCO): SWOT ANALYSIS

Bombay Exhibition Centre (BEC) (NESCO)



8.9 IICC (INDIA INTERNATIONAL CONVENTION & EXPO CENTRE)

8.9.1 COMPANY OVERVIEW

IICC (India International Convention & Expo Centre) was founded in 2017 and headquartered in Dwarka, New Delhi, India. IICC is India's one of the largest convention and exhibition centre. IICC offers a mixed purpose tourism experience with the best location, convenient transportation, as well as various commercial facilities. The IICC (India International Convention & Expo Centre) is smart city project being driven by Government of India. With a total area of 300,000m², IICC is India's largest convention and exhibition complex. India International Convention & Expo Centre (IICC) is a flagship project of Government of India with a vision to create a state-of-the-art, world class Exhibition and Convention Facility which will be on par with the best in the industry worldwide, in size and quality, offering an efficient and quality setting for international as well as national meetings, conferences, exhibitions and trade shows.

The centre has five large exhibition halls, a multi-purpose convention centre, the largest auditorium in India capable of holding 10,000 people at one time, as well as multi-arena facilities for 6,000 people. Between the exhibition and convention facilities, the artistic 1km-long lobby provides a comfortable stay for visitors, various attractions, shopping, and entertainment, as well as a 3,500-room hotel, office space and meeting facilities. The centre offers Exhibition space, convention area, Multipurpose Arena along with a supporting development of retail, commercial & office spaces, hospitality, and entertainment and lifestyle opportunities for end-users. The facility will be first of its kind in the country with Exhibition Halls having large column free spaces and ability to host large scale defence and aerospace exhibits. The global Meetings, Incentives, Conferences and Exhibitions (MICE) market is a significant economic driver for many nations. Currently India captures only a small percent of the share of Asia in terms of number of events. In the absence of world class exhibition and conference facilities, India has not benefited from the potential benefits of this development. The development of the IICC is expected to help increase this share and will enable New Delhi to compare favourably with Shanghai, Hong Kong, and Singapore in the sphere of MICE Sector.

KINTEX, as an official operator of IICC, that is aims to turn IICC into India's most important venue for exhibitions, conventions, and tourism. KINTEX (Korea International Exhibition & Convention Centre) is Korea's largest MICE venue, accounting for 40% of the aggregate exhibit space of South Korea.

8.9.2 COMPANY INSIGHTS

FIGURE 54 IICC (INDIA INTERNATIONAL CONVENTION & EXPO CENTRE): COMPANY INSIGHT

COMPANY AT A GLANCE - 2020	
Founded:	2017
Headquarter:	Dwarka, New Delhi
Employees:	30 (Approx)
Capital Share:	USD 649 Million (Approx)
Ownership:	Private

8.9.3 VENUE BENCHMARKING

TABLE 29 IICC (INDIA INTERNATIONAL CONVENTION & EXPO CENTRE): VENUE BENCHMARKING

Location	Venue
Dwarka, New Delhi	<ul style="list-style-type: none"> Exhibition Hall 1 (28,830 sq. m.) Exhibition Hall 2 (25,600 sq. m.)

8.9.4 FACILITIES PROVIDED

TABLE 30 IICC (INDIA INTERNATIONAL CONVENTION & EXPO CENTRE): FACILITIES PROVIDED

Category	Facilities
IICC (India International Convention & Expo Centre) Facilities	<ul style="list-style-type: none"> • Tenancy Information • Exhibition Halls • Convention Centre <ul style="list-style-type: none"> ○ B1 ○ GF-1F ○ 2F ○ 3F ○ 4F ○ 5F ○ 6F-7F ○ Grand Ballroom ○ Auditorium • Parking

8.9.5 RECENT MAJOR EVENTS

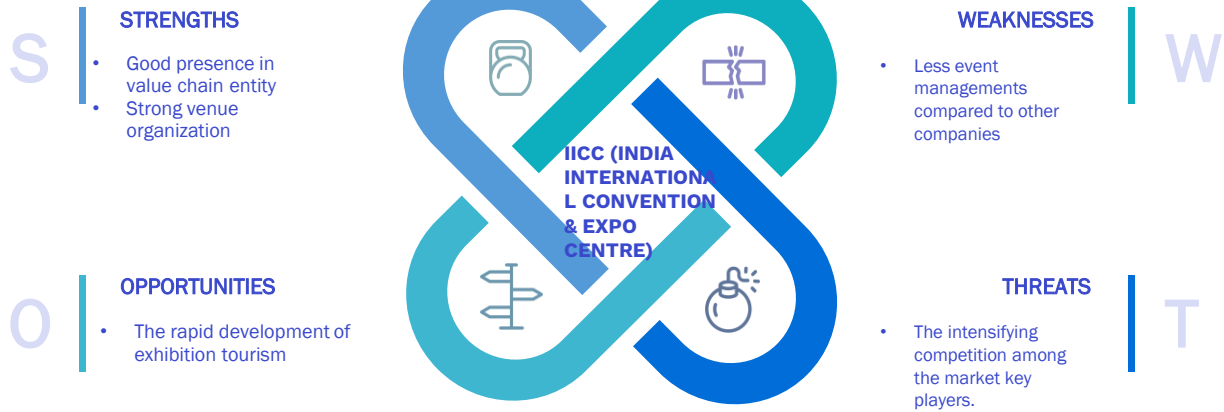
TABLE 31 IICC (INDIA INTERNATIONAL CONVENTION & EXPO CENTRE): RECENT MAJOR EVENTS

Year	Events
2022	<ul style="list-style-type: none"> • India Buildtech 2022 (April 7-10)

8.9.6 SWOT ANALYSIS

FIGURE 55 IICC (INDIA INTERNATIONAL CONVENTION & EXPO CENTRE): SWOT ANALYSIS

IICC (INDIA INTERNATIONAL CONVENTION & EXPO CENTRE)



8.10 CODISSIA INTEC TECHNOLOGY CENTER (CODISSIA TRADE FAIR COMPLEX)

8.10.1 COMPANY OVERVIEW

Codissia Intec Technology Centre (Codissia Trade Fair Complex) was founded in 1969 and headquartered in Coimbatore, Tamil Nadu. CODISSIA Trade Fair Complex constructed by CODISSIA at Coimbatore the industrial city is the premier purpose-built trade fair Centre in the southern part of India. Small Industries Association (CODISSIA) with the objective to promote and create infra-structure facilities for conducting Trade Fairs, Industrial Exhibitions, Buyer Seller Meets, Seminars, Conventions, Conferences, Workshops, and such other activities needed for the growth of regional economy, industry, and technology. The facilities at the trade fair complex are to the international standards and being upgraded from time to time. Codissia Complex an Ideal destination for National and International Trade fairs, Conferences, symposiums and exhibitions, Organizing Meetings and Product Launches, Seminars and Special Events, Corporate events and meetings, Family Functions and get together. Codissia Intec Technology Centre (Codissia Trade Fair Complex) have total floor area of 18800 sq. metres, designed to host exhibitions, trade fairs conventions and special events. Versatile hall space and purpose built to cater variety of events and group gatherings.

The Coimbatore District Small Industries Association popularly known as CODISSIA, is a Non-Profit, ISO 9001-2015 certified, one of the largest Business Membership Organisation for Micro, Small and Medium Enterprises in India. It has a membership of more than 6600 MSME's from different segments. CODISSIA works for Industrial development, economic growth, and prosperity of Coimbatore region. The Association has made significant contribution towards building a strong and stable industrial belt in this region and created awareness among entrepreneurs.

8.10.2 COMPANY INSIGHTS

FIGURE 56 CODISSIA INTEC TECHNOLOGY CENTER (CODISSIA TRADE FAIR COMPLEX): COMPANY INSIGHT

COMPANY AT A GLANCE - 2020	
Founded:	1969
Headquarter:	Coimbatore, Tamil Nadu
Employees:	15 (Approx)
Revenue:	USD 943 Thousand (Approx)
Specialties:	Trade Fair, Exhibition, Machiney, Tools, Automotive, Manufacturing Expo, Intec, Codissia, Coimbatore, Trade, and Expo
Ownership:	Private

8.10.3 VENUE BENCHMARKING

TABLE 32 CODISSIA INTEC TECHNOLOGY CENTER (CODISSIA TRADE FAIR COMPLEX): VENUE BENCHMARKING

Category	Venue
Exhibition Complex	<ul style="list-style-type: none"> • Hall A - 2500 sq. mts. • Hall B - 5000 sq. mts. • Hall C - 2500 sq. mts. • Hall D - 5000 sq. mts. • Hall E - 4000 sq. mts.

8.10.4 FACILITIES PROVIDED

TABLE 33 CODISSIA INTEC TECHNOLOGY CENTER (CODISSIA TRADE FAIR COMPLEX): FACILITIES PROVIDED

Category	Facilities
Codissia Trade Fair Complex On-Site Facilities	<ul style="list-style-type: none"> • Open Air Exhibition permitted • Live Demonstration of machinery • 24hours Security Available • Head Room • Hall entry for vehicles • Ample Car parking facilities • Service trenches for power, water supply and drain line, Telephones, and compressed air • General lighting inside the halls • An International Standard Food court. • Heavy duty flooring • Exclusive service entry and exit • Fire protection Fire Safety measurers • Ambulance and First Aid Service on request • Large, paved area and lovely landscape for visitors to relax • Billing Machine available for Entry Ticket

8.10.5 RECENT MAJOR EVENTS

TABLE 34 CODISSIA INTEC TECHNOLOGY CENTER (CODISSIA TRADE FAIR COMPLEX): RECENT MAJOR EVENTS

Year	Events
2021	<ul style="list-style-type: none"> • UNITED AUTO EXPO 2021 (November 19-21) • CSF - Coimbatore Shopping Festival 2021 (December 24- January 2)

8.10.6 SWOT ANALYSIS

FIGURE 57 CODISSIA INTEC TECHNOLOGY CENTER (CODISSIA TRADE FAIR COMPLEX): SWOT ANALYSIS

CODISSIA INTEC TECHNOLOGY CENTER (CODISSIA TRADE FAIR COMPLEX)

S

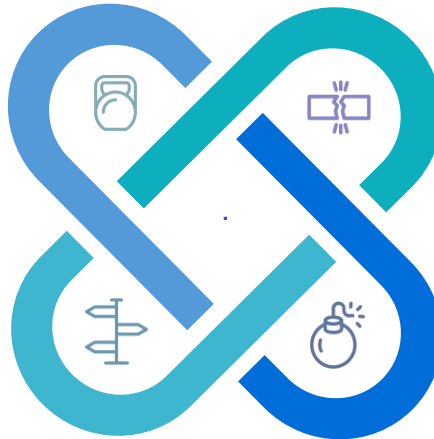
STRENGTHS

- Company has strong brand value and conduct all National and International trade fairs
- Strong venue organization

O

OPPORTUNITIES

- Contribution towards building a strong and stable industrial belt in the region



WEAKNESSES

- Less presence in value chain entity

W

THREATS

- Tough competition from other major Packaging brands

T

8.11 KTPO BANGLORE

8.11.1 COMPANY OVERVIEW

KTPO Bangalore was founded in 2000 and headquartered in Bengaluru, Karnataka. The Karnataka Trade promotion organisation has been established to promote domestic and international trade. This is a joint venture of India trade promotion organisation and Karnataka industrial areas development board (Government of Karnataka) and has been established during the year 2000 and started functioning in 2004. An air-conditioned exhibition hall of 5371 sq. Metres. has been constructed, 11 open exhibition halls, each with an area of 38 sqmts has been constructed all around the exhibition hall for display of heavy equipment, machineries and setting up of food courts and business centre etc. The main feature of the Exhibition & Convention Hall is the space frame roof measuring over 10,000 Sq. metres and 5371 Sq. Metres of built-up Area. The Company has an expansion plan to have another Exhibition cum Convention centre adjacent to the existing Exhibition Hall & the construction work is going on. KTPO believes in serving and facilitating Trade Promotional activities with professional approach.

8.11.2 COMPANY INSIGHTS

FIGURE 58 KTPO BANGLORE: COMPANY INSIGHT

COMPANY AT A GLANCE - 2020	
Founded:	2000
Headquarter:	Bengaluru, Karnataka
Employees:	4
Revenue:	USD 348 Thousand
Ownership:	Private

8.11.3 VENUE BENCHMARKING

TABLE 35 KTPO BANGLORE: VENUE BENCHMARKING

Location	Venue
KTPO-Bengaluru	<ul style="list-style-type: none"> • Exhibition & Convention Hall • Conference Halls <ul style="list-style-type: none"> ○ 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.

8.11.4 FACILITIES PROVIDED

TABLE 36 KTPO BANGLORE: FACILITIES PROVIDED

Category	Facilities/ Services
Karnataka Trade promotion organisation Facilities and Services	<ul style="list-style-type: none"> • One Standby D.G. Set Of 750 Kva • 2 Stand by D. G. Sets Each Of 250 Kva • General Lighting Inside the Hall • Public Address System • Power Infrastructure Of 1500kva • Service Trenches for Power, Water Supply and Telephone • 30 Acres of Land for Vehicle Parking • Landscaping With Fountains • Exclusive Service Entrance and Exit • Fire Detection and Firefighting Arrangement • Conference Hall • VIP Lounge • Air-Condition Facility • Floor Trunking, Power Bus Trunking and Light Bus Trunking. • Hall Master Room • Water Supply • Each Nine Numbers of Open Mini Exhibition Halls Measuring 38 Sq. Mtrs. For Display Of Heavy Equipment And Machineries • Car Hailer System • General Security

8.11.5 RECENT MAJOR EVENTS

TABLE 37 KTPO BANGLORE: RECENT MAJOR EVENTS

Year	Events
2019	<ul style="list-style-type: none"> • SAP Ariba Family Day 2019 (April 11-12) • Furniture Fair (May 30- June 2) • Gift World Expo – 2019 (September 5-7) • The Big Indian Food Festival & Shopping (September 7-8) • Insulex & Rooftech India Exhibition (October 11-13) • Smart Home Expo & World Office Expo (December 14-15) • India Electronic Week 2020 (January 24-25) • Fabrics & Accessories Trade (F&A) Show (February 26- March 1)
2018	<ul style="list-style-type: none"> • The Furniture Expo (April 20-22) • Digital Life Event (May 23-24) • The Big Indian Food Festival (July 20-22) • SAP Annual Day 2018 (September 20-21) • Akamai Annual Day (October 5) • Carnival Concentric (October 14) • Bengaluru Comic Con 2018 (November 17-18)

8.11.6 SWOT ANALYSIS

FIGURE 59 KTPO BANGLORE: SWOT ANALYSIS

KTPO BANGALORE



8.12 INDIA ITME SOCIETY

8.12.1 COMPANY OVERVIEW

India ITME Society was established in 1980, headquartered in Mumbai, Maharashtra. India International Textile Machinery Exhibitions Society (India ITME Society) is a non-profit apex industry body to support and serve the Textile Engineering Industry through exhibitions, Events, Trade Promotion Services, Education Scholarships, Student Placements, and Consultancy etc. India ITME Society plays a pivotal role in strengthening the domestic as well as international Textile Industry by facilitating exchange of knowledge, technology transfer & encourages Foreign Direct Investments & Joint Ventures etc.

India ITME Society has hosts 3 Mega International Textile Technology events in India addressing different aspects of industry requirements and focusing on future technology that are India ITME, Global Textile Technology Engineering Show (GTTES) and ITME AFRICA. ITME Society provides a global platform for exhibitors to showcase their products and disseminate information on innovative technologies thus becoming a catalyst for progress and growth of the textile engineering industry, textile professionals, textile technologists, and consumers. At ITME event business visitors participated from 63 countries across globe. Trade Enquiry Services- Facilitating Textile and Textile Engineering Industry to connect with worldwide buyers, sellers, service providers, Research Institutes India ITME Society has launched Trade enquiry services at its portal. Textile engineering and allied Industry is welcome to utilise this facility to generate leads and access specific products worldwide.

8.12.2 COMPANY INSIGHTS

FIGURE 60 INDIA ITME SOCIETY: COMPANY INSIGHT

COMPANY AT A GLANCE - 2017	
Founded:	2011
Headquarter:	New Delhi, India
Employees:	28 (Approx)
Revenue:	USD 67 Million (Approx)
Ownership:	Private

8.12.3 VENUE BENCHMARKING

TABLE 38 INDIA ITME SOCIETY: VENUE BENCHMARKING

Category	Venue
Greater Noida, Uttar Pradesh	<ul style="list-style-type: none"> • Multipurpose Hall 2 • Hall A • Hall B • Hall C • Hall D • Hall E • Hall E • Convention Halls • Banquet Halls • Dinning and Other Area

8.12.4 FACILITIES PROVIDED

TABLE 39 INDIA ITME SOCIETY: FACILITIES PROVIDED

Event	Industry Activities
India ITME Society Activities	<ul style="list-style-type: none"> • Opportunities • For Women • E-Library • Academic Industry Connect • IIN Zone / Networking • Global Connect • Virtual Buyer Seller Meet

8.12.5 RECENT MAJOR EVENTS

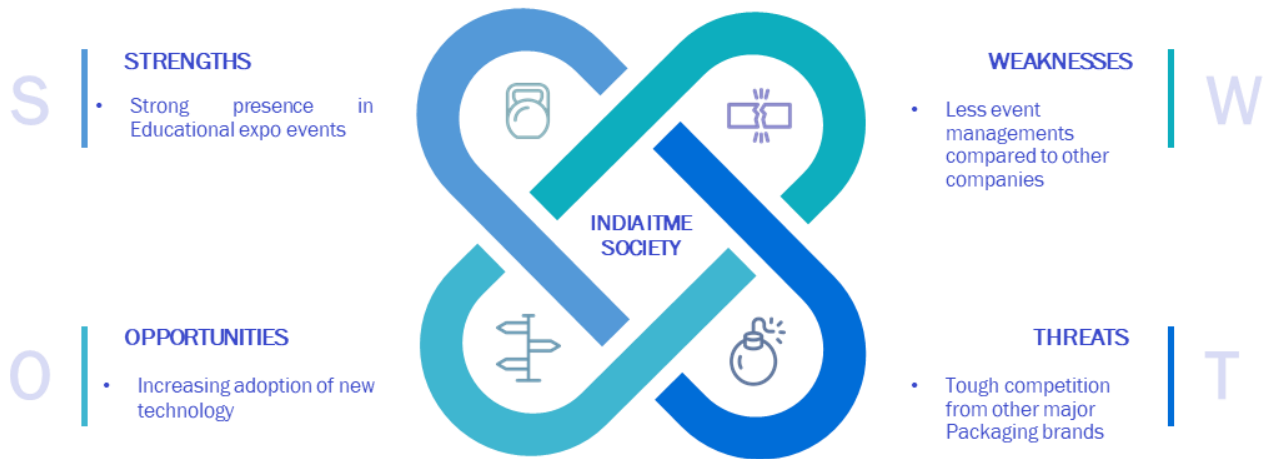
TABLE 40 INDIA ITME SOCIETY: RECENT MAJOR EVENTS

Year	Events
2020	<ul style="list-style-type: none"> • ITME-AFRICA 2020 (February 14-16)
2019	<ul style="list-style-type: none"> • Global Textile Technology and engineering Show (January 18-20)

8.12.6 SWOT ANALYSIS

FIGURE 61 INDIA ITME SOCIETY: SWOT ANALYSIS

INDIA ITME SOCIETY



8.13 IEEMA

8.13.1 COMPANY OVERVIEW

IEEMA company founded in 1948 and headquartered in New Delhi, India. IEEMA is the apex association of manufacturers of electrical, industrial electronics and allied equipment in India. The organization is the first ISO certified industry association encompassing the complete value chain in power generation, transmission, and distribution equipment. IEEMA members contribute to more than 95% of the power equipment installed in India. The company has a pan India presence with its corporate office at New Delhi, registered office at Mumbai, regional offices at Kolkata and Bangalore and eight state offices. The company conducts technical activities under various divisions, where members discuss issues concerning the industry and its growth opportunities. It works closely with standardisation bodies, R&D organisations, testing institutes, other apex industry bodies autonomous institutions, trade bodies and sectoral & regional associations. IEEMA has technical MoU's with leading international associations and institutions, including ANIE, JEMA, TEEMA, KOEMA, CEEIA, TEEAM, FAEMA, AMEC-AMELEC, IEIS, IEEE, ZVEI, and SAEEC among others. The group evolves and operates equitable and uniform PVC Clause and publishes IEEMA Journal the leading electrical & electronics monthly journal in the country.

The company holds product specific conferences, seminars, workshops, training programmes and large exhibitions like ELECRAMA, world's largest event for electrical equipment industry, INTELECT, an integrated tech platform for future of electricity, DistribuELEC, the only power distribution exhibition in India and E3 Energize Empower East.

8.13.2 COMPANY INSIGHTS

FIGURE 62 IEEMA: COMPANY INSIGHT

COMPANY AT A GLANCE - 2020	
Founded:	1948
Headquarter:	New Delhi, India
Employees:	13 (Approx)
Revenue:	USD 818 Thousand (Approx)
Specialties:	Power Generation Systems, RE & Storage Division, Rotating Machines Economic & Taxation , Public Policy , T&D Projects, and others
Ownership:	Private

8.13.3 FACILITIES PROVIDED

TABLE 41 IEEMA: FACILITIES PROVIDED

Category	Services
IEEMA Services	<ul style="list-style-type: none"> • Policy Advocacy & Updates • Government Interface • Price Variation Services • Training Programs • Certificate of Origin • Power Transformer Standardisation Manual • Tenders (Domestic & Overseas)

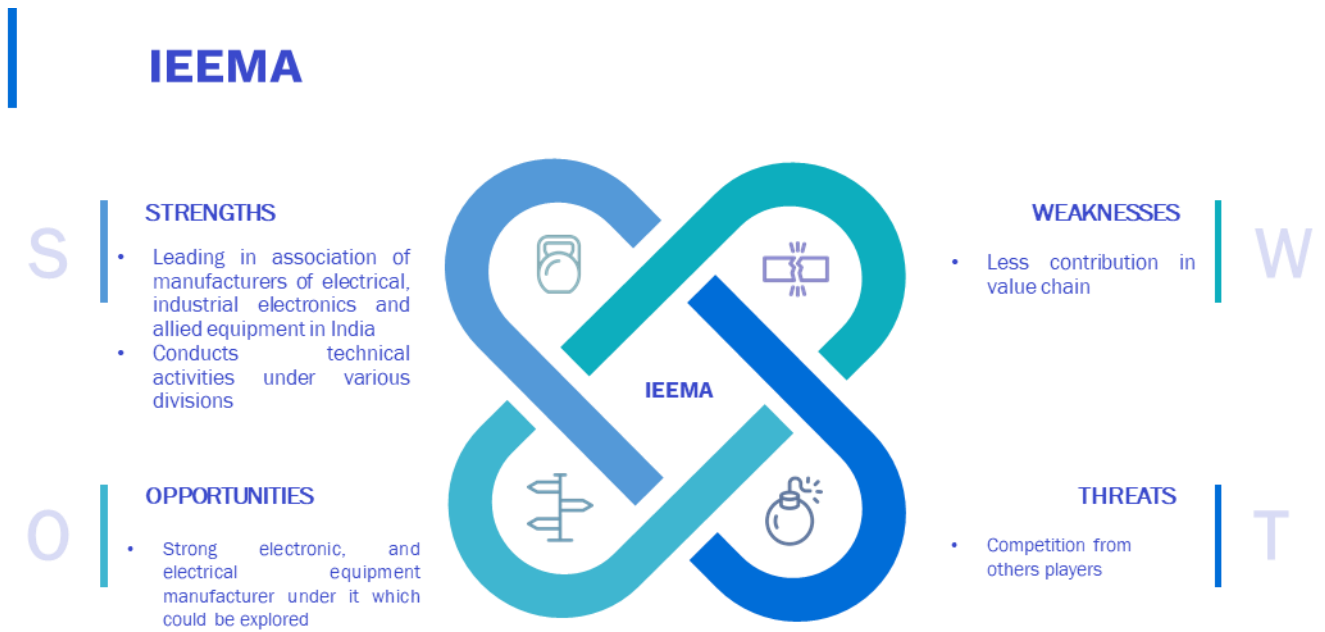
8.13.4 RECENT MAJOR EVENTS

TABLE 42 IEEMA: RECENT MAJOR EVENTS

Year	Events
2021	<ul style="list-style-type: none"> • Wealth For Women (October 28) • RDSO Innovations & Technologies (November 12) • Swicon 2021 (November 16-18) • T&D Conclave (December 10) • DigiELEC Bharat (October 20-26) • Distribulelec & Buildelec (February 16-20) • Training Session (virtual) O&M of Transmission Lines (October 1) • Elroma 2021 (September 6-8) • Tech IT Tutorials (14th July-4th August) • Webinar on Hope, Faith & Happiness (May 15)
2020	<ul style="list-style-type: none"> • ELECRAMA 2020 • Workshop on THERMOGRAPHY- Powerful Predictive Maintenance tool for Electrical Equipment (November 25) • e-TRAFOTECH 2020 Conference (November 5-7) • DIGIELEC BHARAT - Virtual exhibition (September 22-27) • Webinar on Improvement in Motor and Transformer Reliability by Impregnation Process (September 9)

8.13.5 SWOT ANALYSIS

FIGURE 63 IEEMA: SWOT ANALYSIS



8.14 KENES EXHIBITIONS

8.14.1 COMPANY OVERVIEW

Kenes Exhibitions was founded in 1994 and headquartered in Telangana, India. The company offers activity in marketing and management of exhibitions/trade fairs. The company is a well-established and reputable exhibition and conference organizer specializing in the fields of Nano Technology, Life Sciences, Agriculture, Water Treatment Technologies and Safety and Security. Kenes Exhibitions offers a distinct comprehensive networking B2B forum where industry experts, manufacturing sectors and leading companies throughout the supply chain can all get together and exchange information, knowledge, and business cards. To maximize this platform for connecting, their unique online networking tool provides participants direct access to other participants' profiles, enabling new connections to be made prior to the event and the coordination of meetings to take place face-to-face at the event. Since 2013 Kenes Exhibitions is organizing events also in Europe (Italy, Spain), Peru and India. Offering extensive professional knowledge and outstanding proven capability, the company expertise encompasses the management and organization of leading exhibitions in the field of telecommunications, electro-optics, microelectronics, biotechnology, agricultural technology, security, aviation, water management and other high-tech and traditional industries. The team is also highly skilled in organizing and managing industry-centric and scientific exhibitions.

8.14.2 COMPANY INSIGHTS

FIGURE 64 KENES EXHIBITIONS: COMPANY INSIGHT

COMPANY AT A GLANCE - 2020	
Founded:	1994
Headquarter:	Telangana, India
Employees:	19 (Approx)
Revenue:	USD 804 Thousand (Approx)
Specialties:	Event Management, Water & Waste Treatment, Cyber Security, food processing, dairy, conference organizer, exhibition organizer, and others
Ownership:	Private

8.14.3 VENUE BENCHMARKING

TABLE 43 KENES EXHIBITIONS: VENUE BENCHMARKING

Category	Managements/ operations
Exhibition Complex	<ul style="list-style-type: none"> • Flawless Development & Operations for Exhibitions <ul style="list-style-type: none"> ○ Contact and contract service providers ○ Develop event floor plans ○ Handle all logistics from shipping to lodging ○ Realise a well-managed, profit-generating exhibition • Comprehensive Reservation Services <ul style="list-style-type: none"> ○ A wide variety of hotels ○ An interactive area map with distance from the venue ○ Hotel photo galleries ○ Star rating • Providing Association Consulting Services to Societies Worldwide <ul style="list-style-type: none"> ○ Building your membership ○ Supporting your financial strength ○ Connecting you with stakeholders and communities ○ Raising the awareness and reputation of your brand • Audit Management • Marketing & Communications <ul style="list-style-type: none"> ○ In-depth research ○ Marketing strategy ○ Branding & visual concept development ○ Congress website development ○ Database & Email Marketing ○ SEO & online advertising ○ Social media ○ Online / offline promotion

8.14.4 FACILITIES PROVIDED

TABLE 44 KENES EXHIBITIONS: FACILITIES PROVIDED

Category	Services
Kenex Exhibitions On-Site services	<ul style="list-style-type: none"> • Conference Management • Small to Mid-Size Events • Original Events • Virtual & Hybrid Events • Meet VirtuOz • Association Management • Continuing Medical Education

8.14.5 RECENT MAJOR EVENTS

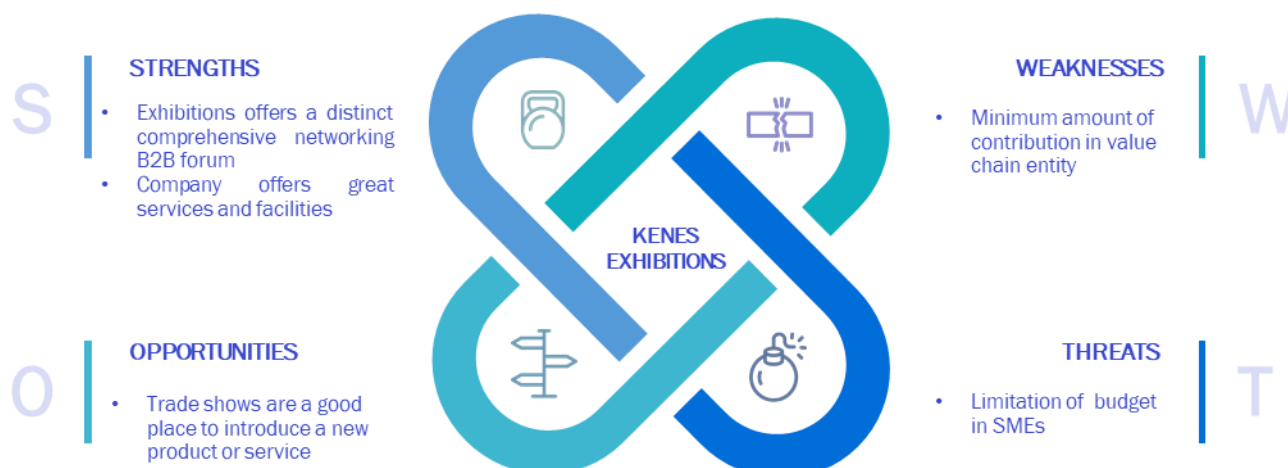
TABLE 45 KENES EXHIBITIONS: RECENT MAJOR EVENTS

Year	Events
2021	<ul style="list-style-type: none"> • International Agricultural, Horticulture, Dairy, Food Processing & Aquaculture Exhibition & Conference (April 8-10)
2020	<ul style="list-style-type: none"> • Cyber Security India (September 9-10)

8.14.6 SWOT ANALYSIS

FIGURE 65 KENES EXHIBITIONS: SWOT ANALYSIS

KENES EXHIBITIONS



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