

Building the Future



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**TOURIST
ATTRACTION**
An Artistic Outlook:
The Shilparamam Arts
and Crafts Village

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SRIKANTH T. G
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To New Beginnings!

Dear Readers,

Let me begin by acknowledging the fact that this year has been extremely positive for the global as well as the Indian Exhibition industry, for which everyone related to the industry is extremely grateful. UFI had set the tone right for the industry as it rightly predicted an optimistic year as it released its first Global Barometer report of 2022 at the start of the year.

It is a matter of significant pride for us at HITEX that we can cater to a wide range of industries and provide the players with a venue to take their business to the next level. We thank all who found us worthy enough to serve them.

HITEX also had its own shows—HITEX Hyderabad Kids' Fair, Business Women Expo, HIMTEX 2022 (Hyderabad International Machine Tool & Engineering Expo), IPEC 2022 (Process Expo & Conference), and HITEX SportExpo India—that garnered an overwhelming response. We are thoroughly motivated to carry on with the same spirit and conviction that it is to be reciprocated in equal measure. The success of our shows and those held at HITEX has reaffirmed the value of face-to-face events. However, hybrid events serve their purpose and will continue to contribute to the growth story of our exhibition industry.

With a highly well-spent 2022 ending soon, we are all geared up to receive 2023. A new year should be greeted with new beginnings and clearly charted growth plans. Hence, HITEX has chosen this opportune time to open to the public our newly constructed Hall 4 with world-class infrastructure that will equip us better to host more shows and events of international stature.

Let us hope that the coming year will be peaceful and prosperous for all of us. May we all work to our full potential and make the best of the opportunities that await us in the times ahead. I wish you a fulfilling new year.

Inbound travel, MICE, and in-person meetings are projected to rise. To leverage on G20 momentum for the industry, the Ministry of Tourism is exploring a MICE fund to boost 'Meet in India' branding and marketing of India, which will also support stakeholders in bidding for significant MICE events.

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Hyderabad Airport Metro Ltd Expedites 3.1 km Long Mass Transport Corridor Works

Hyderabad Airport Metro Ltd (HAML), the body in charge of implementing the airport metro project in Hyderabad, has chosen to expedite construction of the 31-km-long mass transportation corridor. The 31-km-long 'Airport Express Metro Corridor', which is expected to cost ₹6,250 crore, would be mostly elevated, although 2.5 km will be underground.



end at Shamshabad's international airport. It would link the IT hub in western Hyderabad to the airport in southern Hyderabad. It is a Telangana state government-funded project that will take three years to complete. The metro is expected to connect the airport to the main city in only 20 minutes. The BHEL-Lakdikapul corridor will run through Madin Guda, Kondapur, Hitec City, Raidurg, Mehdiptanam, Tolichowki, and Masab tank areas.

After passing the city's Outer Ring Road (ORR), this planned metro rail track will start at Mindspace Junction and

Telangana to Have Five More IT Centres Soon

The Telangana Government is building new IT hubs in five additional districts in the state in order to expand the IT industry beyond Hyderabad. The decision to establish new technology centres is part of the state government's objective of bringing information technology to tier-II towns. Three IT hubs have already been established and are operational in Warangal, Khammam, and Karimnagar. The Nizamabad and Mahabubnagar IT Hubs are nearing completion. The Siddipet IT hub is nearly finished, while the Nalgonda IT hub will likely take another six months. The Telangana Government is focusing on expanding Hyderabad's IT infrastructure and facilities. Hyderabad outperformed all other major Indian cities in terms of office space absorption, particularly in the IT and allied sectors.



BioAsia 2023 to Include a Specialized Pavilion for MSMEs



BioAsia 2023, the 20th edition of the Telangana Government's yearly series of events dedicated to Life Sciences, will include a dedicated MSME Pavilion. Around 60 MSMEs from the medical device, pharmaceutical, and allied industries will showcase their products and services at the BioAsia pavilion, which will be hosted in Hyderabad from February 24-26, 2023.

The dedicated pavilion is the result of a partnership between BioAsia and the Centre's Department of MSME. The cost of participation for MSMEs is being subsidized up to 100 percent through the Procurement and Market Support (PMS) - Market Access Initiatives of Di-MSME. The event aims to provide a great opportunity for MSMEs to create critical relationships, partnerships, and avenues for expanding businesses, as well as successfully and jointly represent India as a worldwide life sciences destination.

IITM Unveils 2023 Indian Travel Events Calendar

Sphere Travelmedia & Exhibitions announced the 2023 calendar of India International Travel Mart (IITM) events to be held in nine major markets of India as the tourism world steadily goes on an aggressive recovery mode. With this year's IITM, Sphere Travelmedia & Exhibitions completes 24 years of serving the travel industry and travel-trade buyers. This year's exhibition will feature new hospitality, travel, technology, and tourism products. It gives an outstanding marketing opportunity and excellent backdrop to boost brand equity among discerning travel trade and corporate consumers.



Domestic travel is India's major travel market; hence, the event will include 25 tourism verticals from throughout the country. Caravan tourism, adventure, wellness, Ayurveda, business travel, and

wedding locations are increasing in popularity. IITM Events will present various chances for start-ups to develop a viable marketplace for their products and services in the hotel, travel, technology, and tourism industries. The event seeks to gain the support of key national and regional organizations such as ADTOI, TAAI, IATO, OTOAI, ATOAI, FRETA, KTS, FHRAI, SIHRA, ETAA, and many others.

Hyderabad Book Fair Drew a Large Throng

The 35th edition of the Hyderabad Book Fair began on December 22, with hundreds of citizens queuing up to enter the large fair-ground of Telangana Kalabharathi (NTR Stadium), Hyderabad, where the exhibition was inaugurated, and ended on January 1, 2023. This year's edition drew roughly 40,000 visitors per day, with crowds exceeding a lakh on weekends, and featured 340 stalls, up from 270 the previous year.

In the fair, Jayesh Ranjan, Principal Secretary, Information Technology (IT), Government of Telangana, launched a stall of the Digital Media Wing of Tel-



angana Government that is launching 'Telangana Digital Repository', where knowledge about the region will be available to future generations, much like a sounding board before the full rollout. While buyers visited each of these stalls, a variety of cultural activities, including slam poetry, dances, vocal performances, and book launches, were held on a stage set up in the center of the fair. In Hyderabad, a diverse range of book dealers from throughout the country packed their shelves.

Brewer World Announces BW Conclave 2023

Brewer World will host the Second Edition of Brewer World Conclave, a B2B Expo, Conference, and Awards for beer and brewing industry professionals, from February 23-25, 2023, at Karnataka Trade Promotion Organization, Whitefield Industrial Area, Bengaluru.

The Expo will feature 75+ exhibitors demonstrating innovative technology, goods, tools, and services for existing and aspiring Indian brewers. Exhibitors will have an opportunity to network with OEMs, project consultants, production/commercial beer makers, and craft/microbreweries.

Over 35 presenters will share their thoughts and experiences at the Conference. CEOs, Founders, and Brewers from top beer firms will participate. How to set up a brewery, brewing with local ingredients, dos and don'ts, running a successful taproom, beer & taxation, and more will be discussed.



'The Beer of India Awards 2023' honors excellence in Indian beers through blind tasting. The judges pick winners based on color, aroma, mouthfeel, and overall impression. Judges choose sincere, distinctive beers that follow the 2015 BJCP Style Guidelines.

G20: MoT Announces MICE Tourism Funds

The Ministry of Tourism, Government of India, is exploring a separate MICE budget to assist 'Meet in India' branding and marketing and to keep the G20 momentum going for the Indian MICE industry. This fund will also help with bids for significant MICE events. With the G20 Presidency having started on December 1, 2022, and continuing until November 30, 2023, India will conduct 215 meetings in 55 locations, four of which will promote tourism.

The government 'principally agreed' to the private industry's request in this regard. A MICE fund will be formed from the Tourism Minis-



try's overseas marketing budget. The Government also agreed to restore and reform the Champions Sector Service Scheme to deliver incentives for hosting international events and delegates.

The Ministry plans to hold the first annual 'MICE India' event in Bengaluru in April 2023, according to the National Strategy Document. The event will include 1,000 buyers, and all G20 and invited countries will have stalls. The Ministry and private industry organizations will promote the event with roadshows in important cities.

CapitaLand India Trust and Telangana Govt Sign Data Center Deal

CapitaLand India Trust Management Pte Ltd, the trustee-manager of CapitaLand India Trust (CLINT), has signed a Memorandum of Understanding (MoU) with the Telangana Government to build a data center at CLINT's International Tech Park Hyderabad (ITPH), Madhapur. The project is expected to cost roughly ₹1200 crore (US\$ 210 million) and will be implemented over the next 3 to 5 years. CLINT will use CapitaLand Group's data center expertise to develop the ITPH data center, which will have a built-up area of about 250,000 sqft and a power capacity of 36 megawatts (MW).



In this context, KT Rama Rao, IT, handlooms and textiles Minister of Telangana, remarked, "Hyderabad is one of the fastest-growing data centre markets in India, and the investment contributes to the pace we look to

keep up. I aim to extend this connection and hope that the state and CapitaLand can collaborate to secure not only data center investments, but also additional IT & IT Enabled Services infrastructure projects to feed the state's ever-growing IT industry."

Vietnam Companies Plan to Invest in Telangana

Vietnamese companies have expressed a strong desire to invest in Telangana. The Telangana trade delegation led by FTCCI visited Vietnam to explore trade potential. Vietnam firms were eager to engage in agriculture, manufacturing, and services, according to an FTCCI announcement. A trade team of more than 30 people led by FTCCI visited Vietnam at the invitation of the Vietnam Chamber of Commerce and Industry (VCCI), the Consul General of India in Vietnam, and the Vietnam Government.



The purpose of the tour is to exchange information and explore trade and investment prospects in Vietnam, as well as to share information on opportunities in the state of Telangana. FTCCI also inked a Memorandum of Understanding (MOU) with Vietnam Chamber of Commerce and Industry (VCCI) with the goal of promoting commerce and investment between the two economies. The MoU was signed by Tran Ngoc Liem, General Director, The Vietnam Chamber of Commerce and Industry, Ho Chi Minh City (VCCI-HCM) and Anil Agarwal, President, FTCCI.



ET TECH X 2023

January 4-5, 2023

Kakani Edu Media Pvt Ltd

The largest B2B expo, conference, and workshops on Education & Training resources, supplies, technology, and infrastructure to meet and fulfill present & future demand in the Education & Training sector.

INDUS FOOD

January 8-10, 2023

Trade Promotion Council of India

South Asia's most integrated F&B show, offering the region's most comprehensive marketplace and showcasing new brands & innovations to a wider variety of customers.

ACETECH

January 20-22, 2023

ABEC Exhibitions & Conferences Ltd

Asia's leading trade show for Architecture, Building Materials, Art and Design, the third-of-its-kind in the world, offers opportunities to exhibit and make a lasting impact on architectural decision-makers.

PETEX INDIA

January 27-29, 2023

HITEX

The fourth edition of the B2B2C expo, India's biggest gathering of pet industry professionals and pet parents, showcasing the best of the country's Pet Care business.

GSI-GIFTS & STATIONERY INDIA 2023

January 27-29, 2023

Expo Galaxia Pvt Ltd

The expo provides a massive B2B platform for the entire Gifts & Stationery industry to showcase their latest items and create seamless business prospects under one roof.

DAIRY EXPO

February 3-5, 2023

Media Day Marketing

The three-day expo focuses on bringing together all Dairy Sector stakeholders on one platform, providing a fair chance of interaction and progress for industry stakeholders.

FOOD EXPO

February 3-5, 2023

Media Day Marketing

The event aims to bring together Food Products, Beverages, Processing & Packaging, Cold Chain & Allied Industries, and other supply chain players for mutual benefit.

FURNITURE AND LIFESTYLE EXPO

February 3-5, 2023

iAds and Events

An exclusive Interior & Lifestyle Show is designed to showcase the latest trends in the sector, giving exhibitors a niche platform to promote new products, innovative ideas, and unique collections with attractive discounts and offers.

FAMDENT HYDERABAD

February 4-5, 2023

Messe Düsseldorf India Pvt Ltd

One of the premier annual Dental Trade Fair in South India, featuring clinical and lab equipment and services from prominent dental brands, dealers, and distributors.

SUNDAY SOUL SANTE HYDERABAD

February 19, 2023

Mereddy Ventures

A day-long Sunday Flea Market with a carnival vibe and a contemporary celebration of Indian arts and crafts that brings together people, products, artisans, and performers from many walks of life.

CREDAI PROPERTY SHOW

February 24-26, 2023

The Confederation of Real Estate Developers' Associations of India (CREDAI)

The Property Show focuses on Hyderabad's northern region, displaying the finest & most credible real estate projects, including apartment complexes, villas, plots, and commercial spaces.

KISAN AGRI SHOW

March 3-5, 2023

Kisan Forum Pvt Ltd

KISAN Hyderabad is aimed at bringing together the Agri industry, experts, policymakers, and farmers to engage in dialogue and explore new advances in the sector.

DIGIPOL 2023

March 6-7, 2023

Convergence Innovation Labs India Pvt Ltd

A global HLS and Defense expo that offers a unique platform for exploring digital security breakthroughs and advances, as well as understanding modern technology and knowledge transfer to security agencies involved in national security and public safety.

RICE & GRAINS TECH EXPO 2023

March 10-13, 2023

Mookambika Exhibitions

The expo connects the Grains Technologies sector with the Grains industry and presents the latest manufacturing technology and solutions for large businesses and SMEs.

BUSINESS WOMEN EXPO

March 10-12, 2023

HITEX

The 3rd edition of India's largest forum for Business Women and Entrepreneurs to meet, collaborate, and celebrate with corporate enterprises and trade seeks to generate a real impact in honoring women by building connections and business opportunities.

Building the Future

A premier innovation hub and ecosystem enabler based out of Hyderabad, India, T-Hub leads India's pioneering innovation ecosystem and strives to create an impact for startups, corporations, and other ecosystem stakeholders.





In the last seven years, T-Hub's team size of more than 50 professionals from diverse backgrounds is enabling the innovation journey for entrepreneurs, corporate leaders/CIOs, and investors globally. As a result, T-Hub has evolved from being a startup incubator to a leading innovation hub in India. Due to this robust innovation ecosystem that T-Hub has built, it has seen a rise in the number of startups from 400 then to about 2,500 now.

Srinivas Rao Mahankali, CEO, T-Hub, elaborates on the innovation hub's remarkable journey, "T-Hub aims to further boost this growth with the new innovation campus. Through various programs and initiatives, we have supported over 2,500 startups and over 600 corporates like Meta, Boeing, Otis, AWS, and more. We have enabled startups to continue to raise significant amounts of

funding from various programs and these startups have raised US \$1.9 billion in funding to date."

T-Hub has helped over 300 Indian and 200 international startups scale globally through 10 market access programs and 18 international interventions in partnership with global ecosystem players across 42 countries. It has also onboarded 75 premium value partners and a pool of over 100 mentors to help startups scale sustainably.

World-class infrastructure

With a strong representation of technology at its core, T-Hub is built in a T-shaped structure spread across a total built-up area of 5,82,689 sq ft and ten floors. The building is a microcosm of the innovation ecosystem, which includes startups, corporates, investors, academia, and national and international ecosystem enablers. With an effective carpet area of 3,50,000 sq ft, T-Hub has 10 floors (ground plus 10) operations with 1,000 seats for startups. On the sixth floor, 18,000 sq ft are allocated to the Confederation of Indian Industry (CII) and AIC T-Hub Foundation, an association formed at T-Hub, in partnership with Atal Innovation Mission (AIM), NITI Aayog. The seventh floor is assigned to the Department of Science and Technology's (DST) Centre of Excellence to promote artificial intelligence (AI) and machine learning (ML). The eighth and ninth floors are proposed for the Japan International Cooperation Agency (JICA) project, along with social impact startups and young entrepreneurs (Y-Hub).

The innovation campus is equipped with world-class fixed, flexible, private office spaces, meeting rooms, floor pantries, a cafeteria, etc. It offers two event rooms with the latest technologies for AV systems, a grand atrium with 400 seating capacity and designated areas for the corporates' Centre of Excellence (CoE), and an experience center for showcasing startup innovation.

Helping Startups Scale Sustainably

T-Hub has helped over 300 Indian and 200 international startups scale globally through 10 market access programs and 18 international interventions in partnership with global ecosys-

"Hyderabad in Telangana is the IT hub of India, with IT/ITeS exports reaching ₹ 1,83,569 crore (US\$ 22.95 billion) in FY22, a 26.14 percent increase YoY. Moreover, the state is home to major tech companies in the world. Hence, the state's resilience is posed to achieve success in the coming times and become a significant hub for events of national and international importance."

Srinivas Rao Mahankali (MSR)
CEO
T-Hub



tem players across 42 countries. It has also onboarded 75 premium value partners and a pool of over 100 mentors to help startups scale sustainably.

Shedding light on T-Hub's plans to further strengthen the overall innovation ecosystem to support this growth, MSR adds, "T-Hub aims to impact at least 20,000 startups through various program interventions in the next five years. Its large-scale incubation and acceleration activities will include early revenue and early-scale companies. The new phase of T-Hub has an enhanced focus on internationalization and capacity building with new foreign partnerships. The new facility has the presence of international partners from Japan, Korea, and Dubai, among others."

To empower the thriving startup ecosystem, the innovation hub envisions supporting entrepreneurs in their growth journey by providing them with access to 6Ms—Mentors, Market, Motivation, Manpower, Money, and Methodologies and 2Ps—Partnership and Policy advisory.

Telangana is at the forefront of building a world-class innovation ecosystem through a mix of passionate entrepreneurs, high-quality talent availability, supportive Government policy, and access to capital. As a result, the startup community has experienced phenomenal growth across various sectors, especially Life Sciences, AI, Big Data, Analytics, and Agritech.



Together in Overcoming Crisis

Indian startups are now facing many challenges and are witnessing Black Swan events

"T-Hub aims to further boost this growth with the innovation campus. Through various programs and initiatives, we have supported over 2,500 startups and over 600 corporates like Meta, Boeing, Otis, AWS, and more. We have enabled startups to continue to raise significant amounts of funding from various programs and these startups have raised US \$1.9 billion in funding to date."

Srinivas Rao Mahankali
(MSR)
CEO
T-Hub

created by COVID-19. When asked how T-Hub can help them navigate these challenges, MSR replies, "While the startup world of Hyderabad has dealt with the COVID crisis relatively well, the slowdowns and setbacks it has caused, need to be overcome. Thus, the role of ecosystem enablers like us becomes crucial. From supporting startups in their early stages to providing mentoring, guidance, co-working space, and also, at times, some funding, ecosystem enablers are the first port of call for any budding entrepreneur."

At T-Hub, mentors play an instrumental role in building a stronger community of startups and creating a dynamic innovation ecosystem. With a dedicated focus on 6Ms and 2Ps, the hub empowers the growing startup ecosystem and supports them in their entrepreneurial journey. In addition, programs like RubriX, T-Hub's first prototype development program, FalconX, a global startup immersion pro-



gram, and others are further helping entrepreneurs scale their businesses.

Telangana's Relevance

In the 2022 Global Startup Ecosystem Report published by T-Hub and Startup Genome, the state of Telangana is highlighted as one of the top 10 Global Ecosystems and 4 Asian Ecosystems in affordable talent.

MSR tells us more about the current startup ecosystem in the state, "Telangana is at the forefront of building a world-class innovation ecosystem through a mix of passionate entrepreneurs, high-quality talent availability, supportive government policy, and access to capital. As a result, the startup community has experienced phenomenal growth across various sectors, especially Life Sciences, AI, Big Data, Analytics, and Agritech. We are poised to strengthen the overall innovation ecosystem further to support this growth sustain-

ably and equitably for all the stakeholders, with a prime focus on entrepreneurs."

"Hyderabad in Telangana is the IT hub of India, with IT/ITeS exports reaching ₹1,83,569 crore (US\$ 22.95 billion) in FY22, a 26.14 percent increase YoY. Moreover, the state is home to major tech companies in the world. Hence, the state's resilience is poised to achieve success in the coming times and become a significant hub for events of national and international importance. Various ecosystem enablers such as TSIC, T-Works, WE HUB, RICH, and TASK have boosted collaboration and innovation. Through T-Hub's robust innovation ecosystem, we strive to create an impact for startups, corporations, and other ecosystem stakeholders. We are focused on building the ecosystem as a facilitator and catalyst and building thought leadership and innovative entrepreneurship," he adds.

POV

The Passion for 'Gaming' Goes Big!

DreamHack Hyderabad, a promising platform for those who share a passion for gaming, was organized by NODWIN Gaming. The show was held from November 4-6, 2022, at HITEX Exhibition Centre, Hyderabad. Powered by its robust line-up of events, the event drew thousands to pursue and explore their interest in and potential for gaming.



All Image Source: HITEX

DreamHack Hyderabad, one of the country's largest and most celebrated gaming digital festivals, was held in partnership with leading and well-renowned brands such as NODWIN Gaming Pvt Ltd, Intel, Monster Energy, Hyundai, Bin-

go!, and many others. The global festival has been featured in the Guinness World Records for hosting the largest LAN party. Elaborating on the show's nuances, Vishal Parekh, Chief Marketing Officer, NODWIN Gaming, highlights, "Dreamhack is an all-inclusive gaming



convention where competitive players sweat it out to win prizes while friends and family enjoy their time participating in a multitude of fun activities and of course, gaming. A key attraction to this event is that you meet celebrities or gamers who have made their mark and have a huge fan following." Participants and attendees get to meet celebrities in person, understand their lifestyles, and learn about the field of gaming and the subject as a career. "We do quite a few workshops on the subject so that the event is

not just about tapping fingers on a mobile phone, but also about how gaming enthusiasts can build a career in gaming," he adds.

Supercharged With Activity

Parekh asserts that this year's event showcased a wide variety of activities, offering artists and creators the opportunity to explore their talent, passion, and potential to the fullest. The opening day of the three-day gaming festival was graced by Samay Raina, standup comedian; Naman Mathur, aka MortalL,



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Vishal Parekh
 Chief Marketing Officer
 NODWIN Gaming Pvt Ltd



a BGMI player and co-owner of Team Soul; Tanmay 'ScOutOP' Singh, player for TeamXSpark and content creator for 8Bit Creatives; Payal Dhare aka Payal Gaming, an Indian YouTuber, gamer, and social media influencer; Tanmay Bhat, an Indian YouTuber and comedian; and other popular influencers. Interesting activities were held at the show, such as 'Bring Your Own Device (BYOD) LAN (Local Area Network) Arena' where one could bring their own devices, connect them to the LAN, and play games with their friends,

family, or the people they met at the festival. Bingo! 'Streamer Zone' had top content creators interact with their fans as they live-streamed their favorite games from DreamHack Hyderabad 2022. 'Pan Fest@Dreamhack' celebrated the Battle Royale fans in the mobile gaming community. It had teams come together in the lobbies of the fan-favorite title PUBG New State, and also offered Battle Royale enthusiasts a chance to win a total cash prize of ₹5,00,000. 'Meet and Greet Zone' offered the gaming community



an opportunity to meet India's celebrity esports players, top content creators, and influencers. The fans could click pictures and have autograph sessions with team 8Bit Creatives, the proud talent partner of DreamHack Hyderabad 2022. Other attractions included Ko Fight Night, Snapdragon Pro Series and Cosplay Zone, Just Dance Zone, and Retro Zone, which had jaw-dropping cash prizes. Chess was a showstopper at the event, with the prize pool for 'Chess@Dreamhack' event being ₹ 20 lakh. For the first time,

comedians played live against each other. The contenders were Tanmay Bhat, Samay Raina, Sagar Shah, Biswa Kalyan, Joel D'Souza, Anirban Dasgupta, Vaibhav Sethia, and Manik Mahna.

Advantage HITEX

Elaborating on how the venue has played a crucial role in attracting a crowd, Parekh says, "HITEX has its own legacy of receiving impressive footfall at the shows happening here. This has been our experience so far at the venue. Although DreamHack Hyderabad is happening for the



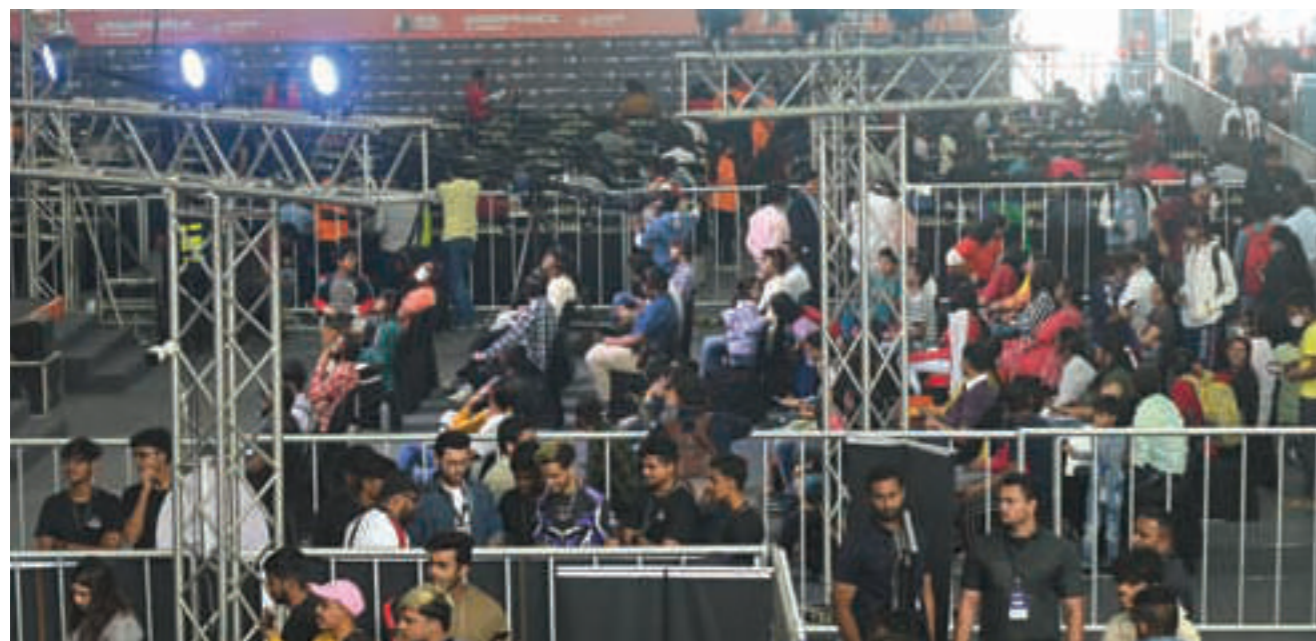


first time, we have organized several events here in the past. For instance, we have conducted gaming tournaments on a large scale, and this is our third or fourth event at HITEK. We have always had encouraging numbers." "People have been waiting to get out owing to the pandemic, and nothing can be better than HITEK because it's well-connected. Moreover, the facilities at HITEK are up to standard. This is my comment not just from the standpoint of an organizer, but also as a visitor. The maintenance of the

venue, the space, and the cleanliness are commendable. As an organizer, we need not think twice before picking HITEK as a venue," he notes.

A Booming Industry

Reports suggest that the Gaming industry in India was estimated at US\$2.2 billion in 2021 and is expected to hit US\$7 billion by 2026, which is more than three times in the next five years. While the passion for healthy competition and the inquisitive nature to try out new sports and games takes shape,



DreamHack Hyderabad was home to several activities and proved to be an ideal platform for those who wanted to achieve in the gaming sector. The event witnessed a massive footfall of over thousands of visitors.

Sports channel and during prime time for over three weeks and it was televised live from a studio, like an IPL match. We know this sport will be the second favorite after cricket in India, and we already see this happening."

Why Hyderabad?

Parekh has a convincing reply to this. "Hyderabad is an IT and technology hub. It is very cohesive. Owing to this fact, the acceptance of gadgets and newer ways of entertainment are much faster. And since we have been to this city many times, we know there is a wide base of gamers here. We have seen people coming from neighboring cities for this event. Hyderabad, for that matter, India overall, has become a gaming hub." And how DreamHack Hyderabad has grown is nothing short of impressive. But what gave impetus to the event was the way in which it was marketed. Parekh explains against this backdrop: "We have explored different types of marketing like social media for better traction, influencer marketing with gamers, radio ads, RJ mentions, and outdoor marketing with hoardings across bus shelters and metro stations." **POV**

Parekh says, "I have been in the industry for over a decade and have seen gamers evolve from being shy, introverted, and restricting themselves all the way to the present day when Mortal or Scout comes in, and you see them, shouting, cheering, and clicking photographs." Long before, gaming was not considered something that people looked up to, but today it has become a skill and a sport. Speaking of firsts, he adds, "We were the first ones to bring big esports tournaments to the country and organize such tournaments. This year, we took gaming to the Prime Sports channel on Prime

Showcasing Effective Support



All image source: HITEX

The 21st International Leprosy Congress (ILC 2022) was organized as a hybrid event by Indian Association of Leprologists (IAL); Indian Association of Dermatologists, Venereologists and Leprologists (IADVL); and National Leprosy Eradication Programme (NLEP), under the auspices of International Leprosy Association (ILA), at HITEX Exhibition Center, HICC Novotel, Hyderabad, India, from November 8-11, 2022. Highlights...

"We do an event, hoping it will bring about some change. But events alone cannot bring about a change. One of the biggest advantages of an event is that it brings people together and facilitates dialogue. Networking is a big benefit. We hope the dialogues percolate into government policies that will help leprosy patients and workers."

*Dr Narasimha Rao
President, IAL, and
Organizing Secretary
21st International Leprosy
Congress*



ILC 2022, an important event held in various parts of the world to bring key stakeholders in the field of leprosy together to discuss new knowledge and share experiences, was themed 'Better Knowledge—Early Diagnosis—Improved Care'. Elaborating on the host city and response, Dr. Narasimha Rao, President, IAL, and Organizing Secretary, 21st International Leprosy Congress, stated, "Hyderabad is one of the most desired tourist destinations. It is cosmopolitan and well-connected. Hence, the delegates were more than willing to travel to the city. We had a total of around 1,000

delegates of which 400 were international delegates scattered across all five continents. We received an overwhelming response online as well and had around 500 online delegates."

A Hybrid Setting

The Hybrid Congress for physical delegates and e-delegates offered an opportunity for more than 110 hours of scientific deliberations. The four-day planned schedule of the congress included Web-based, Plenary, and Breakout sessions, preceded by pre- and post-conference meetings. Dr. Rao commented, "Hybrid conferences came in only after COVID-19, which itself





is a novelty. This helped circumvent issues like travel costs and travel time. Online conferences give participants the freedom to join remotely at a considerably lower cost. We also made sure that the conference was spread across four days, and we chose November as it is a conducive time in India—the weather is neither too hot nor too cold. Post-COVID, everyone wants to travel and wants an excuse to travel.”

He shared the thought process behind the theme: “We need to refocus on these three things to bridge the gap: better knowledge, early diagnosis, and improved care. There exists a certain degree of knowledge and related literature, but we need to improve it to a level where we

can help patients in a better way. Early diagnosis is important as it averts the possibility of deformity. Improved care is important, and it is important to pay attention to the quality of care being provided.”

Mentorship Program and Research

The Scientific Committee of ILC 2022 initiated the Abstract Mentor Programme (AMP) to help leprosy healthcare providers (HCP) and researchers improve their abstracts before submitting them. This increases the chance that their work will be presented at the congress. In this regard, Dr Rao explained, “This congress is not for doctors alone. It is also for patients afflicted with leprosy and leprosy



workers (field workers). A lot of the conference delegates are leprosy-affected patients. Leprosy is a disease that does not always lead to deformity. Ninety-five percent of the patients are normal and do not exhibit physical deformities. It will go away like any other disease if proper treatment is taken. But the stigma, worry, and anxiety make people uncomfortable. Such people are also a part of this congress.”

Stressing one of the key benefits of AMP, he elaborated, “A lot of them are not conversant in English. But since this congress is in English and presentations are made in English, a need was felt to mentor those who needed language

aid to do away with language and convention barriers. So, there are individuals working voluntarily with us who help non-native English speakers and speakers of other languages structure their abstracts of research papers and presentations so that they can be a part of the congress.”

Dr Rao concluded, “We do an event, hoping it will bring about some change. But events alone cannot bring about a change. One of the biggest advantages of an event is that it brings people together and facilitates dialogue. Networking is a big benefit. We hope the dialogues percolate into government policies that will help leprosy patients and workers.” **POV**



Inking a New Chapter



Slated to be South India's largest print exhibition, the first edition of All in Print South 2022 concluded on a winning note on November 19 at HITEX Exhibition Center in Hyderabad, bringing together key industry stakeholders to forge connections, expand their businesses, and aid in taking the printing and packaging industry to greater heights.

All Image Source: HITEX



Visitors came from Telangana, Andhra Pradesh, Maharashtra, Karnataka, Tamil Nadu, Odisha, and Chhattisgarh to see the latest machines and technologies from over 150 exhibitors, garnering around 9,000 footfalls in the course of the three-day event.

Organized by Telangana Offset Printers Association (TOPA) and Hyderabad International Trade Expositions Ltd (HITEX) and co-organized by Andhra Pradesh Rastra Offset Printers Association (APOPA), the maiden edition of All in Print South garnered an overwhelming response from industry insiders and their associates.

"The genesis of the All in Print South event in Hyderabad arose from the desire of all the prominent companies in the print sector," shares Dayaker Reddy, National Coordinator, TOPA. "Their request was to plan an event with a broader reach than previous state-level events."

"The reason we named the show that way is because we meant to do the show mostly in the regions where the Nizam exercised his control, i.e., the Deccan region. This, however, does not exclude exhibitors from other sections of the country from participating," he adds.

The exhibition was recognized and supported by the Ministry of MSME, Government of India, with MSME enterprises in the printing and converting technology segment eligible for reimbursement of up to 80 percent of their participation costs. In line with this, Reddy reveals, "In order to do a large-scale show, multiple associations are required. It is true



that Hyderabad has the largest print market in Telangana; however, it is quite small in contrast to other locations. As a result, we collaborated with the Andhra Pradesh Printers Association as co-organizers. We also collaborated with the Maharashtra Mudran Parishad."

A Mark of Success

The three-day event offered an integrated business platform, showcasing demonstrations and the latest in Printing, Converting Technology, Corrugation, Signage, and Label industry for printers, converters, print buyers, retailing/packaging professionals, brand managers, decision-makers, and influencers from the industry.

Visitors came from Telangana, Andhra Pradesh, Maharashtra, Karnataka, Tamil Nadu, Odisha, and Chhattisgarh to see state-of-the-art machines and technologies from over 150 exhibitors. Konica Minolta, RISO India, Redington Ltd (HP), Paper World, Creofoil, SLG Office Automation, Montech Systems, Sahil Graphics, Gutenberg Machinery, and Sharp Business Associates were among the exhibitors. Stating that the exhibition was primarily a technology and machinery show, M Sandeep Kumar, Man-

"We completed over 30 road shows in Maharashtra alone. We held more than 100 road shows throughout Telangana, Andhra Pradesh, Maharashtra, Odisha, and Chhattisgarh, resulting in 8,896 visits over the course of three days."

Dayaker Reddy
National Coordinator
TOPA



ager-Business Development & Own Shows, HITEX, comments, "With an exceptional B2B visitor turnout of visitors from across multiple states of India, the exhibition venue was a bustling and vibrant place for all three days."

Understanding the Challenges

South India, particularly Hyderabad (which is strategically positioned and well connected between the Southern, Eastern, and Western States), has historically lacked a good printing technology and machinery trade exhibition. Kumar explains, "Through All in Print South, we aimed to cater to the void in the printing, packaging, and converting businesses. The exhibition garnered a huge response from PAN India,

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“Through All in Print South, we aimed to cater to the void in the printing, packaging, and converting businesses. The exhibition garnered a huge response from PAN India, equally among the exhibitors and visitors. The current exhibitors have already promised to return for the second edition in November 2024 with double the area and display of machines.”

M Sandeep Kumar
 Manager - Business Development & Own Shows
 HITEX



location. “Being the very first edition of All in Print focusing on the latest printing and converting technologies for printers, converters, and print buyers primarily from Maharashtra, Karnataka, Telangana, Andhra Pradesh, Chhattisgarh, and Odisha, we as organizers did not leave any stone unturned to make this first edition a grand success,” Kumar stresses.

To this, Reddy responds, “We completed over 30 road shows in Maharashtra alone. We held more than 100 road shows throughout Telangana, Andhra Pradesh, Maharashtra, Odisha, and Chhattisgarh, resulting in 8,896 visits over the course of three days.”

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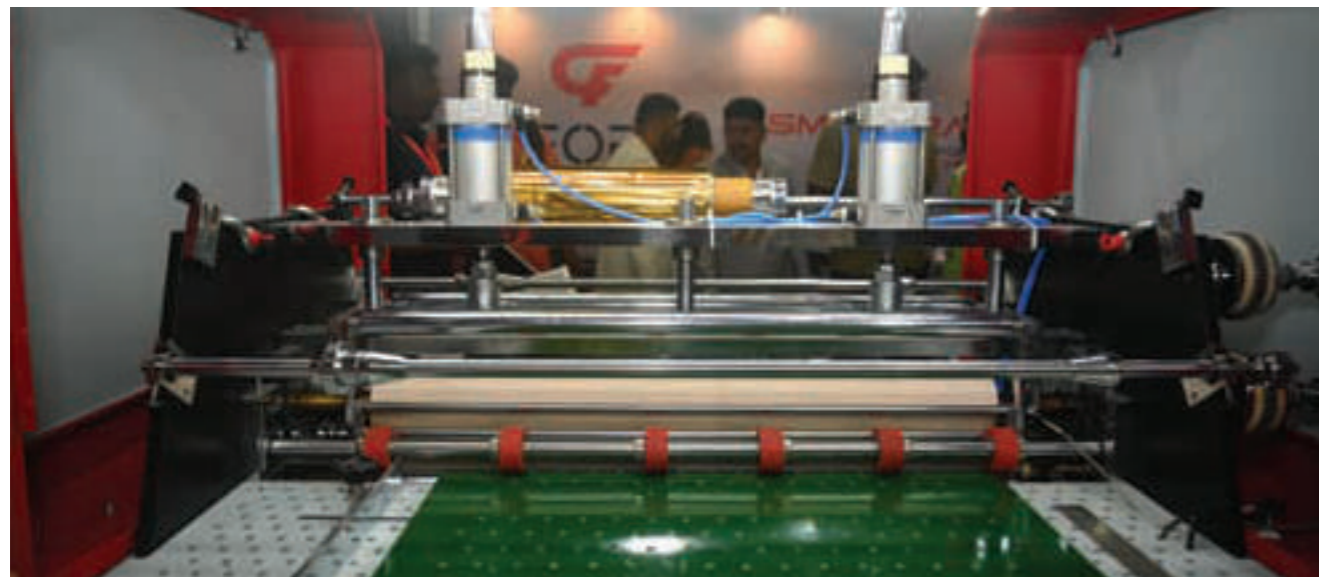
Precursor to the Event

A significant amount of branding and promotion, as well as word of mouth, are required to bring any event/show to fruition. One of the most important components in ensuring the exhibition’s success was to promote it in every possible way to the correct audience and

“Normally, every exhibition caters to medium- and large-scale printers. However, when we traveled to all the road shows, we grasped the needs of the small-scale printers and chose the exhibitors accordingly. This brought the exhibitors and guests of All in Print South 2022 a lot of satisfaction,” he adds.

A Collaborative Effort

TOPA is a dedicated organization dedicated to uniting, protecting, and promoting the Printing and Packaging industry



via innovation, technology, and a forward-thinking approach to printing excellence for maximum customer satisfaction and profits. Its endeavor to take the industry to greater heights was equally complimented by HITEX’s vision to create flagship exhibitions and platforms facilitating trade and commerce in the country. “It has been great to work with TOPA; both HITEX and TOPA worked on their respective strengths to make this event a grand success,” says Kumar.

Speaking on HITEX’s highlights, Reddy elaborates, “The purpose-built exhibition facility

gives perfect conditions for the live display of heavy printing machines. The many branding opportunities available within the show venue also assist the participating large MNCs and Indian companies in increasing product visibility.”

“The ancillary amenities, such as 5,000 hotel rooms of different kinds within a 5-Km radius of HITEX, help exhibitors stay close to the venue at their convenience. The services supplied by HITEX are highly regarded by the exhibitors. The staff in security, operations, marketing, and housekeeping are really efficient and proactive,” he adds.

POV



Growth Through Play

Organized by Hyderabad International Trade Expositions Ltd, HITEX Hyderabad Kids' Fair concluded successfully on December 25, 2022, at HITEX Exhibition Center in Hyderabad, offering kids and families a great experience from well-planned activities and opportunities galore to explore and buy extensive products from leading brands.



All Image Source: HITEX

The 15th edition of the HITEX Hyderabad Kids' Fair, with the title sponsor BuddsBuddy, a brand under First Care India Pvt Ltd that offers a range of safe and economical all-natural baby/children's products, was a major triumph. An impressive number of children and families attended the three-day event to enjoy a variety of interactive displays,

educational activities, and entertaining performances.

Against this backdrop, the organizers of the event shared, "HITEX would like to extend a special thanks to HITEX Hyderabad Kids' Fair's sponsors and partners, who helped make the fair a grand success. Their support and collaboration were invaluable, and we appreciate your contribu-



tions to the successful completion of the event."

In its Element

The fair featured over 100 exhibitors and over 20 activities, including a cube championship and mental math competition conducted by Magic Logic Academy, several adventure sports activities organized by the National Adventure Foundation, and a kids' run hosted by Hyderabad Runners with over 1,200 participants divided into three categories. Personalized story books from Merlin Wand, farming for kids from

Organo ET School, and smart parenting solutions from My Shishu were all available at the show. The fair had something for everyone, with a variety of activities and entertainment options from the nutrition, education, apparel & accessories, and extracurricular activities categories that were sure to thrill children of all ages and their families.

Some of the exhibitors include Staedtler, HIFI Vibrama, LEAP ROBOTS, Learn Smart, Future Intelligence Books, Honcho Baby, Something Good





Lifestyle LLP, Haplap Kit, Genions, Talent Toyz, Active Discovery Campus, NEW COMERS, Baybee Shoppee, Popees Baby Care, Magic Logic Academy, Snow Kingdom, The Shri Ram Academy, Boom Baby, Bookictionary, Next Education, Atria Convergence Technologies, and many more.

More Reasons to Have a Ball

The show was jam-packed with fascinating and fun activities like bouncy castles, face painting, carnival games, and

craft stations to keep kids engaged throughout the fair.

There was a plethora of entertaining, informative, and interactive displays and games providing an excellent opportunity for children to learn about science, technology, engineering, and arts in a fun and engaging environment.

Many interesting educational workshops and demos on various topics were organized with a blend of fun and learning. The



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attendee children could get an insight into myriad subjects from coding, robotics, painting and music. These sessions provided an excellent opportunity for children to learn new skills and broaden their perspectives, and many attendees cited them as one of the fair’s highlights.

The variety of activities and exhibits ensured that the Kids’ Fair promoted children’s holistic development, with a focus

on education, extracurricular activities, fashion and accessories, and nutrition.

Thanking all the stakeholders of the event who contributed to the success of the fair and looking forward to the next edition, the organizers commented, “We are thrilled that the fair was able to provide such a fun and engaging experience for kids and families, and we are already looking forward to next year’s event.”

POV

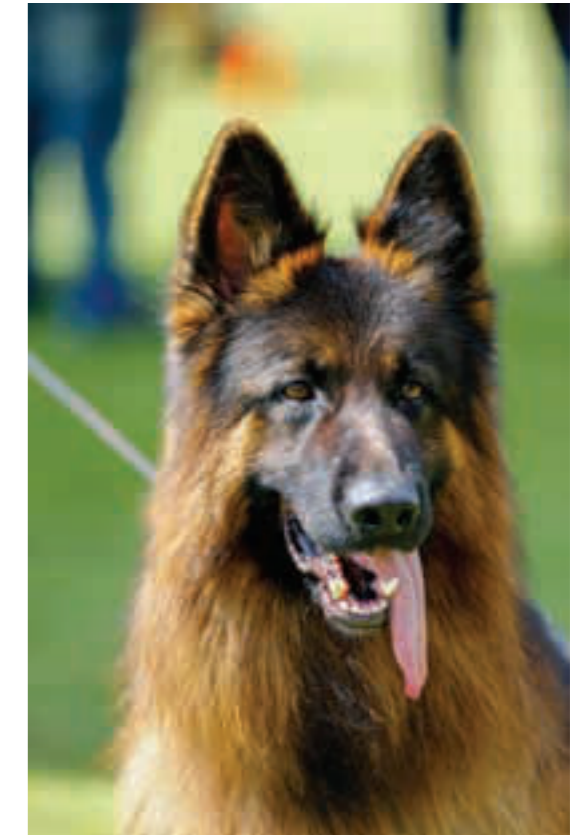




All image source: HITEX

A Treat for the Soul

India's premium B2B2C expo for India's pet care industry PETEX India is back on January 27-29, 2023, at HITEX Exhibition Centre, Hyderabad, India. The platform has proven to be ideal for manufacturers, wholesalers, distributors, retailers, and service providers to present innovative pet supplies to industry experts, business visitors, and consumers, who would all be gathering under one roof.



Organized by HITEX, in association with Hyderabad Canine Club (HyCan), PETEX India in its fifth edition will be displaying the best and most innovative products from India's Pet Care industry. The event is expected to draw over 35,000 pet enthusiasts, with an excess of 3,000 B2B visitors, due to rising trends in pet humanization and sensitization, a rapid rise in pet adoption rates, and advances in pet meals and diets for aquatic species.

Show's Highlights

Food, care, and accessories for Dogs & Cats, Small Animals & Rodents, Birds, Fish, and Terraria are all part of the exhibitor profile. Distributors, Wholesalers, Dealers, Traders (Import & Export), Retailers, Veterinarians, and Pet Care Media are among the visitors profiled in B2B. Pet Owners and Lovers, Kennel Clubs, Pet Groomers, Pet Trainers, NGOs

and Associations, and Pet Care Experts are among the B2C visitor profiles.

Dogathon, Pawga, Buyer Seller Lounge with scheduled meetings for B2B Visitors, International Championship Dog Show, International Cat Show, Pet Grooming Show, Veterinary Conference, Product Category Zones, Product Launches, and Birds and Ornamental Fishes on Display are among the other highlights.

Special Activities for Dogs & Cats

HyCan Dog Shows are largely regarded as the premier dog shows held under the auspices of the Kennel Club of India (KCI). HyCan 2023 International Show is the highlight of the annual dog show calendar, attracting the country's top dogs and breeders. Over the course of three days, more than 500 dogs from 30 different breeds will be judged by eight international judges. The categories



are: Hound, Non-sporting, Toy, Herding, Terrier, Working, and Sporting. Obedience, Agility, Best Junior Handler, Best Handler, Best Lady Handler, Specialty, All Breed, Bred in India, Puppy, Jr Dog, and Intermediate are among the winning categories.

The World Cat Federation and the Indian Cat Federation will be presenting a one-of-a-kind international cat show at PETEX India 2023 to honor companion cats. It will be a

'Cats Day Out' event featuring a variety of activities. From 10:00 am to 8:00 pm, visitors and their cats can compete in a variety of competitions. Cat Fancy Dress Competition; Cat Painting Competition for Kids; Cat Adoption & Welfare Groups; Cat Grooming Demonstrations; Cat Clowns, Magician & Entertainment; Selfie With Cats, Cat Vets & Free Check Ups; Best Photogenic Cats; and Cat Products Vendor Stalls will also be included. Longhair, Kittens, Ex-

otics, Indian Cats 'Billy', Short-hair, Semi-Longhair, and House Cats are all represented. Best of Breed, Best in Show, Best Kitten, Most Popular Cat, Best in Group, Best Opposite Sex, and Best Indian are among the winning categories.

Other 'Fun'tastic Activities

'Pawga' is India's first pet yoga practice for both human and animal welfare. At Pawga, one practices beginner's yoga as puppies/kittens from the

PETEX India 2023 is expected to draw over 35,000 pet enthusiasts, with an excess of 3,000 B2B visitors, due to rising trends in pet humanization and sensitization, a rapid rise in pet adoption rates, and advances in pet meals and diets for aquatic species.



The fifth edition of PETEX India will include Dogathon, Pawga, Buyer Seller Lounge with scheduled meetings for B2B Visitors, International Championship Dog Show, International Cat Show, Pet Grooming Show, Veterinary Conference, Product Category Zones, Product Launches, and Birds and Ornamental Fishes on Display.



shelter run around them. All the pets at Pawga are available for adoption and fostering. Pawga was founded with the intention that humans spend time with animals, understand to stay in the moment, and release any stress they hold on to. Puppies who seldom get to meet humans at shelters can overcome early-stage depression by becoming more social as they meet humans regularly through Pawga. A percentage of the proceeds

from the tickets are donated to the shelter's animals.

'Dogathon' is a one-kilometer mini-marathon for companion dogs and their parents. It is a race in which pet parents make their pets run/walk as humans do in a marathon.

'Hycan Groomania' allows one to demonstrate trimming and grooming skills on Model Dogs or Live Dogs, expressing ideas in Salon Free

Style that will be judged by renowned multi-award winning grooming expert James Bennett, CEO, James Bennett Grooming Academy (Australia), and Chief Faculty, Academy of Grooming Arts (Hyderabad). He is also an award-winning entrepreneur, poodle breeder, and industry leader, with his salon, La Casa De Pooch, selected 'Brisbane's Best Grooming Salon' in 2022 for the second year in a row. **POV**



Blazing New Paths

India's largest platform for business women and entrepreneurs to connect and collaborate with corporate enterprises and trade under one mega event, Business Women Expo, will return to HITEX Exhibition Center in Hyderabad, Telangana, on March 10-12, 2023.



All image source: HITEX

Organized yearly by HITEX, Business Women Expo 2023 seeks to celebrate women's entrepreneurship by fostering connections and business prospects with a diverse range of prospects. It provides an ideal platform for business-women and entrepreneurs to

explore new ideas, horizons, and unlimited possibilities, as well as develop corporate contacts and be inspired. The event is supported by Ministry of MSME, Government of India, National Small Industries Corporation (NSIC), T-Hub, WE-Hub, Women Entrepreneurship Development Organization

(WEDO), The Indus Entrepreneurs (TiE), The Little Text, and Lead Engine.

'Business Women Expo' has the objective of creating a platform for women entrepreneurs/startups/aspiring student innovators to showcase their products, services, and



innovation to institutional buyers, corporates, investors, mentors, prospective dealers and distributors, franchise partners, and others in order to help them take their businesses and ideas to the next level. The event is created with a clear vision of supporting women at any stage of their professional journey, connecting attendees with potential business possi-

bilities, and assisting them in carving new growth and moving to the next level and beyond.

HITEX, the organizer, has gone above and beyond to include sustainability as an exhibitor profile in the exhibition, inviting exhibitors from this particular category to exhibit and utilize this unique opportunity. The organizers are making

efforts to make this exhibition a zero-waste event.

Living Up to the Hype

The current edition of Business Women Expo has already received a tremendous response from exhibitors spanning from the North East to Western India, and from the South to the North, indicating that the event would be a





success. With women's health being an essential subject for the event, the organizers have shared that Dr Shilpi Reddy will be the event's primary sponsor, with several workshops, health awareness, and free check-ups planned during the exhibition.

feature products concentrating on Sustainable Products, Nutrition, Beauty & Wellness, Food & Beverage, Facility Management, Hospitality Supplies, Décor, Services, and Consultancies.

The event is scheduled to gather more than 250 exhibitors and 20,000 guests from across the country. It will

The exhibition would be in D2C, B2C, and B2B formats, attracting direct retail buyers, aspiring women entrepreneurs, young professionals,

homemakers, homepreneurs, and buyers from PSUs, large corporations, facility managers, dealers, institutional buyers, and HNIs. The event will provide exhibitors with marketing and promotional mileage in all areas.

Opportunity to Level Up

The event will also have multiple co-located events such as B2B Meetings, Conference,



The event is scheduled to gather more than 250 exhibitors and 20,000 guests from across the country. The show will feature products concentrating on Sustainable Products, Nutrition, Beauty & Wellness, Food & Beverage, Facility Management, Hospitality Supplies, Décor, Services, and Consultancies.

Investor Connect Program, Product Launches, Awards, Workshops, Health Check-ups, and much more. The 'Conference' will embark upon creating business opportunities, exchanging entrepreneurial ideas, and focusing on key areas like the advancement of women, policies, trends, leadership, challenges, and solutions through presentations, panel discussions, workshops, trainings, case studies, and so on, with multi-faceted speakers from various business verticals.

For 'Visionary Women Awards', women from across Asia can be nominated for the awards. Women entrepreneurs, professionals, and innovators can be nominated, and

self-nominations are encouraged. The award ceremony is scheduled for March 12, 2023.

'Investor Connect Program' invites women-led or co-led startups to participate in this unique event. This platform will create opportunities for handpicked startups in the early growth stage who are seeking equity funding or investor support to present their business venture to prominent Indian PE/VC/Seed/Angel funds across industries.

Multiple 'Workshop & Training Programs' will bring together professionals and leaders who will offer their skills and provide hands-on experience to startups, entrepreneurs, and aspirants to network, learn, and grow.

POV





Image source: Magic Wand Media

An Artistic Outlook: The Shilparamam Arts and Crafts Village

Tucked away in a quaint suburb of Hyderabad, the Shilparamam Arts and Crafts Village is a destination dedicated to the cultural and artistic heritage of India. A venue with mesmerizing architecture and more to muse the heart as one draws close to its natural beauty.

The village was set up in 1992 and is spread over a it 65 acres of land. It is a tribute to the traditional and cultural craftsmen of Telangana and brings out the imaginative senses of visitors through its rustic richness and creativity. The destination has over 15 life-sized huts constructed from baked clay and thatch. The lush environment of the Arts & Crafts Village completely sculpted with woodwork, cloth, jewelry, and local crafts of each region of India, showcases a plethora of artistic ethos.

A Walkaround

Shilparamam has numerous appealing features. The amphitheater has a seating capacity of 1,500 people and occasionally holds great shows. The events are largely dominated by folk and tribal art, providing a unique opportunity to the less privileged rural folk. The popular dance forms are Koya of the hunting class: Dhimsa, Dappulu, and Veera Natyam.

The Rock Museum: The natural formations stand unswayed in a scenic form in the Rock Museum, and this adds an ecological dimension to Shilparamam. The Sculpture Park is the first of its kind, with open-air spaces that are specifically created for outdoor presentation. The Village Museum at Shilparamam showcases culture against the backdrop of a village. The venue also has a beautiful waterfall and a recreational area for those who want to unwind from their daily routine.

Immersive Experiences

It has an educational center that conducts various types of workshops, training camps, and short-term training classes. There is also an annual festival of art and craft for those who have a deep interest in the subject. Furthermore, during the

Distance from HITEX

2.1 Km

Travel Time

5 Min

Time of visit

10:30 AM - 8:00 PM

Sankranti Sandadi festival of harvest in the month of January and the ten days of Dussehra in October, various cultural activities are organized. Also, the Kite Festival, Navarathri, South India Festival, Uga-di, and Annual Crafts Festival are all celebrated at Shilparamam. While the venue is open year-round, being present during any one of these festivals can elevate the experience a great deal.

Shopping Galore and More!

Shilparamam features a plethora of handicraft vendors selling everything from toys to carpets. Here, visitors can purchase sarees and textiles from different states. Textiles ranging from Sambhalpur, Paithni, Tangail, Kashmiri to Kanjeevaram, Dharmavaram, Madurai, Peddapuram, Tanjavur, Bandar, Guntur, and other sarees. There are also salwaar kameez, kurtas, ghagras, carpets, etc. A special Artisan Bazar here provides the original art forms that come directly from the makers. Handicrafts such as the bandhini from Rajasthan, paper mache from Kashmir, bidri metal work from Bidar, Karnataka, bamboo work from Manipur, brassware from UP, and of course, pearls from Hyderabad. However, one aspect that every visitor has to take into account is bargaining for the right price. Whether it's getting temporary henna tattoos, riding a bullock cart, or getting one's name written on a grain of rice, visit the night bazaar—Shilparamam has something for everybody. **POV**

 **Dr. K. Shilpi Reddy**
Obstetrician & Gynaecologist

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