

INDIA

- MACHINERY
- MOTORS
- HOME APPLIANCES
- CONSUMER ELECTRONICS

EXHIBITION

09-11 JUNE, 2011

Bombay Exhibition Centre,
Goregaon (E), Mumbai, India

FEATURING



MACHINERY
& MOTORS



HOME
APPLIANCES



CONSUMER
ELECTRONICS



POST SHOW REPORT

Hosted By



Ministry of Commerce
The People's Republic
of China

Organised By



Trade Development
Bureau Ministry of
Commerce The People's
Republic of China

Fujian Provincial
Dept. of Foreign
Trade and Economic
Cooperation



China Machinery
Engineering
Corporation

Supported By



Confederation of
Indian Industry



All India
Association
of Industries



India-China
Chamber of
Commerce &
Industry

Event Managed By



Worldex India Exhibition & Promotion Pvt. Ltd.
• Telephone : +(91)-(22) 4037 6700 - 30, 2494 4673
• Fax : +(91)-(22) 2496 2297
• Email : info@worldexindia.com
• Website : www.worldexindia.com

INDIA

- MACHINERY
- MOTORS
- HOME APPLIANCES
- CONSUMER ELECTRONICS

EXHIBITION

09-11 JUNE, 2011

Bombay Exhibition Centre

www.intermachineryindia.com

www.intermach-india.com



Index



- About The Show
- Visitor Analysis
- Advertising & Publicity Campaign
- Exhibitor Statistics
- Photo Gallery



INDIA

◦ MACHINERY
◦ MOTORS
◦ HOME APPLIANCES
◦ CONSUMER ELECTRONICS
EXHIBITION

09-11 JUNE, 2011

Bombay Exhibition Centre

www.intermachineryindia.com

www.intermach-india.com



About The Show



India Machinery • Motors • Home Appliances • Consumer Electronics Exhibition was the 5th edition of the show formerly known as Inter Machinery India Exhibition, held at Bombay Exhibition Centre, Goregaon from 9th to 11th June, 2011.

The Exhibition, which primarily focused on machinery from China earlier, also displayed Motors, Home Appliances & Consumer Electronics from China this year, thus covering 4 independent business categories.

The event was inaugurated by Respected Delegates from both India as well as China. The inauguration started with the felicitation of:-

- ❖ Mr. Niu Qingbao, The Consul General of the People's Republic of China in Mumbai.
- ❖ Mr. Liu Guo Yu, The Economic & Commercial Consul of the People's Republic of China in Mumbai.
- ❖ Mr. Wu, Director General - Trade Development Bureau Ministry of Commerce, The People's Republic of China.
- ❖ Mr. Chandrakant Salunkhe, Founder President - Small & Medium Business Development Chamber of India.
- ❖ Mr. Mahindra Kajiwala, Past-President, Textile Industry - The Southern Gujarat Chamber of Commerce and Industry.
- ❖ Mr. Dilip Chasmawala, Past-President, Exhibition Department - The Southern Gujarat Chamber of Commerce and Industry.
- ❖ Ms. Queenie Nair, Deputy Director - All India Association of Industries.
- ❖ Mr. D.K.Bhattacharya, Additional Director - India China Chamber of Commerce & Industry.
- ❖ Mr. K.Nandakmar, Chairman - Instrumentation and Automation Division, Confederation of Indian Industry.

The opening ceremony was followed by a VIP Tour of the Exhibition and VIP Lunch.



INDIA

- MACHINERY
- MOTORS
- HOME APPLIANCES
- CONSUMER ELECTRONICS

EXHIBITION

09-11 JUNE, 2011

Bombay Exhibition Centre

www.intermachineryindia.com

www.intermach-india.com

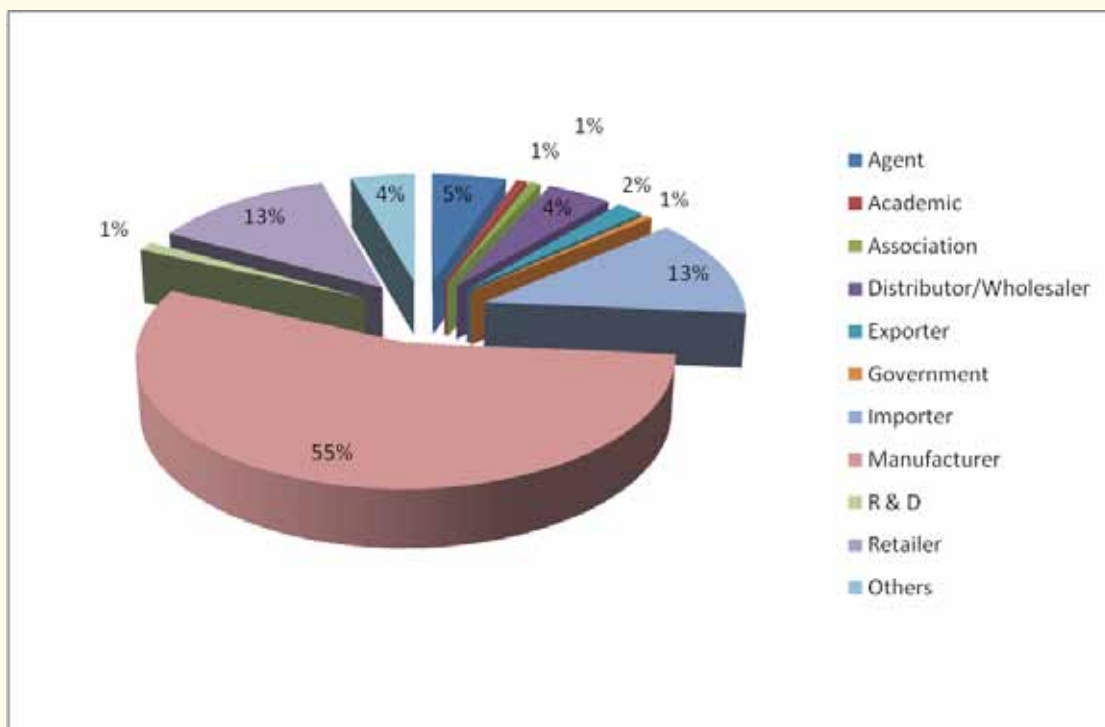


Visitor Analysis

The exhibition made an impact on the leading manufacturers and traders who came from all over India. The exhibition evinced keen interest among Indian Buyers, Industry Associations and the Business Fraternity.

More than 2,500 Buyers visited the 3 day fair and overall response was very positive.

Visitor Profile



INDIA

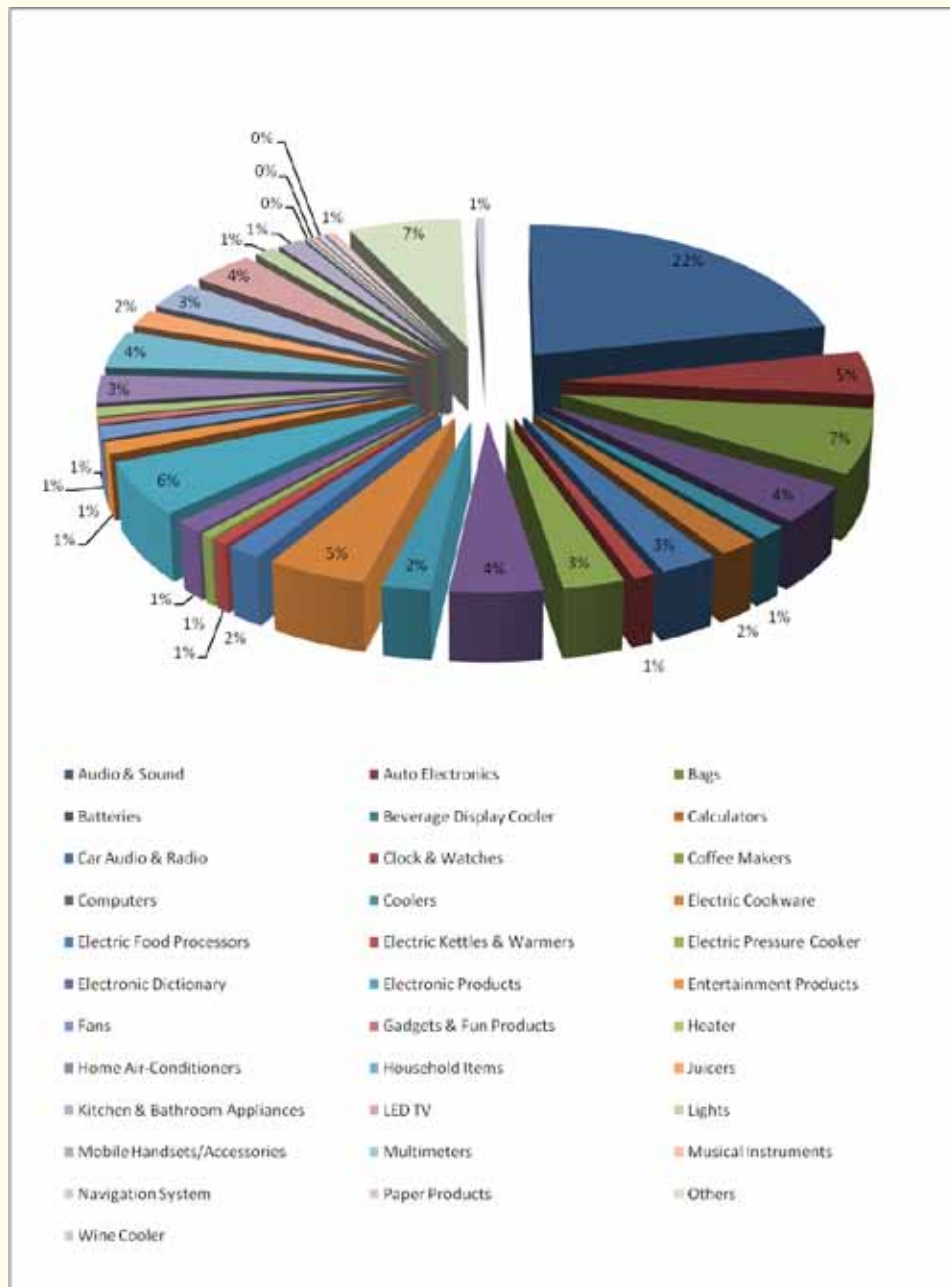
- MACHINERY
 - MOTORS
 - HOME APPLIANCES
 - CONSUMER ELECTRONICS
- ## EXHIBITION

09-11 JUNE, 2011
Bombay Exhibition Centre

www.intermachineryindia.com
www.intermach-india.com



Visitor Analysis for Home Appliances • Consumer Electronics



INDIA

- MACHINERY
- MOTORS
- HOME APPLIANCES
- CONSUMER ELECTRONICS

EXHIBITION

09-11 JUNE, 2011

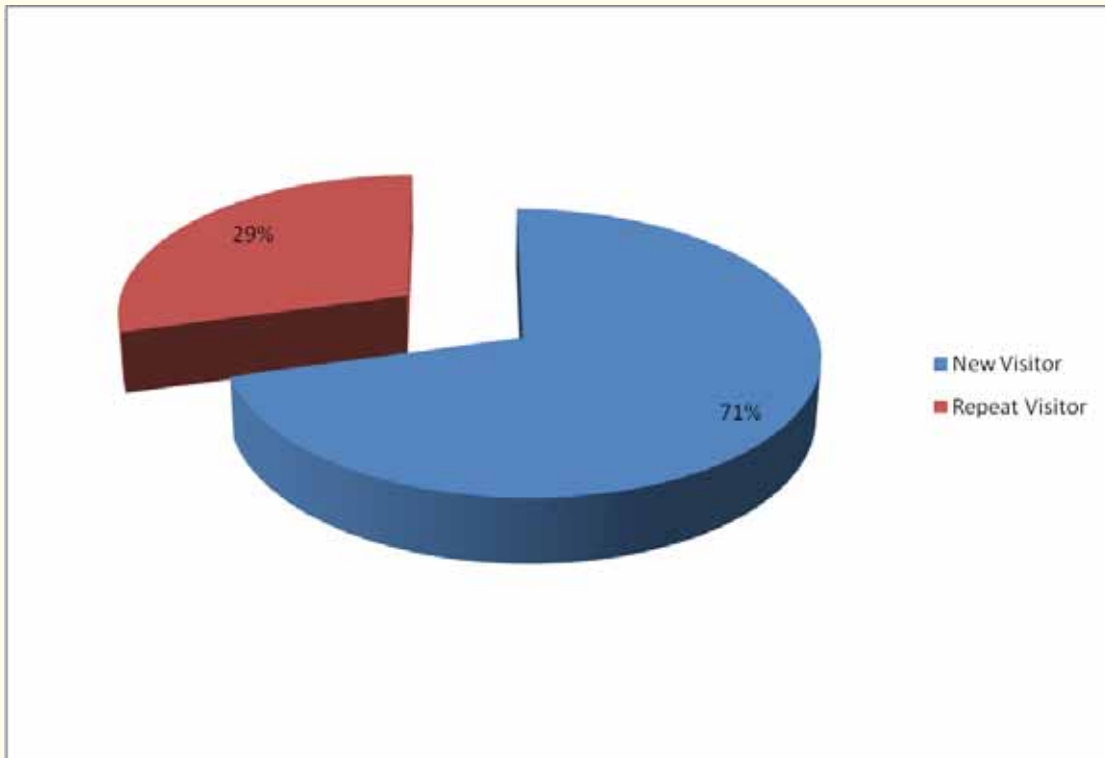
Bombay Exhibition Centre

www.intermachineryindia.com

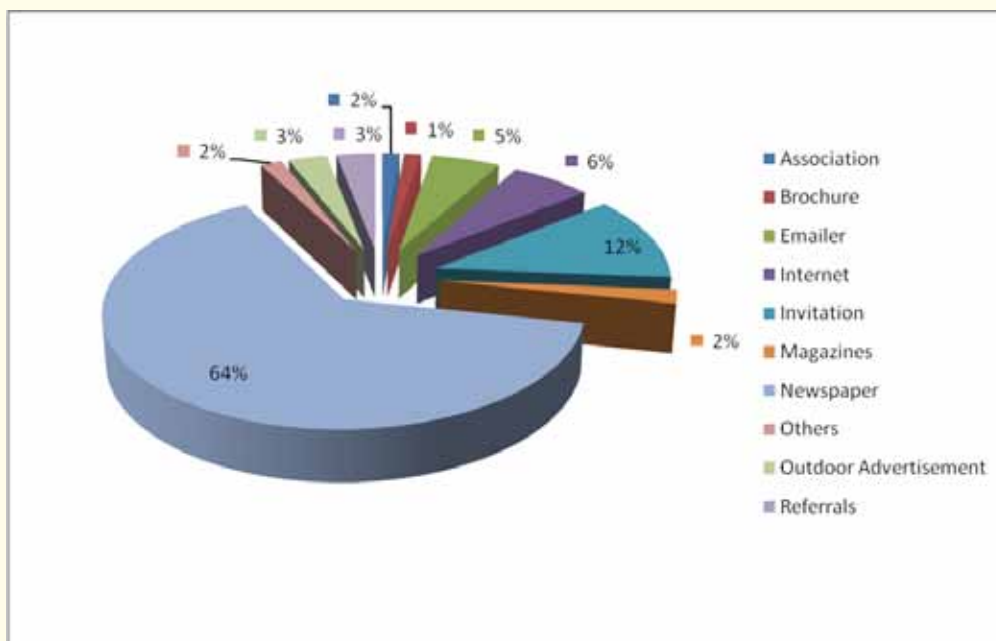
www.intermach-india.com



Visitor Walk-in Details



Knowledge about the Event



INDIA

- MACHINERY
- MOTORS
- HOME APPLIANCES
- CONSUMER ELECTRONICS

EXHIBITION

09-11 JUNE, 2011

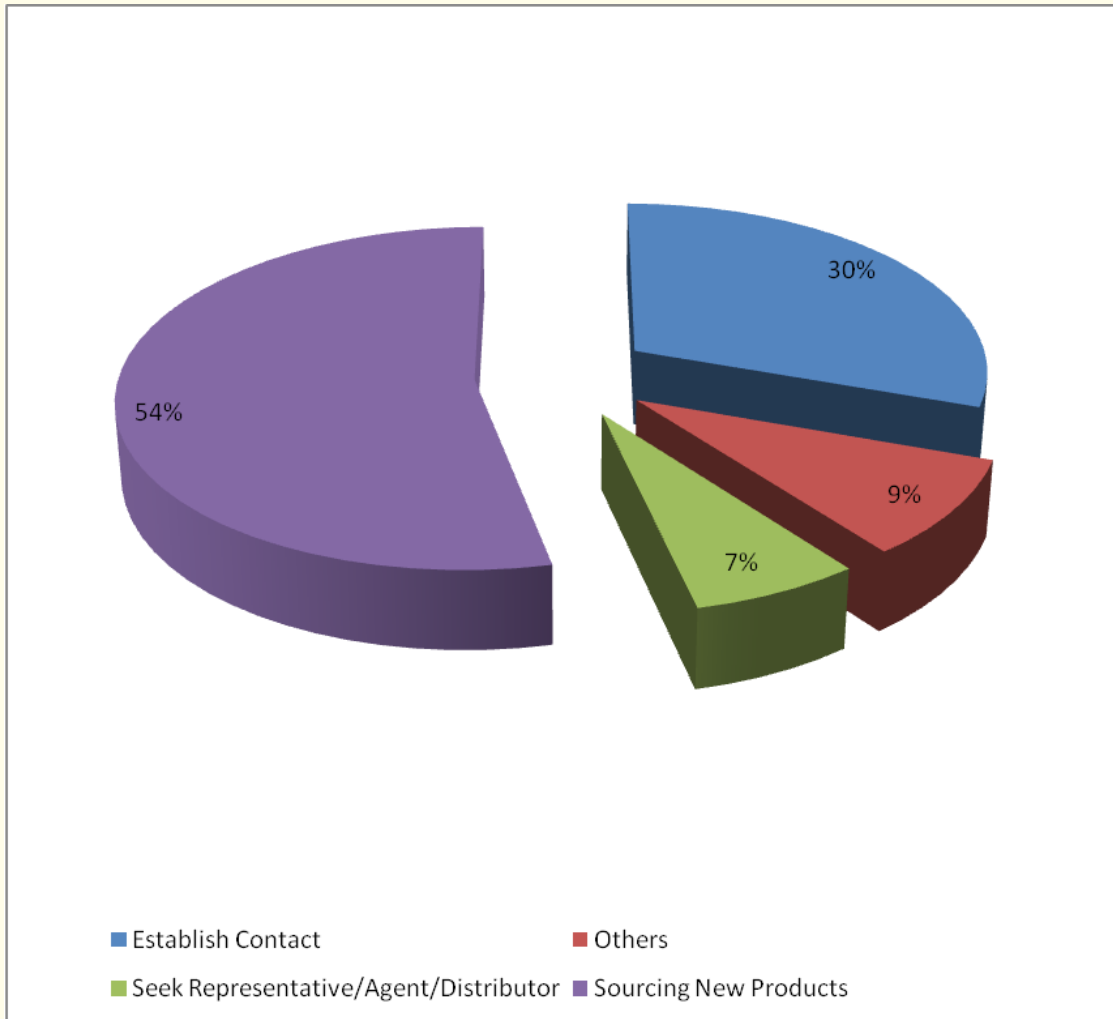
Bombay Exhibition Centre

www.intermachineryindia.com

www.intermach-india.com



Purpose of Visit



INDIA

- MACHINERY
- MOTORS
- HOME APPLIANCES
- CONSUMER ELECTRONICS

EXHIBITION

09-11 JUNE, 2011

Bombay Exhibition Centre

www.intermachineryindia.com

www.intermach-india.com



Advertising & Promotion Campaign —————▶▶

The publicity and promotional campaign conducted for the India Machinery • Motors • Home Appliances • Consumer Electronics was targeted at a sector specific audience, which enabled to draw the right mix of business buyers and end-users.

Direct Mailer Campaign:

To reach out to more actual buyers across the Country, around 33,000 invitations were circulated amongst the decision makers of important organizations across India. The targeted buyers were specifically related to the various category related industries.

Mass E-mail Promotion Activity:

Additionally, around 750,000 e-mailers were sent to importers, exporters, small/medium enterprises & manufacturers etc on pan-India level.

SMS Campaign:

For a wider reach, an SMS activity was also undertaken. Around 32,000 SMSes were sent to relevant organizations/people.

Advertisements in Trade magazines:

No.	Name	Category
1	AIAI (Association)	Business Magazine
2	CEAMA News (Consumer Electronics)	Business Magazine

INDIA

◦ MACHINERY
◦ MOTORS
◦ HOME APPLIANCES
◦ CONSUMER ELECTRONICS
EXHIBITION

09-11 JUNE, 2011

Bombay Exhibition Centre

www.intermachineryindia.com

www.intermach-india.com



List of Newspapers advertised on ▶▶

Publication	Cities	Language	Date
Economic Times	Kolkata	English	30th May - 3rd June, 2011
Economic Times	Ahmedabad	English	30th May - 3rd June, 2011
Economic Times	Pune	English	30th May - 3rd June, 2011
Economic Times	Mumbai	English	30th May - 3rd June, 2011
Economic Times	Bengaluru	English	30th May - 3rd June, 2011
Economic Times	Chennai	English	30th May - 3rd June, 2011
Economic Times	Hyderabad	English	30th May - 3rd June, 2011
Economic Times	Delhi	English	30th May - 3rd June, 2011
Economic Times	Chandigarh	English	30th May - 3rd June, 2011
Times of India	Kolkata	English	30th May - 3rd June, 2011
Times of India	Delhi	English	30th May - 3rd June, 2011
Times of India	Bengaluru	English	30th May - 3rd June, 2011
Times of India	Pune	English	30th May - 3rd June, 2011
Times of India	Ahmedabad	English	30th May - 3rd June, 2011
Times of India	Mangalore	English	30th May - 3rd June, 2011
Times of India	Mysore	English	30th May - 3rd June, 2011
Times of India	Mumbai	English	30th May - 3rd June, 2011
Times of India	Lucknow	English	30th May - 3rd June, 2011
Times of India	Hyderabad	English	30th May - 3rd June, 2011
Times of India	Kanpur	English	30th May - 3rd June, 2011
Gujarat Samachar	Ahmedabad	Gujarati	6th June, 2011
Gujarat Samachar	Baroda	Gujarati	6th June, 2011
Gujarat Samachar	Bhavnagar	Gujarati	6th June, 2011
Gujarat Samachar	Jamnagar	Gujarati	6th June, 2011
Gujarat Samachar	Mumbai	Gujarati	6th June, 2011
Gujarat Samachar	Rajkot	Gujarati	6th June, 2011
Gujarat Samachar	Surat	Gujarati	6th June, 2011
Gujarat Samachar	Kutch (Bhuj)	Gujarati	6th June, 2011
Times of India	Mumbai	English	8th June, 2011
Economic Times	Mumbai	English	9th June, 2011
Gujarat Samachar	Mumbai	Gujarati	9th June, 2011
Business Standard	Mumbai	English	9th June, 2011

INDIA

◦ MACHINERY
◦ MOTORS
◦ HOME APPLIANCES
◦ CONSUMER ELECTRONICS
EXHIBITION

09-11 JUNE, 2011

Bombay Exhibition Centre

www.intermachineryindia.com

www.intermach-india.com



Press Clippings in various Publications —▶▶

Publication	Cities	Language	Date
Bhoomi	Ahmedabad	Gujarati	1st June, 2011
Economic Times	Ahmedabad	Gujarati	26th May, 2011
Indian Express	Ahmedabad	Gujarati	26th May, 2011
Jay Hind	Ahmedabad	Gujarati	27th May, 2011
Karnavati Express	Ahmedabad	Gujarati	26th May, 2011
Nutan Saurashtra	Ahmedabad	Gujarati	1st June, 2011
Rakhewal	Ahmedabad	Gujarati	27th May, 2011
Saurashtra Bhoomi	Ahmedabad	Gujarati	26th May, 2011
Sanj Samachar	Ahmedabad	Gujarati	1st June, 2011
Business Standard	Mumbai	English	6th June, 2011
Divya Bhaskar	Mumbai	Gujarati	25th May, 2011
Dophar Ka Samna	Mumbai	Hindi	25th May, 2011
Economic Times	Mumbai	Gujarati	28th May, 2011
Financial Express	Mumbai	English	27th May, 2011
Free Press Journal	Mumbai	English	25th May, 2011
Gujarat Samachar	Mumbai	Gujarati	29th May, 2011
Hindu Business Line	Mumbai	English	1st June, 2011
Indian Express	Mumbai	English	5th June, 2011
Lokmat	Mumbai	Marathi	27th May, 2011
Nava Bharat	Mumbai	Hindi	26th May, 2011
Navbharat Times	Mumbai	Hindi	25th May, 2011
Sakal	Mumbai	Marathi	28th May, 2011
Samna	Mumbai	Marathi	3rd June, 2011
Vyapur	Mumbai	Gujarati	28th May, 2011
Deshdoot Times	Nashik	Marathi	26th May, 2011
Gavakari	Nashik	Marathi	17th May, 2011
Lokmanthan	Nashik	Marathi	26th May, 2011
Navbharat	Nashik	Hindi	6th June, 2011
The Day View	Nashik	English	26th May, 2011
Bharat Diary	Pune	Marathi	28th May, 2011
Bhagirath Prayas	Pune	Hindi	29th May, 2011
DNA Times	Pune	English	28th May, 2011

INDIA

- MACHINERY
- MOTORS
- HOME APPLIANCES
- CONSUMER ELECTRONICS

EXHIBITION

09-11 JUNE, 2011

Bombay Exhibition Centre

www.intermachineryindia.com

www.intermach-india.com



Press Clippings in various Publications —▶▶

Publication	Cities	Language	Date
Jasol Ganga	Pune	Hindi	31st May, 2011
Jan Manthan	Pune	Marathi	7th June, 2011
Kesari	Pune	Marathi	28th May, 2011
Loksatta	Pune	Marathi	31st May, 2011
Lok Manthan	Pune	Marathi	26th May, 2011
Lok Manya Sanjvarta	Pune	Marathi	28th May, 2011
My Pune Express	Pune	English	25th May, 2011
Maya Darpan	Pune	Hindi	29th May, 2011
Nav Bharat	Pune	Hindi	31st May, 2011
Navin Sandhya	Pune	Marathi	7th June, 2011
Prabhat	Pune	Marathi	26th May, 2011
Prabhat	Pune	Marathi	2nd June, 2011
Pune Manas	Pune	English	6th June, 2011
Power of Voice	Pune	Marathi	29th May, 2011
Sandhya	Pune	Marathi	26th May, 2011
Sakaal	Pune	Marathi	26th May, 2011
Sanj Samachar	Pune	Marathi	26th May, 2011
Surajaya	Pune	Marathi	28th May, 2011
Vishweshwar	Pune	Marathi	26th May, 2011

INDIA

- MACHINERY
 - MOTORS
 - HOME APPLIANCES
 - CONSUMER ELECTRONICS
- ## EXHIBITION

09-11 JUNE, 2011
Bombay Exhibition Centre

www.intermachineryindia.com
www.intermach-india.com



◀ — Photo Gallery — ▶

Opening Ceremony



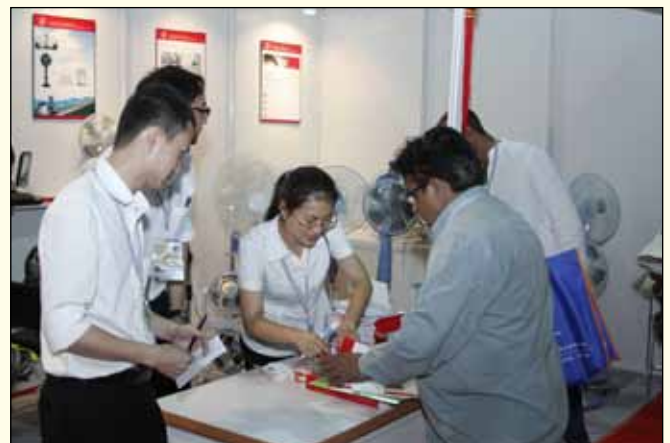
Lamp lighting ceremony



Registration Desk



Visitor enquiry



INDIA

- MACHINERY
- MOTORS
- HOME APPLIANCES
- CONSUMER ELECTRONICS

EXHIBITION

09-11 JUNE, 2011
Bombay Exhibition Centre

www.intermachineryindia.com
www.intermach-india.com



◀ — Photo Gallery — ▶

Exhibitor Demonstration



Exhibitor-Visitor Interaction



Delegate-Exhibitor Interaction



Exhibitor-Visitor Interaction



End of Report