

India Event and Exhibition Market

REPORT

BASE YEAR: 2021, FORECAST PERIOD: 2022-2027

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1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.1.1 Study Assumptions

- The base currency considered was the US dollar (USD). Conversion of other currencies to USD was considered on the basis of the average exchange rate for the respective review-period years. The exchange rate conversion for forecast period was determined according to the base year's conversion rates.
- The base year was identified based on the availability of annual reports and secondary information. The base year considered for this study is 2021.
- The review period considered for this study is from 2017 to 2021. The CAGR considered is for the forecast period of 2022-2027.
- Inflation is not part of the pricing and the average selling price (ASP) was kept constant throughout the forecast period for each country.
- Distribution of primary interviews conducted was based on the regional share of the market and the presence of key players in each region.
- As a result of data triangulation through multiple methodologies and approaches, the weighted averages of resulting estimates were the final values.

1.1.2 Market Definition

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

1.2 Scope of the Study

TYPE	REVENUE STREAM	END-USER
<ul style="list-style-type: none"> • <i>B2B</i> • <i>B2C</i> • <i>Mixed/Hybrid</i> 	<ul style="list-style-type: none"> • <i>Exhibitor Fee</i> • <i>Sponsor Fee</i> • <i>Entrance Fee</i> • <i>Services</i> 	<ul style="list-style-type: none"> • <i>Consumer Goods and Retail</i> • <i>Automotive and</i> • <i>Transportation</i> • <i>Industrial</i> • <i>Entertainment</i> • <i>Real Estate and Property</i>

2 RESEARCH METHODOLOGY

2.1 Research Framework



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





Effective use of Mordor’s knowledge repository to gather relevant insights



Conduct primaries & surveys to gather qualitative and quantitative insights



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



Confirm the objectives of the assignment with Client





2.2 Secondary Research

OBJECTIVE	Hypothesis and insights building; get factual data
	<p>Shortlisting market intelligence sources</p> <p>Synthesis of published information</p>
	<p>Data collection and aggregation</p> <p>Further validated from expert interviews</p>
	<p>Insight and hypothesis development</p> <p>To reach out industry experts for interviews</p>
	<p>Key contact list</p> <p>Relevance and credibility of sources</p>

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

- Scientific papers, journals, and publications
- Industry and government websites for blogs, magazines, and other publications. Magazines include Data Center Dynamics Magazine, and others.
- Conference proceedings and association publications
- Investor presentations, technical brochures, annual reports, press releases, transcripts of key personnel interviews, and other strategic publications by several competitors in the market
- Paper and Paperboard packaging providers
- Solution information including technical specifications, approvals, patents, etc.
- Paid sources (D&B Hoovers, Bloomberg, Seeking Alpha, etc.)
- Other sources, including journals, articles, etc. (for usage patterns)

2.3 Primary Research Approach and Key Respondents

EXECUTIVE LEVEL INTERVIEWS 	OPERATIONAL LEVEL INTERVIEWS 	INDUSTRY/NEED SPECIFIC INTERVIEWS 	MARKET ECOSYSTEM INTERVIEWS 		
<p>SPREAD OF INTERVIEWS</p> <p>Interviews spread across regions based on regional share in the overall market [Americas: 20-25; EMEA: 15-20; APAC: 5-10]</p> <p>RESPONDENTS</p> <p>40-50 interviews covering varying profiles of experts across the entire market value chain</p>	<p>BLIND/OPEN INTERVIEWS</p> <p>Blind interviews without revealing the sponsor of this study</p> <p>INPUTS COLLECTED</p> <p>Raw data and intelligence, Insights into market dynamics, Market model and other data validations, Strategy related inputs</p>	<ul style="list-style-type: none"> • CxOs, owners, founders • Business unit or country heads • Directors/VPs of sales and marketing, procurement, strategy, R&D, Product management and other corporate functions as required. 	<ul style="list-style-type: none"> • IT Manager • Innovation Manager • Software Architects • Sales Managers • Product Managers • Project Managers • Pricing Managers • Regulatory Managers Affairs • Finance Managers 	<ul style="list-style-type: none"> • Event Management Companies • Exhibition Organizers • End-User Companies • Industry Veterans • Third-party Venue Provider 	<ul style="list-style-type: none"> • Competitors • Customers • End-users • Agencies/Distributors/Resellers • Retailers • Suppliers • Existing or Potential Partners • Employees • Regulatory Agencies • Industry Associations • Consultants

2.4 Data Triangulation & Insight Generation

OBJECTIVE

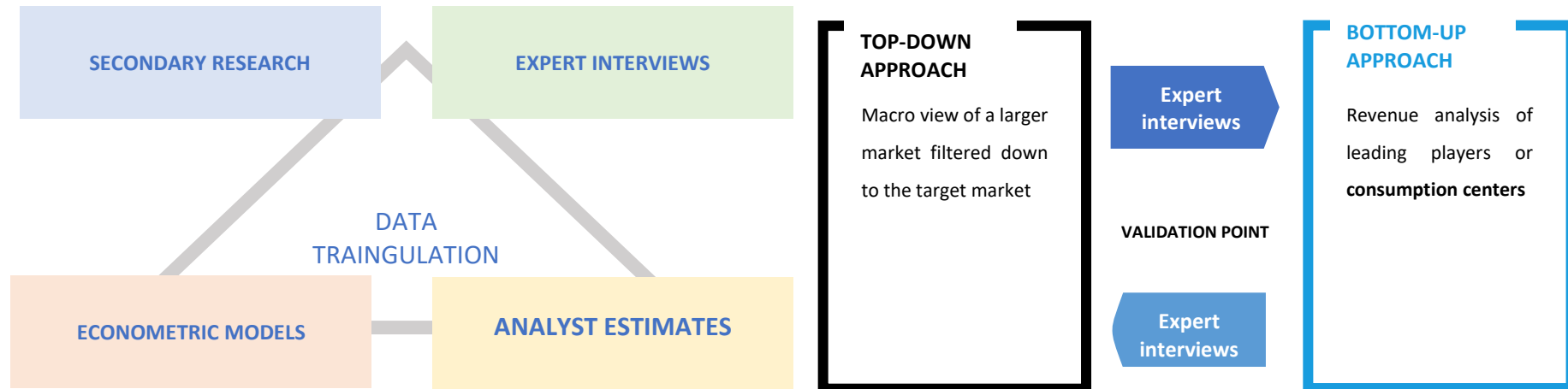
Logical checks and sanity of information

TRIANGULATION AND TRANSFORMATION OF INFORMATION EXTRACTED

Based on the factors identified which are endogenous and exogenous in nature collected during the secondary and primary phases, our in-house subject matter experts transform quantitative data extraction and use them for the inferential purpose.

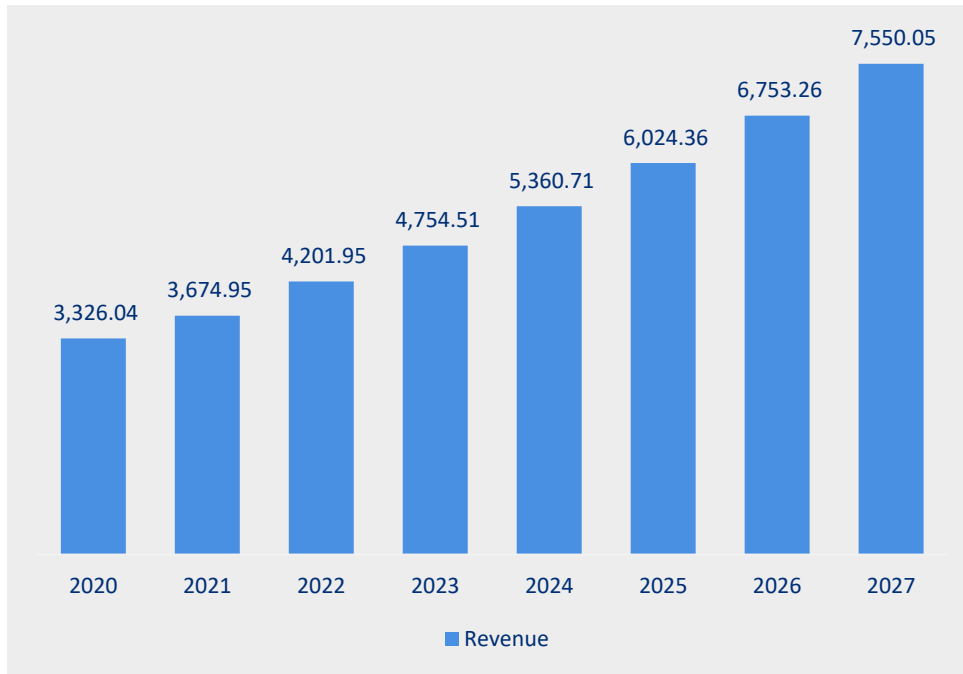
VALIDATION FOR MARKET ASSESSMENT ESTIMATES

- The market size estimations are carried out through 'Bottom-up' & 'Top-down' approaches.
- Our top-down and bottom-up approaches are integrated into our 'In-house Model sheets' which are used to generate the market estimates and growth rates (depending upon the historical trends of the respective markets along with the various factors like drivers, restraints, and recent developments in the market) of the product segment in the respective country.



3 EXECUTIVE SUMMARY

Figure 3-1 Event and Exhibition Market, Revenue in USD Million, India, 2020-2027



Market Size in 2021
USD 3,674.95 Million

Market Size in 2027
USD 7,550.05 Million

CAGR : 2022-2027 (Total) **12.43 %**

- The revenue stream exhibitor fee segment accounted for the largest share of 33.62% in 2021. However, the entrance fee segment is expected to remain the fastest growing segment, registering a CAGR of 14.00% over the forecast period.

- 1 By type, the B2B segment held the largest share of 44.14% of the market studied in 2021. The B2B segment was valued at USD 1,622.07 million in 2021, and it is expected to reach USD 3,224.07 million by 2027. The mixed/hybrid segment is expected to register the highest CAGR of 13.80% in the forecast period.
- 2 By end-user, the consumer goods and retail segment held the largest share of 23.28% of the market studied in 2021. The consumer goods and retail segment was valued at USD 855.45 million in 2021, and it is expected to reach USD 1,961.70 million by 2027, and

4 MARKET INSIGHTS

4.1 Market Overview

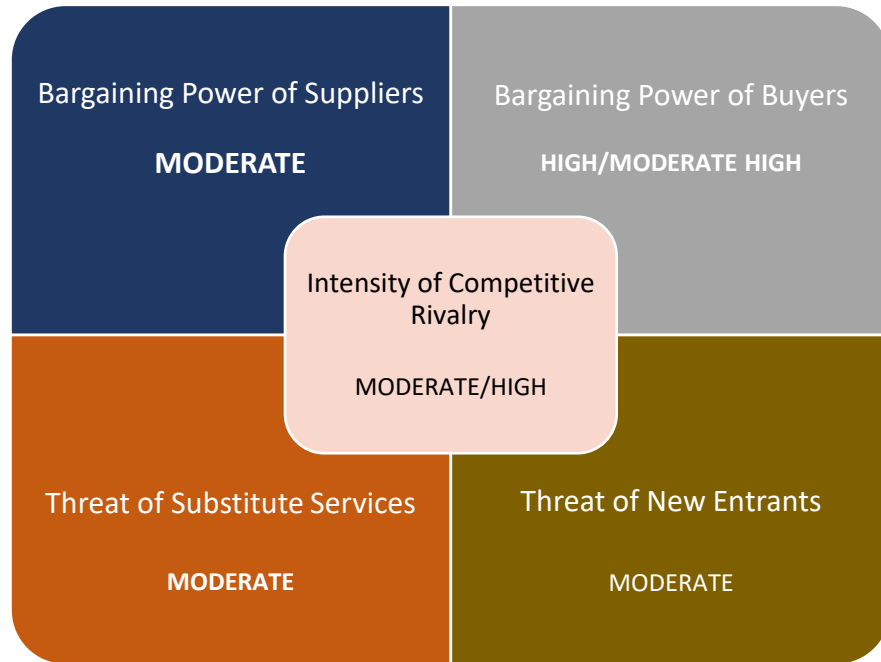
- Exhibitions and events are some of the critical enablers and triggers of the economy. With India being one of the fastest-growing economies, the government initiatives to help enterprises in different industries are expected to improve the need for events and exhibitions in the country. According to Make in India, among the chosen 190 countries, India ranked at 63rd position in comfort of doing business rank 2020, which was at 142 out of 190 in 2014, a significant improvement of 79 positions.
- India has a vast consumer market, and it offers an unparalleled opportunity for enterprises to invest and expand in the country. According to the India Brand Equity Foundation and Retailers Association of India, the retail market size across India will reach USD 1,750 billion by 2026.
- The country's consumption and demand are increasing rapidly. For example, according to IBEF, in May 2021, the country's consumer durables output increased by 98.2%, significantly higher than that of a 70.3% decline during the same period in 2020. Such developments will positively impact the industry-wide push to increase communication via different trade shows and events.
- Exhibitions are among some of the powerful enablers of trade and economic growth globally. Various nations in Europe and Asia used exhibitions as business platforms to propel their regions' economic development and investments. In line with India's economic development, the exhibitions industry has seen rapid growth. Today, India is one of the prime exhibition destinations globally.
- According to EEPC India, over the last decade, the country's exhibition industry grew at 8-10% annually, consisting of 178 organizers hosting 553 events annually, playing an essential role in supplying solutions to India's industrial, technological, and consumer markets.

- The Government of India considers the industry a vital part of economic growth. It made investments in developing the iconic exhibition and convention centers in terms of policymaking. For example, in May 2021, the Finance Ministry granted 'infrastructure' status for exhibition and convention centers, which is expected to ease bank financing for such projects.
- Key growth drivers for the industry are trade shows, exhibitions, digital activation, sports leagues, rural expansion, and government-initiated projects, followed by IP (Intellectual Property), personal events, product launches, expansion mini-metros, and below-the-line marketing spends. While managed events remained the most extensive service offering, IP, digital events, and ticketed events are growing faster than managed events, according to EEMA.
- According to EEMA, the industry employs about 10 million people, and indirectly through allied sectors, like food and beverage, hospitality, tourism, advertising, and marketing, with another 50 million people. Women own 35% of all firms in the events industry, and the industry employs at least 30% of women in its workforce. The industry is championed by young entrepreneurs between the age of 25-40.
- The live entertainment industry is also helping drive the government's initiative of 'Digital India,' with over 85% of the ticket bookings being done digitally, thereby increasing transparency and ease of doing business.
- With the increasing adoption of technology, many exhibitions are increasing. With the expanding capacities of industries, the exhibitions provide the potential for businesses to attract an audience. According to the CEIR (Center for Exhibition Industry Research), 40% of the marketing budget goes into B2B exhibiting, with median participation of 6 times B2B exhibitions per year.
- The current scenario in the industry is expected to work in favor of the growth of smaller exhibitions and organizers. However, for bigger exhibitions to grow, better arrangements and stringent SOPs are to be taken to gain drastic positive changes over the coming years. The exhibitions are transforming into a new paradigm, focusing on sector-specific shows with immense efforts in terms of collaboration and mergers and acquisitions, with an initiative to consolidate the highly fragmented organizers.

- The growing young population with high disposable income is an enabler in changing lifestyles and buying patterns, opening new avenues for lifestyle shows. The impact of globalization facilitated new entrants with new and innovative exhibition formats. The new trend emerging is that media and publishing houses are looking at exhibitions as an extended arm of a value proposition.
- In terms of regional breakdown of the exhibition and events infrastructure, the North and West parts of the country command the prominent share of the venues, with about 35% and 38%, respectively, according to IEIA. This was followed by the South region, with a nearly 24% share of the venues in the country.
- Some of the latest technologies are changing how events and exhibitions function. One of the initial steps of change was the registration process for entry into exhibitions for delegates and participants, which is online in most cases, completely changed, and it is more efficient.
- In terms of spending at the exhibition venues, visitor spending (accommodations, food, beverages, logistics, etc.) commands a prominent share of the revenues in the market, followed by exhibition revenue which covers rental, booth construction, housekeeping, and logistics, etc.
- Approximately half of the market share is held by unorganized players who are not part of any association or management firm. Such organizers cater to various regional markets. Over next coming years, due to the stringent government regulations pertaining to the effects of the pandemic, a significant share of such organizers is expected to enter the organized sector to survive.
- In terms of the end-user industries that invest in events and exhibitions in India, the building and construction sector held the prominent share, closely followed by industrial manufacturing and engineering and textile and apparel sectors. The residential and commercial construction industry is one of the major revenue-generating sectors. With the recent government regulations in construction, financing projects have become easier and in favor of consumers.

- Since 2020, operators are also looking to conduct events and exhibitions online. According to a study by the Center for Exhibition Industry Research (CEIR) in July 2020, among the various organizers who were forced to cancel during the year, the shift to digital observed a growth of 81% compared to the 69% in their April study. The most noticeable change was the increase in full virtual trade shows, 41% compared to 15% in the April survey.
- According to the latest study by the Center for Exhibition Industry Research (CEIR), in the third quarter of 2021, the cancellation rates of the physical events dropped to 19.0% from 90.4% in the first quarter and 66.5% in the second quarter of 2021. About 98% of exhibitions were canceled during the second half of 2020. As a result of fewer cancellations, the CEIR Total Index, a measure of the exhibition industry performance, improved from a decline of 95.7% from 2019 in Q1 2021 and 79.6% from 2019 in Q2 to a decline of 56.0% from 2019 in Q3 2021.
- In February 2021, Indigomusic.com and PerceptLive, India's well-known entertainment and communications conglomerate, collaborated to offer a new experience in Electronic Dance Music – Sunburn Radio on IndigoMusic.com. Sunburn Radio will be on air on both radio stations of IndigoMusic.com in Bangalore and Goa with a stellar lineup of the biggest names in EDM – Tiesto, Afrojack, Armin van Buuren, Nicky Romero, Martin Garrix, and India's leading DJs Anish Sood and Teri Miko.
- Moreover, many most significant events, and exhibitions also take place in the country, which further drives the studied market. For instance, InfoComm India 2021 GoVIRTUAL took place from September 15 to 16, 2021 and delivered 163 live product demos and 38 industry and tech-focused webinars with 74 expert speakers. The digital show delivered on GoVIRTUAL provided an online space where 52 technology innovators showcased their latest products and solutions to industry stakeholders and engaged with them meaningfully, setting the industry up for the post-pandemic future.
- The industry is expected to undergo drastic changes in 2022 due to the pandemic's effects and government regulations. In addition to this, events and exhibitions are expected to play a vital role in the revival of the country's economy over the coming years.

4.2 Industry Attractiveness - Porter's Five Forces Analysis



HIGHLIGHTS

- The bargaining power of suppliers is expected to be **moderate** in the Indian event and exhibition market.
- The bargaining power of buyers is expected to be **moderately high** in the market studied.
- The threat of new entrants is expected to be **moderate** over the forecast period.
- The threat of substitute services is **moderate** over the forecast period.
- The intensity of competitive rivalry in the market studied is anticipated to be **moderately high** over the forecast period.

4.2.1 Bargaining Power of Suppliers

- Suppliers in the market studied are venue providers, product suppliers, marketing material providers, and others. These supplies are easily sourced from various vendors and depend on such event and exhibition organizers to increase their revenues. For instance, organizers tend to partner with service providers to get discounts and specific amenities for their clients in terms of accommodation. Owing to the sheer size of the order, the bargaining power of suppliers diminishes further.

- Apart from this, the event and exhibition organizers in the market command the ability to negotiate the price based on the required size. In addition to this, continued business from such events and exhibition organizers is vital for suppliers. Thus, the bargaining power of suppliers is reduced.
- Since the outbreak of COVID-19, the significant impact on the event and exhibition space severely impacted the suppliers' business. Offering safe and hygienic facilities that are up to the standards and regulations added to their bargaining power, which is expected to continue till the end of 2022.

4.2.2 Bargaining Power of Buyer

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

4.2.3 Threat of New Entrants

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

4.2.4 Threat of Substitutes Products

- The pandemic's effects, combined with the proliferation of technology and access to high-speed internet in the country, led to virtual events that gained momentum in the last couple of years. Such events offer cost benefits to industry players and a broader reach in terms of participation.
- However, marketing communication and event revenue generation effectiveness is significantly lower due to preferred physical events and exhibitions.

- This is expected to change over time with the increasing inclination toward online forms of meetings, remote working, and growing B2B online marketplaces across the country. Overall, the threat of substitutes is expected to be moderate, and it will remain the same over the forecast period.

4.2.5 Intensity of Competitive Rivalry

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

4.3 Assessment of Impact of COVID-19 on the Market

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

IPs and identified alliances will help them provide the same. The myriad technological disruptions enabled the seamless online conduction of events, seminars, conclaves, meetings, and conferences involving many participants. Several platforms are used to host such activities, which offer live and pre-recorded content, simultaneous running of varied breakout sessions, and space for sponsors to showcase their products and services.

- The events organized in this pandemic era are providing consumers with the opportunity to enjoy the show from the comfort of their very homes. In addition to this, many instances were noted wherein the artists honored the requests made by the viewers. A boost to personalized experience is taking precedence in such scenarios to keep participants engaged.
- The IEIA expects hybridized exhibitions and events, costs incurred by the organizations to go up, exploring virtual modes of events is expected to increase to reduce costs, and a 30-40% reduction in space is likely to be seen. Service providers are expected to offer 360-degree support and engagement with the customers. In June 2021, Percept Live announced “Sunburn Rewind,” a specially curated show was presenting some of the best moments from the Sunburn Festival’s history for a fundraiser campaign for COVID-19 relief projects across India. This fundraiser was conducted in partnership with GiveIndia.
- Many events were deferred due to the pandemic in the country. For instance, Auto Expo 2022 was delayed due to fear of a third wave and uncertainties around COVID-19. According to the industry body Society of Indian Automobile Manufacturers Association, the Safety of Exhibitors, Visitors, and all stakeholders involved and present at the Expo is the topmost priority for SIAM. The Indian automobile industry and SIAM recognized the inherent risks in organizing the Auto Expo due to the ongoing COVID-19 pandemic and the apprehensions of a possible third wave. Likewise, Auto Expo is like a celebration festival for the Indian automobile industry.

4.4 Impact of Government Policies/Regulations/Schemes

- With the recent push from the government toward Atmanirbharta (self-reliance) and the view to take the country to a USD 5 trillion economy, trade exhibitions are expected to step forward in promoting trade in the country. The government is investing in and developing various venues to promote trade shows. For instance, the Government of India approved the development of the India International Convention and Expo Centre (IICC) in Sector-25, Dwarka, New Delhi.
- The Government of India offers financial support to event and exhibition providers across its various departments, such as the Ministry of Culture, Ministry of Textile, Ministry of Tourism, Ministry of Health, Ministry of MS&ME, and others. For instance, the Ministry of Micro, Medium, and Small Enterprises offer financial assistance on a reimbursement basis for airfare, space rent, freight charges, advertisement and publicity charges, and entry/registration fees on a reimbursement basis as approved under International Cooperation (IC) Scheme.
- The government body India Trade Promotion Organization (ITPO) 's mission is to promote, facilitate, encourage, and coordinate various activities and programs to enhance India's share of exports. The ITPO provides a broad spectrum of services to trade and industry and catalyzes India's trade and commerce growth.
- The ITPO is in line to complete its ambitious plan by August 2022 to redevelop Pragati Maidan, evolving a state-of-the-art International Exhibition-cum-Convention Centre (IECC). The project includes a total built-up area of 4.2 million sq. ft, incorporating an iconic, world-class convention center that can accommodate 7,000 people in a single format, six modern exhibition halls with an exhibition area of 1.5 lakh sqm, and plenty of underground parking facilities, and good infrastructure connectivity to encourage the use of public transportation, but also permit roads to decongest fast. Pragati Maidan is circulated over 123 acres of prime land in the heart of India's capital, New Delhi.

- To manage the effects of the pandemic on the event and exhibition industry, the Ministry of Commerce and Industry issued a Standard Operating Procedures (SOPs) document to regulate trade fairs in the country. Exhibitions are to take place only outside certain containment zones. The SOP contains a list of preventive measures for all attendees at B2B trade exhibitions to prevent the spread of COVID-19, including the fact that people over 65 years of age, with co-morbidities, or women who are pregnant shouldn't attend them.
- Venue providers need to include separate entry and exit for visitors, disinfect halls before giving possession, an isolation center permanently, and well-planned garbage disposal. Exhibition organizers would have to stagger the operational hours of the exhibition so that there is an organized gathering.
- The government also offers financial support for enterprises and individuals attending events and trade shows as part of its various initiatives, such as Startup India.
- The Government of India launched International Fairs and Exhibitions with the Tea Board. The exhibition aims to provide a platform for the exporters to showcase their products at international events for promotion and facilitate the generation of trade opportunities through organizing interactive sessions between buyers and sellers. Moreover, Tea Board-led Trade fairs/Exhibition/BSM offers assistance to exporters that will be permissible for airfare in economy excursion class for one company representative traveling from India on the India-destination-India sector in the shortest route.

5 MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Growing Adoption of Geo-cloning for Exhibition Organizers

- The geo-cloning concept is not something new, but it has been tried and tested for decades now. It is gaining traction in recent times due to increased connectivity and globalization. The Indian market is not new to the concept as various international events and exhibitions have been expanded to cover India in recent times. Geo-cloning takes an event that works in one city or country and includes it in another.
- For instance, Fastener Fair USA, which is from the United States, was replicated in India and took place in Bombay Exhibition Center (NESCO), Mumbai. In 2019, the event had 5,192 visitors and 199 exhibitors, and 58% of the visitors were company owners or directors. Such successful geo-cloning events are taking the country's industry by storm with the growing economic and active government policies.
- Geo-cloning has also become a go-to strategy for various primary exhibition organizers looking to expand globally. It involves less risk of a brand-new launch and an existing brand reputation to use as a launchpad. Statement of intent geo-cloning has proven to be a valuable tactic.
- With the growing construction, industrial manufacturing, textiles and apparel, and consumer durables market in India, various international events and exhibitions are keen on entering the country to offer their products and services, and such exhibitions are the means of networking and expansion opportunities to tie up with local vendors and distributors.

- The technological advancements in various industries, which different Indian industries lack as they still use conventional processes, are offering a prime opportunity for international vendors, as such events provide a significant opportunity to attend and gain knowledge and adopt advanced solutions as part of their operations.
- The government support of Indian event organizers involved in geo-cloning and large international conventions in the country positively impacts the growth. This involves guaranteed footfall from customers owing to the brand reputation and involvement of global solutions and service providers.

5.1.2 Increasing Growth of Consumer Goods Penetrating B2C Exhibition

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

- Major businesses across the country are using exhibitions as a means of brand communication in the country to attract consumers. For example, the auto expo of India is where several automobile vendors launch their new models and concepts, attracting consumers and increasing the visibility of their products.
- India International Trade Fair 2021 is a multi-product exhibition with a wide range of products and services. IITF - India International Trade Fair 2021 held on 14-27 November 2021 at Pragati Maidan, New Delhi, India. IITF is the largest and biggest integrated trade fair with B2C components. It has emerged as the biggest consumer goods fair in the Indian sub-continent. The format of IITF has Business, Social, Cultural, and Educational Dimensions that are weaved together where exhibitors and visitors, media persons, marketing professionals, social activists, and NGOs come together to explore their objectives.
- Several government organizations use this platform to spread awareness about their programs and policies among the public. As such, almost all States and Union Territories of the Federal Government of India participate in this event. This government support for B2C exhibitions is driving the studied market.

5.2 Market Challenges

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

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

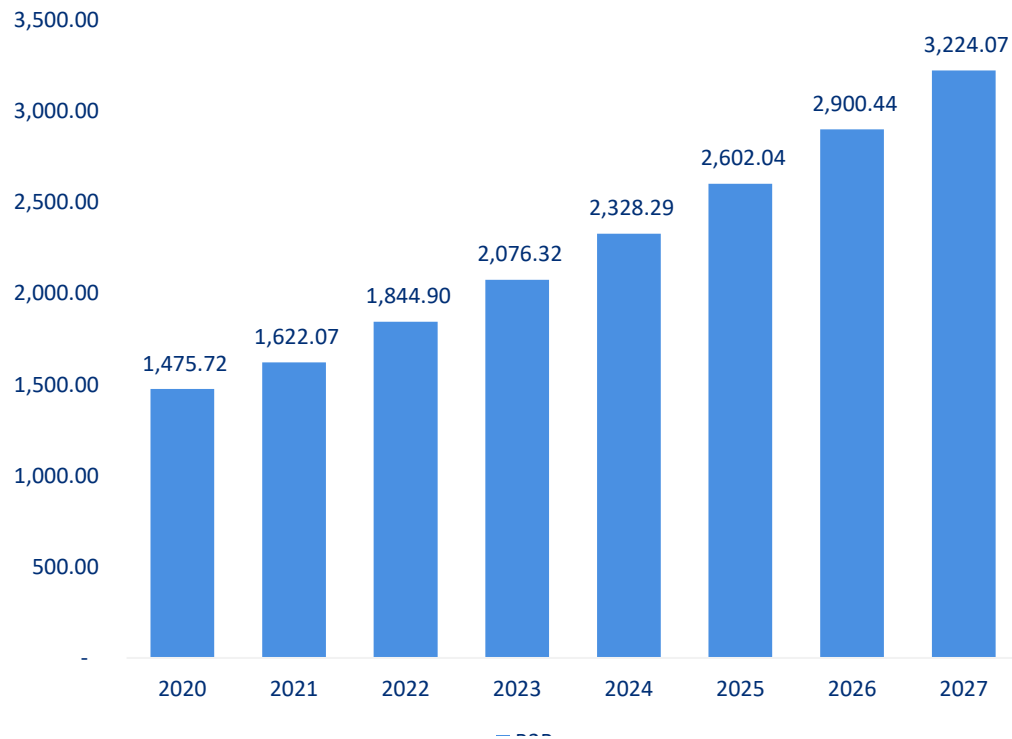
6 MARKET SEGMENTATION

6.1 Type

6.1.1 B2B

Figure 6-1 India Event and Exhibition Market, Revenue In USD Million, B2B, 2020-2027

CAGR (2022 TO 2027): 11.81%



Source: Mordor Intelligence

- B2B refers to companies that provide goods or services to other businesses rather than to consumers (business to business). These include showcasing products and building relationships with customers at conferences and trade fairs, Hosting networking events, conferences, and workshops for a particular industry, etc.
- The most common types of B2B events online include webinars and live streaming events, whereas offline B2B events include exhibitions, VIP dinners, trade shows, roadshows, and conferences. The main goal of trade shows and exhibitions is to bring together buyers and sellers on a common platform. There is a growing need for marketing activities amongst industry players in India, and trade events and shows provide an excellent opportunity for these companies.

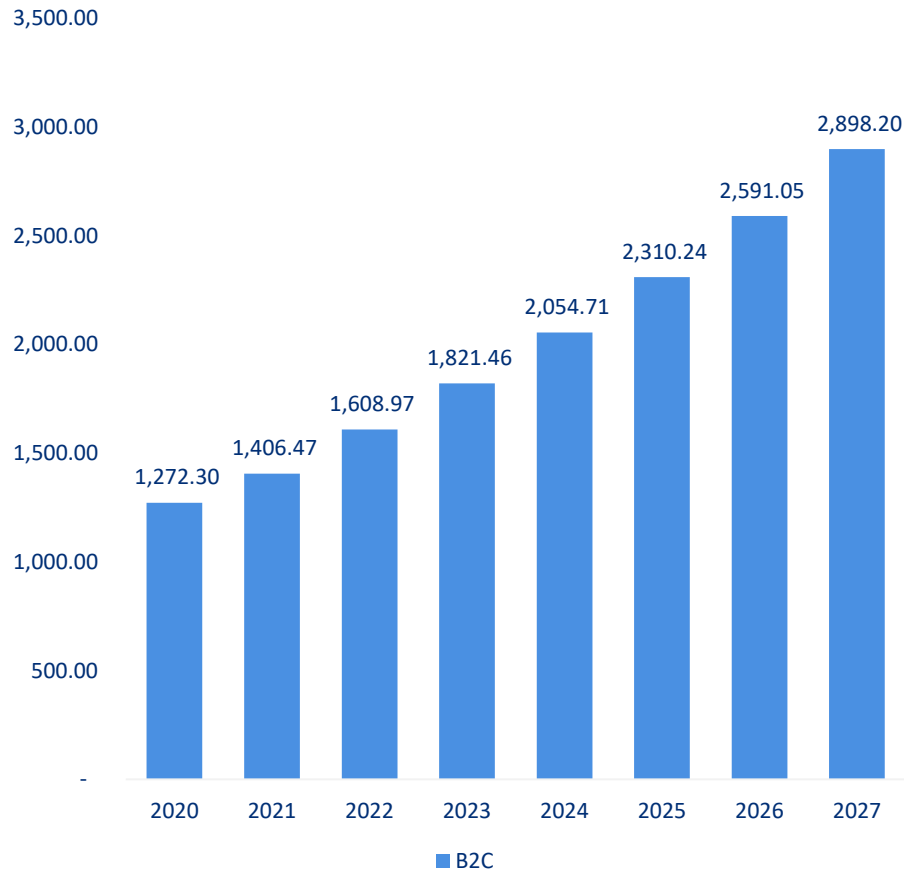
- Apart from being cost-effective, events and exhibitions also generate sponsorships and more significant market coverage. India is becoming a manufacturing hub and experiencing rapid economic growth. It also attracted event organizers from foreign countries to base their events in major cities of India and form more significant business tie-ups with Indian firms.
- Most B2B Events and Exhibitions in India are designed to promote a product, brand, or service through in-person interactions with the ultimate goal of actualized business values, such as customer retention, increased event revenue, sales promotion, business relationship, and brand awareness.
- Various companies in India have been focusing on online B2B events through Webinars and Live streaming. In July 2020, TradeIndia announced India's First Virtual B2B Event: COVID-19 Essentials Expo India 2020. The expo was along the same lines as a traditional exhibition, but it was conducted via the virtual medium due to the pandemic concerns. The event was targeted toward reviving various SMEs and MSMEs in the country. Their operations have been affected due to the dire effect of the coronavirus crisis, helping them maintain business continuity in such turbulent times.
- There have been several announcements of various events and exhibitions in India for the upcoming years. Some of the upcoming trade shows in 2021 include Foodtech India 2021, Home World Expo 2021, India Consumer Electronics & Home Appliances Exhibition 2021, HGH INDIA 2021, DIDAC India 2021, Zak Door & Windows Expo, India ITME 2021, IFSEC India 2021, INMEX India, etc., which are of various industries ranging from industrial, household and consumer, plastic and rubber, travel and tourism, fabric and textiles, food and beverages, etc.
- Some exhibitions were granted permission to be held again, as they have been postponed due to the uncertainty around the COVID-19 second wave in India. In July 2021, India Trade Promotion Organization (ITPO) granted Delhi's Pragati Maidan permission to host B2B trade fairs and exhibitions. The permit is released as a particular case, subject to strict compliance with guidelines issued by the Ministry of Commerce, Government of India.

- Moreover, the next edition of the Prawaas 3.0 “The Bus & Car Show” event will be held in the Hitex Exhibition Center Hyderabad in February 2022 to generate a unified vision that promotes safety, innovative and sustainable integrated public transport solutions. The initiative will consist of an exhibition, conferences and workshops, awards, a CEO Conclave, and a round table on regulatory policies. The exhibition will have over 10,000 bus and car fleet operators from across 37 states and union territories of India participating in the conference, workshops, and B2B meetings.
- A digital marketing event, DigiMarCon India 2023, a digital marketing conference and exhibition, is expected to occur in August 2023 at the Hyatt Regency Gurgaon in New Delhi, India. The exhibition will build traffic, expand brand awareness, improve customer service, and gain insight into the latest digital tools.
- After the pandemic, the companies focus on the B2B events and exhibitions for various industries in the country. For instance, in 2022, CAPEXIL, the premier export council of India, announced IPF (India Packaging Fair) 2022, which will take place from 25th April to 27th April 2022. IPF is an international trade fair for the packaging industry. This event offers an unlimited opportunity to link with the correct buyers, wholesalers, institutional buyers, regional distributors, global industry pioneers, etc., from the comfort of their homes via PragatiE. It will include 3 Days of B2B networking, new product launches, 1/10th cost compared to a physical fair, a virtual furnished stall with a multilingual facility, direct text, and group video chatting with the business exhibitors, one to one connect with key decision-makers, cost-effective way to explore new market, expected footfall more than 10,000, and sharing of country-wise importers details

6.1.2 B2C

Figure 6-2 India Event and Exhibition Market, Revenue In USD Million, B2C, 2020-2027

CAGR (2022 TO 2027): 12.49%



Source: Mordor Intelligence

- B2C refers to businesses that sell their products or services directly to consumers (business to consumer). These include FMCG companies, consumer tech companies, car manufacturers, etc.; in events and exhibitions, product giveaways, photo booths, immersive or sensory experiences, partnering with artists and creators can encourage consumers to interact with a particular brand event. B2C events often focus on activating new customers, delighting current customers, and building awareness of the events.
- The COVID-19 pandemic hit B2C exhibitions and cultural and live events in India. However, these events and exhibitions are slowly being allowed to resume post-Unlock 5.0 Guidelines issued by the government. The Government of India laid down comprehensive guidelines for the resumption of these activities.
- In September 2021, the Delhi Disaster Management Authority (DDMA) announced that it will allow exhibitions in the national capital in its next order. As per the Chamber of Trade and Industry (CTI), there will be more than 100 exhibition business-to-

customer (B2C) organizers in Delhi in 2021. As per CTI, the exhibition industry suffered a lot due to COVID-19, and if the restrictions are lifted, nearly 40,000 people will get back to work.

- The annual India Trade Promotion Organization (ITPO) and the 40th edition of the India International Trade Fair (IITF) are expected to be held in November 2021 at Pragati Maidan, New Delhi. IITF, with B2C components, is one of the largest integrated trade fairs in the Southasian region. Several Indian government organizations and departments are expected to use the platform to spread awareness about their programs and policies among the public.
- As of August 2021, the 2022 Auto Expo, one of India's most significant automotive events, which was initially set to take place in February 2022, has been postponed. Society of Indian Automobile Manufacturers (SIAM) commented that the postponement of the biennial event ensures the safety of exhibitors, visitors, and all stakeholders involved in the Expo. SIAM said that the chances of COVID-19 spreading in a B2C event like the Auto Expo are incredibly high, as large crowds visit it, and maintaining social distancing would be difficult.
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- A significant share of the B2C market is part of the unorganized sector in the country, and it is looking to increase its dominance in the organized sector.
- Various events/exhibitions that were predominantly B2B in the past are looking to accommodate B2C entry. B2C events tend to offer more extensive marketing opportunities, owing to the consumer's use of social media to spread the word.
- Haat 2022 (B2C shopping fair) - The fashion and lifestyle exhibition that occurred in February 2022 featured product categories including womenswear, menswear, children's wear, sarees, handloom textiles, handbags, accessories, and homeware, craft products, and gift

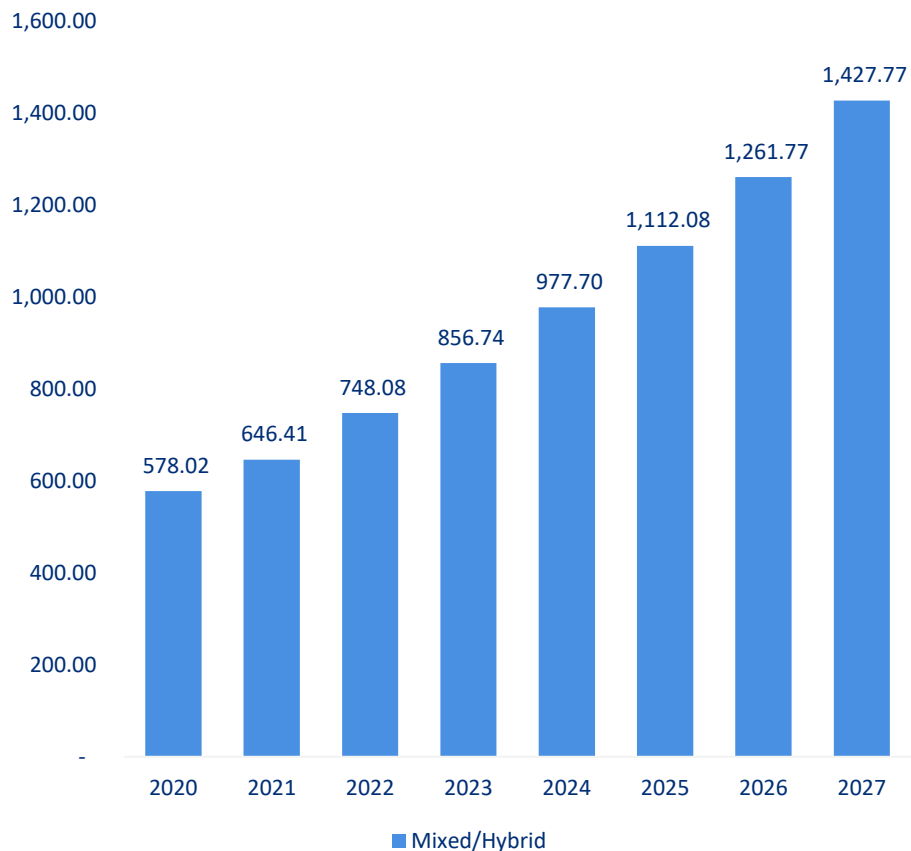
items, among others. The event also featured a wide array of bridal wear, bridal jewelry, wedding guest attire, and other wedding-themed products for the spring wedding season. The exhibition was designed to promote Indian-made products and upcoming local brands to new audiences to enable these brands to widen their reach and shoppers to discover new labels and products.

- Aadaah Contemporary Fashion and Lifestyle Exhibition B2C - The fair will feature product categories including women's western, fusion, and ethnic wear, jewelry, accessories, home décor and home furnishings, gift items, etc., fair will be held from 12 - 13 March 2022 at the Flamingo Convention Centre in Hisar, Haryana. It will also feature a selection of handicraft items from artisans across the country. The shopping fair will allow the city's shoppers to discover new labels while enabling brands to expand their customer base in new cities.
- Over the coming years, B2C events and exhibitions are expected to grow faster than B2B. In addition, the proliferation of e-commerce is another major factor impacting the segment.

6.1.3 Mixed/Hybrid

Figure 6-3 : India Event and Exhibition Market, Revenue In USD Million, Mixed/Hybrid, 2020-2027

CAGR (2022 TO 2027): 13.80%



Source: Mordor Intelligence

- Hybrid events combine B2B and B2C events, which combine both features. These events offer the flexibility of participating. Virtual events are witnessing significant growth without the need for someone in a physical location. Hybrid virtual events enable the attendees to connect and network with each other in real-time via live chats, attracting consumers to B2B events as well.
- Such events allow speakers to participate virtually from their remote locations, where they have the flexibility to present and hold the interest of attendees from their geographic location. Some advantages of the hybrid events are better reach and increased attendance, environment-friendly alternative, considerate reduction in costs, better customer engagement, better ROI, enhanced networking opportunities, budget-friendly, customizable, etc.
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- As the events industry in India has gone through a halt since COVID-19, it has increased the demand for hybrid events. Many film festivals, gaming championships, expos, and federations have successfully hosted hybrid events in the previous year.

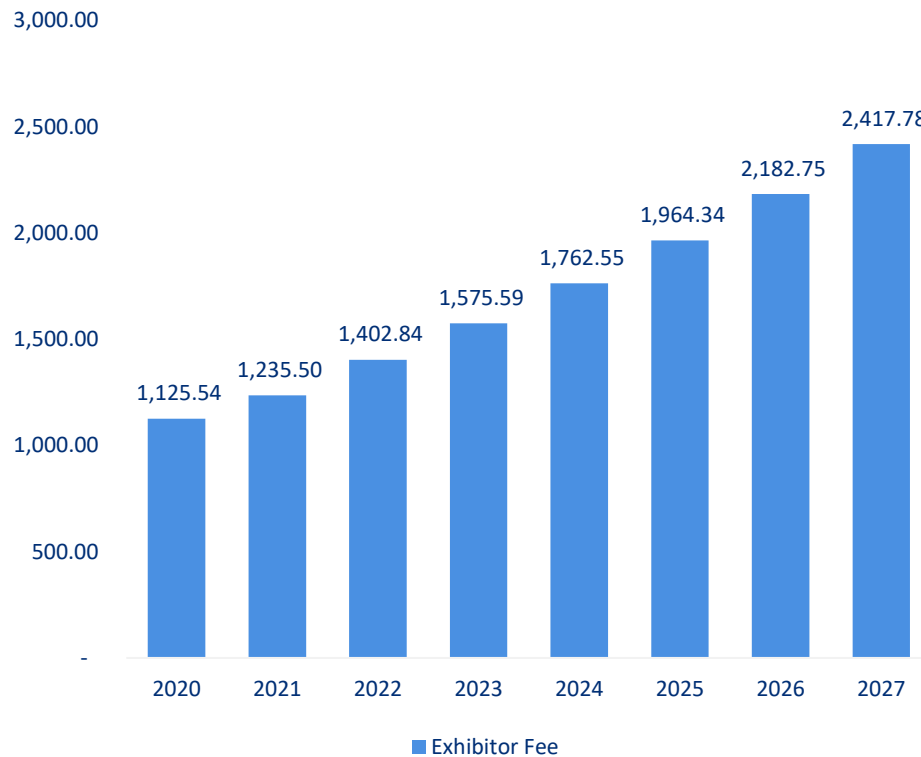
- In September 2020, the ITB India organizer announced adopting a hybrid model for ITB India 2021 in Mumbai. The event offered a hybrid exhibition experience to the travel industry. The event was among the first exhibitions in India to adopt a hybrid model. The virtual event was set to complement the live event by reuniting a much wider audience, accompanied by digital innovations to improve audience engagement and connectivity.
- In November 2020, Messe Frankfurt India and MEX Exhibitions announced a hybrid event for Gartex Texprocess India and Screen Print India. It is a 2021 edition event in the textile trade calendars, which will be held alongside yet another premier fair for the screen, textile, sublimation, and digital printing technologies. The organizers are curating the hybrid format for both the fairs with live product demonstration features to allow exhibitors to showcase their innovations and new product range to buyers who may not attend the physical fair, thus ensuring dual access to trade opportunities.
- PETEXPO 2022 - ITE Group launched PETEXPO 2022, an initiative to provide a platform for the global pet industry to come together, exchange knowledge and know-how, promote their offerings, and set the trends for the future. Took place at Expocentre Noida, from April 8-10, 2022, PETEXPO brought together the leading brands of the pet industry, manufacturers, traders, distributors, dealers, importers, exporters, medical professionals, etc., for trade interactions and dealings, displaying the latest technologies, products, and offerings, in a physical face-to-face setting.

6.2 Revenue Stream

6.2.1 Exhibitor Fee

Figure 6-4 India Event and Exhibition Market, Revenue In USD Million, Exhibitor Fee, 2020-2027

CAGR (2022 TO 2027): 11.50%



Source: Mordor Intelligence

- Exhibitor fees are paid to a business or an event company by exhibitors in exchange for the right to exhibit goods and services at conference events, stalls, virtual events, trade shows, and exhibitions. These are also received in exchange for granting booth or tabletop space at some exhibits or shows. The fee pays for the benefit of using the space to show or talk about its products.
- The event organizers provide spaces for each company to set up their booths and stands. Exhibitors pay the fee for these spaces to get the chance to interact with the people attending the exhibition show (attendees) and sell to them or get them to invest in their company or buy their products, etc.
- Various factors influence the pricing of the exhibitor fees, varying with the size of the space, stand charges, premium stands, discounted stands – referral, partnership stands, etc. For instance, IRE (India Rubber Expo), which is set to happen in 2022, unveiled the exhibitor fee prices for domestic and foreign exhibitors. The Bare Space (minimum 36 sq. m) was priced at INR 13,800 per sq. m for domestic exhibitors and USD 415 per sq. m for international

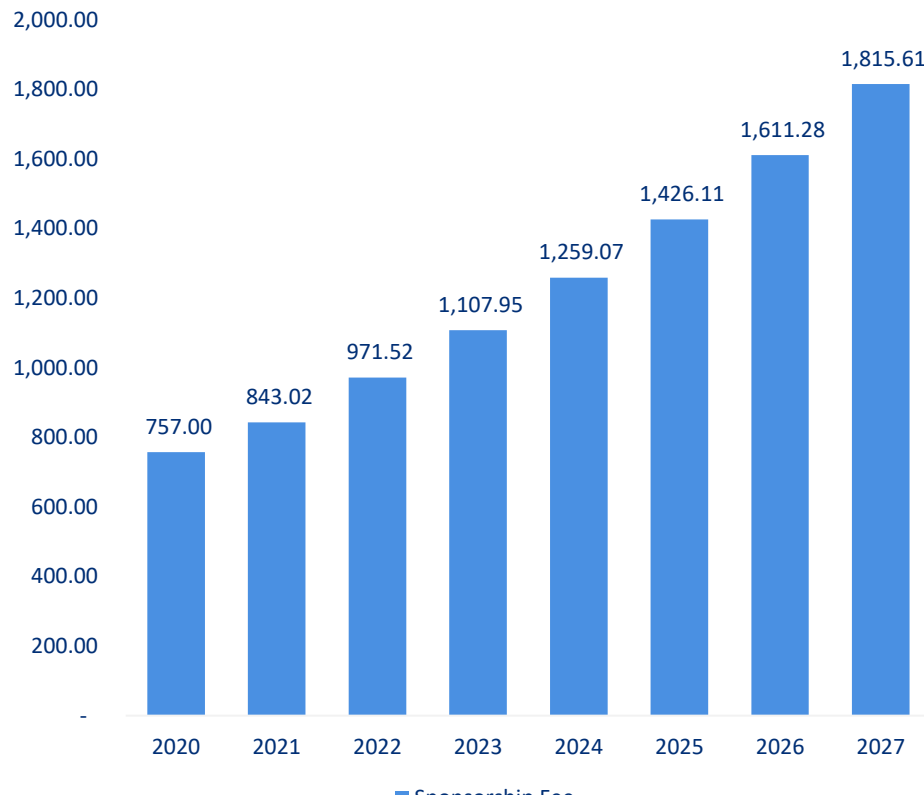
exhibitors. Also, the built-up space (minimum nine sq. m) and its multiples were priced at INR 15,000 per sq. m and USD 450 per sq. m for domestic and foreign exhibitors, respectively.

- Furthermore, IRE has been charging an additional fee for premium spaces like Corner Stand (2 sides open) - 15% of the participation fee, Three Sides available - 20% of the participation fee, and Island Stand - 25% of the participation fee.
- Similarly, for ICERP India, booth rates vary with Indian exhibitors and foreign exhibitors, along with booth charges per square meter (Bare Space and Constructed Space).
- The number of exhibitors has also boosted in some events during the COVID-19 pandemic, as some events were being conducted virtually. In January 2021, the number of exhibitors registered to showcase their products and technologies at Aero India 2021 jumped to 600 as of January 30 from 540 on January 22. Also, the number of virtual exhibitors went up to 214.
- Further, ITB India 2023 will be held as an in-person event. The in-person event component is from April 26 – 28, 2023, at Jio World Convention Center, Mumbai, India. Companies interested in exhibiting may select between complete stand packages or space-only options. For every 9 sq.m purchased, exhibitors are entitled to (1) an appointment set inclusive of entity listing and (2) exhibitors' badges.
- Also, exhibitors may also purchase additional appointment sets and badges at an added cost. For every 9 sq.m, it is mandatory to buy an additional: (1) appointment set inclusive of entity listing, (2) Listings only, and (3) additional badges.

6.2.2 Sponsorship Fee

Figure 6-5: India Event and Exhibition Market, Revenue In USD Million, Sponsorship Fee, 2020-2027

CAGR (2022 TO 2027): 13.32%



Source: Mordor Intelligence

it should be specified in the agreement.

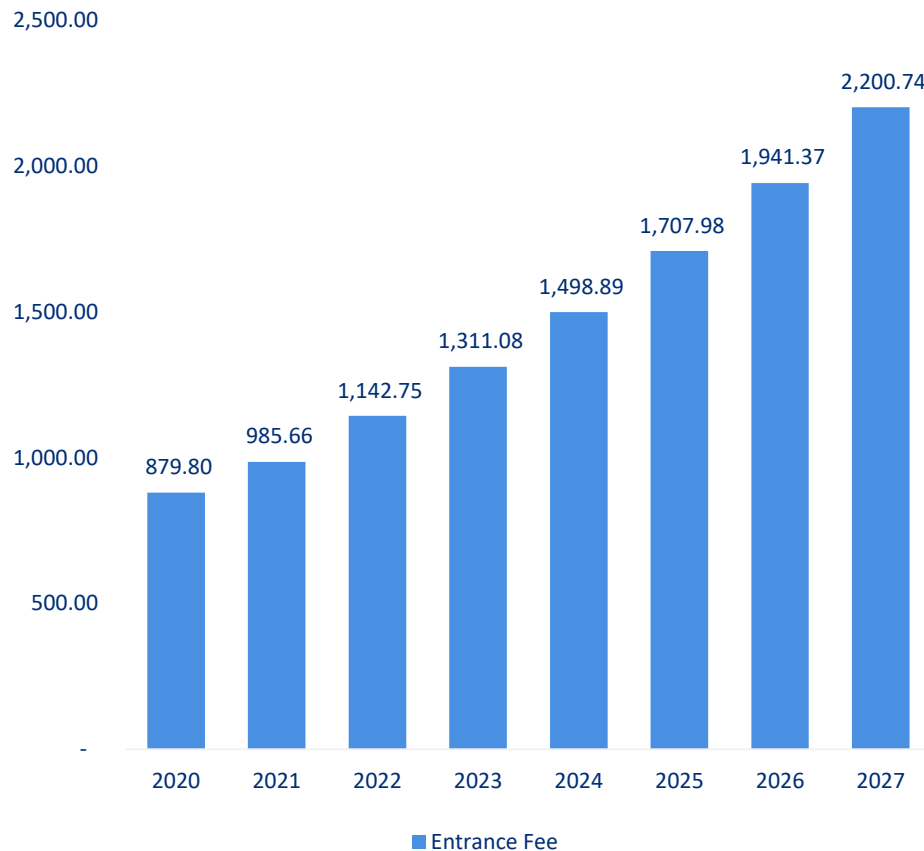
- A sponsor agrees and warrants to pay the sponsorship fee to an event/exhibition/conference organizer to give their brands higher exposure at events, product launches, conferences, trade shows, etc. After considering payment of the sponsorship fee, the event organizer will agree to provide the sponsor with the benefits set out in the sponsorship and exhibition prospectus. Sponsors have a greater amount of logo placement, due to which various companies choose to be sponsors of events and exhibitions.
- Moreover, a sponsorship agreement has numerous clauses keeping in mind the requirements and feasibility of the parties. The parties decide what should be the sponsorship fee. The sponsorship fee is based on the sponsors and their level of participation in the event. Certain conditions are mentioned in the clause regarding the increase in the fees for the occurrence of certain events, e.g., winning a team or additional tickets sold for the event. This clause also defines the time limit within which the payment should be made. It also includes the payment method, directing if the amount must be paid in installments or a lump sum,

- Also, sponsorship allows the parties to use the intellectual property rights and trademarks of each other. This clause grants the sponsor rights and licenses to use the logo, trademark, attributes, etc. This is a standard provision that is included in all the sponsorship agreements. The clause should be read correctly to eliminate all the ambiguity that may arise during the event or in the future. It is essential to specify the ownership status of the parties' intellectual property.
- The sponsorship fee varies according to the sponsorship category of a particular event or exhibition. Some sponsorship categories include platinum sponsor, gold sponsor, silver sponsor, bronze sponsor, etc. The fees are categorized in these packages to provide companies with a cost-effective method to strengthen their brand identity and enhance the company's image at any event, offline or virtual. For example, at IFCPC World Congress 2020, India offered various sponsorship options and packages in categories ranging from bronze to platinum. Bronze, silver, and gold sponsorship offered exhibition space of 18 sq. m that were priced for INR 20,00,000 (USD 29,000), INR 25,00,000 (USD 37,000), INR 35,00,000 (USD 51,000), respectively. Platinum sponsorship was exclusive, which offered an exhibition space of 27 sq. m, priced at INR 50,00,000 (USD 73,000).
- For companies wanting to target a particular day, materials, or social events during the conference, individual sponsorship provides an attractive option, allowing an organization to choose the desired level of involvement and exposure to attendees. Also, companies offer conference sponsorship packages that combine marketing and branding association before the event and exposure during the conference.
- Sponsorship opportunities are designed to offer maximum exposure and visibility for organizations. Furthermore, the sponsorship fee varies accordingly, depending on the type of sponsor. Some of the sponsors want access to the audience during events, whereas others want their logos on microphone flags and speakers of ceremonies.

6.2.3 Entrance Fee

Figure 6-6-6-7: India Event and Exhibition Market, Revenue In USD Million, Entrance Fee, 2020-2027

CAGR (2022 TO 2027): 14.00%



Source: Mordor Intelligence

- The entrance fee is a general fee for admission to a specific event, conference, trade show, or exhibition. This is either paid by a customer or a company for entry to those events. The fee is sometimes valid only for the number of the person(s), the date, and the time slot stated on the receipt.
- Some exhibitions partnered with online websites such as Bookmyshow (Bigtree Entertainment Pvt. Ltd.) and ibibogroup (goibibo-brand) to make it easier for customers to buy the entry fee. For instance, for the India International Mega Trade Fair 2021, the Bookmyshow website offered discounts and offers on the entry fee. Similarly, India Expo Mart at Noida has been offering entry fees to business-to-business exhibitions, conferences, product launches, promotional events, etc., through the goibibo website.
- Indian Art Fair 2020, New Delhi, unveiled prices for its tickets depending on the day of the week. These are categorized into Preview Pass (for Thursday), which costs around INR 4000, General Ticket (for Fri, Saturday, or Sunday) that cost around INR 700, and Student Tickets (for Friday, Saturday, or Sunday) that cost around

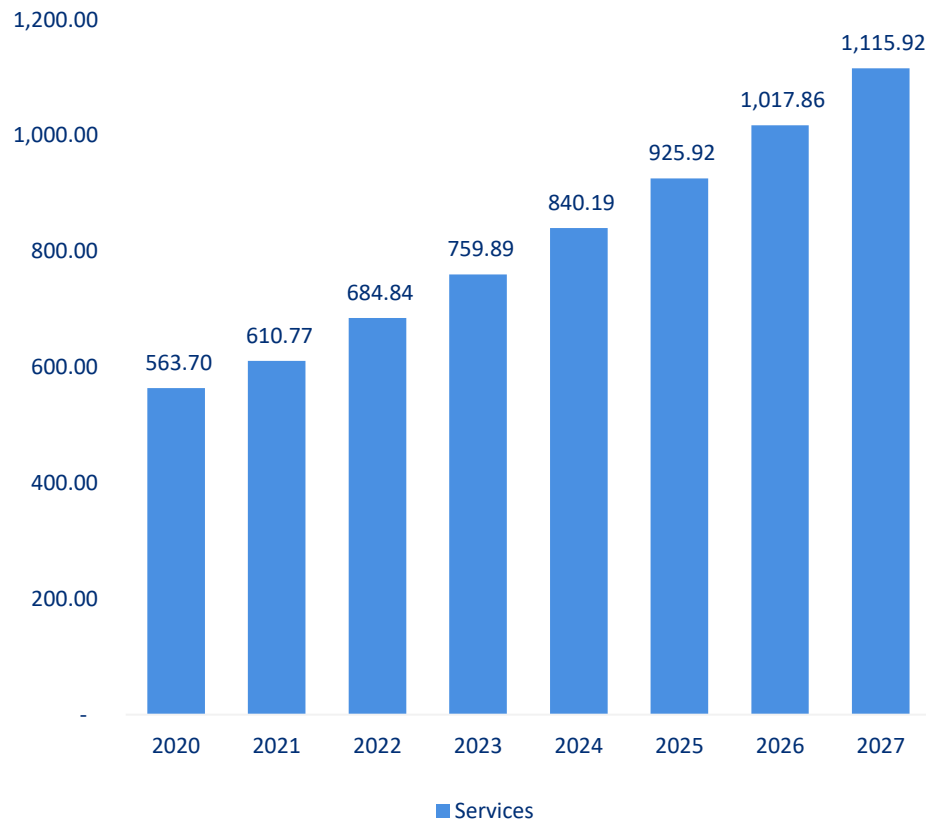
INR 400, and Weekend Pass (for Saturday and Sunday), that cost around INR 1000.

- Some of the event's fees are also categorized according to the time slot. For example, India Art Fair 2020 offers a special preview on Thursday from 11.00 am – 7.00 pm, the public entry on Friday and Saturday from 2.00 pm – 7.00 pm, and Sunday from 10.00 am – 6.00 pm.
- Many local brand stalls are settling there for the visitors to promote the brand, and the visitors are also getting a rebate on the products. Still, the event organizers and the venue providers are taking the visitors' prices, which are included in the exhibition's entrance fees. For instance, Bharat honey, a local brand that procures raw honey directly from sources all over India, was expected to present raw honey floral varieties in this year's Hyderabad exhibition 'Numaish' 2022 and offer stalls for the visitors for their products at low prices.
- Also, some exhibitions and events centers are not taking entrance fees to form all categories of people due to marketing strategies. For instance, in the Hyderabad exhibition 'Numaish' 2022, the exhibition and event organizers are not paying entrance fees for senior citizens, differently abled persons, and children (below five years).
- Companies such as ZKM offer discounts on entrance fees available for students, people with disabilities, Bufdis, FSJ students, seniors over 65 years, and groups of 10 persons or more. These are primarily for events such as art exhibits, musical events, etc.
- Some exhibitions also offer no entrance fee. For instance, India International Garment Fair 2020, conducted in Delhi, was one of Asia's biggest apparel fairs, with no entry fee. However, the entrance was exclusive to overseas buyers and buying agents only, not the general public.

6.2.4 Services

Figure 6-8 India Event and Exhibition Market, Revenue In USD Million, Services, 2020-2027

CAGR (2022 TO 2027): 10.26%



Source: Mordor Intelligence

- These include revenues from services related to events such as product launches, mics, exhibitions and trade shows, conference and seminar events, product launch services, and technical workshops event services.
- Some of the services include constructing exhibition stands in modular form for ease of use and portability and fabricating them in conjunction with pop-up stands and computer displays.
- Companies such as Confergo offer services with proper arrangements such as comfortable seats, high-quality projection screens with music systems, projector service, audio and video equipment, workforce, microphones, delegate kits, delegate badges, etc.
- Services are provided by the event organizer or the applicant to the delegates and exhibitors, categorized under events, exhibitions, conventions, trade shows organizations, and assistance services. Sometimes, these services are also offered as a part of brand promotional packages. Display of their brand in a souvenir for the event (space will be allotted in the souvenir) or a presentation (for a specific time slot) comes under services.

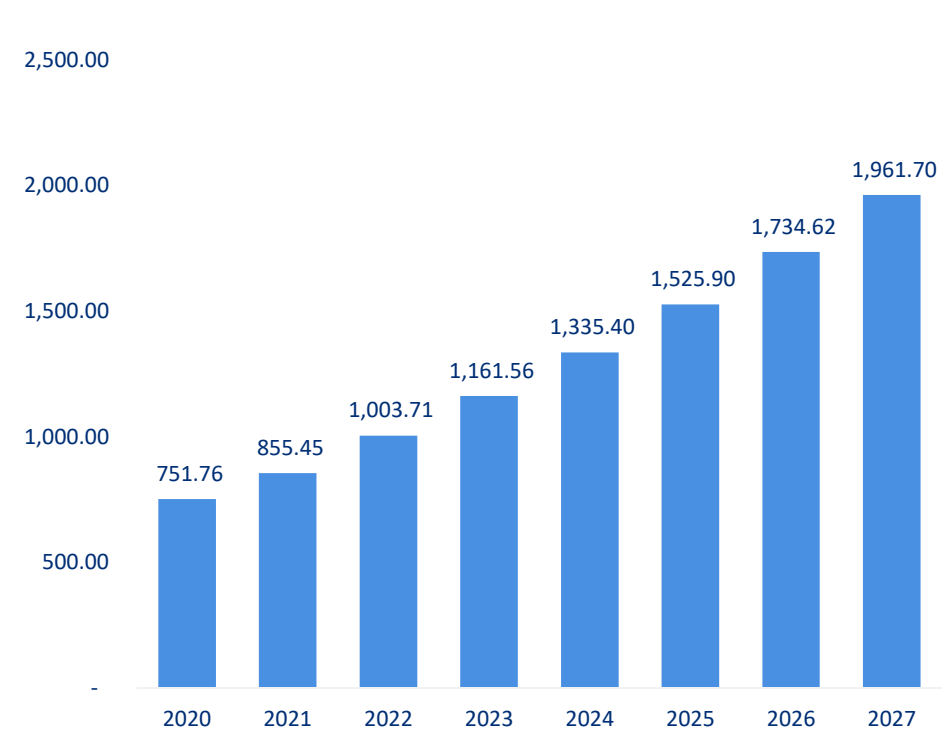
- As per the revised GST on conference and exhibition services to delegates and exhibitors in India, services are classified as events, exhibitions, conventions, shows, and assistance services. The applicant/customer shall be liable to pay tax at the rate of 18% for any one of these services. Those categories of brand promotion packages are usually offered in branding on the stage backdrop, standby, taxi, e-rickshaw, head, rest cover, itinerary, bottle wrapper, logo in media, and stationery.
- The majority of service providers in a particular area of business/events in India provide a similar bundle of services. For example, offering food and drinks for every stall in an event can be provided in every event/exhibit. Also, suppose the nature of services is such that one of the services is the leading service, and the other services combined with such service are like incidental or ancillary services. In that case, this will help in better enjoyment of the leading service.
- Further, in January 2021, Messe München India launched a festival of business on its custom-built online trade fair platform. Messe Muenchen India's online platform made a potent impression on the market by hosting six different industry clusters and a wide range of industry segments such as electronics, laser, pharma, research, packaging, renewable energy, environment solutions, and beverage related services under one platform. This wholly-owned platform from Messe Muenchen India allows buyers and sellers to join digitally using interactive and user-friendly interfaces. Visitors can also attend numerous conference sessions and technical presentations on the platform. Buyers had an opportunity to analyze products and solutions, not from one exhibition but from numerous exhibitions in one space.

6.3 End User

6.3.1 Consumer Goods and Retail

Figure 6-9: India Event and Exhibition Market, Revenue In USD Million, Consumer Goods and Retail, 2020-2027

CAGR (2022 TO 2027): 14.34%



Source: Mordor Intelligence

- Horizontal marketplaces are customer exhibits. They usually feature various products from different industries that are on show for the general public. Consumer exhibitions are a perfect method to bring together like-minded merchants and customers in one place for an extended length of time. Many visitors like to stay and visit as many vendors as possible. Therefore, they are generally considered day-long events. Consumer exhibitions deliver businesses with a once-in-a-lifetime chance to contact instantly with buyers who already fall into their target demographics. This sales strategy frequently causes a greater conversion rate than traditional sales methods. India as a country recognizes the value and reach of such exhibitions and events and, therefore, has prominent fairs, events, and exhibitions held annually.

- Since the outbreak of the pandemic, Tradeindia, India's premier B2B online marketplace, has successfully hosted several virtual expos for various industries. In the month of October 2021, it will host a Grand Consumer Goods Expo. The country's faltering

export business and consumer goods industry will get a renewed lease on life.

- Agriculture, automobiles, apparel & fashion, food & beverages, chemicals, consumer electronics, electronics & electrical supplies, furniture & handicrafts, and other industrial segments all have intriguing prospects at Consumer Goods Expo 2021. The three-day event will take place from October 27-29, 2021. (10 AM to 9 PM). Professionals will connect digitally to learn about the most recent industry changes and opportunities in all prominent industries.
- INDIA INTERNATIONAL TRADE FAIR or IITF 2021 is managed by India Trade Promotion Organization (ITPO). India International Trade Fair. IITF displays a broad range of products and services, including automobiles, garments, textiles, household and kitchen appliances, chemicals, food, beverages, pharmaceuticals, cosmetics, body care, and health care products, toys, etc. The fair will be held on 17 November 2021 in Pragati Maidan, New Delhi.
- DENIM SHOW - DELHI 2021, Denim Show aims to provide a much-needed forum for the denim community to participate in the production of original goods, gather knowledge, and exchange the most up-to-date information on denim advancements. The relevant industry for this event is fabrics - clothing textiles, clothing machines, fashion, and clothing. The event will occur at Pragati Maidan in New Delhi from December 3 to 5, 2021.
- DIGITEX INDIA - 2021 is an international exhibition in India dedicated to digital textile printing technologies. The comprehensive exhibit profile will explore new and exciting options given by digital printing for home furnishing & interior design, garments & fashion, and corporate interiors, ranging from new printers and inks to forthcoming techniques. The event will occur at Pragati Maidan in New Delhi from December 3 to 5, 2021.
- FABRICS & TRIMS SHOW - 2021 is a trade show that features the newest and most fashionable fabrics, trims, and accessories. The Fabrics & Trims Fair is a component of Gartex Texprocess India, India's "fastest-growing trade show." The event will occur at Pragati Maidan in New Delhi from December 3 to 5, 2021.

- The INDIA LAUNDRY SHOW - 2021 is a trade show dedicated to the laundry, dry cleaning, and textile care industries. The India Laundry Show will feature the best-in-class equipment and tools, cleaning chemicals/detergents, and new technology in the garment and textile cleaning sector. The show, which caters to a specific audience, is an ideal opportunity for businesses to present their products and learn about new technologies to increase their productivity and efficiency. It also enables laundry solution suppliers to keep up with the latest advances and receive insight into tried-and-true tactics for improving their bottom line. The show's focus is on industrial solutions that are competitive, effective, and long-term.
- China HomeLife India is the largest Chinese products trade show in the Middle East. Main product sectors at the show include Fabric, Textile & Garments, Home Electronics, Furniture, Building Materials, Lighting, Household, Gift Items, etc. The event is organized by Meorient International Exhibition, China, and MCO Winmark Exhibitions Pvt. Ltd, India. It's a public event and will take place at Bombay Convention & Exhibition Center (BCEC) from 9-11 December 2021.
- India Big 7 is India's largest and most important trade show for gifts, stationery, writing instruments, office supplies, electronics, houseware, kitchenware and home décor, lifestyle, apparel, luggage, food, confectionery, cosmetics, health, and wellness. India Big 7 has evolved as India's premier and trusted networking platform, bringing together the whole range of solutions, and enabling manufacturers, merchants, wholesalers, distributors, and corporate buyers to conduct business in one location for the past 27 years. With the advent of numerous new players from India and outside, the gifting and stationery market is booming. The event is a trade and general public event at the Bombay Convention and Exhibition Center (BCEC) between 25–27 August 2022. Reed Exhibitions India and RX Global Events, UK are the organizers of the vent.
- The Haat (B2C shopping fair) 2022 – It is a fashion and lifestyle exhibition that will feature product categories including womenswear, menswear, children's wear, sarees, handloom textiles, handbags, accessories, homeware, craft products, and gift items, among others. The event will also feature a vast array of bridal wear, bridal jewelry, wedding guest attire, and other wedding-themed products for the

spring wedding season. The exhibition is organized to promote Indian-made products and up-and-coming local brands to new audiences to enable these brands to widen their reach and shoppers to discover new labels and products.

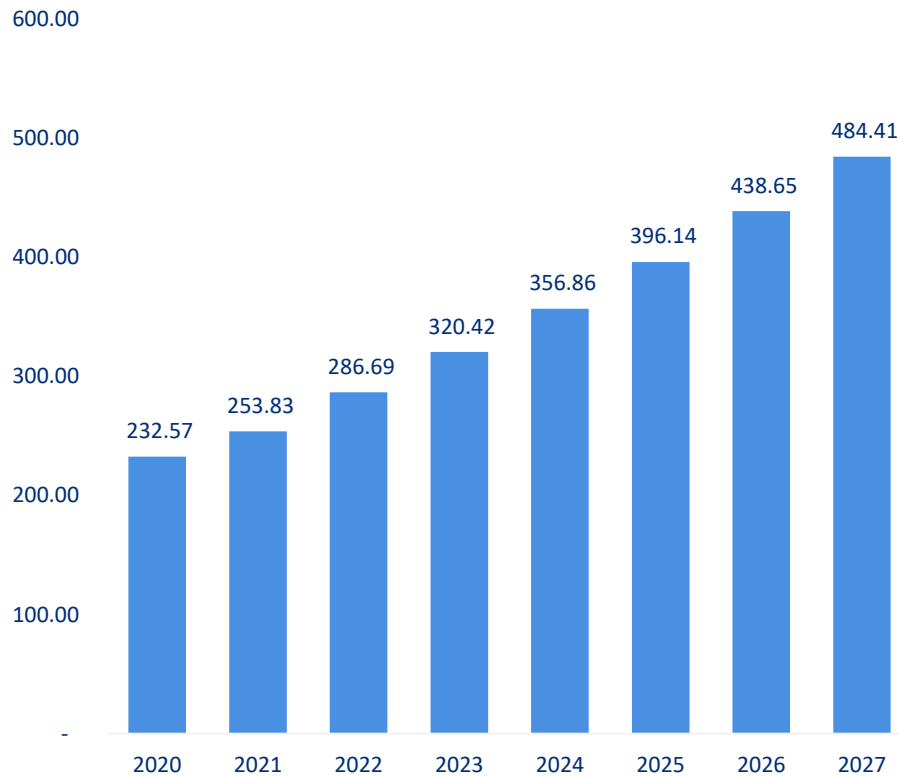
- CMPL Expo 2022 - It will showcase the best manufacturers of Food, Beverages, Non-Food & Packaging solutions. The Conference will focus on strategies, case studies, and best practices by leading retailers and leaders from the private label industry.
- Messe Frankfurt India Trade Fair 2022 - Messe Frankfurt India Trade Fairs India Pvt Ltd, together with Gifts & Accessories, the Exhibition Division of Netlink Solutions (India) Ltd, are ready to ring up the curtain on Paperworld India, Corporate Gifts Show, and Interior Lifestyle India presented by Ambiente India 2022 in Mumbai. Bringing together 200 exhibitors, the co-located trade fairs will showcase couture trends in home décor, textiles, houseware, and kitchenware, alongside gifting and stationery products. The trio of Consumer Goods Exhibitions

- Lifestyle India presented by Ambiente India 2022
- Paperworld India 2022
- Corporate Gifts Show 2022

6.3.2 Automotive and Transportation

Figure 6-10: India Event and Exhibition Market, Revenue In USD Million, Automotive and Transportation, 2020-2027

CAGR (2022 TO 2027): 11.06%



Source: Mordor Intelligence

- United Auto expo includes exhibitions, trade shows, seminars, and conferences on various industries such as Agri exhibition, Building Expo, Auto Expo, Health and Medical Expo. The vent is supported by the Tamil Nadu Mechanical Association and will be held from 19 - 21 November 2021 in Coimbatore, India.
- Fasteners are one of the most prevalent parts used in the building and design of mechanical machines. They keep everything together. With an increase in upcoming industrial activity in the defense and automotive sectors, the Indian industry has ample opportunity. The Indian industrial fastener market is expected to expand in the following years, owing to the country's sustained economic expansion.
- India is currently gaining market share in critical industries such as automotive and construction. Fastener Fair India showcases a wide range of industrial fasteners and fixings, assembly and installation systems, storage and logistics services, fastener manufacturing technology, construction fixings, and excellent networking opportunities for all industry professionals,

including distributors, suppliers, and engineers. Mack Brooks Group, UK, RX Global Events, UK, and Inter Ads - Brooks Exhibitions (India)

Pvt. Ltd, India, is organizing the event. It is a trade and public event that is scheduled to take place at the Bombay Convention & Exhibition Center, Mumbai, on November 26-27, 2021.

- Comfast is a fastener expo held once a year. The expo will occur at Mahatma Mandir Exhibition Center, Gandhinagar, Gujrat, from 1 - 5 December 2021.
- Engimach Industrial Exhibition is one of Asia's Most Dynamic Engineering, Machinery & Machine Tools Exhibition. It includes a variety of industries such as Applied Computer & Industrial Engineering, Mechanical Components, Hydraulics & Pneumatics, Metal Working Industries, Wood Working Industries, Machines-tools - Tools, Measurement, Control & Testing industries. The exhibition will be held from 1 - 5 December 2021 at Helipad Grounds, Gandhinagar, Gujrat. K & D Communications Ltd. and ITPO (India Trade Promotion Organization) are the event organizers.
- From December 24 to 26, 2021, the EV India Expo will be hosted in the India Expo Center and Mart in Greater Noida, India. More than 100 national and international companies will exhibit the latest 2, 3, and 4 wheeled e-vehicles, components and accessories, charging solutions, and technology throughout the three-day exhibition. The expo provides extensive industry knowledge, excellent business opportunities, and a networking platform.
- The Auto expo or International Automotive Trade Fair. is an exclusive Display of Components & Technology. The event is held every two years and is related to industries such as General Automobile, Automotive Engineering - Systems & Components, Workshop & Service Station Equipment. However, because of the COVID-19 epidemic, the Society of Indian Automobile Manufacturers (SIAM) has postponed the Auto Expo - The Motor Show 2022. The automobile show was set to take place at India Expo Mart in Greater Noida from February 2 to February 9, 2022.
- Automotive Testing Expo India 2022 is an International Trade Fair for Automotive Test and Evaluation. The expo is related to Automotive Engineering - Systems & Components, Quality & Maintenance, Measurement, Control & Testing, Real-Time Systems & Embedded

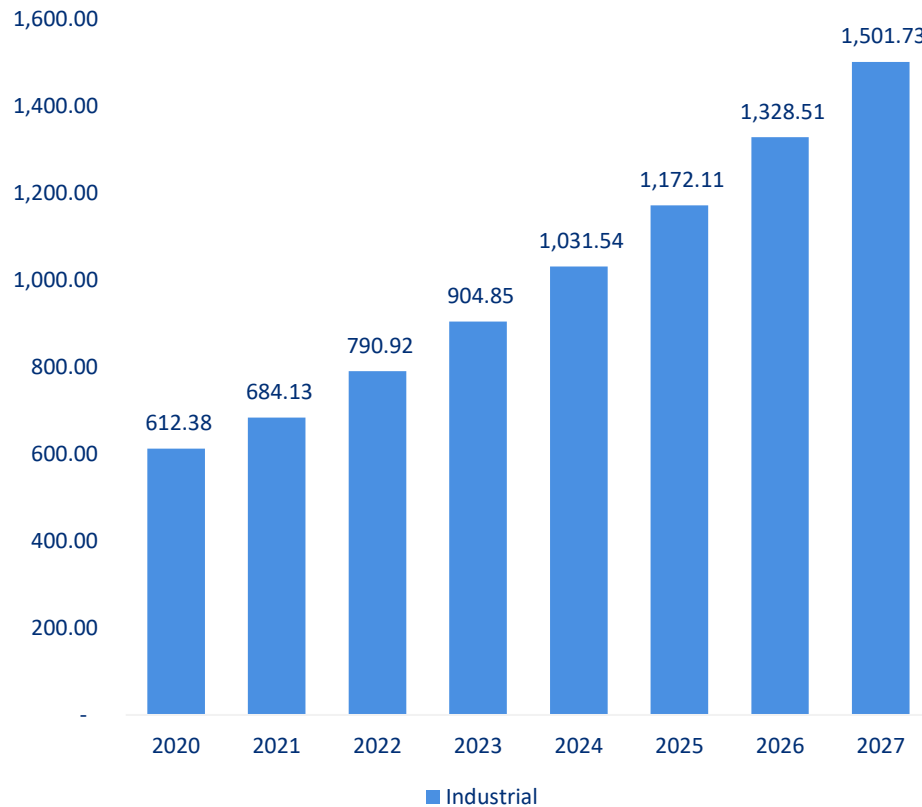
Systems industries. It is organized by UKIP Media & Events Ltd, UK, and Landesmesse Stuttgart GmbH, Germany, and the event will be held at Chennai Trade Centre, Chennai.

- The India Auto Show 2022 is an international exhibition and conference on finished vehicles, passenger and commercial vehicles, auto components, aftermarket parts and accessories, electric cars, auto-tech startups, etc. General Automobile, Automotive Engineering - Systems & Components, Workshop & Service Station Equipment, Electric & Hybrid Vehicles, Subcontracting, Suppliers & Partners for automobiles can be related to this expo. The dates are not confirmed yet for the expo, but it will be held in February 2022 at Bombay Convention & Exhibition Centre (BCEC), Mumbai.
- India eMobility Show 2022 (October) – It will deliver a perfect convening space for regional & global EV players to grid and explore business opportunities in an exciting business atmosphere. The show seeks to bring together key stakeholders from the whole domestic and international mobility value chain under a single roof to exchange critical industry knowledge and immerse in high-level deliberations on the ways to fast-track EV transition in India and make complete zero-emission mobility a reality. India eMobility Show 2022 will host a few brilliant minds and compelling EV voices who will share helpful insights into the actual EV scenario in India and upcoming business opportunities available in the booming sector.

6.3.3 Industrial

Figure 6-11: India Event and Exhibition Market, Revenue In USD Million, Industrial, 2020-2027

CAGR (2022 TO 2027): 13.68%



Source: Mordor Intelligence

box manufacturing exhibition and conference. India Folding Carton is a one-of-a-kind show that focuses exclusively on the folding carton

- Delhiwood 2023 is a trade show for woodworking machinery, tools, fittings, accessories, raw materials, and finished goods. The 7th International Trade Fair for furniture production technologies, woodworking machinery, tools, fittings, accessories, raw materials, and products, Delhiwood 2023, will take place in Delhi, India. This event is associated with woodworking industries, machines-tools, applied computer and industrial engineering decoration, home and office design, and furniture. The expo will be held at India Expo Centre & Mart, Greater Noida, from 2nd-5th March 2023.
- IndiaCorr Expo 2021 is the International Exhibition & Conference on Corrugated Case Manufacturers Industry. IndiaCorr Expo showcases the latest in corrugated box-making machinery, printing and lamination machines, testing equipment, adhesives, inks, ancillary equipment, and kraft paper. The Paper and packaging industries are the related industries for this expo. The expo will be held at India Expo Centre & Mart, Greater Noida, from 23rd-25th October 2021.
- India Folding Carton 2021 is India's first dedicated carton and

sector. From manufacturers to dealers of pre-press equipment, carton building machines, printing machinery, and post-print equipment, showcasing the best solutions involved in the process. The event aims to fulfill the business's demands by providing solutions that enable the Folding Carton Industry to meet difficulties and seize opportunities in a quickly changing environment. It is held one time a year and is related to the paper and packaging industries, and the expo will be held at India Expo Centre & Mart, Greater Noida, from 23rd-25th October 2021.

- India Tools 2021 is a trade show for Indian tools and tool equipment. The India Tools Exhibition is dedicated to the Indian Engineering Industry's precision machining needs. The India Tools exhibition is a one-of-a-kind event dedicated to showcasing the latest advances in the Tools sector. The event will be held at Helipad Grounds in Gandhinagar, Gujarat, from December 1st-5th, 2021.
- LED Expo India is India's first exhibition dedicated to LED products and technology, and it spans the entire LED value chain. LED Expo has become a driving force in India for the phase-out of non-conventional lightings, such as CFL and CCFL lighting, and the advancement of next-generation technology for intelligent LED lighting, with future-oriented solutions on exhibit. From November 18 - 20, 2021, the expo will be held at India Expo Centre & Mart in Greater Noida.
- LED Expo India is India's first exhibition dedicated to LED products and technology, and it spans the entire LED value chain. LED Expo has become a driving force in India for the phase-out of non-conventional lighting, such as CFL and CCFL lighting, and the advancement of next-generation technology for intelligent LED lighting, with future-oriented solutions on exhibit. Electrical & Electro technological Engineering, Optoelectronics Decoration, Home & Office Design, Furniture, Lighting, Public Relations & Advertising are covered at the show. From November 18 to 20, 2021, the Expo will be held at India Expo Centre & Mart in Greater Noida.
- Paperex is a well-known international series of exhibitions and conferences devoted to paper, pulp, and related industries. It's the only comprehensive business platform for the paper sector, and it's been around for a long time. Paperex 2022 will be the 15th international

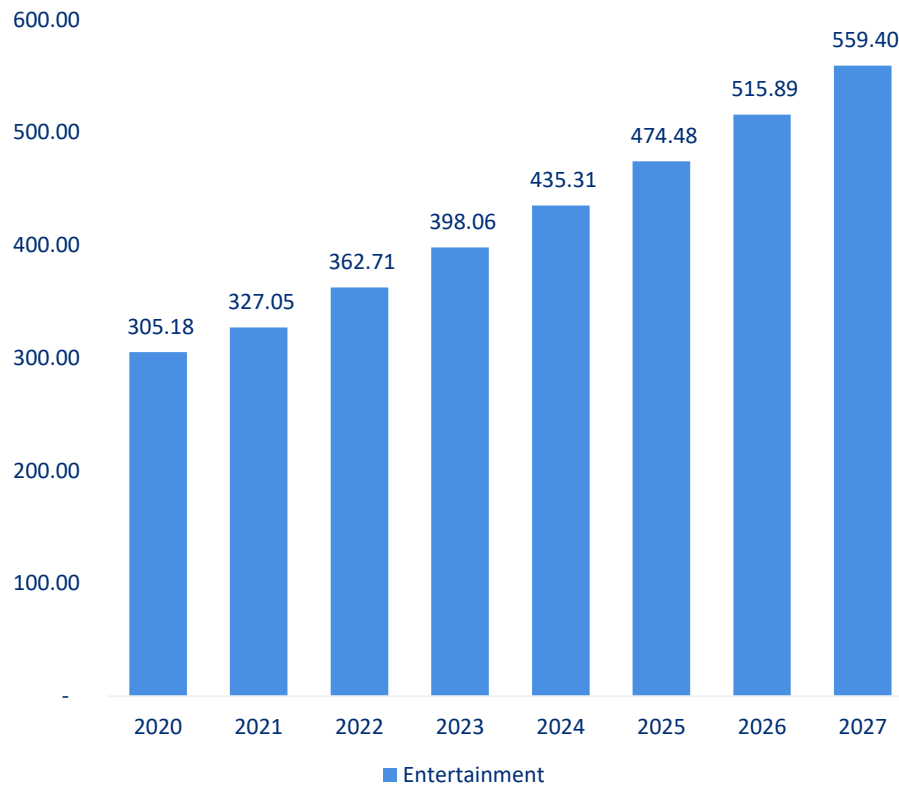
pulp, paper, and allied industries exhibition and conference. The conference and meeting will take place from January 9 to January 12, 2022, at the India Expo Centre & Mart in Greater Noida.

- The India Machine Tools Show (IMTOS) is a one-of-a-kind event that showcases ground-breaking ideas and innovations in machine tools, engineering, and industrial automation. IMTOS has become the country's leading exhibition for machine tools, material handling, and automation technology over the years. From July 7 to July 10, 2022, the event will be hosted at the Pragati Maidan in New Delhi.
- Krishika Expo 2022 – It will be organized by Olampia Exhibition Pvt. Ltd. from 04-07 November 2022 at BTI Ground, Panna Road, Satna, Madhya Pradesh. This event will promote, Tractor, Farm Equipment, Fertilizers & Pesticides, Agriculture and Horticulture Machinery, Irrigation and Water Harvesting, Cold Storage & Refrigeration, Dairy, Poultry, and Livestock Farming Technologies and Equipment, Rice Mill Machinery, Veterinary Products & Surgical, Food & Food Processing Machineries, Dairy, Poultry, and Livestock Farming Consultants, Manufacturers, Government Bodies, Distributors/Dealers, Agro Scientists, Associations, and other relevant Organizations. Moreover, Krishika Expo will embark on a massive, personalized campaign to attract quality buyers representing the construction industry to visit the exhibition.

6.3.4 Entertainment

Figure 6-12 India Event and Exhibition Market, Revenue In USD Million, Entertainment, 2020-2027

CAGR (2022 TO 2027): 9.05%



Source: Mordor Intelligence

- PROWAVE Expo is an event for the Pro-Sound, Light, and Entertainment Industry. PROWAVE Expo played an essential role in the Pro-Sound & Light business by providing a significant platform. The event will be held at the Manpho Convention Centre in Bengaluru, India, from October 22 to October 24, 2021.
- Media Expo 2021 is India's largest international trade show for advertising and signage solutions for indoor and outdoor use. Leading global companies and creative professionals congregate at Media Expo to learn about cutting-edge future innovations in indoor and outdoor advertising and signage solutions. The event will be at India Expo Center and Mart in Greater Noida from November 18 to November 20, 2021.
- BROADCAST INDIA (BI) 2021 is a Broadcast Trade Show. Audio Production & Postproduction. Cinematography / Videography. Cable & Satellite Companies and Operators. Computer Graphics & Animation Facilities, Advertising Agencies. Broadcasting, Television & Entertainment, Sound & Image Technologies, and Public Relations & Advertising are the industries associated with this

trade show. The event will be at the Bombay Convention & Exhibition Centre (BCEC) in Mumbai from October 21 to 23, 2021.

- India Art Fair 2022 is an Indian Contemporary Art Fair. The India Art Fair, held in New Delhi, is the leading art fair in South Asia for modern and contemporary art worldwide. It's a Trade & General Public event tied to the photography, art, and antique industries. The event will be hosted at NSIC Exhibition Grounds from February 3 to February 6, 2022. The fair is organized by India Art Fair in New Delhi, India, and Montgomery International in the United Kingdom, with BMW as its presenting partner.
- BES EXPO 2022 is an International Conference and Exhibition on terrestrial and satellite broadcasting, telecommunications, computers networks broadcasting, television, and entertainment are the related industries for this expo. The event is organized by the BES (Broadcast Engineering Society), India, and will take place at Pragati Maidan, New Delhi, in 2022.
- Ad: tech New Delhi 2022 is a global marketing conference that has been held in major cities around the world. It allows brands, agencies, media, and solution providers to come together to get to grips with the latest trends, innovations, and technologies. It is a public trade event and is held once a year. The decided venue for the event is The Leela Ambience Hotel and Residence, Gurgaon, and the dates are yet to be finalized for 2022 and 2023. This event can be associated with public relations and advertising, marketing, and selling, internet and intranet, and sound and image technologies.
- India's Convergence 2022 has been at the forefront of India's digital revolution, bringing together the latest technology innovations and trends from the telecom and mobile industry, IT and security, IoT, broadcast and digital media, embedded technologies, as well as emerging technologies and enterprise solutions, under one roof. The Convergence India series of expos, which began in 1992, is primarily regarded as India's leading technology show. The event will occur at Pragati Maidan, New Delhi, from March 23-March 25, 2022.
- Digital Gaming India Expo 2022 is a video game - interactive entertainment, multimedia technologies, sound, and image technologies expo. The expo's goal is to provide an excellent platform for all stakeholders in the Indian and international gaming markets to demonstrate new trends and innovations in the industry. The expo also aims to bring together the complete ecosystem from India and

outside to advance the Indian gaming industry and explore economic prospects in the country. The event will occur at Pragati Maidan, New Delhi, from March 23 – 25, 2022.

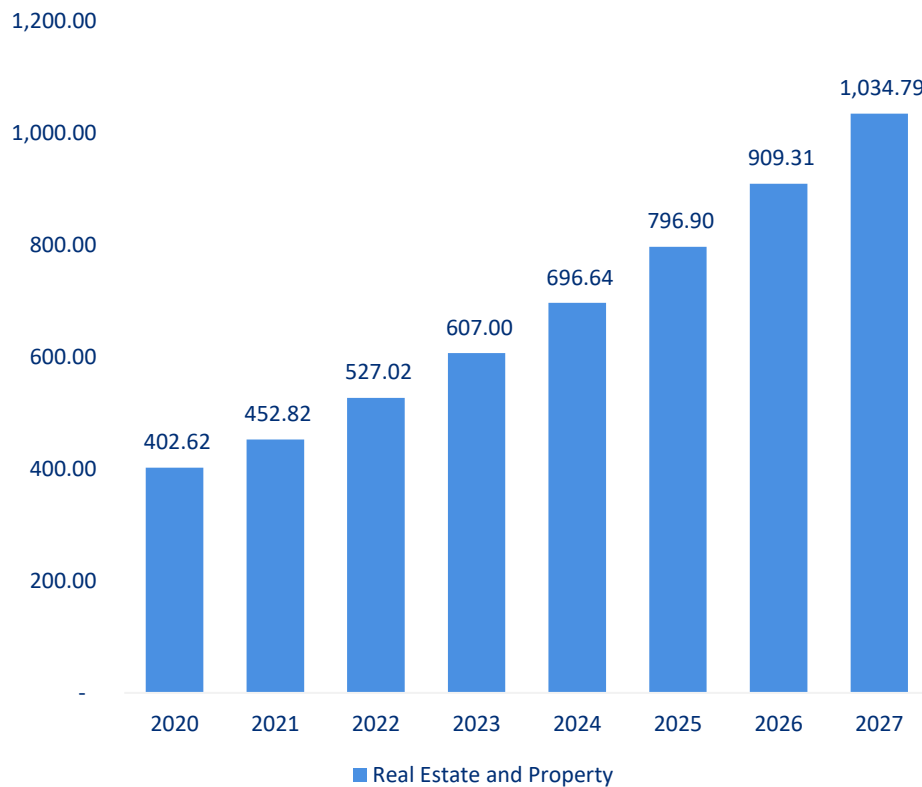
- Indian DJ EXPO 2022 is an expo in India dedicated to DJ equipment, sound systems, and lighting. DJ equipment, club to and during sound, stage lighting, lasers, DJ consoles and mixers, turntables, audio processors and effects, software, and amplifiers will be displayed at the Indian DJ expo. Sound and image technologies, broadcasting, television, and entertainment music are some of the industries that are associated with this expo. The event will be held in Pragati Maidan, New Delhi.
- Bonjour India 2022 announced that it would host 120 events in 19 Indian cities, all created in partnerships with French and Indian partners, including literature, cinema, gastronomy, street art, performing arts, and photography. Bonjour India will organize vibrant programs like celebrating dance, circus, music, cinema, pop-up shows, debates, and food. Further, it is sponsored and supported by the government of France. The fourth edition of the festival celebrates 75 years of India's Independence and 75 years of the establishment of Indo-French diplomatic relations. It will also bring a debating Night of Ideas on the theme of "Rebuilding Together" with the architect and community-based artist Swati Janu and thinkers from India and Europe.
- In February 2022, Cineline India launched a new brand for Film Exhibition Business. It also launched a new brand, "MovieMax," and a logo for cinema exhibition operations. The company looked to hive off its Non-Core Business: to become an asset-light company. Further, the company had planned to monetize the Hotel Asset in Goa, Eternity Mall in Nagpur, and Commercial Properties in Kanakia Boomerang, owned by the company's wholly-owned subsidiary, to grow the cinema exhibition business and reduce debt.
- Further, Smart Home Expo 2022 - Smart Home Expo is India's largest comprehensive trade show and conference organized to demonstrate the best Smart Home Technology from across the globe. With over 100+ brands, the show delivered an action-packed two days featuring the latest market trends, game-changing Smart Home Technology, Home/Building Automation, Audio-Video, and exciting new opportunities. It is the 3rd Edition of the Smart Home Expo, which will take place on April 20-21,2022, at Jio World Convention

Centre, BKC, Mumbai, India. This Tech Trade show has more technology brands /exhibitors, visitors, live demos, experience zone, new product launches, innovations & technical seminars". Smart Home Expo 2022 will also showcase Smart Technology for Building Automation, Office & Hotels.

6.3.5 Real Estate and Property

Figure 6-13 India Event and Exhibition Market, Revenue In USD Million, Real Estate and Property, 2020-2027

CAGR (2022 TO 2027): 14.45%



Source: Mordor Intelligence

- IREX (International Real Estate Expo) 2021 is a new platform in India for marketing real estate to high-end clients and investors. It is an Indian luxury real estate exhibition. IREX is an annual trade expo where high net worth and rich individuals can learn about investment opportunities in international real estate and premium luxury buildings. The event attracts high-net-worth individuals from across India and prominent real estate developers and investment firms from the United States, the United Kingdom, the United Arab Emirates, Australia, Cyprus, Greece, Sri Lanka, and Thailand. The vent will be held from March 11 – 12, 2022 at The St. Regis Hotel, Mumbai.
- International Emigration & Luxury Property Expo - 2022 is a series of international conferences and exhibitions dedicated to immigration, luxury real estate, and private financial consulting. The expo is related to Real Estate, Investors, Tourism - Travel, Luxury Industry. The event will be organized on January 21, 2022, in Mumbai. The vent is organized by Zagranitsa International Media Group LLP, London, UK.

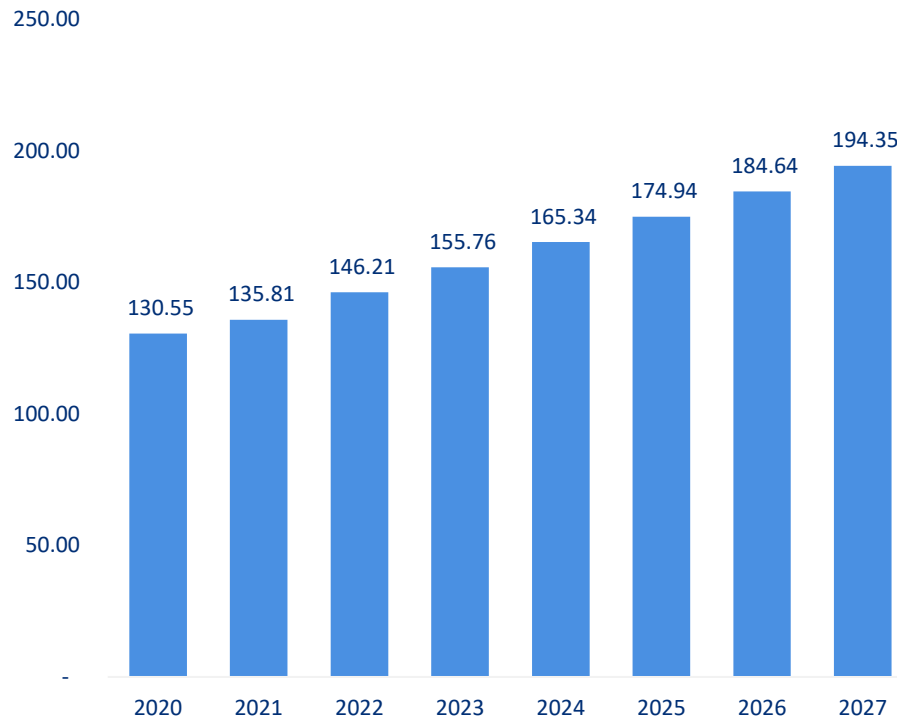
- South India Real EstateXpo attracts investors with a keen eye on properties in South India. Real EstateXpo is showcasing this event to its Investors Nationally and International Investors. The event will be from 27 - 29 October 2021 at Novotel Hotel, Vishakhapatnam, India.
- The Hybrid Expo on Global Residency and Citizenship 2021 is an international virtual conference and exhibition on global residency, citizenship, luxury lifestyle, and real estate. The Global Residency & Citizenship Expo is a dynamic platform that provides High Network Worth Indian residents with a variety of citizenship and residency options worldwide. The exhibition aims to bring together global residency and citizenship consultants, legal consultants, government organizations, property developers, and other stakeholders under one roof to meet the ever-increasing need for potential Indian immigrants. GRACE will be the only platform that will assist all the exhibitors with pre-aligned one-to-one B2B and B2C meetings during the two days of the expo. The 4th Edition of the expo will be taking place at HITEX Exhibition Center, Hyderabad, from 12 - 14th November 2021, and the 5th Edition will be held at PHD House, New Delhi, from 7 - 11 March 2022.
- Leading developers, financial institutions, investment funds, think tanks, and advanced digital businesses will join at the GRI India Summit to debate the changes resulting from the crisis and prepare for new chapters in the Indian real estate sector. To reflect changing consumer behaviors, market designs, risks, pricing models, and sectoral disruptions and shape the way people consume, plan, partner, finance, operate, and invent products and services worldwide. The event will organize from 24 – 25 November 2021 in Mumbai.
- Buildings India 2022 is a platform that connects, grows, and succeeds the construction industry's participants and stakeholders. The conference is a carefully curated forum that allows for deeper discussion and a more practical approach to tackling urban issues and provides business prospects for organizations trying to make smart cities a reality. The expo is an ideal venue for facilitating relationships, reconnecting with clients, expanding expertise, meeting high-profile decision-makers from the private and public sectors, placing products directly in the hands of purchasers, and sending a compelling message to new clients. The event will be from 23 – 25 March 2022 at Pragati Maidan, New Delhi.

- Roof India Exhibition 2023 - It will be from 27–29 April 2023 in Bombay Exhibition Center, Mumbai. This exhibition will kick-start all industry sectors, including the Construction & Infrastructure industry. The Airport modernization / new airports projects, Pre-Engineered Buildings (PEB) / Warehouses, Metro Rail, new Hotel / Serviced Apartments / Resorts projects, IT Parks, SEZs, Industrial cities / Parks, Retail Malls, Hypermarkets Multiplexes, Integrated Townships, etc. are the buzzwords in India's booming Construction & Infrastructure industry. Moreover, ROOF INDIA Exhibition series is now the benchmark event in Asia for Roofing, Cladding, Pre-Engineered Buildings, Metal Building Systems, Tensile Architecture, Green Roofs / Roof Landscaping, Waterproofing, Insulation, Roofing Machinery, Roof Fastening Systems, etc.
- Further, some Indian exhibitions and events outside the country are further developing India's position in the global footprint in real estate and infrastructure. For instance, India Real Estate Show (IRES) third edition on 21-22 May 2022 in Dubai, hosted by Khaleej Times, the UAE's first English daily, IRES 2022 will once again assemble some of India's most prominent real estate players and provide an opportunity to the UAE's non-resident Indians (NRIs) and many other foreign investors in the country to cash in on lucrative onsite deals and financing options. According to the organizers, more than 7,000 visitors are expected at the 2022 edition of the India Real Estate Show, which will see over a hundred projects from major cities like Mumbai, Bangalore, Delhi, Gurgaon, Chennai, Hyderabad, Ahmedabad, Pune, and more. Visitors will have a plethora of options, instant deals and discounts, attractive payment plans, ready-to-move-in properties, and spot prizes.

6.3.6 Hospitality

Figure 6-14 India Event and Exhibition Market, Revenue In USD Million, Hospitality, 2020-2027

CAGR (2022 TO 2027): 5.86 %



Source: Mordor Intelligence

■ Hospitality

- IHE - India International Hotel Expo 2021 is an international trade expo and trade fair for the hospitality sector that will take place in Greater Noida, India, from September 24-27, 2021. The India International Hospitality Expo benefits include presenting suppliers' products to serious local and international buyers, B2B meetings and discussions with industry buying groups, and extensive visitor advertising for improved marketing outreach.
- HRC EXPO 2021 is an International Exhibition on Hotel, Restaurant & Catering, Products, Services, Bakery Equipment & Technologies. Catering & Hospitality Industries, Food Processing Industries, Decoration, Home & Office Design, Furniture, Wine & Spirits - Viticulture & Enology - Beer is the industries that can be related to this expo. The event will be at Bangalore International Exhibition Centre (BIEC) from 28 - 30th October 2021.
- The Express Food & Hospitality Expo - 2022 is India's largest annual tradeshow for hotel and foodservice equipment. EF&H India is a dedicated B2B trade event for India's fast-growing food and hospitality industry to expand prospects and fosters successful

businesses for Indian entrepreneurs and trade professionals. The various editions of Express Food & Hospitality (EF&H) India bring

together a mix of quality and quantity of buyers across India, providing Indian and international brands with a wide range of business networking and partnership opportunities with established players and buyers in the Indian markets. The event will occur at Bandra-Kurla Complex (MMRDA Grounds), Mumbai. The date is yet to be decided. In the year 2021, the event took place from 20 – 22 January at the same venue.

- Fair On Travel and Tourism (TTF). TTF is India's largest network of travel trade shows. TTF has provided an annual marketing platform and an opportunity to network with the travel sector in 9 major cities since 1989, culminating in OTM, India's premier travel trade exhibition in terms of the number of sellers, buyers, and rented areas. TTF events will take place on various days in Mumbai, Kolkata, Hyderabad, Surat, Ahmedabad, and Pune. The schedule for the vents is given below.

TTF Schedule 2022		IITM Schedule 2022	
	Date		Date
TTF Kolkata	1-3 July	IITM Bengaluru	29 – 31 July
TTF Hyderabad	5-6 July	IITM Chennai	5 – 7 August
TTF Ahmedabad	2-4 September	IITM Delhi	1 – 3 September
TTF Surat	9 – 11 September	IITM Ahmedabad	15 – 17 September
TTF Mumbai	16-18 September	IITM Mumbai	22 – 24 September
TTF Pune	23-25 September	IITM Pune	25 – 27 November

- AAHAR '2022, an International Food & Hospitality Fair, will occur in 2022. The India Trade Promotion Organization (ITPO), the Government of India's principal trade promotion organization, hosts AAHAR, a flagship B2B event. AAHAR is one of Asia's most well-

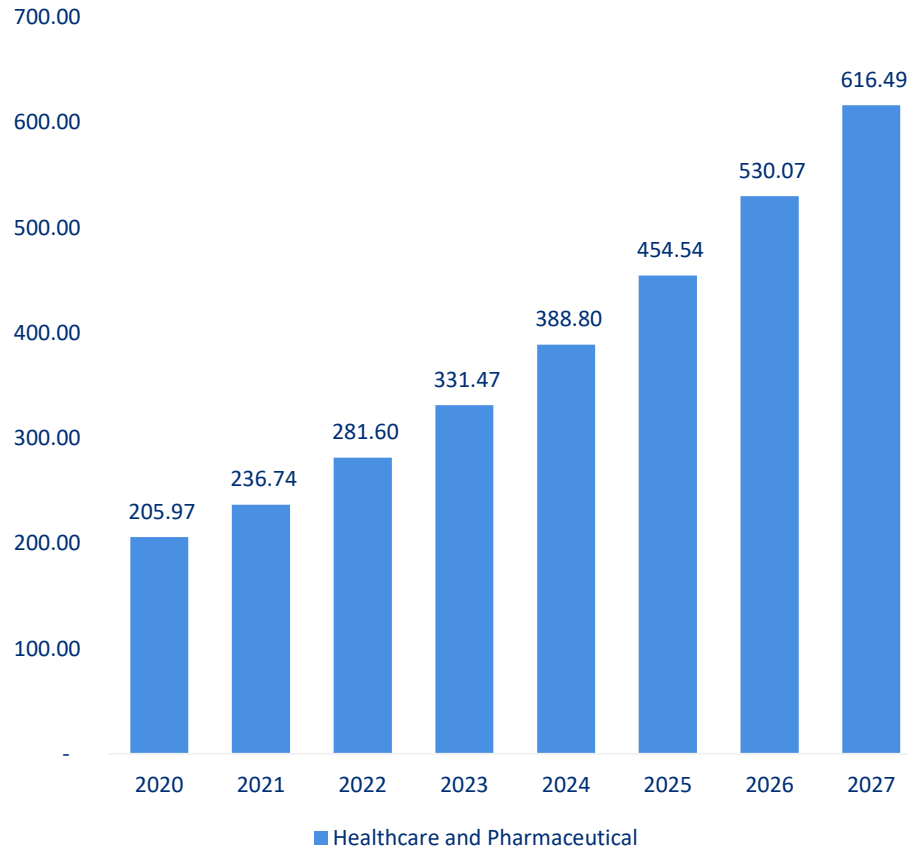
known food and hospitality companies. The event has grown by hops and bounds in recent years, and it is now a renowned destination for global vendors and sourcing specialists. The event was to be held at Pragati Maidan in New Delhi from April 26 to 30, 2022.

- Annapoorna - Anufood India 2022 is an International Food and Beverage Exhibition and Conference. The Annapoorna - ANUFOOD India exhibition will take place in Mumbai, India. The event is the essential B2B forum for the Indian subcontinent's food and beverage trade and retail market. Koelnmesse YA Tradefair (P) Ltd and the Federation of Indian Chambers of Commerce and Industry are co-organizing the event (FICCI). The event will be held in the Bombay Exhibition Center in Mumbai from September 14 to September 16, 2022.
- SATTE (South Asia's Travel & Tourism Exchange) 2022 – It offers a comprehensive platform to domestic and international buyers and professionals from across the travel, tourism, and hospitality industry and National and State Tourism Boards (NTOs and STOs). SATTE is recognized as Asia's significant travel and tourism exhibition to conduct business, share knowledge, and exchange ideas to arrive at solution-driven innovations to accelerate the pace of the industry's growth. SATTE is well-supported by the Government of India, the Ministry of Tourism, Indian and International travel and trade associations, National and International Tourism Boards, and organizations, etc. The 29th edition of SATTE will be organized at India Expo Mart, Greater Noida, Delhi-NCR, from 18-20 May 2022.

6.3.7 Healthcare and Pharmaceutical

Figure 6-15 : India Event and Exhibition Market, Revenue In USD Million, Healthcare and Pharmaceutical, 2020-2027

CAGR (2022 TO 2027): 16.97 %



Source: Mordor Intelligence

- The International Exhibition on Pharmaceutical Ingredients and Intermediates, CPHI INDIA 2021, will be held in India. CPHI and P-MEC India is a one-stop shop for finding cost-effective pharmaceutical solutions. The event is more than just an exhibition; it also helps people locate the perfect partners through an online matchmaking tool and stimulates knowledge collecting and sharing through an online conference. The event took place on November 15, 2021, in a Virtual format through online Conferences and networking. The physical event was held at India Expo Center, Greater Noida, from November 24 – 26 November 2021.
- INNOPACK PHARMA CONFEX 2021 – The Pharmaceutical Industry Conference and Expo InnoPack Pharma Confex is a venue for enterprises to display their new goods and services to buyers from India's top pharma companies. The event took place at the Novotel & HICC Complex in Hyderabad on the 21st and 22nd of October 2021.
- PharmaTech Expo is one of India's most extensive pharma exhibits in 2022. This pharmaceutical and laboratory expo invites people from all around the world to one location. It is one of the

business's largest B2B trade fairs, bringing together professionals from the healthcare and pharmaceutical machinery industries to engage in and exchange innovation in the relevant field. It will present pharmaceutical products, machinery, and technological innovation to customers from India, China, the United States, and Germany, which are all key markets for this industry. The event occurred from January 6 – January 8, 2022, in Ahmedabad.

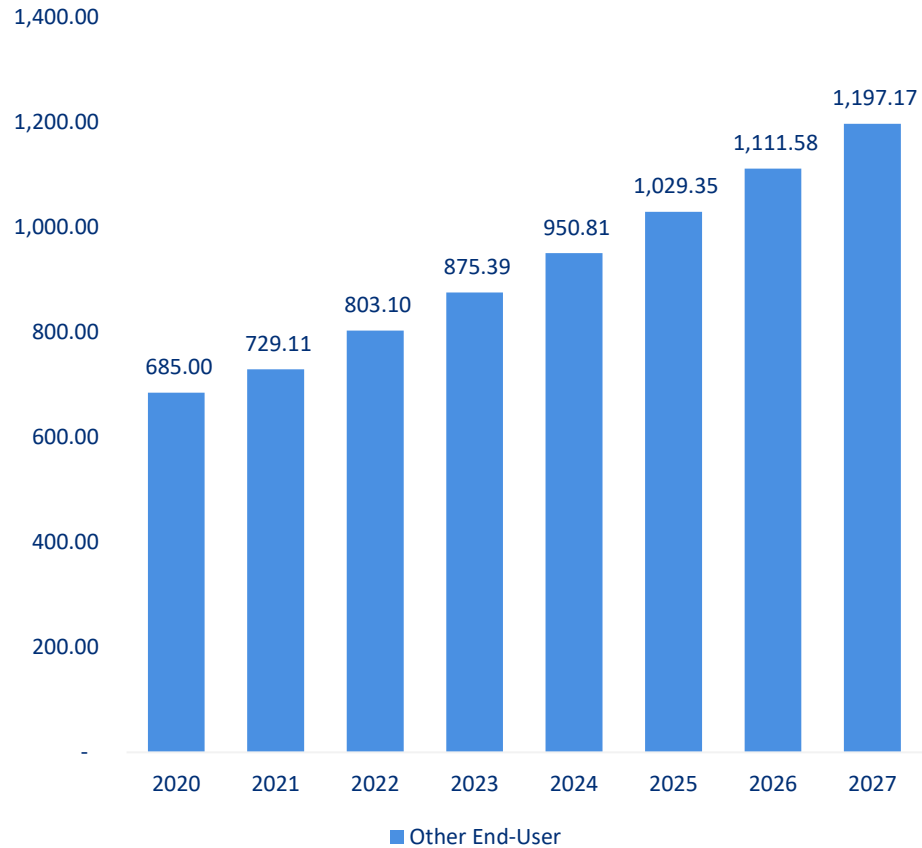
- BIO PHARMA WORLD EXPO 2022 - The BioPharma World Expo is a trade show for the pharmaceutical and biotechnology industries. During the event, the BioPharma World Expo will provide an opportunity for manufacturers of pharmaceutical products, processing equipment, and linked services to come together. This exhibition is relevant to the Pharmaceuticals & Cosmetology, Biotechnology, and Health Professionals industries. From 22 to 25 February 2022, the event was placed at the Bombay Exhibition Centre (BEC) in Mumbai, India.
- IPHEX 2022 is a pharmaceutical and healthcare trade show that takes place every two years. An exhibition that brings the pharmaceutical, healthcare, and drug industries together under one roof. It is one of the greatest showcases of Indian pharmaceutical products and innovations to a global audience, with over 700 international buyers from emphasis sectors invited to attend. The event was initially slated to occur from May 6 to 8, 2020, at the India Expo Mart Center in Greater Noida. However, it has been delayed till further notice due to a Ministry of Health advisory and the international situation.
- MEDICALL EXPO 2021 is a conference and exhibition for the Indian healthcare industry. Medically, India's largest B2B Medical Equipment Exhibition, is an event for the purchase of equipment and services for hospitals and clinics, for dealerships from international companies and reputable Indian companies, for updates on innovations in the field of healthcare, and to learn about the healthcare industry in one-on-one business meetings. The event occurred in Chennai on the 17th to December 19, 2021, at the Chennai Trade Center.

- PHARMA IPR INDIA 2022 is a conference for India's pharmaceutical and biopharmaceutical industries. The Pharma IPR Conclave is one of the country's most important IPR events for the pharmaceutical industry. Over 250 pharma IP/patent leaders from India and law firms from the Americas, Europe, Africa, and Asia attend Pharma IPR. The virtual event took place from September 22 to 24, 2021.
- The PHARMATECH EXPO - CHANDIGARH 2022 will be held on Parade Ground in Chandigarh, India, from April 28 to 30, 2022. Buyers from nations such as India, China, the United States, and Germany witnessed pharma items, machinery, and technological innovation at the event.
- MEDI – PHARMA EXPO – 2022 - It is a trade show on medical, lab, surgical, hospital, clinic equipment & pharmaceutical products. The show is targeted to manage the interests of those who wish to reach out to the medical & pharmaceutical market in India. Acting as the ideal gateway to provide excellent quality, one-stop solution and sourcing platform, the event will showcase products, services, and technologies related to the complete production chain. Moreover, it is designed to be the trendsetter for the industry player to showcase the new technology, state-of-the-art equipment, services, and materials. The show will accelerate technological advances in the Indian medical & pharmaceutical industry by showcasing high-quality, high-speed, and competitively priced products.
- It will also provide a unique platform for international and national suppliers and trade visitors to expand their business opportunities in India's medical and pharmaceutical industry through networking and engaging in investment opportunities during the show. It will be held from 1st to 3rd June 2022, at the Bangalore International Exhibition Center, Bangalore.

6.3.8 Other End User

Figure 6-16 : India Event and Exhibition Market, Revenue In USD Million, Other End-User, 2020-2027

CAGR (2022 TO 2027): 8.31 %



Source: Mordor Intelligence

- INDIAN PETROCHEM CONFERENCE 2021 is an Annual International Petrochemicals Conference. An independent and exclusive forum for interaction between the global petrochemical fraternity in India. It was a virtual event and was held from 17 - 18 November 2021.
- CHEMTECH WORLD EXPO 2022 is an International Exhibition & Conference. Process Plant, Equipment & Services, Environment Management, Biotechnology, Oil & Gas, Power, Chemicals. Chemical processes, Biotechnology, Oil & Gas, Energy Production & Transportation, and Environmental Protection are the industries that can be related to this event. The event occurred at the Bombay Exhibition Center from 22 - 25 February 2022.
- POWER-GEN INDIA 2021 is India's International Electricity Generation & Distribution Exhibition. POWER-GEN India & Central Asia is the region's premier power industry event. Energy Production & Transportation, Electrical & Electrotechnical Engineering, Clean Energies - Renewable Energies, and Environmental Protection are a few of the many industries that are

related to this event. The event will occur at Pragati Maidan, New Delhi, in October 2022.

- ET TECH X 2021 is one of the largest B2B Expo, Conference, and Workshops on Education, Training Resources, Supplies, Technology, and Infrastructure. The event will be held at India Expo Center, Greater Noida, from 10 - 12 November 2022.
- WORLDDIDAC INDIA 2021 is the Education Exhibition. WORLDWIDE INDIA is an event for Educational Material, Training & Technology based solutions for all levels and sectors of the Indian Education & Training Industry. The event was from 1 – 3 December 2021 at Bangalore International Exhibition Centre, Bengaluru, India.
- PACKPLUS 2021 is an event for total Packaging, Processing, and Supply Chain Event. It brings together the worldwide manufacturers & providers of machinery, materials, and services for the packaging industry. The event will occur at Pragati Maidan, New Delhi, from 9 - 10 December 2021.
- Aero India 2021 is a biennial expo held every other year. It is one of the largest aerospace and defense exhibitions globally, complete with a public air show. It allows industry professionals to obtain market knowledge, announce new advances, and get media attention. Aero India provides a one-of-a-kind commercial platform for the international aviation industry. The 13th edition of Aero India took place in Bengaluru, Karnataka, from February 3 to 5, 2021.
- The India Defense Technology and Products Exhibition, DEFEXPO INDIA 2022, is held every two years. In March 2022, India's leading military exhibition, DefExpo, will be hosted in Gandhinagar, Gujarat, emphasizing positioning the country as a growing defense manufacturing hub, which is one of the government's key priorities in the defense industry.
- International Drone Expo 2022 showcases drones, unmanned systems (land and sea), geospatial components, and drone UAV hardware and software. It is a way to engage with a diverse group of buyers and industry players. End consumers will be connected to drone makers and inputs for various vendors.

- INTERNATIONAL POLICE EXPO 2022 is an international exhibition in India focused on policing, security, and rescue equipment. The International Police Expo is the only exhibition that is focused and interactive, allowing police and other forces representatives from various countries and equipment suppliers to meet and discuss business opportunities related to force fitness, training, protection, and rescue equipment. The event will occur on the 6th and 7th of July 2022 in Pragati Maidan in New Delhi. The industries that can be related to this exhibition are Defense - Armament, Security - Risk Management, Health Professionals, Forensic & Investigation Technology, Surveillance & Tracking System, Communication, IT and Cybersafety, Fire Fighting, Occupational Safety & Security, Welfare Sports & Healthcare.
- Home and Personal Care Ingredients Exhibition and Conference (HPCI) India 2022 - The only event in India focused on raw materials and techniques for the formulation of cosmetic and cleaning products. The 11th edition of this unique event will be held at Hotel Sahara Star in Mumbai on April 28-29, 2022. HPCI brings a unique opportunity to learn about the innovative ingredients for formulating effective cosmetic and home care products. It is also the place to meet peers face-to-face, experience and discuss the latest developments and identify innovative products and solutions.
- The exhibition presents companies from all over India and overseas. It also confirms that there is something for everyone - exhibitors, visitors, Industry bodies and think tanks, and the media to take home. HPCI India 2022 is organized by ExpoNova Exhibitions & Conferences (India) Pvt. Ltd, which is a joint venture between NuernbergMesse, Colour Publications, and Vincentz Network. Event organizers mentioned that they prioritize ensuring that exhibitors, event partners, and visitors experience trade fairs and highly professional conferences, successful and safe.
- Secutech India 2022 - India's leading security business event was held to re-unite the security industry from 19 – 21 May 2022, at the Bombay Exhibition Centre in Mumbai. As the 1st edition post-lockdown, the platform spotlighted the latest security technologies, trends,

and innovations and the post-pandemic response of the industry that are shaping product developments in India's physical security, cyber security, fire & safety, smart home & automation markets.

- Further, top industry brands including Prama India, Hikvision, Matrix Comsec, Zenitel, Ayrus Global Technologies Pvt Ltd, Wyse Biometric Systems Pvt Ltd, Nacon Wireless Solutions, Enceplon, Brijbasi Fire Safety Systems Pvt Ltd, Copper Connections Ltd (CCL), Blujay Robotics, Super Sync Technologies Pvt. Ltd, etc. confirmed their participation and geared up to present new product launches at the fair.

7 COMPETITIVE INTELLIGENCE – KEY VENDOR PROFILES

7.1 PERCEPT LIMITED

7.1.1 Overview



Founded	1984
Employees	200+
Headquarters	Mumbai, Maharashtra, India
Website	http://www.perceptindia.in

Global Overview

- Percept Limited is an entertainment, media, and communication company with around 32 offices in India and the Middle East. The company creates tailor-made content, assets, and solutions in local and international markets and serves various clients such as JMJ Group, Nahar Builders, DS Group, Eurostar, Enercon, HDIL, and UGS.

- Percept's divisions and its companies deliver various marketing solutions ranging from integrated advertising campaigns and embedded content to path-breaking live entertainment products and innovative digital and media solutions.
- The company holds partnerships with various companies such as Bennett, Passport Capital, Edelweiss Capital, and has affiliations with companies such as Local Planet, an international media agency network.

Business Domains

Percept operates in two core business domains, as listed below:

- **Percept One:** This domain comprises marketing communication services, which encompasses three strategic business units, i.e., creative services, media services, and other Marcom services.
- **Content and Intellectual Properties:** This domain comprises two strategic business units, i.e., filmed content and other live entertainment.

7.1.2 Services and Strategies

Services

Percept operates in two core business domains, namely, Marketing Communication Services and Content and Intellectual Properties.

- **Marketing Communication Services:** This encompasses three strategic business units, as given below.
 - **Creative Services:** This unit includes advertising, consultancy and communications for brand marketing, corporate identity, strategy, creative, design and packaging, and integrated marketing communication consultancy services like Percept/H, IBD India, Mash Advertising, Percept Gulf, and I-Am.


- **Media Services:** This unit comprises media planning and buying, out-of-home media, retail media, rural media, and digital media companies like Percept Media and Adchakra.
- **Other Marcom Services:** This comprises brand activations and promotions, incentives, conference and exhibition management, event management and marketing, public and media relations, and social media marketing companies like Percept MICE, Percept ICE, Percept Profile, and Buzzinga.
- **Content and Intellectual Properties:** This encompasses two strategic business units, as given below.
 - **Filmed Content:** This unit comprises ad films and companies for television and movie content production, aggregation, distribution, and marketing, like Percept Pictures.
 - **Live Entertainment:** This unit comprises intellectual properties in the entertainment, sports, and media domains, like Sunburn, Solaris, Bollyboom, EPL (Eat Play Love) Windsong, FLY, IMS (India Model Search), XCC, Fight Night, and Champions of the World.

Strategies



- Percept plans to maintain its position in the entertainment, media, and communication domain by continuing to expand its businesses in the traditional service areas and expanding its presence in the intellectual property sector. The company also plans on being committed to creating long-term sustainable shareholder value through its growth plans.
- The company's main aim is to convert innovative ideas into assets across the entertainment, sports, and fashion domains to create a long-term value for itself, and its clients and investors. This can be done by keeping up with the evolving and dynamic changes and growth in the entertainment and media industry in India, which may enable the company to bring greater focus, synergy, efficiency, and diversity in its service offerings to its stakeholders.
- The company has received various awards in the recent years, such as 2 Honors for Sunburn at the METTLE Awards 2021, Best Music Festival'– Gold award for Sunburn 2020 at the BW APPLAUSE Awards 2021, 4 Awards at the WOW Awards Asia 2020, Most Preferred Wedding Planner in the Wedding Industry' Award at the Global MICE Congress and Awards 2020, among others

7.1.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company is planning to launch a dedicated “Properties” vertical with an aim to further consolidate and expand its knowledge and expertise in the domains of entertainment, media, and communication.• In 2022, Percept Live launched a new IP ‘IMS’ (India Model Search), one of the India's first transparent model search platform inclusive of an Advisory Board, Training Academy and a Talent Management Agency. The company also announced a new IP ‘XCC’ (Xtreme Combat Championship), a Fight Night extravaganza showcasing live fights of various categories. Such live entertainment services are expected to strengthen the company’s position in the market.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• Percept has a limited geographical presence compared to its competitors, which leads to a limited scale of business operations compared to the other vendors operating in the same industry, such as OML, Informa, etc. This may hamper the growth of the company.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The Indian media and entertainment sector has witnessed significant growth over the past decade. As a dynamic, diversified business, Percept is well positioned to take advantage of this growing opportunity with its Sunburn property.• The company has been expanding its services in various regions in India. For instance, in 2022, Percept Live’s ‘Bollyboom House’ lounge expanded its footprint into Mumbai. The company also announced a multi-genre music festival ‘Freshers Fest’ – one of India’s first Back-to-College Welcome Extravaganza. Such activities are expected to provide the company with further growth opportunities to expand in the market.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The company’s services and events face high levels of competition as numerous vendors are operating in the market. Therefore, there is a high need for Percept to continually deliver creative services and live events to sustain its position in the market.

7.1.4 Recent Developments

Date	Type of Key Development	Details
April 2022	Innovation	Percept ICE was credited with the development and management of the IP, Parcos Beauty Influencer Awards. The company conceptualized and executed the debut edition of the Parcos Beauty Influencer Awards in 2022, an annual intellectual property rewarding Influencers pan-India with a coveted place on the Parcos Panel, a shoot with ELLE magazine, among others.
April 2022	Expansion	Percept Live's "Bollyboom", a Live Intellectual Property, along with its partnership with Cinnamon Tree Hospitality expanded its footprint into Mumbai with the launch of the 'Bollyboom House' lounge in the Adani Inspire precinct at the vibrant Bandra Kurla Complex (BKC) area. The company stated that the lounge will offer a culinary experience and live entertainment, taking the Bollyboom experience to the next level.
March 2022	Innovation	Alan Walker announced India Tour with Sunburn Arena, the 15th edition of the Asia Music Festival, in Mumbai, followed by Bengaluru, Hyderabad, and Gurgaon.
March 2022	Expansion	Percept Live, the founding organization behind Sunburn, announced the 'Sunburn Holi Weekend' bash with Sunburn Holi party with DJ KSHMR touring multiple cities pan India including Pune, Goa, Bengaluru and Delhi all through the long 3 day Holi weekend.

March 2022 Partnership “Bollyboom”, a Percept Live Intellectual Property, in association with SteppinOut by Dineout, announced 'Bollyboom Farhan Live India Tour 2022' with Farhan Akhtar, a Bollywood director, writer, producer, actor, lyricist, and singer. It was planned to be held in Pune, Goa, Bangalore, Hyderabad, Kolkata, Delhi NCR, and Ranchi.

February 2022 Innovation Percept ICE conceptualized and managed various innovative Brand Engagements for Havells, Kingfisher, Magic Moments, Wild Drum, BoAt and GIVA at Sunburn Festival at Small Vagator in Goa. The company’s scope of work included curating a novel Brand association concept, conceptualization, design and execution of the idea both online and offline, resource planning, seamless on-ground management, online amplification and long-term asset creation for the brand.

December 2022 Innovation “Bollyboom”, a Percept Live Intellectual Property, launched its very first lounge, ‘Bollyboom House @ Favela’ in Baga, Goa. The lounge is a licensing venture between Percept Live and Favela Hotels & Restaurants Pvt. Ltd and will offer a mix of Bollywood themed F&B, delightful ambiance, and electrifying live entertainment as stated by the company.

November 2022 Innovation Percept Live Sunburn announced revised dates and the venue for the 15th edition of their annual festival. Sunburn Festival Goa 2021 presented a three-day showcase on the 27th, 28th, and 29th of December 2021 at Hilltop, Small Vagator, Goa.

October 2022 Innovation

“Bollyboom” announced the 'Bollyboom Moosetape India Tour 2021' with Indian singer Sidhu Moosewala, which will be held across various cities pan India including Hyderabad, Noida, Chandigarh, and Goa, among others, all through November and December 2021. The 'Bollyboom Moosetape India Tour 2021' will ensure that all Government-mandated COVID-19 protocols are stringently implemented across all venues to guarantee fan safety.

October 2022 Innovation

Percept Live announced the 15th edition of the Sunburn Festival, which will comprise a three-day showcase of live music and entertainment on December 28-30, 2022, at Vagator, Goa. The event will feature over 60 International and local artists across three stages.

7.2 ATTRI EVENTS

7.2.1 Overview



Founded

2015

Contact Number

+91 - 7042697291

Headquarters

Delhi, India

Website

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

Global Overview

- Attri Events Pvt Ltd is an exhibition organizer in Delhi, offering premier national and international exhibitions, shows, trade fairs, and conferences to clients.
- The company's in-house staging unit, fabrication and design workshop, audio-visual equipment, and basic sound provide equipment, technical staff, and professional event support worldwide.

- The company's portfolio of services includes effective trade show designs, creative design and layout, exhibit brochures and catalogs, exhibition stall designing, stall fabrication services, 3D stall designs, expo booth designs, graphic designing, corporate gifting, pop-up setup, and system/Octonorm setup.

Services

The company services are listed below:

- Exhibitions
- Exhibitions Corporate Events
- BTL Activities
- Social Events
- Wedding Decorations
- Celebrity Management
- Fashion Show
- Road Shows
- Advertisement
- Other Services
- Retail Solutions
- Live Concerts
- Space On Hire
- Events
- Digital Marketing

7.2.2 Services and Strategies

Services





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

Strategies



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

7.2.3 SWOT Analysis

 <p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> The company is committed to providing high-quality corporate events, social events, road shows, and retail solutions. The company’s design team creates an enhanced customer experience while adhering to the brand’s guidelines and assists in acquiring clients. Atrri’s wide end-user market and skilled professionals are providing it with a competitive edge in the market. Also, the company offers clients a highly dedicated approach to ensuring that events are conducted without any complications. Furthermore, it handles all the aspects of the exhibitions it creates, which supports the company in maintaining its partnership with its clients.. 	 <p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> The company is over-dependent on very few events and exhibitions, like corporate events, social events, and roadshows, which weakens its growth in the exhibition market. The company’s lack of diversification compared to other market vendors is affecting its client base. Also, the company has not conducted any big-scale exhibitions or events in recent years, which may affect its operations, customer base, presence, and position in the market.
 <p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> The company leverages multiple market opportunities with support services such as designing and creating graphics, procuring stalls, delivering and installing stalls, manufacturing and delivering exhibition marketing security, arranging trade fair stands online, and collecting and storing stands for later use that are expected to provide the company with further growth opportunities in the forecasted period. Further, in recent years, the company launched STAGE WORLD, a complete production house having all the experience and capabilities of producing and managing exhibition and events, and to provide equipment, technical staff and event support around the world. Such developments can aid the company’s growth in the country. 	 <p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> Atrri is operating in a highly competitive environment with the presence of several exhibition vendors. Moreover, the business of the company may get negatively impacted by the company’s lack of portfolio diversification. The events and exhibitions industry is struggling to cope with the impact of the COVID-19 pandemic, which caused the cancellation of trade shows and exhibitions in the region. This factor have adversely affected the revenues and growth of the company.

7.3 WIZCRAFT

7.3.1 Overview



Founded	1988
Employees	600+
Headquarters	Mumbai, Maharashtra, India
Website	https://www.wizcraftworld.com

Global Overview

- Wizcraft is an Indian communications and entertainment company, integrating strategy, creativity, and technology to provide unique experiences.
- The company has a network across Mumbai, Delhi, Bengaluru, Hyderabad, Chennai, Ahmedabad, and Visakhapatnam in India, with international liaison offices and associates around the world.

- Wizcraft specializes in the event, exhibition, activation, television, public relations (PR), and digital sector, in the fields of brand activation, television production (WizTV), special projects, PR and communication (WizSpk), wedding planning (Wedniksha), and theatrical production.

Business Domains

Wizcraft operates in two core business domains, as listed below:

- **Communication**
- **Entertainment**

7.3.2 Services and Strategies

Services

- **Events and Exhibitions**
 - The company has been a part of some of the large-scale opening and closing ceremonies, such as the 19th Commonwealth Games, Hannover Messe 2015, and Hockey World Cup 2019, the celebrations marking 50 years of Indian Independence, and numerous large-format government events, like the Global Entrepreneurship Summit of 2017, and the Defence Expo of 2018 and 2020.
 - The company also provides sound, lighting & lasers, video, and décor facilities, along with event services.

Client Overview



Source: Respective Company's Website

Strategies



- The events organized by Wizcraft are custom designed to create a platform for brand communication and positioning. The company strongly believes in creating experiences that activate brands, businesses, and customers, and considers it a growth strategy to expand its presence in the market.
- Wizcraft aims to bring a global understanding of technology and infrastructure to all its events. The company also provides sound, lighting, and lasers, among others, as a part of decoration and affects the events and exhibitions.
- With the belief that entertainment and events have the potential to redefine every industry, Wizcraft has invested in integrating the two fields into a highly effective vehicle for brand communication. Such instances are expected to drive the growth of the company in the market.
- The company is also known for its work in the IIFA Awards, the GIMA Awards, the Guild Awards, and the Kingdom of Dreams event. Wizcraft has a client portfolio of more than 500 leading MNCs and corporate houses.

7.3.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company has a strong presence and a widespread network across many metropolitan cities in India, with offices in Delhi, Bengaluru, Hyderabad, Chennai, and Mumbai. Wizcraft has a strong customer base and long-term relationships with its customers. Some of its customers are HP, Google, Bosch, Intel, and SAP Labs.• The company's event services are custom designed to create a platform for Brand Communication and positioning, hence it strongly believes in creating experiences that activate brands, businesses and customers. Such instances are expected to provide the company with a competitive edge in the market.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company has made limited investments in the marketing of its brand. As a result, it has a weak brand image. Even though Wizcraft is popular in countries like China, in major economies, like the United States, its brand image remains weak in the country.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company's strategy of customizing its event packages depending on its customers' requirements is likely to attract more customers and drive its growth.• The recent surge in events related to mental and physical health by many company heads for their employees is likely to boost the growth of the company.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The company operates in a highly competitive market where the threat of new entrant is fairly high. The other companies in the market may provide similar packages at cheaper prices, which may cause Wizcraft to lose its customers, and position in the market.

7.4 WOODCRAFT EVENT AND ENTERTAINMENT

7.4.1 Overview



Founded

2012

Contact

+91 22 49727408

Headquarters

Mumbai, Maharashtra, India

Website

<http://www.woodcraftevents.in>

Global Overview

- WoodCraft Events and Entertainment is a Mumbai-based BTL agency, providing event management and activation solutions.

- The company has a wide range of innovative event management services centered on client image and branding. It is a 360° solution provider, and covers all areas of events and entertainment, including planning, management, coordination, and execution, while keeping costs down and ensuring a high-quality final product.
- The company specializes in corporate events, BTL activations, mall activations, school contact programs, exhibitions, production and fabrication, rural marketing, rural activations, live concerts, 3D and 2D designs, and creative designs.

Business Domains

The company operates with core business segment, as listed below:

- **Events & Entertainment - Planning, Management, Coordination and Execution**

7.4.2 Services and Strategies

Services

- Corporate Events: The company hosts a variety of corporate events, such as conferences, award shows, press/dealer meets, fashion shows, product launches, sales meets, live concerts, success parties, and meet and greets.
 - MICE: WoodCraft offers designs for meetings, incentives, conferences, events, and exhibitions (MICE), compelling branding, and special time-bound management solutions. All MICE-based activities, such as early discovery meetings, pre-program preparations, and on-site management, are handled by the company and are focused on the client's goals and agendas.
- BLT/Brand Promotions: The company can perform a variety of promotional activities like road shows, mall activation, corporate activation, society activation (RWA), school contact programs, rural activation, in-shop promotions, and college activation.

- Exhibitions and Trade Fairs: The company offers services like Exhibition Stall and Expo Design & Execution. Woodcraft has also driven initiative focusing on marketing with break-taking creatives, and designs that leave an exponential impact on the audiences, with a decade of event expertise, and extensive resources.
 - The company's services include stall concepts, stall design, stall formatting, creative design, material printing, subsidiary and accessory arrangements, and giveaways. It can deliver all aspects of an expo, including flex boards, backlights, backdrops, gifts, hostesses, canopies, outdoor and indoor media, and AV facilities.

Strategies



- To stay afloat in a competitive business, the company has opted to expand its skills to provide 360° solutions to their clients. The organization tailor-fits its solutions from concept to final production within an achievable budget, eliminating any middlemen or third parties between the client and the agency in order to handle the customer's A&P difficulties.
- Each of the enterprises in the group operates separately. This allows them to cater to each client's needs on a one-on-one basis. The organization ensures the constant growth of its brand in the market and has the goal of always being ready to satisfy the A&P needs of its clients.
- The company has partnerships with various clients such as UTV Movies, ZeeTV, Inox, Samsung, Pigeon, Eureka Forbes, Reliance Digital, HDFC Bank, Davidoff Cigars, Vodafone, Llyod, and Naturals spa, among others.
- As a part of its growth strategy, WoodCraft provides integrated solutions to create multiplying effects and achieve overall economics of operations. The company integrates cutting-edge creative solutions to enhance value and response among the Target audience.

7.4.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company has a broad service portfolio. It provides corporate and MICE events, BLT and brand promotions, and exhibitions and trade fairs, and is widely recognized as a wholesome, complete events and activation solution factory. This provides the company with a significant competitive edge in the market.• The company has a strong presence in the local market and has a wide network in India, covering almost all the metropolitan cities, aiding it in sustaining its relationship with clients.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• As the company is operating in a highly talent-intensive space and is exposed to a high attrition rate, the presence of a small number of employees may negatively impact the business if the company is unable to retain the talents or find suitable replacements.• The company will also need to establish itself with bigger fairs and exhibition events. However, the market for such events is highly competitive.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company specializes in the event management and entertainment business, and as the entertainment industry is a booming market and has a lot of events and functions around the year, it presents the company with a variety of clients and businesses.• Moreover, there is a constant and growing market for entertainment-based exhibitions, which may offer the company many growth opportunities in the forecasted period.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The company operates in a highly competitive business with the presence of foreign players such as Informa and Messe Muenchen. These players, as well as other local Indian players, provide stiff competition to the company.• Networking is an important aspect of any business. The global giants and other big players in the market, with better networking and reach, may take away the business of the company.

7.5 E FACTOR ENTERTAINMENT PVT LTD

7.5.1 Overview



Founded	2000
Employees	34+
Headquarters	NCR, India
Website	http://www.efactor4u.com/

Global Overview

- E Factor is an event and exhibition management company with corporate offices in New Delhi, Gurgaon, and London. Its footprint extends to the Middle East, Southeast, and the United Kingdom, giving work and thought to process a global perspective.
- The company has a fully developed and functional in-house production facility known for its setups, formats, and completely personalized service for the client. They provide end-to-end solutions for all kinds of events – corporate or personal.

- E Factor undertakes turnkey assignments in the form of mega ground concerts and televised events. It manages weddings for the leading industrialist families.

Business Segment

- Eco Habitats & Tourism
- Festivals & Cultural Events
- Multimedia & Virtual
- Sporting & Competitive
- Weddings & Private Social

7.5.2 Services and Strategies

Services

- **Weddings and Social Events-** E Factor has a self-sufficient and dedicated team for creating dream weddings. They offer customized holistic solutions to create great experiences.
- **Tourism Events-** These events are usually spread over many days and have recorded hundreds of thousands in footfall. Besides the sheer scale and magnitude, these initiatives have been created keeping in mind local substance, needs, and objectives, as well as the development of a distinct identity.

- **Cultural Landmarks and Museums-** Their work in the heritage & culture sector includes designing and engineering of museum spaces. The services entail detailed and well-defined attention to conceptualization, designing and production, each carried out by multidisciplinary team. Some of the festivals and cultural events set up by the company include, Mandu Festival, Varanasi Balloon Festival, Deepostav 2021, Pushkar Mela, Visakha Utsav, IISF, Amaravati Global Music and Dance Festival, Taj Balloon Festival, etc.
- **Sporting Events Management-** These innovations have enhanced every area of sports marketing including distribution of sports rights, host broadcast, digital media, programmed production, event operations, brand development, sponsorship and online entertainment. These include, Champions Boat League, Pushkar Rural games, etc.
- **Digital and Virtual Events-** E-Factor supports in navigating the new reality of event management and helps execute events by rendering a holistic, one-stop solution to all the event management needs with the help of a sophisticated suite of commodities. This enables in creating a seamless journey for organizers, members, and attendees – be it offline, virtual or hybrid events. Some of the digital events conducted by the company include, IISF Expo 2020, National youth Festival 2022, Hi Life Rendezvous, 5 Elements, etc.

Strategies



- E Factor has grown strategically over the years. It has a presence in 19 countries, has been a part of 816 events, and has won 132 awards. The company focuses on having an international presence, and has its footprint extending to the Middle East, Southeast, and the United Kingdom.
- As a part of its growth strategy, the company focuses on providing end-to-end solutions for creating unique event experiences, right from creating a mood board to designing, planning, managing, and executing an event.
- The company tries to adjust and bring advancements to its services portfolio. Recently, the company has forayed from its core business of providing event management services to enter the exciting field of adventure and lifestyle tourism. This endeavor has been spearheaded by a globally established, highly visible, and sought-after form of tourism/fun-based aviation product “Hot Air Ballooning”.
- For aesthetics, the company also focuses on creating highly intricate setups along with micro-management hospitality processes, with experiences of culinary craft & topped with effervescent formats of entertainment with fine art.
- The company maintains partnerships with various clients such as, Eco Retreat Odisha, Skywaltz Yachting, Pushkar Fair India, Champions Boat League, ICWF (International Convention of the Wedding Fraternity), Skywaltz Balloon Safari.

7.5.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company has a broad services portfolio. They provide event organization and management services for weddings and social events, tourism events, cultural landmarks and museums, sporting events management, digital and virtual events.• The company also has a strong global presence and has conducted over 816 events across the world. The company extends its services to locations such as New Delhi, Gurgaon and London, the Middle East, Southeast, and the United Kingdom. .	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company doesn't have a diverse range of portfolio of services, as compared to other companies in the market, which can turn down various clients. Also, it has a very limited clientele network, which can hamper the growth of the company and its operations in the country.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company recently expanded its portfolio to cater to adventure and lifestyle tourism events which are likely to attract more customers and drive the growth of the company.• The company also undertakes turnkey assignments in the form of mega ground concerts, televised events, private social events, and manage weddings for leading industrialist families. Such instances are expected to enhance the presence and the brand image of the company, creating further growth opportunities in the forecast period.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The company does not offer services for corporate events which are likely to cause a loss of customers for the company. Covid-19 pandemic has resulted in the closure of various events in the country which caused a potential loss of customers for the company.• Also, the company faces high competition in the market in terms of providing better services than its competitors. The company has to constantly refresh its portfolio to sustain itself in the market.

7.6 CINEYUG ENTERTAINMENT PRIVATE LIMITED

7.6.1 Overview



Founded	1997
Employees	51-200
Headquarters	Mumbai, Maharashtra, India
Website	http://www.cineyug.com/

Global Overview

- Cineyug is India's prominent entertainment company, specializing in organizing international conferences, exhibitions, and trade shows, live concerts, arena events, large-scale award functions, brand management, networking events, television software production, live TV shows, and private events such as weddings.
- Further, Cineyug has a network of seven subsidiary companies that deal with development, production, marketing, event management, and franchise management. However, the company is a collection of well-known brands housed under one roof.
- Also, Cineyug's Sports Management division is a full-service event marketing wing with expertise ranging from coverage, hospitality, and logistical support for sporting events.

Core Domains

- Corporate Events
- Entertainment Events

7.6.2 Services and Strategies

Services

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

- **Entertainment:**

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

Strategies



- The company has various divisions that focus on gaining a competitive advantage through opportunities for constructive collaboration. Further, technological advancements, product and service innovations are strengthening the company's lead across various platforms, focusing primarily on growth, engagement, and monetization.
- Further, the company has managed large-scale events and concerts that have entertained a live audience of over 2 million people. Cineyug has been the identifier behind over 2500 live events and concerts, some of which have been the largest produced by any Indian company, ranging from fundraisers to celebrity-studded award nights.

- The company's approach is based on 360-degree brand management and marketing strategy and increases brand value and serves as a powerful communication tool for the client. After working with a variety of national and international clients, Cineyug comprehends the intricate complexities of operating standards and behavioral patterns that give its corporate event management services a competitive edge.
- Further, Cineyug has created a niche market for itself by aligning with the aggressive needs of the corporate market, positioning itself as a pioneer in specialized and integrated solutions for Corporate Event Management.

7.6.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company offers significant offerings for corporate events that include product launches, team building events, annual general meetings, conferences or business summits, exhibitions and destination management. Such a wide portfolio is creating a competitive edge for the company compared to other market vendors.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company has a presence in only the Indian market and thus, has a huge dependency on Indian customers. The entry of any international player in India can reduce the company's market share and hence, affect its profitability.• The company depends majorly on the entertainment segment when compared to its peers in the market. Any fluctuation in the demand for these services can have a significant impact on the company's results.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company has various growth opportunities to cooperate with local governments or local respected NGOs to work on the image of both, the event and the company, which can strengthen its customer base and geographical presence.• The company can explore potential opportunities in various industries such as banking and foreign exchange, IT managed services, and security. The company can also collaborate with its partner companies for long-term contract agreements for their product launches, expos, conferences, etc. This can provide a better brand image for the company.	 <h4>THREATS</h4> <ul style="list-style-type: none">• Lack of sufficient financing for any corporate event or an exhibition can cause insufficient budget issues, that may contribute to its failure, destroying its reputation.

7.7 MEX EXHIBITIONS PRIVATE LIMITED

7.7.1 Overview



Founded	2011
Contact	+91-1146464848
Headquarters	Delhi, India
Website	http://www.mexexhibits.com/

Global Overview

- MEX Exhibitions Pvt. Ltd is an international exhibition company with a strong presence of over four decades in the advertising industry, more than 20 decades in publishing & 16 years in exhibitions. The company conducts exhibitions and conferences and publishes magazines for various end-user markets; also, it redefines brands and builds businesses by creating multiple dynamic platforms.

- MEX Exhibitions also publish trade magazines for the signage and advertising and LED lighting industries. Some of these exhibitions include Sign & POP World and LED World. It also published Media 2000, which became a definitive resource guide for signage industry professionals. The company has produced more than 100 trade exhibitions for various segments and published multiple magazines and advertising trade directories.

Core Business Segment

- Organizing Exhibitions
- Conferencing

7.7.2 Services and Strategies

Services

- **Organizing Exhibitions:**
 - The company covers everything from expo conception to the final show, wrap-up with detail. The company stated that their expos were pegged for their creativity in exhibition organization by various industry stalwarts. With a motto of superior customer service, high integrity, tons of creativity, and global customer experience management, MEX-organized events are recognized as successful trade shows in countries such as India, Singapore, Dubai, and Thailand.
- **Conferencing:**
 - MEX catalyzes the tremendous growth and development of the industry by organizing not just exhibitions but also conferences. Their strong commitment toward upcoming markets, mainly LEDs, has helped establish the LED Summit: A conference on LED

products & Technology as a premier industry conference of international standing. This takes place annually both in India and Thailand.

- **Publications:**

- MEX is committed to promoting industrial know-how through its publications. With over 18 years of publishing experience, MEX has two important trade publications to its credit: SIGN & POP WORLD- the complete magazine on signage and point of purchase and LED WORLD- India's only magazine on LED lighting products & Technology. It also published Media 2000- The complete handbook on advertising sources.

Clients

OSRAM

ICELED[®]
DIGITAL LIGHTING



EVERLIGHT



Canon

Delighting You Always

Source: Respective Company's Website

Strategies



- The company focuses on conducting specialty trade fairs and B2B exhibitions of international standards, emphasizing details, quality, and professionalism right from concept to completion. Also, the company is a member of SISO (Society of Independent Show Organizers) and IEIA (Indian Exhibition Industry Association).
- MEX Exhibitions aims to give a stimulating experience to the employees and clients through the dynamic approach toward making their association fruitful with professionalism.
- The company is investing to contribute to the exhibition industry by manifesting professionalism, commitment, excellence, and a high standard of exhibition organization. By providing exceptional experiences in business promotions, networking, and discussion forums, MEX catalyzes the tremendous growth and development of the industry.
- The company aims to build a growing and dynamic environment with superior customer service, high integrity, tons of creativity, and global customer experience management.
- Further, the company's exhibitions and conferences are designed to support entrepreneurs and businesses to penetrate new markets, expand the client base and open new avenues of communication with Asian counterparts by providing exceptional experiences in business promotion, networking, and discussion forums.

7.7.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company helps redefine brands and build businesses by creating multiple dynamic platforms. They also organize world-class exhibitions and conferences across India and in Thailand, Singapore, and Dubai.• Apart from organizing events, the company also specializes in supporting services like publishing business magazines for the signage and advertising industry and the LED lighting industry.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company portfolio is not diverse and offers lesser services than other vendors in the market regarding the events and entertainment business.• Moreover, the company is dependent on small and medium-sized organizations and its projects, limiting its reach and scalability of the services.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• MEX events firmly cater to and support a niche industry and demonstrate the best in technology, product sourcing, and investment opportunities. The company is leveraging the event and exhibition market through various collaborations and a significant client base.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The company faces intense competition across its market segments. The company's competitors range from large, diversified businesses to smaller companies specializing in niche products and services.

7.8 BHARAT EXHIBITIONS

7.8.1 Overview



BHARAT EXHIBITION

Founded	2003
Contact	+91-11 4912 2589
Headquarters	Delhi, India
Website	http://www.bharatexhibitions.com/

Global Overview

- Bharat Exhibitions organizes international business conferences on information technology and telecom and brings the potentiality of business conferences to the Indian telecom and IT industries. Further, Bharat Exhibitions believes that it impacts the lives of marketing professionals by providing business conferences and exhibitions as an additional marketing tool.

- The company creates appropriate media packages ranging from simply defining and communicating a message to a carefully planned press event such as a product or service launch. Further, the company constantly updates the database, including mixed coverage through the in-house journal, newsletters, daily bulletins, websites, local and international trade journals, newspapers, press conferences, and direct mailings.

Core Business Segment

The company operates in two core business domains, as listed below:

- Exhibition
- Events Solutions

7.8.2 Services And Strategies

Services

- **Exhibition**

5G India 2021 Virtual Conference & Exhibition -

- The event focus on how telcos leverage 5G for cross-industry applications and digital transformation and how operators can manage the cost of unbridled traffic growth and capitalize on opportunities to capture sufficient revenues and generate a return on their 5G infrastructure investments.
- The goal of the 5G India 2021 Virtual Conference and Exhibition is to raise awareness of the capability and benefits of 5G in all sectors, such as Telemedicine, Remote surgery, Agriculture, Education, Industry 4.0, Smart City, Augmented reality, Autonomous driving, and so on, to achieve the goals of Digital India as outlined in the Government of India's vision and mission.

- It will draw a business audience of 500 or more people representing key industry stakeholders such as operators, government agencies, regulators/policy enablers, IoT players, network service providers/ISPs, technology companies, equipment and handset OEMs, antenna providers, test and measurement companies, international experts, and consultants.

- **Upcoming Events**

- On 4th May 2022 - Vision of FTTH in India: Providing Next Generation Nation-wide Broadband Network for Improvement of National ICT Connectivity.
- On 16th June 2022 - Open RAN India 2022 International Conference at Hotel Shangri-La, New Delhi.

Strategies



- Bharat exhibitions focus on creating new and compelling exhibitions, services, and experiences for users and initiating disruptive exhibition trends in the corporate market. Additionally, it is striving to enter new areas and incorporate markets in India to propagate the broad adoption of its services.
- The company spends more on product and service development and customer support than sales and marketing. By keeping the cost of attracting customers short and low, the company keeps prices affordable and passes the savings onto users.





- The company concentrates on the telecom industry to create opportunity, growth, and impact for its exhibition services, with rapid changes in benefits. Additionally, it has been strategizing to build platforms for the best-in-class and productivity services and increase corporate reach.
- Further, the company has made significant progress by hosting important events and exhibitions as part of its strategy. Some of the followings are mentioned below:
 - February 2021 - An interactive workshop in association with the Ministry of Housing and Urban Affairs on Connect India In-building solutions
 - November 2020 - India's most significant event on satellite communications
 - November 2020 - The digital dialogues on 5G opportunities with satellite broadband.

Clients



Source: Respective Company's Website

7.8.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company received funding from top-tier investors such as Airtel, BSNL, Idea, Aircel, Vodafone, Tata Indicom, Ericsson, etc. Such funding from top-tier companies creates a competitive edge for the company business.• The company has a separate team dedicated to taking care of understanding customer stall design needs, from concept and theme creation to designing and fabrication of the stalls through its network of experts in the field.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company offers a narrow service portfolio that includes services to the telecom industry. It can quickly lose its current market position due to a lack of diversification and limited services.• Moreover, the company primarily focuses on a specific market, Telecom. As a result, the company might lose significant revenue from other emerging end-user markets.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company should invest in developing its exhibition services to various end-users, including banking and foreign exchange, IT managed services, housekeeping, and security. Such a service can be a boon for the company's revenues and leverage more opportunities for the company.	 <h4>THREATS</h4> <ul style="list-style-type: none">• Further, the company faces intense competition from major key players in introducing their exhibition services in the Indian market. The introduction of new exhibition services by global companies might affect the company's operations.

7.9 DNA ENTERTAINMENT NETWORKS

7.9.1 Overview



Founded	1987
Contact	+91 80 2361 6680
Headquarters	Bengaluru, India
Website	https://www.dnanelworks.com/

Global Overview

- DNA Entertainment Networks Private Limited, founded in 1987, is a prominent event management company with the core pillars of enterprise, professionalism, and advancement in India. The company has consistently earned recognition as one of the prominent international event organizers throughout Southeast Asia by creating significant live entertainment, sports, and corporate experiences.

The company's key identifiers include international music concerts, sports events, logistics, networking, corporate events, stadium branding, stadium management, exhibitions, wedding planning services, large-scale events, protocol events, seminars, and summits.

- DNA offers a broad portfolio of events and exhibitions that include music, sports, corporate, and special events catering to various end-user verticals.

Core Business Segment

- Events and Exhibitions
- Music Events
- Sports Events
- Corporate Events
- Special Events

7.9.2 Services and Strategies

Services

- **Events and Exhibitions**
 - The company offers various events, activations, and exhibitions to various end-user markets.
 - Corporate Events – The company offers a wide range of corporate events that includes launch events, mices, employee engagement events, conferences, activations and exhibitions.
 - Music Events – The company has been a part of various music events that include Bangalore Mirror FiveSixZero EDM Festival in Bengaluru and HEINEKEN Green Room in Delhi, Bengaluru, and Mumbai,

- Sports Events – The company handled TNPL 2021, Hockey Men's and Women's Arrival Olympic 2020, Hero Indian Super League Goa 2021, and India vs. Australia ODI 2020, among others.
- Special Events – The company provides special events, including wedding and anniversary ceremonies, Christmas Events, Dasara Events, Sports Drink Events, etc.

Client



Source: Respective Company's Website

Special Events

- ENGAGEMENT CEREMONY – 27TH MARCH 2022

- GANGASAGAR MELA – 10TH JANUARY TO 16TH JANUARY 2022

Strategies



- The company's strategic move into Sportainment or the management of large-format sports properties, such as the IPL, Pro Kabaddi, and ISL, created significant opportunities.
- Further, the company also expanded its operations into corporate and other special events over time. Additionally, the emphasis has been and will continue to be on values such as dependability, consistent quality delivery, equality, and teamwork, which has earned DNA a significant market reputation and close strategic relationships with premier sporting associations such as the BCCI, Hockey India, PKL, and ICC.
- As part of the growth strategy, the company focuses on anticipating and responding to customer requirements changes. To cater to business needs, the company plans to innovate its services with extended exhibition events and strategic collaborations.
- With more and more companies focusing on the privacy and security of clients' data, the need to comply with regulatory bodies has become increasingly important. The company's platform-oriented services are compliant with regulatory requirements, which allows it to create and maintain an updated and industry-compliant event management system.

7.9.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company offers a portfolio of Music events, corporate events, and sports events. Moreover, DNA entertainment networks leverage a strong competitive position in the market with various clients, including Amazon, Athena Health, Wells Fargo, Vivo, Uber, Unilever, Tata Steel, And Star. Such a strong client base is leveraging increased opportunities for the company.• The company has over 30 years of experience in events and exhibition management, enabling it to leverage its brand name around the globe, helping it penetrate newer events management markets. Moreover, it has been onboarding new clients every year to its customer list.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company revenue is primarily dependent on Mumbai. Moreover, the company portfolio is not diverse and offers fewer services than other market vendors. Such overdependency and lack of diversification could hamper company revenue in the future.• The company is dependent on various partners to raise funds to enhance the capability of the event services. Such dependency mark's weakness.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company is leveraging the event and exhibition market through various collaborations and a significant client base. For instance, the company handled power camp events for Bosch and FMS events for SEG automotive. Such a solid client base creates substantial opportunities in strengthening its end-user verticals.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The company faces intense competition across its market segments. The company's competitors range from large, diversified businesses to smaller companies specializing in niche products and services. For instance, India exposition mart limited offers a wide range of event and exhibition services catering to F&B services, branding, banking, foreign exchange, IT managed services, housekeeping, and security. Any service developments by other market vendors could hamper the company's customer base.

7.10 WOW EVENTS

7.10.1 Overview



Founded	2008
Contact	+91-1142488720
Headquarters	Delhi, India
Website	https://wowevents.in/

Global Overview

- WOW Events Private Limited is primarily engaged in furnishing general or specialized management services on a day-to-day and contract or fee basis. Their offerings include Product Launches, Live Marketing Meetings, Conferences Exhibitions, Corporate Films, Annual days, Special Events, mall promotions, live events, custom presentations, virtual events, Hybrid events, activations, and exhibitions.

- It is involved in Database activities and distribution of electronic content. The company's specialty is to create experiences that are virtual, hybrid, engaging, and inspiring. Moreover, the company's services span extensive geographic reach apart from India, including countries like Spain, Prague, London, Paris, Switzerland, Russia, Nepal, Macau, Thailand, and Singapore.

Core Business Segment

- Activations
- Digital & Virtual Events
- Exhibition
- Experiential
- International Events
- Special Events

7.10.2 Services and Strategies

Services

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

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

- **Digital & Virtual Events:**

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

- **Exhibition:**

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

- **Experiential:**

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

Client



Source: Respective Company's Website





Strategies



- The company specializes in top-of-the-line benchmark events & experiences. Its strength is the in-house team of conceptualizers, designers, visualizers, copywriters, video editors, production managers, event managers, and artist managers with extensive experience in creating and delivering a full-service agency experience for the clients. Moreover, the company appoints an innovative team to stage events that constantly improve and introduce new concepts.
- Further, the company's strategic partners work with companies undergoing digital transformation, and while those companions understand the possibility of the platform, they frequently introduce it to potential clients. Also, the company arranges promotional events with various engaging and entertaining activities. For instance, in 2021, the company designed, planned, and executed India's 1st ever women association for Indian Homemakers and celebrated the first edition of GIWA Mahotsav to celebrate the Homemakers Ki Wishlist.
 - International Events: Muthoot Finance Bangkok Summit: WOW Events designed, planned, and executed setup and experiences for Muthoot Finance Event, Bangkok Summit 2019 at Bangkok Marriott Marquis Queen's Park Hotel in Thailand.

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

7.10.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company has a strong geographical presence. The company extends its services to locations such as New Delhi, China, Hong Kong, Thailand, Malaysia, Singapore, Indonesia, London, Paris, Switzerland, and Germany.• Further, the company has organically grown over the years. Also, it has strategically partnered with significant players to drive innovation, expansion, and growth.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company offers a limited number of services compared to its competitors. As the company is operating in a highly competitive market, a lack of creativity and innovation can affect the company's growth.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company is taking various strategic initiatives to drive growth, which are expected to strengthen its operations, and is trying to expand its portfolio, which is likely to attract more customers and drive the company's development.• The company has various opportunities as the need for promotional exhibitions and events is rising globally. The company can utilize this opportunity to grow in the market.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The company is exposed to currency fluctuations in foreign exchange rates as the company is operating in various countries such as Thailand, China, India, Germany, and Switzerland, which can hamper the company's growth.

7.11 PROCAM RUNNING

7.11.1 Overview



Founded	1988
Contact	+91-2222025112
Headquarters	Mumbai, Maharashtra, India
Website	https://www.procam.in/

Global Overview

- ProcAM is one of the significant companies in holistic sports management, sports consultancy, and live television programming in India. With astute planning and exemplary execution, ProcAM has a track record of conceptualizing and promoting over 100 international events across the disciplines: Powerboat racing, cricket, football, tennis, distance running, squash, WWE, horse racing, and volleyball. These events have elicited the participation of the highest caliber of athletes and substantial public interest and attendance.

- Procam International is committed to elevating and enlivening the professional face of sports and players. With an open, transparent culture founded on an unshakeable core of integrity. It offers turnkey solutions for the broad spectrum of services required to conduct premium sporting events successfully.

Core Business Segment

- **Sports Events**
- Running
- Cricket
- Tennis
- Squash
- Horseracing
- P1 Powerboat

7.11.1 Services and Strategies

Services

- The company offers various sports and events as follows -
- Running: Airtel Delhi half marathon, TATA Mumbai marathon, TCS World 10K Bengaluru, TATA steel Kolkata 25K, and Sunfeast India move as one.
- Cricket: Pepsi Double-Wicket Tournament, Coin Tribute to Sachin Tendulkar, and All India Interschools Tournament.
- Tennis: Standard Chartered summer classic Tennis, NEC World youth cup, and ATP challenger Series.

- Squash: Thunderdome and Ceiling Camera, Men's World Championship In Doha, and Men's Mahindra International.
- Horse Racing: Thirteen R1 classics, Ramsey Connection.
- P1- powerboat – P1 Panther Boat, Teams and Crew, Course on water.

Client



Strategies



The company focuses on starting initiatives with other companies as a part of its growth strategy. For instance, BTFL is a joint initiative of Procams International and the GoSports Foundation that focuses on recognizing, reinforcing, and rewarding people who have created a positive impact on society using the medium of Sport.

- Through the Beyond the Finish Line, Procams, and GoSports Foundation strive to recognize important landmarks achieved in sporting events by bringing untold, character-defining stories to the public domain.
- Moreover, the company hosts Beyond The Finish Line (BTFL) every year before the following major runs - the Tata Mumbai Marathon (TMM), the Airtel Delhi Half Marathon (ADHM), Tata Steel Kolkata 25K, and the TCS World 10K in Bengaluru. Procams has worked with several organizations to create meaningful and lasting partnerships between brands.
- Further, the company focuses on hosting innovative events, such as “Sunfeast India Run as One”, a virtual movement that started on the Independence Day of India. It was initiated to support lost livelihoods due to the coronavirus pandemic.

7.11.2 Events

PROCAM SLAM 2022 - One of a kind running program where exceptional amateur runners get recognized and rewarded for their dedication and hard work in all Procama International promoted running events.

Participated In	Completed Category	To Participate into complete slam cycle		
TATA Mumbai Marathon 2020	Marathon	TMM 2023 - 10Km or TCS World 10K 2022 - 10Km	Delhi Half Marathon 2022 - Half Marathon	TATA Steel Kolkata 25K - 25Km in Dec 22
TATA Steel Kolkata 25K 2019	25 Km	TMM 2023 - 10Km or TCS World 10K 2022 - 10Km	Delhi Half Marathon 2022 - Half Marathon	TATA Steel Kolkata 25K - 25Km in Dec 22
TATA Mumbai Marathon 2020	Marathon			
Delhi Half Marathon 2019	Half Marathon	TMM 2023 - 10Km or TCS World 10K 2022 - 10Km or Delhi Half Marathon 2022 - 10Km	Delhi Half Marathon 2022 - Half Marathon	TATA Steel Kolkata 25K - 25Km in Dec 22
TATA Steel Kolkata 25K 2019	25 Km			
TATA Mumbai Marathon 2020	Marathon			

7.11.3 SWOT Analysis

 <p>STRENGTHS</p> <ul style="list-style-type: none">• The company has a wide range of portfolios and conducts a wide range of sports and events throughout India, such as running, cricket, tennis, squash, horse racing, and P1 powerboat.• Also, the company created the Buddy Race Program to collaborate with existing running properties from different parts of the country and work together to enhance aspects like sponsorships, communication, strategic planning, philanthropy, runner experience, technology enablement, and various other avenues.	 <p>WEAKNESSES</p> <ul style="list-style-type: none">• The company is only conducting and organizing events related to sports which can hamper its growth, as its competitors are focusing on various events, exhibitions, activations, and publications.
 <p>OPPORTUNITIES</p> <ul style="list-style-type: none">• With the agility, creativity, and digital expertise, unlike its competitors, Procam Running is conducting and promoting various unique events, such as squash, horse racing, and P1 powerboat, which can attract more customers and drive the growth of the company.• Further, the company aims to unlock games-based educational opportunities with the help of events and exhibitions and improve local communities' vitality and resilience.	 <p>THREATS</p> <ul style="list-style-type: none">• The company faces intense competition across its market segments. The company's competitors range from large, diversified businesses to smaller companies specializing in niche products and services.

7.12 PEGASUS EVENTS PVT LTD

7.12.1 Overview



Founded

2005

Contact

+91-85304 73332

Headquarters

Mumbai, Maharashtra, India

Website

<http://pegasusevents.in/>

Global Overview

- Pegasus Events Pvt. Ltd is one of India's most prestigious "Corporate" event management firms, delivering and managing successful events, meetings, and conferences throughout India, Southeast Asia, and the Middle East.
- The organization catered to corporate events (Conference and Seminar Management, Award Ceremonies, HR Initiatives, etc.) and various Live Events and Personal Celebrations. Despite its focus on the corporate market, Pegasus gives similar attention to weddings and other personal occasions. Originality and imagination are incorporated into some of the most inspiring, unique, and exciting celebrations. It has a vast vendor network of hotels and partners that allow the company to serve its clients with the best and most cost-effective event services possible.

Core Business Segment

- Virtual Event Services
- Event Conceptualization
- Event Video Production
- Event Production
- Event Management
- Corporate Gifting Services
- Private Exhibitions Events

7.12.2 Services and Strategies

Services

- Virtual Event Services: The company offers a virtual event service environment that includes effective landing pages, branded virtual lobby area, branded exhibition area, branded auditorium, product information with live chat capabilities, video integration, encrypted

security for client's company data, live speaker integrations and presentations. Through its Ting Tong Marketing partner, the organization creates a complete event setting that replicates the feeling of attending a physical event.



- **Event Conceptualization:** Clients can use the company's services to build concept-based event experiences. Pegasus collaborates with top experiential designers and tech experts to create specific features that help clients take their events to the next level.
- **Event Video Production: Video Production Services for Events** The company may assist in the creation of a film of the event that the customer is organizing, which can be a crucial differentiator in terms of post-event marketing and interactions.
- **Event Production:** The company provides Stage Fabrication, AV Rentals, Sound, Lights, and other ancillaries as part of this service. Pegasus places a premium on the quality of the finish, focusing on design uniformity and flawless event implementation.
- **Event Management:** The organization does everything from event flow planning through console and guest management, backstage management, artist management, and any additional needs from clients.
- **Corporate Gifting Services:** The company's custom branding solutions assist clients in branding any item they desire. Pegasus offers discounted prices for orders of more than 100 pieces.
- **Private Exhibitions Events:** Pegasus managed this event for an auto-ancillary products company from start to finish at three separate locations in three different cities. High-profile invite-only exhibitions put up exclusive exhibition events with the goal of sales conversion and product demonstrations. The company's services encompass everything from tent structure design to set-up and logistics to event execution.

Strategies



- Pegasus identifies major emphasis areas for each event they prepare and consults with customers on what works best and how they can get the most out of their investment. The company has a two-pronged approach.
 - The company recommends what they believe would be the best fit for the client company's needs.
 - Pegasus makes every effort to do so in a cost-effective and budget-conscious manner.
- Pegasus understands that time management and saving money is of high priority. Wherever possible, they self-perform in some parts of the country. In areas where that's not an option or for certain types of portfolios service, they leverage their buying power and a nationwide network of vendors to offer cost savings.
- Further, the company majorly focuses on event production services, like audio and video services, and many more. It is constantly upgrading its avenues to cater to the customers' needs and provide quality service to increase its market visibility. Also, the company's corporate events have huge portfolios, including conferences, award ceremonies, product launches, parties, roadshows, and press meets.
- According to the 2019 report of the company, they have organized 45 corporate events, 78 corporate events consultations they have done, 123 clients, and 30 employees.

7.12.3 SWOT Analysis

 <p>STRENGTHS</p> <ul style="list-style-type: none">• The company has successfully leveraged technology to reach sustainability goals and drive innovation with a positive impact. Also, its emphasis on moving toward digitalization is expected to benefit significantly.• Further, the company commands strong brand recognition globally, owing to which multi-national corporations and affiliates operating in the country may opt for its services.	 <p>WEAKNESSES</p> <ul style="list-style-type: none">• The company is mainly confined to a few countries. Thus, though having a vast portfolio, the company is unable to expand its service base. Its primary business is generated from retained customer contracts.
 <p>OPPORTUNITIES</p> <ul style="list-style-type: none">• The implementation of new technology like augmented reality allows the company to practice a differentiated pricing strategy in the new market. It will enable the firm to maintain its loyal customers with excellent service and lure new customers through other value-oriented propositions.• To attract more customers, the company can also add more platform-based customized event solutions and exhibition services.	 <p>THREATS</p> <ul style="list-style-type: none">• The company is subjected to business continuity risks arising from global disruptions, like natural disasters, IT outages, cyberattacks, pandemics, terror, power disruptions, etc., which may challenge or impact the availability of people and processes, technology, and infrastructure.

7.13 ONLY MUCH LOUDER (OML)

7.13.1 Overview



Founded	2002
Contact	+91-22-65560893
Headquarters	Mumbai, Maharashtra, India
Website	http://oml.in/

Global Overview

- The company is Indian artist management, event management company, and content production house co-founded by Vijay Nair and Girish "Bobby" Talwar in Mumbai.
- The company has its presence in more than 26 countries and has established a global network of partners to produce content in 16 languages.

- The company produces live events -music, comedy—alongside digital and TV content. It manages a roster of artists, which includes comedians and musicians.
- The company has booked, promoted, and curated thousands of shows in various venues across India. OML also booked Indian tours for Russell Peters, Bill Burr, Enrique Iglesias, Mumford & Sons, and other musicians and comedians.

Core Business Segment

- Exhibitions
- Events
- Comedy Series
- Trending Campaigns
- Scripted and Unscripted shows for OTT

7.13.2 Services and Strategies

Services

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

Events

- 5-star ke Lolstars:
 - OML partnered with 5 Star with the aspiration to make the brand synonymous with comedy as a genre. The solution to this involved providing an experience, influencing the audience, and creating content. This resulted in the creation of “5 Star ke Lolstars” – a collaboration between 5 Star and over 30 top Indian comedians.

- A summer's day with Norah Jones:
 - A Summer's Day Festival was headlined by Grammy award-winning singer-songwriter, Norah Jones, and was supported by American guitar and singer-songwriter, Matthew Stephen Ward, popularly known as M.Ward. Norah Jones and M.Ward were joined by a line-up of some of the finest Indian music artists.
- Adidas originals Collision:
 - Adidas Originals Collision is a project that brings together some of the most exciting talents in contemporary urban street culture. These Collisions will take place around the country, putting the spotlight on fresh young b-boys, exciting graffiti artists, BMX and board sports enthusiasts, DJs, and bands. adidas Originals Collision will see b-boying battles, skateboarding and BMX showcase, live graffiti.
- BACARDI NH7 Weekender:
 - OML conceptualized and launched BACARDI NH7 Weekender in 2010 – a multi-stage multi-genre music festival in Pune to give a platform to the indie music community – for performance and discovery. Over 10 years the festival has grown in size, scale, and production as it traveled to multiple cities, hosted an increasing audience every year, and featured acts from all over the country and the world. However, the music festival was sold to one of the esports company called NODWIN Gaming in 2021.

Strategies



- To extend the reach and impact, OML took Bingo Comedy Adda, the brand's marquee comedy property across multiple cities with the biggest names in comedy. Along with auditorium shows, OML also produced 70+ college shows across 35 cities reaching some of the remotest parts of the country and spreading laughter among students of all ages.
- With a debut in Delhi, EDC India, presented in partnership with OML, marked the next chapter in the festival's continuously growing international expansion, with the biggest electronic music lineup to ever hit the country.
- The company's expansion strategies also included on boarding of new talents. For instance, in 2021, the company added 10 new talents (namely director Anuya Jakatdar, creators Mansi Ugale, Anu Menon and Kartik Kumar, Honey Imm Home, Sharan Nair, Arushi Kapoor, Maya Krishnan, Sriram and chef Harsh Kedia) to the team and booked more than 1100 shows across college and corporate in India. Moreover, the company executed more than 1350 brand deals among their managed talents in India.
- The company also leveraged the growing content industry with unscripted series on Comedy Premium League, Netflix and released season 2 of One Mic Stand on Amazon Prime Video and shot 900 minutes worth the content in 2021 alone.
- In January 2021, the company shot Comedy Premium League with 16 comic talents of India in just 15 days and also held 4-standup specials from artists like Gaurav Gupta, Sumaira Shaikh and Sumith Sourav.

Partners



Source: Respective Company's Website

Goals for 2022

- Financial performance until 2021 and goals for 2022:
 - In 2021, the company accounted revenues of INR 175 crores and India alone contributed to INR 106 crores.
 - According to the Managing Director of OML, India has contributed to INR 65 crores from branded content business.
 - During pre-pandemic period, the OML claimed that 70% of its total revenue came from content which includes both, branded content and studio business and over-the-top (OTT) shows while 30% of its overall revenue was contributed by live entertainment that included OML owned IPs such as NH7 Weekender and brand owned IPs such as YouTube Fan Fest.
 - Moreover, the company aims to earn INR 100 crore turnover only from Indian market by the end of Financial year 2022. To do so the company has constantly been partnering with clients such as Red Bull, Bacardi, Bumble, Levi's, Flipkart, upGrad and Amazon in India to create branded content with content creators across digital platforms and social media.

- **OML comedy pit stop - 2022**
 - Destination: Mumbai, Bangalore, Chennai, Hyderabad, Ahmedabad, Vadodara, Chandigarh
 - Comedy – Sapan Verma Live – May 13, 2022- INR 499
 - Crowd Work By Rahul – May 13, 2022- INR 799
 - Ek Hasenna Thi – Standup Comedy by Anshu Mor – May 14, 2022- INR 499
 - Full Enjoy – Standup Comedy by Devesh Dixit – May 20, 2022- INR 499
 - Sonali Thakker Live – May 21, 2022- INR 299

7.13.3 SWOT Analysis

 STRENGTHS	 WEAKNESSES
 OPPORTUNITIES <ul style="list-style-type: none">• The company is offering a wide range of events and services and it has a strong global presence in more than 20 countries which gives it a broad customer base, strong operational background, and a bold brand image.• The company has over 500 hours of original content and even though based in India the company has network of storytellers, comedians, writers and directors from across Africa, Middle East, Europe and Russia. The company's global network marks the biggest strength and provides competitive edge over other stakeholders in the market.	 THREATS <ul style="list-style-type: none">• The company has been facing serious employee allegations based on the history of misconduct on different levels according to the article published by rolling stone in 2021 and artists have been reluctant to perform at Bacardi NH7 weekender which is one of the primary events for the company's revenue generation. Such instance has hampered the company image in in events industry and impacts greatly on future events.• Moreover, the company sold the music event to esports company NODWIN Gaming. This further weakens the company's performance in the events industry. <ul style="list-style-type: none">• The company is exposed to currency fluctuations in foreign exchange rates. The company reports financials in the USD, and therefore, its revenue is exposed to the volatility of USD against other functional currencies.• The looming pandemic is another threat for the company offline event organization.

- In digital events scenario, the challenge of strong network and glitches in the internet connection poses a threat to the company's digital events business.

7.14 HOSTINDIA EVENTS

7.14.1 Overview



Founded	2010
Contact	+91 9945400826
Events	60 Towns (Cluster Specific Events)
Headquarters	Mumbai, Maharashtra, India
Website	https://hostindiaevents.com/

Global Overview

- With 20 years of history and exposure to 1000s of large-scale Indian and international trade shows and conferences, HostIndia holds the position of exhibition specialist and corporate conference and event management professional.

- Further, HostIndia Events' exposure to the events of many industries, such as IT, media, health care, and corporate, and gone a significant way, helping the service quality benchmark.
- The company's exhibition management and conference management services include end-to-end exhibition show management, trade show management, and end-to-end conference and convention planning.
- Further, the company support services include participation in exhibitions and conferences support, design, and construction of a stall.

Core Business Segment

- Events and Meetings Management
- Audience Acquisition and Lead Generation
- Exhibition and Conference Management
- Experiential Marketing and Activations
- Creative Direct Mailers and Corporate gifts
- Registration Management and Events Manpower

7.14.2 Services and Strategies

Services

- **Exhibition:**
 - The company's Exhibition Management and Conference Management Services include:
 - End to End Trade Show Management and Exhibition Show Management
 - End to End Conference and Convention Management
 - End to End Events and Meetings Management
 - The company's partial support services include:
 - Exhibition and Conference Participation Support.
 - Stall/Booth Designing and Fabrication
 - Visitor Foot Fall Drive/Promotion
 - Paid Delegate/ Audience acquisition
 - Visitor footfall drive/promotion and Visitor engagement for Stalls/Booths
- **Events Services under Events and Meetings Management:**
 - Product Launches, Brand Launches
 - Partner Meets, Dealer Meets, and Sales Kickoffs

- Strategy Meets and Business Review Meetings
- Customer Meets and User Meets
- Seminars, Road shows, and Round Tables
- Day-out Events and Destination Events
- Corporate Cricket and Sports Event Management
- Quiz Shows and Fashion Shows Management
- Walkathons and Cyclothons
- Theme events and Team building Events
- Annual Days, Awards, and Celebration Events
- Conferences, Exhibitions, and Tradeshow Management

Strategies



- The HostIndia Team is responsible for event planning, strategy, and execution, and further, the company aims to capitalize market with various services that include product launches, brand launches, partner meets, dealer meets, seminars, roadshows and round tables, sports event management, quiz shows, and fashion shows management and theme events and teambuilding events. Further, the company aims to strengthen business with various trade shows. For instance, HostIndia was appointed as the show manager for the first India edition of the Denim and Jeans Business-to-Business trade show.
- Similarly, HostIndia was appointed as the event manager for ELCRAMA 2014 to manage the campaign for exhibitors and deployed Senior Event Management professionals, Elecrama Registration Management staff, and VIP Transportation support.
- Moreover, Shell scheme booths were conceptualized, designed, and built by HostIndia Events using MS channels, Mesh like Fabric, and MDF panel walls. The kiosks featured New Style Facia, in-built hangars for the denim display, Shelves, and large tables designed and manufactured. The highlight of the event was a Designer Trend wall that displayed all the new denim trends. There were also some new branding and signage. Exhibitors were also given individual display shelves, A-hangars, and branding assistance.
- HostIndia handles various aspects of events, from venue coordination to vendor management to security to comprehensive infrastructure and branding to conference AV setup and management.

Case Study:

Case Study 1: Denim and Jeans Business to Business trade show

- HostIndia was appointed as the show manager to conceptualize, design, and manufacture stalls for the shell schemes. The company ideated to create an MS stall that could bear the weight of the Hangars that hold 100s of denim on display.
- The company designed and created Shell scheme booths using MS channels, Mesh like Fabric, and MDF panel walls. In addition, the booths had New Style Facia, in-built hangars for the denim display, and shelves and large tables that were designed and produced as well.
- The company also designed a Designer Trend wall that displayed all the new trends in denim with brandings and signages. Further, exhibitors were also provided with individual display shelves, manufactured A-hangars, and branding support.
- Further, the company took care of Venue coordination, vendor management, security, complete infrastructure, branding, and Conference AV Set up and management.

Case Study 2: Michael Dell Event

- DELL aspires to transition from a well-known PC or hardware manufacturer to a Technology Solutions provider for businesses. HostIndia conceptualized, designed, and carried out Dell's participation in the Interop Exhibition in Mumbai.
- The designer booth, which drew attention and quality visitors, featured multiple presentation areas for each of Dell's solutions. From the booth, the Dell presenters addressed separate groups of visitors at the same time.

- Dell Hardware/Servers were also on display in the Interop Stall. The real challenges of this project were the transportation of the server by road, insurance for the hardware, and a faster design and fabrication of the designer stall. The professionalism and passion for quality displayed by the HostIndia team were appreciated, and the event was a huge success for Dell.

Case Study 3: NASSCOM 10,000 Start-ups

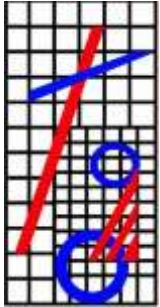
- According to the company's event management team, it managed a high-profile event in Taj Residency, Bangalore, the start-up hub of the country.
- The company had planned the events with a focus on logistics, audiovisuals, set up, décor, and attendee registration, among others. The stage, panel discussion, branding design, and side table arrangements to accommodate about 500 guests from industry and corporates were taken care by the company.

7.14.3 SWOT Analysis

 <p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> • The company’s exhibition management services are offered with various support services. The company provides a wide range of services, including events and meetings management, brand activations, and exhibition and conference management. • Moreover, HostIndia is equipped with the latest software, technical expertise, and expert teams for Delegate Registration management, Pre and Spot registration, and badge-Photo ID printing that’s required for large-scale conferences and exhibitions. Such a significant service offering creates a competitive edge for the company. 	 <p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> • The company’ is over-dependent on a few exhibitions that include trade shows which weakens its growth in the market. As many of the exhibitions across India got canceled or postponed due to the constant lock-down orders from the central and state governments. • The company is highly dependent on exhibitions and tradeshows in tier 1 cities and is hence losing out on opportunities from tier 2 and tier 3 cities in India.
 <p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • The company can leverage its marketplace with strategic acquisitions, which provides numerous opportunities for the company. In addition, the growth in B2B exhibitions and the company exhibitions for various businesses are expected to create significant opportunities for the company. • With the digital environment setting the trend in the modern world, the country could expect different exhibitions across various states for campaigns and new product displays. Therefore, such events are expected to drive more opportunities for the company. 	 <p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • The company faces competition from prominent players such as 70 EMG , TAFCON Projects (India) Pvt. Ltd, which can leverage its brand image to capitalize larger share in the studied market, and service innovation by the prominent player will hamper HostIndia’s customer base. • The company focuses on the larger audience and corporate events and has less focus on entertainment events and shows that can pose a threat to the company’s growth in the market. Moreover, many of the company’s competitors, like OML, hosts live events on a digital platform that gains them more customer base.

7.15 TAFCON PROJECTS (INDIA) EVENTS PVT LTD

7.15.1 Overview



Founded

1991

Contact

+91-11-49857777

Headquarters

Delhi, India

Website

<https://tafcon.in/>

Global Overview

- TAFCON is a one-stop solution for organizing international trade shows and conferences. TAFCON is a well-managed firm with over two decades of experience and expertise in organizing international exhibitions and conferences in India and abroad.

- The company is motivated by a desire to see India emerge as a dynamic force in business-friendly trade fairs. The company's goal is to create a trade show culture based on specialization and creative product categories. The company seeks to ensure that trade fairs adhere to a code of conduct that ensures a level playing field for all participants.
- TAFCON aspires to be a tool for propelling India to new heights. As a result, it serves as a catalyst for technology transfer and the development of inter and intra-regional trade.

Event Organized on Sectors

- Mining and Mining Machinery
- Minerals, Metals, Metallurgy, and Materials
- Material Engineering Technology (Defense, Transport, and Energy)
- Heat Treatment
- Foundry
- Manufacturing
- Packaging and Allied Industry
- Surface Engineering and Paints and Coatings
- Printing and Allied Industry
- Travel and Tourism
- Climate Change
- Pulp, Paper, and Allied Industry
- Environment
- Construction Technologies and Equipment

- Concrete Technology and Machinery
- Medical and Healthcare
- Building Materials

7.15.2 Services and Strategies

Services

TAFCON organize specialized and niche technical conferences on current issues. The company has organized numerous international exhibitions in India and abroad on a variety of topics, including:

- Mining and Minerals
- Metals and Materials
- Defense
- Heat Treatment
- Foundry
- Manufacturing
- Surface Engineering
- Paints and Coating
- Packaging and Printing
- Environment
- Paper
- Beauty and Lifestyle
- Tot Teen and Mom
- Education

- Medical and Healthcare
- Poultry, Dairy, and Food Technology
- Travel and Tourism

Strategies



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

Support and Associations

- Ministries
 - Ministry of Petroleum and Natural Gas, GOI
 - Ministry of Power, GOI
 - Ministry of Railways, GOI
 - Ministry of Road Transport and Highways, GOI
 - Ministry of Science and Technology, GOI
 - Ministry of Shipping, GOI
 - Ministry of Steel, GOI
 - Ministry of Tourism, GOI
 - Ministry of Urban Development, GOI
 - Planning Commission, GOI
 - Department of Atomic Energy
 - Directorate Of Education, Government of NCT. of Delhi
 - Ministry of Heavy Industries and Public Enterprises, GOI
 - Higher and Technical Education, Government of Maharashtra

- Associations
 - All India Federation of Master Printers (AIFMP)

- All India Food Processors' Association (AIFPA)
- The Energy and Resources Institute (TERI)
- The Federation of Indian Chambers of Commerce and Industry (FICCI)
- The Indian Institute of Metals (IIM)
- The Indian National Committee of World Mining Congress &
- The Institution of Engineers (India)
- Indian Agro & Recycled Paper Mills Association (IARPMA)
- Indian Association of Tour Operators (IATO)
- Indian Concrete Institute (ICI)
- Indian Council for Research and International Economic Relations
- Indian Institute of Mineral Engineers (IIME)
- Indian Institution of Packaging (IIP)

- Trade Association
 - Indian Exhibition Industry Association
 - Indo-French Chamber of Commerce and Industry
 - Indo-German Chamber of Commerce
 - Indo-Italian Chamber of Commerce
 - Indo-Polish Chamber of Commerce and Industry

Recent and Forthcoming Exhibitions

Date	Event Description	Hours and Location
April 4-7, 2022	9th IME 2022 - International Mining, Equipment, Minerals and Metals Exhibition	1000 Hrs.-1800 Hrs, EcoPark, Rajarhat, Kolkata, West Bengal, India
November 2-4, 2022	<p>4th MET 2022 - Material Engineering Technology Expo</p> <ul style="list-style-type: none"> • MET will showcase the latest and key developments in Materials, their Engineering and Technologies. • MET exhibition floor is exhibited foster face to face interactions, hands on experiences and high-level networking. • MET will see participation from Defense other Government Organizations, PSUs, Corporates, MSMEs and R&D sector 	1000 Hrs.-1800 Hrs, Bombay Exhibition Centre, Mumbai, Maharashtra, India
November 2-4, 2022	<p>14th HTS 2022 - Heat Treat Show</p> <ul style="list-style-type: none"> • The Exhibition will be a 3 day showcase for displays and launches of the latest Heat Treat Equipments, Technologies and Services. 	1000 Hrs.-1800 Hrs, Bombay Exhibition Centre, Mumbai, Maharashtra, India

Source: Tafcon

7.15.3 SWOT Analysis

 <p>STRENGTHS</p> <ul style="list-style-type: none">• The company is being supported by 22 Ministries of India for organizing exhibitions for different international events and collaborating with 51 associations around the world. The company is also a member of seven trade associations.• The company has six decades of experience in multi-disciplinary skills for Trade Fair conceptualization and management. The company also supports Central and State Government Ministries and others for the various international events organized. This gives an edge over other stakeholders in the market.	 <p>WEAKNESSES</p> <ul style="list-style-type: none">• The company's business is mostly related to government activities, which might concern the upcoming elections. It might disrupt ties and affect the company's revenue.• The company is widely dependent on India for revenue generation as a slight change in the currency fluctuations might affect the international collaborations and increase the operational cost.
 <p>OPPORTUNITIES</p> <ul style="list-style-type: none">• The increase in the usage of technology, with new developments in different fields, will drive the market to organize several conferences between different nations, boosting the company to expand its services and increase its global footprint.• The company's focus on industrial and educational event organizations offers more opportunities in industrial gathering sectors rather than vendors catering to corporate and entertainment sectors.	 <p>THREATS</p> <ul style="list-style-type: none">• The company faces intense competition in all the business areas in which it operates. The competitive factors include the technology, performance, price, quality, reliability, brand, reputation, and range of service offerings.• The pandemic has been the biggest threat for the company as many of the industrial activities were postponed or dissolved due to the lockdown imposed for the benefit of the country's economy. This has majorly threatened the company's revenue growth.

7.16 70 EVENT MEDIA GROUP

7.16.1 Overview



Founded	1996
Contact	+91 (0) 124 4528 400
Branded Events	332
Headquarters	Mumbai, Maharashtra, India
Website	https://www.seventyemg.com/

Global Overview

- 70 EMG is one of India's leading special event agencies and one of the most prominent festival organizers in Mumbai, India.
- The company produces some of the country's best-known Festivals: The Kala Ghoda Arts Festival in Mumbai, which has been running since 2002 and attracts over 650,00 visitors each year, and the AAAI Goa Fest, South Asia's answer to the Cannes Lions Advertising Festival has been running since 2007.

- The Seventy Event Media Group has been the driving force behind some of the most important corporate, institutional, and private events in India, Asia, and Europe.
- It is known for putting on some of the world's most prestigious, sophisticated, inventive, and unforgettable events for global brands and personalities.

Events Organized in Sectors

- Awards
- FMCG
- Luxury
- Retail
- Mobile
- Fashion
- Auto
- Digital
- Exhibition
- Customer Engagement
- Government and Institutional
- Weddings
- Athleisure
- NGOS and Causes
- Festivals and IPS
- Media and Influencer Activation

7.16.2 Services and Strategies

Services

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





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

Strategies



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

7.16.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company has more than two decades of expertise in the event management industry, expanding its offerings in event and exhibition services.• The company has in-house 2D and 3D designers who will provide the portfolio of the design according to the customer requirements, which will significantly reduce the operational cost of the event and increase the brand image of the client's company.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• 70 EMG is significantly dependent on its suppliers and contract providers for certain components. Due to its outsourced component strategy, 70EMG has limited control on the delivery schedules and has suffered component shortages due to deployment issues.• 70 EMG business size can make it slower to react to the customer's needs and wants, as well as to the industry's fluctuations.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• In terms of brands, any marketing strategy now includes the necessity for event management as well. These events can be used to combine direct or indirect marketing. Companies might host a large-scale event to debut a product, advertise it, or celebrate its success. This will create a wide scope for the company to grow.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The risk of cybercrime has increased dramatically as a result of remote working. With more individuals working from home and relying on ISPs and VPNs, cybersecurity has become a significant concern for everyone. The number of phishing campaigns, malware, and espionage has increased dramatically in recent months. Event management should raise its technology's risk threshold during virtual events to protect clients' company's safety and reputation.

7.17 SHOWTIME EVENT

7.17.1 Overview



Founded	1997
Contact	+91 - 98710 09325
Projects Completed	5,300
Headquarters	Delhi, India
Website	https://www.showtimeevent.com/

Global Overview

- Showtime Event is a prominent exhibition event organizing company that is actively involved in all aspects of event organization. The company operates in Delhi, Gurgaon, Noida, and Faridabad.
- Showtime Events is known for providing prompt and dependable services in all types of event organizations, such as parties, weddings, and corporate events.
- Showtime handles corporate events, such as conferences, exhibitions, fashion shows, and seminars. A dedicated team handles all corporate events.
- Further, the company takes responsibility for everything in the corporate event for an enhanced experience. Some of the Showtime services include Roadshows, Product launches, Dealer/retailer meet, Brand Promotions, and Entertainment.

CORE BUSINESS SEGMENT

- Wedding Planners
- Corporate Event Organizer
- Wedding Organizers
- Corporate Event Planners
- Wedding Decorators
- Party Planners
- Party Organizers
- Event Planners

- Conference Event Planners
- Conference Event Organizers

7.17.2 Services and Strategies

Services

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

- **Corporate Events** - The company's corporate exhibition event services are mostly organized for branding and other important business purposes. The services include Seminars, Conferences, Product Launch Events, Team Building Events, Trade Shows, Corporate Dinners, and Award Distribution Functions.

Strategies



- The company strategically uses technical staff and implementation abilities and extensive knowledge of its consumer base and the individual niche markets in which it works to gain profitable new business. To fuel development, they have consistently been identifying and developing new exhibition event services in Gurgaon, Noida, and Delhi.
- Further, The company leveraged its significant position in Gurgaon, Noida, and Delhi for Portable Exhibition stalls, Auto Show Organization, and Trade Fairs Organization. With significant offerings, the company can handle and plan any exhibition event ranging from small or large-scale.
- Additionally, the company's revenues are built on close collaboration with the customers in long-term exhibition event projects in many end-user industries. Its services are embedded across various channels, including Fashion Shows, IT Fairs, Trade Fairs, and Brand Activation. Therefore, it generates stable revenues for extended channels without any significant sales efforts.

- Furthermore, the company has aligned its R&D resources toward developing innovative services to ensure the services stand out among its competitors. For instance, the company extended its services that include services for all types of requirements for an exhibition, such as lights, sound, fabrication, and furniture

7.17.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company's exhibition event services offer various services catering to Fashion Shows, IT Fairs, Trade Fairs, and Brand Activation. It is also focused on expanding its portfolio globally, enabling active revenue streams.• Further, as a long-standing player in top event management companies, the expertise has earned a place as a well-recognized prominent provider. This quality stems from a consistent effort to re-invent and re-innovate each event, making the company different from other market vendors.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company has a limited scale of business operations compared to other vendors operating in the same industry, including India Exposition Mart Limited. The company lacks its presence in Banking and foreign exchange services, as well as security and IT managed services. Lack of service diversification could hamper the company revenue.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company is committed to serving various end-users in accordance with their preferences, budget, and needs. Moreover, everything is planned based on the type of event or program, which leverages increased opportunities for the company.• Further, Showtime event's comprehensive approach and in-depth knowledge of local markets and vendors enabled it to produce successful events and exhibitions while providing excellent value to clients. Such strategic moves are expected to create more opportunities for the company.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The company services face high competition from rapidly changing market conditions, frequent introduction of new services, and enhancements by various other market vendors. Further, showtime event must continually develop and innovate services, considering the significant competition in the market.

7.18 OXYGEN ENTERTAINMENT

7.18.1 Overview



Founded

2011

Contact

+91-9870089891

Headquarters

Mumbai, Maharashtra, India

Website

<http://oxygenent.com/>

Global Overview

- Oxygen entertainment is a well-established event management organization founded in 2011 and headquartered in Mumbai. The company believes in recreating the magic with its events to transform and inspire audience loyalties toward its customer's brand. Oxygen

focuses on delivering focused and turn-key solutions, ranging from brand strategy and content development to creative, design, and production.

- The company has a bright team of professional event planners, set designers, graphic designer artists, and production and technical experts. They only work with reliable vendors and specialists, who are leaders at pushing the envelope. Oxygen specializes in planning innovation events in intricate detail before project execution to minimize any chance of mistake.

Corporate Business

- Corporate Events
- Entertainment Events
- Sports Events

7.18.2 Services and Strategies

Services

- Events and Exhibitions
 - The company provides the following solutions: Brand Consultancy, Marketing alliances, Event Conceptualization, Production and Execution, Event Publicity and Promotion, Conference Management and Implementation, Corporate Communication, and Wedding Management.
 - Corporate Events – The company has been a part of some of the well-known corporate events, including TCS 50 experience energy by TCS and TCS Blitz by TCS, CONNECT 2019 by TCS,

- Entertainment Events – The company is a part of various entertainment events, including Film Fare awards, YouTube Fanfest, Femina Style DIVA, Film Fare Glamour and Style awards, and Yashraj Films.
- Sports Events – The company is a part of various entertainment events that include Pepsi IPL, FIFA World Cup Brazil, and TATA Mumbai Marathon.

Strategies



- The company focuses on having long-term strategic relationships with its customers. The company has organized and been a part of some of the big events of Tata Consultancy services from 2016 to 2019.
- The company focuses on expanding its services to the entertainment, corporate, and sports sectors by partnering with companies such as Google, TATA, and Audi and working closely for IPL and FIFA World cup.
- The company focuses on providing customized events packages for its customers at lower prices to drive the attention of various organizations and retain existing customers, thereby having long-term relationships with some of the well-known tech giants and entertainment companies.

- As a part of its growth strategy, the company positioned itself to take on projects across multiple platforms that require detailed planning and logistics. The company now focuses on planning innovative events in intricate detail before the project execution. The company is currently focusing on large scale events across multiple cities and international destinations.

7.18.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company offers a portfolio of entertainment, corporate, and sports events. Moreover, Oxygen entertainment is leveraging a strong competitive position in the market, with various clients including Tata consultancy services, Google, Unilever, YouTube, info-media 18, Peninsula, Sula, Yashraj entertainments, Architectural Digest, and Sony Entertainments.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• As the company is relatively newer to this business, with limited financial backing, the availability of limited resources might negatively impact the growth of the company in the longer run.• The limited service offered by the company can be considered a weakness compared to other competitors with larger financial backup and broader services portfolios.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• The company works with some of the large organizations and has been able to build long-term relationships with these customers, which is likely to boost the growth of the company.• The company's strategy of providing customized packages at lower prices is likely to drive customer attraction toward the company.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The presence of several companies offering similar services can negatively affect the company's business if the company is unable to offer distinctive and innovative events and exhibitions.• A sudden surge in new entrants into the market with new bundled packages for the services in the market is expected to challenge the company's growth in the region.

7.19 VAJRA EVENTS

7.19.1 Overview



Founded	2012
Contact	9248755551
Headquarters	Hyderabad, Telangana, India
Website	http://vajraevents.com/

Global Overview

- Vajra Events is a Hyderabad-based event management firm, with a pan-India network. The company began with weddings, and later, it expanded to business events, audio launches, and brand promotions.
- The company focuses primarily on weddings and receptions, corporate events, MICE, celebrity management, and entertainment.

- Vajra Events specializes in weddings and other special occasions. The company's event process consists of taking a detailed brief from the client, generating ideas based on the final objective, concept development, identification of task, and then, finalizing checklist, event coordination, execution, evaluation, and client feedback.

BUSINESS SEGMENT

- Weddings and Reception
- Corporate Events
- MICE
- Celebrity Management
- Entertainment.
- Birthday Parties
- Exhibits
- Trade Events
- Award Celebrations
- School and College Fests
- Celebrity Management
- Fashion Shows

7.19.2 Services and Strategies

Services





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

Strategies



- The company focuses primarily on transforming spaces and creating genuinely unique events. The company organizes events by providing insights into the size of the events and assists in determining the best strategies for its clients.
- The company follows its strategy of working with a small number of world-class enterprises, to provide the highest quality of service to each one of them.
- As part of its growth strategy, the company is strictly focused on delivering specialized customized, flexible, and scalable services to meet the customer needs of a few big corporations in the region.
- Placing its client at the center, the company stated in its growth plan that it always ensures to comprehend the value and significance of every occasion, to make it even more memorable, for various events ranging from destination weddings to themed events.
- Some of the company's clients include Ola TMR Group, Golden Sun Technology, Southern Travels, Palm Meadows, 91.1FM Radio City, ACT Fibernet, Cellbay, Kalpataru, Northstar, NTV, Prasads Entertainment, Telangana Tourism, Taj Deccan, Aditya Music, Cell Point, Sakshi Group, Brigade Group, and Mobikwik.

7.19.3 SWOT Analysis

 <p>STRENGTHS</p> <ul style="list-style-type: none">• The company provides in-depth and well-organized consulting services for any event. The services can be designed to cater to each client's specific needs and aggregated with multiple services. This gives the company a competitive edge in the market.	 <p>WEAKNESSES</p> <ul style="list-style-type: none">• The company is highly focused in Hyderabad city, and most of its clients are from the city. It does not have much publicity in other regions in India. This can hamper its growth when compared to other vendors in the market.
 <p>OPPORTUNITIES</p> <ul style="list-style-type: none">• Due to the pandemic, virtual events can have a global reach and bring together many people with a simple click. On the other hand, in-person activities are limited to the radius of an event site. The company can expand its services by offering different modules. Moving to digital and virtual events can provide the company with further growth opportunities in the foreseeable future.	 <p>THREATS</p> <ul style="list-style-type: none">• The company faces significant competition in the market, in terms of presence, brand image, stronger clientele network, conducting large-scale events, etc. Its inability to compete effectively with other vendors in the market could affect its position and customer base.

7.20 ABEC LIMITED

7.20.1 Overview



Founded	1993
Contact	(+91) 22-4286 3900
Headquarters	Mumbai, Maharashtra, India
Website	https://www.abec.asia/

Global Overview

- ABEC hosts various trade shows for different segments, such as building materials, design and architecture, oil, gas and energy, education, lifestyle, hospitality, travel and tourism, real estate, and security and protection.

- The company specializes in conceptualizing over 70 shows across ten verticals in over 19 major cities Pan-India and is the pioneer in the Indian trade exhibition and conference market, propelling businesses for over two decades by creating unique platforms, where a company can connect with the local and global enterprises of every stature, to generate better business avenues.
- The company has successfully handled multiple verticals and hosted "ACETECH" - Asia's largest and the world's 3rd largest infrastructure and architecture show.

EVENTS FOR INDUSTRY VERTICALS

- **Building and Infrastructure**
- **Lifestyle**
- **Health and Fitness**
- **Security and Protection**
- **Travel and Tourism**
- **Oil Gas and Energy**
- **Real Estate**

7.20.2 Services and Strategies

Services

- The company manages and hosts a variety of trade shows, conferences, activations, roadshows, and other digital events.
- ABEC has managed the following events for some of the following listed industries:

- Architecture and build: Acetech, Roof India, Floor India, Onestop, etc.
- Real Estate: Property Expo, Real Estate Investment Forum, etc.
- Education: Education Boutique, Career Opportunities Expo, etc.
- Security and Fire Safety: Secutech India, SSIC, etc.
- Paper: Paperex, Tissueex, etc.
- Travel: IITT Connect, etc.
- Music and Light: Palm Expo, A V Install, etc.
- Metals and Minerals: World of Metals, etc.
- Booth Fabrication: Media 11
- Lifestyle: Glamour, Glitter, Shagun, etc.
- Oil and Gas: IORS, Renewable Energy Summit, etc.
- Industrial Tools and Automation: TechIndia, IMEX Machine Tools Expo, etc.
- Magazine and Publications: A&S India, Pro Sound, etc.

Strategies







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

Upcoming Events

Event	Presented By	Date	Venue
ACE Tech – The Future of Building	The Economic Times	October 14-16, 2022	ACETECH Bengaluru
ACE Tech – The Future of Buildings	The Economic Times	November 10-13, 2022	ACETECH Mumbai
ACE Tech – The Future of Buildings	The Economic Times	December 8-11, 2022	ACETECH Delhi
ACE Tech – The Future of Buildings	The Economic Times	January 20-22, 2022	ACETECH Hyderabad
Glamour – Fine Jewellery Exhibition	Times – Glamour		
Ace Inter face	Interface Translating Vision into Reality	Yet to Be Announced	Yet to Be Announced
ACE LUXE Design show	ACE LUXE		
Glitter – Lifestyle Exhibition	The Times of India		

7.20.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company has successfully organized multiple trade exhibitions with a large foot fall, which proves its ability to manage larger crowds in all major cities in India.• Moreover, the company has a dedicated list of vendors to take charge of event fabrication and logistics.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company has not engaged in any partnership agreements in recent times, in terms of expanding its services.• The company also faces threats from big firms that are adding technologies to their fields of expertise through partnership.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• Poor digital infrastructures may hinder the functioning of the company. The company may invest more in organizing digital events. The COVID-19 pandemic poses a threat to its scheduled events throughout the forecast period.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The rapid development of new technologies used in the event services has brought new competitors to the event market. The company's inability to compete effectively may cause lower-than-expected revenues and earnings.

7.21 MESSE MUENCHEN

7.21.1 Overview



Founded	1964
Contact	+49 89 949-20720
Global Revenue	167.2 M Revenue in EUR FY 2021 (All Segments)
Headquarters	Mumbai, Maharashtra, India

Website<http://www.messe-muenchen.de/>**Global Overview**

- Messe München is one of the leading exhibition organizers worldwide, with more than 50 of its own trade shows for capital goods, consumer goods, and new technologies.
- Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. With a network of associated companies in Europe, Asia, Africa, and South America and around 70 representatives abroad in over 100 countries, Messe München has a global presence.
- With an expansive portfolio spanning across various industries, Messe Muenchen India addresses and caters to numerous sectors, such as pharmaceutical, environmental technologies, processing and packaging, laboratory technology, and others.

Events for Industry Verticals

- Biotechnology
- Electronic components
- Systems and applications
- Electronic production
- Virtual reality
- Bakery and confectionary
- Dispensing technologies
- Beverage and diary Sector

- Solar power manufacturing and construction
- Machinery and vehicles

7.21.2 Services and Strategies

Services

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

- Assistance with visa application
- Travel and accommodation offer for stay during the trade fair

➤ **Press representative services:**





- Assistance with online accreditation
- Invitation to press conferences and presentations of Messe München
- Assistance with visa application
- Travel and accommodation offer for stay during the trade fair

Strategies



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

7.21.3 SWOT Analysis

 <h4>STRENGTHS</h4> <ul style="list-style-type: none">• The company has a solid global presence, which helps it to sustain when a particular region faces catastrophes. Among Messe München's foreign associated companies, only the Chinese and MMI Eurasia generated positive results.• Moreover, Messe Muenchen India has a strong foothold in the exhibition industry in India, which helps it achieve an edge, as the exhibition industry recovers in the country.	 <h4>WEAKNESSES</h4> <ul style="list-style-type: none">• The company recorded a net loss of EUR 78.5 million for 2020, as it was largely affected by the coronavirus pandemic.• This also led the company to reduce the number of employees working for them.
 <h4>OPPORTUNITIES</h4> <ul style="list-style-type: none">• Nearly all events in the first half of 2021 had to be canceled, as in-person trade fairs could only be offered in a digital format. Hence, the company must adapt in order to serve the online format and avoid losing out on digital opportunities in the future.	 <h4>THREATS</h4> <ul style="list-style-type: none">• The ongoing pandemic has already adversely impacted the company, with a slow economy that may hamper the company's overall growth and ongoing initiatives.

7.22 INFORMA

7.22.1 Overview



Founded	1998
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Contact	+44 (0)20 7921 5000
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Global Revenue	1798.7 M
	Revenue in EUR
	FY 2021 (All Segments)

Headquarters	London, United Kingdom
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Website<https://www.informa.com/>**Global Overview**

- Informa is an international intelligence, events, and scholarly research group. It has brands that provide expert knowledge and relevant connections to businesses and professionals working in one of over a dozen specialist markets.
- Through high-quality digital media and content, must-have intelligence and analytics, must-attend in-person and virtual events, engaging online communities and marketplaces, data-driven marketing services, effective networking and partnering platforms, and advanced peer review research, the company helps businesses and professionals learn more about the latest developments in their respective areas, know more about their customers, peers, and competitors, making connections and taking decisions that allow it to grow, progress, and succeed.

Core Business Segment

- Informa Markets
- Informa Connect
- Informa Tech
- Informa Intelligence
- Taylor and Francis

7.22.2 Services and Strategies

Services

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

Strategies





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

Upcoming Events

Event	Date	Venue
RenewX	June 10-11, 2022	Hyderabad, India
Hyderabad Jewellery, Pearl and Gem Fair	June 10-12, 2022	Hyderabad, India
OSH India South	June 17-18, 2022	Chennai, India
Security and Fire expo South India	June 17-18, 2022	Bengaluru, India
Jewellery and Gem	September 10-12, 2022	New Delhi, India
Hi India	September 21-23, 2022	New Delhi, India
ProPak India	September 21-23, 2022	New Delhi, India
Cosmoprof India	October 6-8, 2022	Mumbai, India

7.22.3 SWOT Analysis

 <p>STRENGTHS</p> <ul style="list-style-type: none">• The company has a strong global presence and the support of other business segments that do not rely on the events and entertainment industry. This provides the company with financial security.• The ability to provide support services to various B2B players provides the company with an edge over its competitors.	 <p>WEAKNESSES</p> <ul style="list-style-type: none">• The continuing disruption to our physical events portfolio led to a 15.4% decrease in the statutory revenue to EUR 688.9 million, with the comparator period of six months till June 30, 2020.• The company is only conducting and organizing events related to B2B operations, which can hamper its growth. Its competitors are focusing on various other formats of events, exhibitions, activations, and publications.
 <p>OPPORTUNITIES</p> <ul style="list-style-type: none">• The company's strategy of customizing the event packages depending on its customers' requirements is likely to attract more customers, driving the company's growth.• Moreover, the company is focused on arranging events to collectively boost the Indian and global events industry.	 <p>THREATS</p> <ul style="list-style-type: none">• It is operating in a highly competitive environment, owing to the presence of several exhibition vendors. Moreover, the business of the company may get impacted by a lack of portfolio diversification.• Also, the events and exhibitions industry is struggling to compete with the COVID-19 impact, due to the cancellation of trade shows, which may pose a threat to the company

8 LIST OF INTEGRATED SOLUTION PROVIDERS

8.1 LITMUS MEROFORM EVENTS AND EXHIBITIONS PVT. LTD

8.1.1 Overview



Founded	2000
Contact	+91-120-4082900
Headquarters	Noida, India
Website	https://www.litmusmeroform.com

Global Overview

- Litmus Meroform is a dynamic creative hub focused on delivering user experience through its capabilities in ideation, design, production, and media adoption. Some of the company's recent projects include Make in India, Toyota, Jaguar, and Ford.

- The company has its operations in Delhi, Mumbai, Pune, Bangalore, Chennai, and Dubai. Moreover, the company has also branched out into the field of Signages, Retail Interiors, Sports facility management, apart from Exhibitions and Event Management.
- Moreover, the company has always boosted itself as a niche exhibition support company, enabling its clients to transform their communication into visually appealing through its system architecture and execution standards.

Market Overview

- The networks for the company across the world include the Mero (Germany) group of companies for exhibition technology, Sint group (Italy) for exterior & interior signages, GL Events (France) for Overlay projects for Sports facilities, and IMAG - Munich, Germany for exhibition management.
- Some of the company's clients include Sony, Samsung, Tata, Bosch, Philips, Sleepwell, Siemens, Yamaha, Godrej, Ford, Voltas, Philips, Fiat, Skoda, Jaguar Landrover, Toyota, Maruti, Make in India, Delhi Daredevils, LG, Bharat Benz, and Buddha's Smriti Park in Patna, among others.
- With the ever-growing demand in the experiential marketing field, it is necessary to divert and implant a gateway that can render facilities covering the clients' every demand in a below-the-line division.
- As part of the growth strategy, the company has been focusing on leading its position from the front to have its core ideology that reflects ethics, transparency, and readiness to deliver services par with excellence.

8.2 HITEX EXHIBITION CENTRE

8.2.1 Overview



Founded	2003
Contact	+91 40 2311 2124
Headquarters	Hyderabad, Telangana, India
Website	https://hitex.co.in/

Global Overview

- HITEX (Hyderabad International Trade Expositions Limited) was founded by the State Government in a public-private collaboration with Ace Urban Developers Private Limited, with the goal of creating a facility for organizing and hosting trade shows and events.

- HITEX has hosted over 1,500 national and international trade fairs, events, and exhibitions over the years, as well as organized its own events that have aided in the development of trade and commerce in the state.
- The venue has huge indoor and outdoor areas, with a total of 30,000 sq. m. of paved display area and 52,000 sq. m. of open grounds. It also has amenities, such as Free Wi-Fi, 3,500+ cars parking area, VIP Lounge, Organizer's Office, ATM, Paramedic Center, Food Court, Business Center, and Press Room.

Market Overview

- The company has held prestigious exhibitions in the past, such as Global Ignite 2021, Treda Property Show 2021, Businesswomen Expo 2021, and many more. There is also a long list of upcoming events, such as Public Health Innovation Conclave 2021, RenewX 2021, Furniture Fair 2021, Pharma B2B Expo, Hyderabad Kids Fair 2021, Sports Expo, Food Drinks and Processing Expo 2021, PETEX INDIA 2021, Electric expo, Dairy expo, and Farming Expo.
- The company employs highly skilled and CEM-certified event planners, who specialize in developing and delivering exceptional events. The team will walk the customers through many alternatives for venue selection, facilities, services, and features, in order to ensure that the client's exact event needs are met.
- By imposing commitment, talents, and a high degree of service and professionalism, the company's employees are encouraged to come up with new ideas and use effective process management to provide quality service.

8.3 NAMDHARI EVENTS

8.3.1 Overview



NAMDHARI EVENTS

A Symbol of Commitment & Trust for Over 41 Years

Founded	1980
Contact	+91 98852 72829
Headquarters	Hyderabad, Telangana, India
Website	http://www.namdharievents.in

Global Overview

- Namdhari Group is engaged in the field of advertising, marketing, events, promotions, and exhibitions. The company's approach revolves around working within the estimated budgetary constraints and stipulated time frame as well as in-house fabrication units.

- Namdhari events is renowned for its contribution to the event organizing industry, for work in managing events for companies from various industries, such as, Global Entrepreneurship Summit, Credai Youthcon, 21st National Conference on eGovernance, PERFORMALUX, Poultry Knowledge Day, and India Aviation.
- Some of the company's clients include Novotel, Taj Hotels, Capgemini, Sony, P&G, L&T, ISRO, ISB, and Hyderabad International Airport.

Market Overview

- The company's service offerings include:
 - Corporate events
 - German Tent: The company provides tents for construction sites or outdoor fiestas.
 - Exhibition booths, Trade shows and Exhibitions: The company facilitates innovative styling, along with the ability to portray the brand language, in order to help its clients' projects, stand out in the exhibition.
 - Weddings
 - Tent House: The company has upgraded the service and continues to create tent houses for various occasions, such as social cultural events or a carnival festival by considering the event's theme and vibe.
 - Other supporting services: The company provides generators on-hire that suit the scale of the event and its organization.

8.4 INDIA EXPOSITION MART LTD

8.4.1 Overview



Founded	2006
Contact	120 2328011
Headquarters	New Delhi, India
Website	http://www.indiaexpomart.com

Global Overview

- India Exposition Mart Ltd (IEM) was founded with a goal of maximizing the immense export potential of Indian handicrafts. In 1999, a committee of secretaries, led by the Cabinet Secretary, approved the idea for the establishment of the India Exposition Mart, based on the themes of impending consolidated export centers in Dallas, Atlanta, Los Angeles, Utrecht, the Netherlands, and Shanghai, China.
- This cutting-edge, multi-functional venue, which combines cutting-edge technology with world-class facilities and safety standards, is ideal for hosting international B2B exhibitions, conferences, congresses, product launches, and promotional events, as well as serving as a centralized contact point for the overseas buyers and cottage-based manufacturer exporters.

Market Overview

- The India Expo Center and Mart is located on 58 acres of land and features a blend of Trade Marts, Exhibition & Convention Facilities, Lawn, Business Center, Restaurants, Transportation, and enough parking for over 10,000 automobiles and 100 buses/trucks. It is also well connected to Delhi's major Ring Road via an eight-lane expressway.
- It is the ideal venue for Trade Fairs, Exhibitions, Conferences, and other theme-based international events, because it is air-conditioned and Wi-Fi enabled, and it has well-equipped storage and warehousing facilities as well as a central public address system.
- The company tries to stay updated in multimedia, telecommunications, and in maintaining high-speed internet connectivity, all under one roof, acting as a venue for trade fairs, exhibitions, conferences, and other theme-based international events.
- The company had a long list of upcoming events, such as MEDIA EXPO 2021, LED EXPO 2021, CPHI & P-MEC INDIA 2021, HGH INDIA 2021, FIRE INDIA 2021, and PRINT PACK 2021.

8.5 BOMBAY CONVENTION & EXHIBITION CENTRE (BCEC)

8.5.1 Overview



Founded	1991
Contact	+91 22 66450123
Headquarters	Mumbai, India
Website	https://www.nesco.in

Global Overview

- The BEC is one of India's largest exhibition venues in the private sector, hosting all the Messe's as well as organizers from around the globe. It has emerged as a respected forum that has conducted some of the biggest and most eminent global trade shows in India in the last few years.

- The BEC comprises of 5 halls and a Grande that occupy over 60,000 sq. m of exhibition area. The halls are also centrally air-conditioned, furnished with Wi-Fi, lighting, well-designed ventilation, and strong flooring to withstand even the heaviest of machinery. The venues are centrally located and within a few minutes away from the nearby recreational centers, restaurants, and hotels, therefore, ideal for conducting different types of seminars, conferences, events, and exhibitions.

Market Overview

- The largest BEC hall occupies 19,143 sq. m, making it one of Mumbai's largest exhibition companies in the private domain. The hall has a standard clearance height of 6.75m, with 7 gates that provide easy access and flow to guests and exhibitors.
- Hall 2 is spread across 7378 sq. m.
- Hall 3 is BEC's second largest hall, with a size of 11,799 sq. m.
- Hall 4 is 14m in height which is one of the tallest exhibition centers in Mumbai.
- Grande is a versatile space, well-suited for elegant events, such as AGMs, weddings, corporate events, and parties. It has a size of 2,108 sq. m that can be customized into smaller sizes based on the requirement.
- The company's offerings include exhibition halls, MICE halls, and celebration halls. The BEC has attained historical status in Mumbai, as the ideal location for exhibitions, MICE, trade shows, business displays, events, and entertainment. Some of the upcoming exhibitions include Glascon/IEEE 2021 and India Auto Show 2021.

8.6 BENGALURU INTERNATIONAL EXHIBITION CENTER

8.6.1 Overview



Founded	2007
Contact	+91-8066246600
Headquarters	Bengaluru, Karnataka, India
Website	http://www.biec.in/

Global Overview

- Bangalore International Exhibition Center is India's premier international exhibition-cum-conference facility and the only one of its kind in India. It is India's first "LEED - Certified" Green Exhibition & Conference Facility and an initiative of the Indian Machine Tool Manufacturers Association (IMTMA).

- The BIEC's exhibition and conference facilities are the first of their kind in India, providing high-quality services and amenities that meet the international standards. This complex was built with a single goal in mind: to become India's chosen location for international business exhibits, trade shows, congresses, international conferences, seminars, and training programs.

Market Overview

- The company's multipurpose 34-acre landscaped complex is spread across 46 acres near Bangalore's Peenya industrial township and has 40,000 sq. m of covered column-less air-conditioned exhibition space (three exhibition halls), a multi-facility conference center spread over 5,600 sq. M, including four conference halls, a helipad, an amphitheater, VIP lounge, 7,500 sq. m food court, a machine tool training center, and a large outdoor area. It also has the infrastructure to distribute 11 megawatts of electricity.
- With the aforementioned amenities, BIEC has already hosted an exhibition with a total show area of nearly 1,10,000 sq. m. It can accommodate over 20,000 business visitors each day.
- The events hosted at BIEC are IMTEX 2022, IMTEX FORMING 2022, ToolTech 2022, Digital Manufacturing 2022, Acrex India 2022, India Mattresstech Expo, and India Wood.

8.7 PRAGATI MAIDAN (INDIA TRADE PROMOTION ORGANISATION - ITPO)

8.7.1 Overview



Founded	1972
Contact	91-11-23371540
Headquarters	Delhi, India
Website	https://www.indiatradefair.com

Global Overview

- Pragati Maidan is a venue in New Delhi, which conducts large exhibitions and conventions managed by the Indian Trade Promotion Organization (ITPO). ITPO is a trade promotion agency, which is managed by the Ministry of Commerce and Industry.
- Pragati Maidan has conducted some high profiled events as well as exhibitions and has maintained its high standard of service by hosting events at the national as well as international levels. The events that are held at the venue include fashion shows, consumer events, conferences, exhibitions, and many more.

- Pragati Maidan also has various attractions, such as The Son of India Pavilion, Defense Pavilion and a movie theater named Shakuntalam.

Market Overview

- For further expansion, comprehensive revamp plan of Pragati Maidan, IECC project was conceptualized by the ITPO as per the direction of the Hon'ble Prime Minister in December 2015.
- The project has a total built-up area of 4.2 million sq. ft, comprising a convention center that can accommodate 7,000 people in a single format, six modern exhibition halls, with an exhibition area of 1.5 lakh sq. m and plenty of underground parking facilities and good infrastructure connectivity, to encourage the use of public transportation, allowing the roads to decongest fast.
- Some of the prominent events that are held here include the World Book Fair, Delhi Book and Stationery Fair, Auto Expo, and the Delhi Jewelry and Gem Fair.
- Some of the upcoming exhibitions include India International Trade Fair 2021, New Delhi World Book Fair 2021, Smart City Expo/Convergence Expo 2021, India Laundry Show, and India Wellness Expo.

8.8 HIDCO-BISWA BANGLA CONVENTION CENTRE (BCC)

8.8.1 Overview



Founded	2017
Contact	+91 33 2324 6055
Headquarters	Kolkata, West Bengal, India
Website	https://www.wbhidcoltd.com

Global Overview

- HIDCO-Biswa Bangla Convention Center (BCC) is one of the largest convention centers in South Asia, introduced to make Kolkata a MICE (meetings, incentives, conferences, and exhibitions) tourism destination in India. There is one main auditorium, two mini auditoriums, four banquet halls, one cafeteria, art gallery, large pre-function area, and an atrium in the center.
- West Bengal Housing Infrastructure Development Corporation Limited, an organization of the government of West Bengal undertaking owns and runs the Convention Center.

- This Convention Centre has a 3,000-seater main convention hall, two 400-seater mini auditorium, four banquet cum exhibition halls, with the seating capacity of 270, 160, 125, and 72, respectively.

Market Overview

- The total plot area and the total built up area of the Biswa Bangla Convention Center are 40,470 sq. m and 56,932.34 sq., respectively.
- Seating capacity: 3,000
 - Hall 1: Main Auditorium at Level 4,5,7
- Seating capacity: 400
 - Hall 2: Banquet Hall at Level 2 (14.75 m x 16.10 m)
 - Hall 3: Banquet Hall at Level 0 (24.0 m * 17.5 m)
 - Hall 4: Banquet Hall at Level 0 (16.1 m * 14.75 m)
 - Hall 5: Banquet Hall at Level 0 (17.5 m * 24.0 m)
 - Hall 6: Auditorium at Level 1
 - Hall 7: Auditorium at Level 1

8.9 HYDERABAD INTERNATIONAL CONVENTION CENTRE (HICC)

8.9.1 Overview



HYDERABAD INTERNATIONAL CONVENTION CENTRE

Managed by  **ACCORHOTELS**

Founded

2006

Contact

91 (40) 6682 4422

Headquarters

Hyderabad, Telangana, India

Website

www.hicc.com

Global Overview

- Hyderabad International Convention Centre is one of India's first purpose-built, service-driven convention facility managed by Accor, a hospitality and tourism management group. HICC is jointly owned by Emaar Properties PJSC Dubai and Telangana State Industrial Infrastructure Corporation Ltd.
- HICC is connected to Novotel Hyderabad Convention Centre, which has 288 rooms and is equipped with meeting rooms, restaurants, dining outlets, business centers, outdoor pool, spa, and a health club.

Market Overview

- HICC features an internal hall measuring 6,480 sq. m that can hold a 6,000-delegate plenary and can be partitioned into six smaller halls. It has 37 breakout rooms, including specialized meeting rooms, speaker preparatory room, boardrooms, VIP lounge, etc., and a 12.5-m-high ceiling, roof cat walkers, and trusses to withhold heavy suspension. The center also has service pits every 6 meters, with power, water, Internet, etc., along with in-house five-star banqueting service.
- HICC has been the winner of the excellence award for "Best Standalone Convention Centre" for a record four times nationally and has also received a regional award from the Ministry of Tourism, Government of India, and Andhra Pradesh. The center has also received the award for 'Best Meeting & Conference Venue" at the South India Travel Awards 2015, and it also holds ISO 14001:2014 certification.
- It has been a house to various events in the past such as Asia-Oceania ORL-HNS Congress 2019, Chambers of Tax Consultant, International Spice Conference, India Soft 2019, and International Technical Seminar of Institution of Permanent Way Engineers (India).

8.10 JAIPUR EXHIBITION AND CONVENTION CENTRE (JECC)

8.10.1 Overview



Founded	1971
Contact	0141-2971111
Headquarters	Jaipur, India
Website	www.jecc.in

Global Overview

- Jaipur Exhibition and Convention Centre (JECC) is a unit of Diligent Pinkcity Center Pvt. Ltd. It is one of the largest pillar-less exhibitions-convention-entertainment facilities of its kind in all South Asia. JECC works as a venue for all types of events, including exhibitions, conferences, corporate meetings, entertainment events, seminars, and banquets.
- JECC also provides end-to-end event planning and management, making it a one-stop destination for world-class services. The 42-acre property consists of two exhibition halls with combined column-space of 20,000 sq. m and a convention center featuring an elegantly designed ballroom measuring over 1,100 sq. m in area and 14 meeting venues split across two levels.

Market Overview

- The convention center of JECC can hold plenary sessions and international congress. It is connected to Hall 1 and an upcoming 241-room five-star hotel. The whole center is well-equipped with AV setup and interpreter rooms for six languages.
- The facility also has open-air venue options, such as a 5,000 sq. m lawn and an expansive outdoor exhibition area.
- Some of the events conducted in the venue include BMW Joy Fest, Stone Mart, Décor India, JAS, Great Indian Travel Bazaar, and Hero Fincorp Annual Conference, among others.
- JECC is also associated with distinguished convention associations and organizations that set the benchmarks for this industry, such as India Convention Promotion Bureau (ICPB), MICE Ambassador of India, and Indian Exhibition Industry Association (IEIA).
- The center also offers support services like security, housekeeping, catering, valet, dock control, equipment hire, security audit, staging requirements, audio visual equipment, space for organizer offices, and exhibition storage.

9 INVESTMENT ANALYSIS AND MARKET OUTLOOK

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

- The Event and Entertainment Management Association (EEMA) stated that during the start of 2020, it witnessed 60% to 70% cancellations, leading to a damage of up to INR 5,000 crore.
- However, these have enabled the online conduction of events, seminars, conclaves, meetings, and conferences involving many participants. There are various platforms used for hosting such activities, which offer features such as live and pre-recorded content, simultaneous running of varied breakout sessions, and space for sponsors to showcase their products and services, among others. These have given rise to online events such as webinars and live events. Furthermore, the ability to access the information at any time, even though the event is over, tends to be a better option for most audience members.
- In September 2021, Delhi Disaster Management Authority (DDMA) granted permission for fairs and exhibitions, stating that all the stakeholders' organizers will have to follow the standard operating procedures (SoPs) issued by the Ministry of Commerce and Industry.
- Venue providers and event organizers are expected to adopt strict measures, which include separate entry and exit for visitors, disinfection of halls before giving possession, setting up permanent isolation centers, and a well-planned garbage disposal mechanism.
- In September 2021, Bangalore International Exhibition Centre (BIEC) hosted the India International Jewellery Show Premiere, following all the safety protocols laid down by the governments. The Indian Exhibition Industry, which organizes around 550 events annually and generates around INR 26,500 crore every year, was also expected to open and organize shows in the coming months.
- In December 2021, the Indian Exhibition Industry Association (IEIA) announced the IEIA Open Seminar, held from December 19 to December 21, 2021, at BIEC, Bengaluru. The association stated that with a steady growth rate of almost 8%, the exhibition sector is growing faster than the GDP of the country, while also being a colossal employment provider, supporting over 15 lac livelihoods.


10 FUTURE OF THE MARKET


- The Convergence India 2023 Expo, expected to take place in March 2023 in Pragati Maidan, has grown to become one of the most influential expos in India by successfully hosting cutting-edge exhibitions and concurrent conferences. The expo aims to bring together the latest technology innovations and trends from the telecom and mobile industry, broadcast and digital media, embedded systems, and emerging technologies and enterprise solutions.
- During the COVID-19 pandemic, exhibition companies canceled numerous in-person events and alternatively explored digital platforms. Businesses are anticipating that events will integrate more digital fundamentals in the coming years to meet consumer and industry requirements, thereby providing an opportunity for enterprises and trade organizations to leap forward the method of offline entity promotion and expand the market with new intellectual and new means, such as big data.
- For instance, exhibition organizers can look forward to using big data to provide valuable business intelligence to help them stay ahead in the competition by delivering better logistics planning, increasing sponsorships, and exhibition participation.
- Event and exhibition organizations are also planning to increase efficiency and reduce the cost of acquiring information by using big data. Exhibitors can identify various mediums that are best suited for reaching their target audience. It even allows them to check advertisements that have worked for them in the past, thereby increasing their return on investment.

11 TOP EXHIBITION CENTERS IN INDIA

Center Name, Location, Capacities*, Amenities*, and Upcoming Events*) *Based on information available via public domain and third party subscriptions

Center Name	Location	Capacities	Amenities	Upcoming
 <p>India Expo Centre & Mart</p>	<p>Knowledge Park – II, Greater Noida Expressway, Delhi-NCR, India.</p>	<ul style="list-style-type: none"> ● Eight Halls (1 – 8) 3,456 sq. m each ● Four Halls (9 – 12) 6,250 sq. m each ● Two Halls (14–15) 6,120 sq. m each ● Total Area (Conference Halls) 64,948 sqm ● Foyer Area 8,420 sq. m ● 	<ul style="list-style-type: none"> ● Centrally Air-conditioned hall - 5,200 – 10,000 TR ● Uninterrupted Power Supply - 16 MW + 2 MW + 2 MW (SOLAR POWER) ● Floor Ports at every 6.5 m ● Freight Lifts @ 5 ton each - 20 Nos ● Visitor Lifts @ 1 ton/13 persons - 12 Nos ● Escalator - 28 Nos ● Storage & Warehousing facilities - 10,000 sq. m ● Multiple Buggies and E- Rickshaws - 12 Nos ● Catwalk with branding facilities ● Elaborate Signage’s and guiding systems. ● Fire Alarm and Fire Fighting System ● 24 X 7 Fire Control Rooms ● Washroom – 24 Nos ● Floor Loading Capacity - 750 – 1,500 – 30,000 kg/sq. m ● Vehicle Entrance - 7m x 5.7m 8m x 7m ● Visitor Entrance - 4.8m x 2.9m 4m x 4m 	<ul style="list-style-type: none"> ● SATTE 2022 ● PRINTPACK INDIA 2022 ● 67TH IIGF 2022 ● IFJAS 2022, HGH INDIA 2022 ● 18TH CLEAN INDIA SHOW ● MAA SHISHU 2022 ● STEM CONFEX 2022 ● INDIA GI FAIR 2022 ● KHILONA – 2022 ● INDIA INTERNATIONAL HOSPITALITY EXPO 2022 (IHE 22) ● SPORTS INDIA 2022 ● AYURYOG EXPO 2022, MEDIA EXPO 2022 ● BIOFACH INDIA 2022 ● EV EXPO 2022 ● IDF WORLD DAIRY SUMMIT 2022 ● ELECTRONICA INDIA 2022 ● PRODUCTRONICA INDIA 2022, MAT – DISPENS 2022 ● SMART CARD EXPO 2022 ● RENEWABLE ENERGY INDIA EXPO 2022, INDIA EMOBILITY SHOW 2022

Center Name	Location	Capacities	Amenities	Upcoming
 <p>BIEC Bangalore International Exhibition Centre</p> <p>Bengaluru International Exhibition Center</p>	<p>Bangalore International Exhibition Centre</p> <p>10th Mile, Tumkur Road, Madavara Post, Dasanapura Hobli, Bangalore 562 123, INDIA</p>	<ul style="list-style-type: none"> • 5 Halls with total area : 77,452.98 sq. m • 9 Conference Halls with a total capacity of 5600 sq. m • Entrance Plaza : <ul style="list-style-type: none"> • 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 • Food court – 7,500 sqm built up space in two floors • Outdoor Area 10000 sqm 	<ul style="list-style-type: none"> • Floor loading capacity of 0.75 to 30 MT/sq. m • Under floor ducts for power, water, compressed air, telecommunication facilities • Infrastructure to provide adequate supply of power to exhibitions of any size 	<ul style="list-style-type: none"> • IHGF DELHI FAIR – AUTUMN 2022, INDIA WATER WEEK 2022, LABEL EXPO 2022 • NFT - May 14 - 15, 2022 • Excon - May 17 - 21, 2022 • INTELECT 2022 - May 25 - 27, 2022 • India Mattresstech + Upholstry Supplies Expo – June 2 – 5, 2022 • Indiawood – June 2 – 5, 2022 • IMTEX Forming 2022, Tooltech 2022, Digital Manufacturing - June 16 - 21, 2022 • ELASIA - Jun 24 - 26, 2022 • Green Vehicle Expo – July 1 – 3, 2022 • FI India & HI and Propak 2022 – Sep 21 – 23, 2022 • Expodent - Sep 24 - 25, 2022 • ACETECH - Oct 14 - 16, 2022 • PackPlus South - Dec 16 - 18, 2022

Center Name	Location	Capacities	Amenities	Upcoming
 <p>HITEX Exhibition Center</p>	First Floor, Trade Fair Office Building HITEX Exhibition Center Izzat Nagar Hyderabad - 500 084, Telangana, India	<ul style="list-style-type: none"> Indoor Event Area 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 30,000 sq. m. of paved display area 52,000 sq. m. of open grounds Fair Park Seating capacity of 3,500 pax Spread across 5000 sq. m. 	<ul style="list-style-type: none"> Free Wi-Fi for first 60 minutes. 3500+ cars parking area VIP Lounge Organizer's Office ATM Paramedic Center Food Court Business Center Press Room Manpower facilities - Housekeeping, Security, Hosts Telecommunication Services through HITEX's EPABX and Telephone line 	<ul style="list-style-type: none"> Hardware Building Materials Laminates Furniture Show (HBLF) - Dec 16 - 18, 2022 IMTEX 2023/ Tooltech 2023 – Jan 19 – 25, 2023
				<ul style="list-style-type: none"> Plastics – Packaging Printing Expo 2022 - May 12 - 14, 2022 IndoMach – May 13 – 15, 2022 Hyderabad Toy Expo – May 26 – 27, 2022 IIID Showcase Insider – May 3 – 5, 2022 Prawaas 3.0 – Aug 4 – 6, 2022 HIMTEX – Aug 18 – 20, 2022 IPEC – Aug 18 – 20, 2022 HITEX SportExpo – Aug 26 – 28, 2022 10th CableNet ExpoVision – Aug 26 – 28, 2022 Indexpo – Sep 2 – 4, 2022 TREDA – Sep 23 – 25, 2022 Poultry India Expo 2022 – Nov 23 – 25, 2022

Center Name	Location	Capacities	Amenities	Upcoming
		<ul style="list-style-type: none"> • Conference Hall • Roundtable Seating: 1000 pax • Theatre seating: 2000 pax • Theater cum roundtable seating: 1500 people (1000 theater seating + 500 roundtable seating) • Floor Loading capacity of 50 KN/Sq. M • Entry/Exit: 7 sets of glazed doors 		<ul style="list-style-type: none"> • INDIA MED EXPO – Dec 9 – 11, 2022 • Kids Fair – Dec 23 – 25, 2022 • ACE Tech – Jan 20 – 22, 2023 • Petex India – Jan 27 – 29, 2023
 <p>India International Convention and Expo Center</p>	H23W+GFW, Sector 25 Dwarka, Dwarka, New Delhi, Delhi, India	<ul style="list-style-type: none"> • 5 exhibition halls with over 240,000 sq. m. • Convention Center with 11,000 delegates holding capacity • Plenary hall with 6,000 holding capacity, Other 13 mid and large sized conference rooms, Rental offices 	<ul style="list-style-type: none"> • Floor Trench: Electricity, Water/Drainage, Compressed Air, Telephone, Internet • Automated and RFID enabled parking • Auto Pay stations, Total parking space of 38,608 vehicles (Including parking spaces for hotels and offices) 	<ul style="list-style-type: none"> •

Center Name	Location	Capacities	Amenities	Upcoming
 <p>INDIA TRADE PROMOTION ORGANISATION A Government of India Enterprise</p> <p>Pragati Maidan (India Trade Promotion Organisation (ITPO))</p>	Pragati Maidan, New Delhi, Delhi	<ul style="list-style-type: none"> Total Exhibition space (sq. ft): 2,044,132 sq. ft Total Meeting Rooms: 37 Total Sleeping Rooms: 500 Largest Meeting Room (sq. ft): 88690 Max Seating Capacity of Largest Hall: 7720 Second Largest Meeting Space (sq. ft): 55240 Total Number of Stall (of Size 3x3 sqm): 10758 Total Number of Stall (of Size 2x2 sqm) : 24048 	<ul style="list-style-type: none"> Smoking Area Catering Restaurant Full Bar Valet parking Power Backup Wi-Fi Spa Gym Room Service Laundry Service Swimming Pool Taxi Service Horticulture Facilities Travel Agency for Air and Rail Booking 	<ul style="list-style-type: none"> India International Footwear Fair (IIFF), (2022 edition) India International Security Expo (IISE), (2022 edition) Delhi Book Fair Stationery Expo Office Automation Expo Corporate Gift Expo, (2022 edition) Pharmaxil Expo (Celebration of 75 years of India's Independence) In coordination with Pharma EPCs and FICCI Engineering Expo(Celebration of 75 years of India's Independence) In coordination with EEPC and CII India International Trade Fair (Celebration of 75 years of India's Independence) <p><i>Note: List not exhaustive</i></p>
 <p>CIDCO EXHIBITION & CONVENTION CENTRE</p> <p>CIDCO Exhibition & Convention Center</p>	Cidco Exhibition & Convention Centre Swami Pranabananda Marg, Sector 30-A, Vashi, Navi Mumbai, Maharashtra	<ul style="list-style-type: none"> Hall No. 1 - 4495 sqm Hall No. 2 - 4485 sqm Central Hall - 1820 sqm Public Hall - 2030 sqm 	<ul style="list-style-type: none"> Centrally air-conditioned exhibition halls Strong flooring with load bearing capacity of 10 MT/sqm Underground ducts for power cables, Multiple Entry/Exit 	<ul style="list-style-type: none"> NATIONAL SILK EXPO, Date:13 - 22, May 2022 NATIONAL SILK EXPO, Date:13 - 22, May 2022 INBRUSH 2022, Date:25 - 27, May 2022

Center Name	Location	Capacities	Amenities	Upcoming
		<ul style="list-style-type: none"> ● Seminar/Conference Rooms 4 Nos ● Banquet Halls (2 Nos) with elevated plaza ● Multipurpose Hall ● Auditorium & Cafeteria ● Art Gallery ● Garden and Open Terrace 	<ul style="list-style-type: none"> ● points, Multiple cargo entry points ● Organizer's office, Media rooms, Lounges, Registration blocks, etc. ● Wi-Fi and CCTV Surveillance, Adequate power infrastructure, Central cafeteria, Ample parking inside and around the venue 	<ul style="list-style-type: none"> ● GLOBAL SOCCER CONCLAVE 2022, Date:3 - 4, September 2022 ● BOILER INDIA 2022, Date:14 - 16, September 2022 ● BOILER INDIA 2022, Date:14 - 16, September 2022 ● MAHA RAD 2022, Date:10 - 11, December 2022
 <p>Surat International Exhibition and Conventional Center</p>	<p>Surat International Exhibition and Conventional Center</p> <p>Plot No.146, Sarsana Village</p> <p>Near khajod Crossroads, Althan-Bhatar Road, Surat-395017</p>	<ul style="list-style-type: none"> ● Exhibition Hall – 10600 sq. m ● 4 Seminar Halls – Capacity of 50 – 150 approx. ● Column-free and multiple use 10600 sq. m. display area ● Platinum Hall ● Main hall 12,000 sq. ft ● Dining Area 7000 sq. ft ● lawn 20,000 sq. ft 	<ul style="list-style-type: none"> ● Organizer's office, VIP lounge, Meeting room, Green Rooms, BMS Room, Press lounge, Medical room, Business centre, Administrator's office, Travel Center, Cafeteria, Bank / ATM center, Kitchen Facility along with Store ● RO Sysytem with Water Coolers ● LED Screen 12 x 18 – 1 Unit ● LED Screen 8 x 12 – 2 Units 	

Center Name	Location	Capacities	Amenities	Upcoming
 <p>Jaipur Exhibition & Conventional Center</p>	<p>Diligent Pinkcity Center Pvt. Ltd. Exhibition Ground, RIICO Industrial Area, Sitapura, Sanganer, Jaipur - 302 022, Rajasthan, India.</p>	<ul style="list-style-type: none"> HALL 1 & HALL 2 - 20 ton/sq. m floor holding capacity CONVENTION CENTRE - A ballroom of 1,000-1,200 delegates capacity 5-star hotel 4,000 sq. ft. banquet space 14 breakout rooms (including meeting rooms, banquet and VIP lounge) 5,000 sq. m. outdoor lawn 	<ul style="list-style-type: none"> AV setup, Interpreter rooms for 6 languages, 2 Green Rooms. Option of dim lighting and Spacious pre-function foyer Equipped with general lighting and air conditioning, PA (Public Address) systems incorporated 9m wide dedicated service road for heavy vehicles, Security, Housekeeping, Catering, Valet, Dock control 	
 <p>Karnataka Trade Promotion Organization</p>	<p>KARNATAKA TRADE PROMOTION ORGANISATION (KTPO)Export Promotion Industrial Park Plot NO.121, Road no V, EPIP 2nd phase Whitefield industrial area Bengaluru: 560 066</p>	<p>Exhibition & Convention Hall over 10,000 sq. m and 5371 sq. m of builtup Area</p> <p>CONFERENCE HALL</p> <ul style="list-style-type: none"> Hall-I: Suitable for 250 person-370 sq. m Hall-II: Suitable for 100 persons-114 sq. m 	<ul style="list-style-type: none"> 1 Stand By D.G set of 750 KVA and 2 Stand By D.G. sets Each of 250 KVA Public Address System, Power Infrastructure of 1500KVA, Service trenches for power, water and telephone Vehicle parking Area – 30 Acers, Toilets, Exclusive Entrance and Exit, Fire Detection and 	

Center Name	Location	Capacities	Amenities	Upcoming
		<ul style="list-style-type: none"> Hall-III: Suitable for 40 persons-61 sq. m 	<ul style="list-style-type: none"> Firefighting arrangements, VIP Lounge, Floor Trunking, Power BUS and Light BUS Trunking Car Hailer System, Landscaping and Fountains 	
 <p>THE LEELA PALACES HOTELS RESORTS</p> <p>Mahatma Mandir Convention and Exhibition Hall (The Leela Palaces, Hotels and Resorts)</p>	Salt Mount Rd, Sector 13C, Sector 13, Gandhinagar, Gujarat 382016	<ul style="list-style-type: none"> Convention centre capacity to accommodate over 15,000 people Main Hall capacity 6000 people Exhibition halls 10,500 sq ft. Seating capacity of 500 and 1000 Leela Gandhinagar 5-star Hotel with 300 rooms. Four seminar halls, three can accommodate 500, while the largest can seat 1,000 	<ul style="list-style-type: none"> Large foyer housing ATMs Travel Desk Food Court Photo Gallery Conference Room 	<ul style="list-style-type: none"> DAIRY LIVESTOCK & POULTRY EXPO AGROFARM INDIA – September 2022 COMFAST – GANDHINAGAR – December 2023 PLEXPOINDIA – January 2025

Center Name	Location	Capacities	Amenities	Upcoming
Atal Bihari Vajpayee Scientific Convention Center	Machchhi Bhavan, King Georges Medical University, Shah Mina Road, Lucknow, Uttar Pradesh 226003	<ul style="list-style-type: none"> ● Convention Centre 200,000 sq feet ● 3 halls of 200, 400 and 1050 seating capacity ● 2 banquet halls ● 2 exhibition galleries ● An open-air theatre, rehearsal rooms, a foyer area below the dome and connecting corridors 	<ul style="list-style-type: none"> ● VIP Suits ● Kitchen and Pantry ● ATM ● Power Backup 	


Source: Company Website, Press Release, Annual Report

12 GLOBAL EVENT AND EXHIBITION CENTER ANALYSIS

(Largest exhibition halls in the world, evolution of overall event and exhibition centers in terms of events growth, region-specific initiatives, evolution of type of events, etc.)

Center Name	Location	Capacities
<p>Edmonton EXPO Centre</p> <p>Edmonton Expo Center</p>	<ul style="list-style-type: none"> • Edmonton EXPO Centre • 7515 - 118 Ave NW • Edmonton, Alberta T5B 0J2 	<ul style="list-style-type: none"> • Hall A - Area – 53,262 sq. ft • 260 Booths • Reception Capacity 2,500 • 305 tables • Hall B • Area – 58,104 sq. ft • 301 Booths • Reception Capacity 3000 • 340 tables • Hall C • Area – 77,472 sq. ft • 413 Booths • 450 tables • Reception Capacity 4000 • Hall D • Area – 53,410 sq. ft • Reception Capacity 4,628 • Hall E • Area – 53,836 sq. ft • 270 Booths • Reception Capacity 2,500 • 310 tables • Hall F

Center Name	Location	Capacities
		<ul style="list-style-type: none"> ● Area – 39,156 sq. ft ● Reception Capacity 3,500 ● 181 Booths ● 170 tables ● Hall G ● Area – 29,328 sq. ft ● 138 Booths ● Reception Capacity 3000 ● 140 tables ● Hall H - Area – 36126 sq. ft ● 178 Booths ● Reception Capacity 1800 ● 150 tables ● Meeting Room 107-109A ● Area – 1,250 sq. ft, Reception Capacity – 100 ● Ballroom 101-106 ● Area – 16,545 (combined) sq.ft, Reception Capacity – 1,200 ● Meeting Rooms 301 & 302 ● Area – 7,180 sq. ft, Reception Capacity – 400, 32 tables ● Halls FG ● Area – 68,484 sq. ft ● Reception Capacity – 600 ● 420 tables ● 319 Booths ● Halls GH ● Area – 65,454 sq. ft , Reception Capacity – 6,000, 400 tables, 319 Booths ● Halls FGH ● Area – 104,610 sq. ft , Reception Capacity – 7,000, 650 tables, 497 Booths ● Conference Centre - Area – 18,000 sq .ft, Capacity – 1,250

Center Name	Location	Capacities
 <p data-bbox="203 499 349 520">Enercare Center</p>	<ul style="list-style-type: none"> <li data-bbox="763 293 1182 352">• 100 Princes' Blvd Unit 1, Toronto, ON M6K 3C3, Canada 	<ul style="list-style-type: none"> <li data-bbox="1256 293 1361 314">• Hall A <li data-bbox="1256 331 1487 352">• Area – 125,000 sq. ft <li data-bbox="1256 370 1487 391">• Booth Capacity – 651 <li data-bbox="1256 408 1518 429">• Reception Capacity 4573 <li data-bbox="1256 446 1361 467">• Hall B <li data-bbox="1256 485 1487 505">• Area – 107,390 sq. ft <li data-bbox="1256 523 1487 544">• Booth Capacity – 580 <li data-bbox="1256 561 1518 582">• Reception Capacity 3863 <li data-bbox="1256 600 1361 620">• Hall C <li data-bbox="1256 638 1487 659">• Area – 58,315 sq. ft <li data-bbox="1256 676 1487 697">• Booth Capacity – 288 <li data-bbox="1256 715 1518 735">• Reception Capacity 1918 <li data-bbox="1256 753 1361 774">• Hall D <li data-bbox="1256 791 1883 812">• Area – 67,728 sq. ft Booth Capacity – 307, Reception Capacity 2360 <li data-bbox="1256 829 1384 850">• Heritage <li data-bbox="1256 868 1883 888">• Area – 33,270 sq. ft Booth Capacity – 132, Reception Capacity 1596 <li data-bbox="1256 906 1400 927">• F 1st Floor <li data-bbox="1256 944 1883 965">• Area – 56,000 sq. ft Booth Capacity – 240, Reception Capacity 1918 <li data-bbox="1256 983 1406 1003">• F 2nd Floor <li data-bbox="1256 1021 1877 1042">• Area – 38,000 sq. ft Booth Capacity – 202, Reception Capacity N/A <li data-bbox="1256 1059 1361 1080">• Hall G <li data-bbox="1256 1098 1883 1118">• Area – 111,000 sq. ft Booth Capacity – 566, Reception Capacity 4131 <li data-bbox="1256 1136 1361 1157">• Hall H <li data-bbox="1256 1174 1877 1195">• Area – 42,000 sq. ft Booth Capacity – N/A, Reception Capacity N/A <li data-bbox="1256 1212 1444 1233">• Hall A, Hert. Crt <li data-bbox="1256 1251 1487 1272">• Area – 162,130 sq. ft <li data-bbox="1256 1289 1487 1310">• Booth Capacity – 783

Center Name	Location	Capacities
		<ul style="list-style-type: none"> • Reception Capacity 5,754 • Hall A, B, Hert. Crt • Area – 269,520 sq. ft • Booth Capacity – 1,363 • Reception Capacity -10,770 • Hall A, B, C, D • Area – 358,433 sq. ft • Booth Capacity – 1,826 • Reception Capacity 14,900 • Hall B, C • Area – 165,705 sq. ft • Booth Capacity – 868 • Reception Capacity 5,700 • Hall B, G • Area – 218,390 sq. ft • Booth Capacity – 1,146 • Reception Capacity 7,967 • Hall B, C, D • Area – 233,433 sq. ft • Booth Capacity – 1,175 • Reception Capacity 8,114 • Hall C, D • Area – 126,043 sq. ft • Booth Capacity – 595 • Reception Capacity 6,491

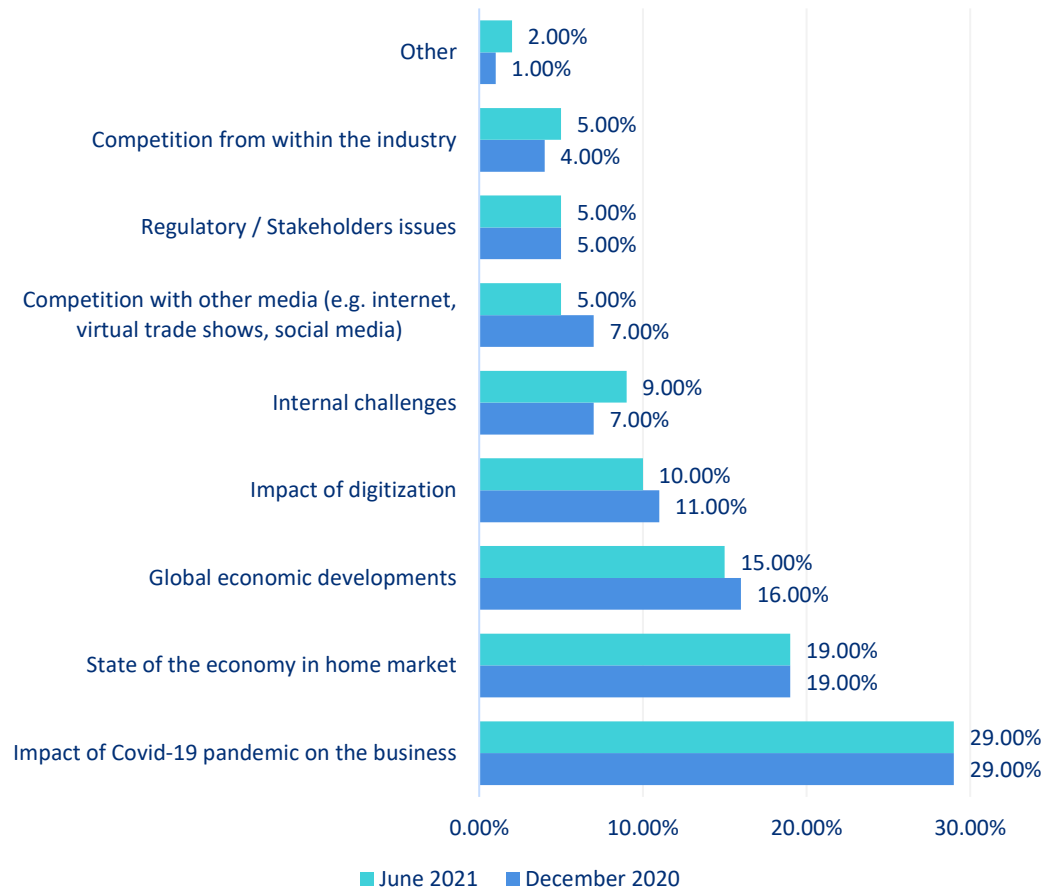
Center Name	Location	Capacities
 <p>Eurexpo Lyon</p>	<ul style="list-style-type: none"> Bd de l'Europe, 69680 Chassieu, France 	<ul style="list-style-type: none"> Hall 1: 6,017 sq. m Hall 2.1: 14,824 sq. m Hall 2.2: 6,246 sq. m Hall 2.3: 3,208 sq. m Hall 3.1: 5,967 sq. m Hall 3.2: 10,764 sq. m Hall 4.1: 9,795 sq. m Hall 4.2: 12,156 sq. m Hall 5.1: 5,996 sq. m Hall 5.2: 10,764 sq. m Hall 6.1: 6,149 sq. m Hall 6.2: 11,085 sq. m Hall 6.3: 10,088 sq. m Hall 7: 8,658 sq. m Gallery 2: 2,379 sq. m Gallery 4: 544 sq. m Gallery 6: 1,391 sq. m Gallery 7: 753 sq. m Auditorium Paul Bocuse: from 1,000 to 4,200 seats
 <p>Exhibition Center Liverpool</p>	<ul style="list-style-type: none"> King's Dock, Port of Liverpool, Liverpool L3 4FP, United Kingdom 	<ul style="list-style-type: none"> HALL A, B & C 8,100 sq. m of flexible and accessible event space Sub-divisible into three 2,700 sq. m halls that can be used separately or in combination Increased height of Hall C – 18 m THE ATRIUM - The Atrium at Exhibition Centre Liverpool runs the full length of the venue and overlooks the River Mersey.

Center Name	Location	Capacities
		<ul style="list-style-type: none"> • THE DECK - The Deck is an external exhibition space located on the southern corner of Exhibition Centre Liverpool and is accessed via double doors from the south end of The Atrium. • CONVENTION CENTRE & ARENA - Exhibition Centre Liverpool is part of the Liverpool event campus, consisting of a convention center, arena, and exhibition center. Connected by an internal pedestrian bridge link, ACC Liverpool houses a 1,350-seat auditorium, 21 breakout rooms, and a multi-purpose hall with 3,725 sq. m of additional exhibition space and an 11,000-capacity arena. Further, a total exhibition space of 7,125 sq. m comprising a sub-divisible 3,725 sq. m multi-purpose hall and a 3,400 sq. m clear-span arena floor can be broken down or used as one free-flowing space available for everything from exhibitions and conferences to breakout rooms and banquets.
 <p>Brno Exhibition Center</p>	<ul style="list-style-type: none"> • Výstaviště 405/1, 603 00 Brno-střed, Czechia 	<ul style="list-style-type: none"> • Site Area: 667,000 sq. m • Exhibition Area: 125,496 sq. m • 15 exhibition halls with a visitor capacity of 25,000–30,000 (maximum 60,000)
 <p>ExpoCenter Russia</p>	<ul style="list-style-type: none"> • Krasnopresnenskaya Naberezhnaya, 14, Moskva, Russia, 123100 	<ul style="list-style-type: none"> • Pavilion No.1- 12,204 sq. m • Pavilion No.2 - 25,053 sq. m • Pavilion No.3 - 5,861 sq. m • Pavilion No.4 - 875 sq. m • Pavilion No.5 - 4,449 sq. m • Pavilion No.6 - 1,747 sq. m • Pavilion No.7 - 15,717 sq. m • Pavilion No.8 - 14,917 sq. m • Forum Pavilion - 10,952 sq. m

Center Name	Location	Capacities
 <p>Changi Exhibition Center</p>	<ul style="list-style-type: none"> 9 Aviation Park Rd, Singapore, 498760 	<ul style="list-style-type: none"> Hall Specifications -Area (m2) Hall A -14,600 sq. m Hall B -3,200 sq. m Hall C -16,000 sq. m Mezzanine -3,870 sq. m Function Room 1 -250 sq. m Function Room 2- 330 sq. m Function Room 3-170 sq. m Function Room 4-90 sq. m Function Room 4A-60 sq. m Function Room 6-330 sq. m Function Room 7-250 sq. m VIP Lounge -145 sq. m Plaza -25,000 sq. m Static Aircraft Display Area -75,000 sq. m
 <p>Bangkok International Trade and Exhibition Centre</p>	<ul style="list-style-type: none"> 88 Debaratna Rd, Khwaeng Bang Na, Khet Bang Na, Krung Thep Maha Nakhon 10260, Thailand 	<ul style="list-style-type: none"> Event Halls Event Hall 98 - 8,668 sq. m Event Hall 99 - 5,543 sq. m Event Hall 100 - 6,678 sq. m Event Hall 101 - 20,000 sq. m Event Hall 102 - 20,000 sq. m Event Hall 103 - 20,300 sq. m Event Hall 104 - 20,300 sq. m Event Hall 105 - 6,000 sq. m Event Hall 106 - 7,550 sq. m Event Hall 107 - 3,600 sq. m Bhiraj Hall 1-3 - 3,300 sq. m

Center Name	Location	Capacities
		<ul style="list-style-type: none"> • Grand Hall 201-203 - 1,800 sq. m • Basement 1 - 1,440 sq. m • Silk 1-4 - 170 sq. m • Nile 1-4 - 170 sq. m • Amber 1-3, 4 - 160 sq. m • Meeting Room 210 - 192 sq. m • Meeting Room 211 - 108 sq. m • Meeting Room 212 - 108 sq. m • Meeting Room 213 - 108 sq. m • Meeting Room 214 - 108 sq. m • Meeting Room 215 - 108 sq. m • Meeting Room 216 – 108 sq. m. • Meeting Room 217 – 108 sq. m • Meeting Room 218 – 80 sq. m • Meeting Room 219 - 80 sq. m

Figure 12-1 Most Important Issues Facing the Exhibition Industry, Global, 2021, Survey Count In June 2021 = 474. In December 2020 = 457



Source: UFI Global

- UFI, the Global Association of the Exhibition Industry, has released the latest edition of its flagship Global Barometer research, which takes the pulse of the industry. In collaboration with 21 UFI member associations and concluded in January 2022, the biannual Global Barometer survey provides insights from 401 companies across 53 countries and regions. The results highlight the quickening pace of the industry’s recovery in 2022, primarily driven by in-person exhibitions and business events following the continuing impact of the pandemic throughout 2021, according to UFI officials.

- In correspondence with the global pandemic situation, several exhibition venue providers witnessed significant losses; in addition to this, the global push toward the adoption of online events resulted in a slump in demand. In the coming years, online events are expected to cater to a large chunk of the industry’s audience.

- Over the coming years, hybrid events are expected to increase worldwide, paving the way for various significant changes in the operation of events. Public support kept various companies afloat during the fiscal year 2020, which was expected to continue till the end of 2021 in specific regions across the world.
- According to UFI Global, about 32,000 exhibitions are held annually, and about 4.5 million exhibiting companies attract nearly 303 million visitors each year, with Europe commanding the dominant position when it comes to the number of visitors and second in terms of exhibitors. In contrast, North America held the highest number of exhibitors and second-highest number of visitors.



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