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## Embracing Technologies To Grow

Dear Readers,

Exhibitions and events play the crucial role of being one of the key enablers of the economy. With India being one of the fastest-growing economies, the need for events and exhibitions in the country has become all the more prominent. Notably, we have had an impressive rise of 79 positions regarding our ease of doing business ranking. In 2020, we secured the 63rd position out of 190 countries from the 142nd we occupied in 2014. This significant leap amounts to considerable economic development for which exhibitions have been leveraged as strategic business platforms to stimulate economic growth and attract investments.

Here, it is important to underscore the significance of technologies that have aided in the evolution of the Event and Exhibition industry. The events have become more interactive and engaging which is proving beneficial to all the stakeholders involved.

As we speak of technologies, virtual and hybrid events come first to mind. What was necessary during the COVID-19 phase, has now become an option of choice for event organizers looking for a way to reach a global audience in the most cost-effective manner.

Event Management Software has ushered in a revolution in the industry by helping automate and consolidate all forms of event data. Event planners can now automate all aspects of the event planning process, such as registration, ticketing, marketing, and analytics. With real-time data on visitors' preferences, they can make quick decisions to improve their experiences.

By providing a more engaging and interactive environment, Augmented and Virtual Reality enhance the attendee experience. They can scan QR codes with their mobile devices to access videos and games, and gain an immersive experience at events.

Social media platforms and mobile apps have also proven themselves as essential tools for event promotion and communication.

The above-listed technologies are albeit only a few that have been game changers. The industry is inundated with many more that have not only made things easier and faster but have also contributed to providing commendable experiences to attendees and enhancing the repute of the Indian Exhibition industry.

HITEX believes in being ahead of the game and has embraced all the tools and technologies needed to cement its position as a provider of a top-notch event space with world-class facilities for holding international events and showcasing to the world our well-earned progress. Cheers to that!

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[www.hitex.co.in](http://www.hitex.co.in)

## UFI 'Going Beyond!' to Welcome Global Exhibition Industry to Las Vegas



UFI, the global exhibition industry association, is gearing up to host its 90th-anniversary edition of the UFI Global Congress in Las Vegas from November 1-4, 2023. With over 50 nations registered, event registrations are rising. This year's

theme, 'Go beyond!', reflects the industry's progress, needing digitization, talent acquisition, climate response, and more.

The Congress will feature 40 international speakers, dedicated matchmaking sessions, and a special program to connect US and Canadian exhibition leaders with worldwide leaders. The Welcome Reception, Big Night Out, Post Congress Excursions, and UFI Sports activities are epic evening events. The event will be held at the Las Vegas Strip's ARIA Resort & Casino. Vegas Convention & Visitors Authority (LVCVA) proudly hosts the inaugural UFI Congress in the US. Global economic outlook, client expectations, and a new event planning and operations framework are among the sessions that will help attendees navigate the industry's changing terrain.

## Electronica India and Productronica India Set to Ignite Bengaluru

Messe Muenchen India (MMI) Pvt Ltd is all set to hold electronica India and productronica India at Bangalore International Exhibition Centre (BIEC) from September 13-15, 2023. MMI will organize these 35,000 sq mt trade shows, which will include 585 firms and over 5,000 products, technologies, and innovations.

This huge event aims to boost India's standing as a global electronics manufacturing hub and help companies improve their supply chains. This year's centerpiece is 'EVS live! - Solutions for Electric Vehicles', which addresses the growing electronics content in cars and electric vehicles.

Over 100 firms will showcase electronics and EV solutions at 5,500+ sq mt. A conference on 'India's roadmap to become an EV nation' will also be held.



## CheqUPI Survey Highlights Payment Challenges Faced by Foreign Tourists in India



A recent survey by CheqUPI, India's first UPI interface platform for foreigners, found that payment instruments shape international tourists' travel experi-

ences. The 800-person survey of international tourists. Tourism will boost India's GDP by US\$250 billion by 2030.

According to the survey, payment issues are a key concern for travelers and might affect their vacation experiences. In distant places, 85 percent of visitors find it difficult to find ATMs that accept international cards. 75 percent of travelers struggle with cash dependency.

CheqUPI provides a seamless UPI payment solution for interna-

tional tourists in India to address these issues. The survey also found that 45 percent of passengers have had problems with OTP verifications requiring an Indian phone number, and 25 percent have been scammed during online bookings and payments. Another issue is language, with 70 percent of visitors worried about miscommunication. QR-powered UPI for cashless transactions is important because 80 percent of travelers are affected by currency exchange rate fluctuations.

## Bhutan Bids for Tourism Revival

Bhutan has halved its daily tourist fee to revitalize its tourism economy from US\$ 200 (INR 16,509) to US\$ 100 (INR 8,254). The move hopes to attract international tourists to Bhutan, which is still recovering from COVID-19.

Bhutan upped its 'Sustainable Development Fee' to US\$200 per night from US\$65 when pandemic restrictions were lifted in September 2022.

The administration announced a four-year reduced charge starting in September. Dorji Dhradhul, Director General, Department of Tourism, Royal Government of Bhutan, expects this price reduction to boost visitors during the peak tourist season from September to December. He also stated that over 56,000 tourists had visited Bhutan since January, including 42,000 Indians who paid INR 1200 (US\$ 14.5) per day.



## Hyderabad Firms Play Vital Role in Aditya-L1 Solar Mission



Hyderabad-based companies again proved their space technological competence by supporting India's Aditya-L1 solar mission. After their contributions to Chandrayaan-3, Hyderabad public and private sector enterprises powered this breakthrough solar observatory

launched by Indian Space Research Organisation (ISRO) ISRO from Sriharikota.

Ananth Technologies Ltd (ATL) supplied crucial systems and components for the Aditya-L1 solar spacecraft, which will study the sun's behavior, space weather, solar disturbances, and Earth's effects. ATL also supplied key components for the PSLV-C57 launch vehicle that launched Aditya-L1.

Mishra Dhatu Nigam Ltd (Midhani), a defence PSU, supplied the spacecraft with Ti-6Al-4V Titanium alloy, C-103 Niobium alloy, Superco 605 Cobalt alloy, UHSS, and 15CDv6 alloy.

Ananth Technologies, a satellite system expert, created Aditya-L1 avionics packages with on-board computers, star sensors, and DC-DC converters.

## Coca-Cola to Invest INR 647 Cr in Telangana




Coca-Cola to invest INR 647 crore to build its Siddipet greenfield plant by December 2024. This

extension expands Coca-Cola's Ameenpur Hindustan Coca-Cola Beverages (HCCB) plant.

The company would invest over INR 2500 crore in manufacturing facilities with this promise. James McGreevy, Vice President (PPGR), Coca-Cola in New York, stressed India's status as Coca-Cola's 3rd largest market. He added that HCCB's 2020 INR 142 crore Ameenpur plant expansion showed the company's ambitious expansion intentions in India.

The Siddipet plant project began with an INR 1,000 crore MoU Coca-Cola has doubled its investments in Telangana due to strong regional growth and Government backing.

# CRAFTING ENGAGING *Exhibition Spaces*



Exhibition design is a captivating blend of art and strategy, turning spaces into immersive narratives that leave lasting impressions. This craft takes on a unique form in India, where cultural diversity thrives and symbolism runs deep. Join us as we delve into the world of exhibition design that mesmerizes and engages, as well as the trends, future, and impact on the country.



**D**esigning exhibitions is an intriguing mix of art and science because it turns rooms into immersive stories with messages, conveying messages that linger in the minds of visitors. It's a complicated procedure that necessitates a thorough familiarity with the target demographic, subject matter, and desired effect. Exhibition design in India takes on a fascinating new form in a country where cultural diversity is celebrated, and symbolism is deeply ingrained.

Here, we explore the art of creating engaging exhibition spaces that captivate and wow visitors.

- **The Key to Inspiring Displays:** An intriguing display can't be made without a solid plan. Finding the right goal and the point of it will form the basis of the entire layout. In a country like India, where cultural diversity is celebrated, clearly articulating the idea will help the message reach people from all walks of life.
- **Power of Visual Storytelling:** Visuals are especially compelling when communicating with an Indian audience because many Indians are visual learners. Avoid overwhelming the target audience with excessive text; instead, opt for visuals that are not only relevant but also captivating.
- **Role of Symbolism:** As an exhibition designer, one can harness the power of Indian culture and provide a rich tapestry of symbolic meanings and images to evoke emotions and create connections on a profound level. Symbols are a kind of communication that can be used regardless of a person's native tongue. It is advised to make sure any usage of symbols is polite and well-received by being aware of cultural nuances at all times.
- **Understanding Cultural Sensitivity:** India's cultural richness is something to be very proud of, but it also necessitates extreme sensitivity while planning exhibitions. Avoiding





stereotypes or images that could be offensive to specific segments of the audience and embracing the diversity of Indian culture, celebrating its differences while crafting an inclusive experience that resonates with all visitors, is always a good idea.

- Crafting Engaging Experiences:** Exhibit design in the digital age benefits greatly from the use of technology. It has the potential to turn boring exhibits into attention-grabbing, interactive adventures. Technology, from touch screens to VR, can make the message come alive. However, the key is ensuring that technology

complements the exhibition's theme and adds genuine value rather than becoming a distraction.

- Designing for User Experience:** The success of an exhibition hinges on the quality of the visitor experience. Visitors will have no trouble navigating and understanding the show because of the well-designed signage and wayfinding features. User-friendly design is much more critical in India due to the country's various exhibition audiences.

### Future-Forward Trends

Several tendencies become apparent when considering the

future of exhibition design in India.

### Integration of Technology

The use of technology by exhibition designers to create such dynamic and engaging experiences is rising. More and more, technological advancements like touchscreens, multimedia displays, and virtual reality are being included in exhibitions.

### Sustainability

It is emerging as a top priority for exhibition designers, who are increasingly mindful of the environmental footprint of their work. One notable approach is the adoption of energy-efficient lighting and the





integration of water-saving fixtures in plumbing systems, illustrating a growing commitment to environmentally responsible show production.

### Storytelling/Narrative

The use of narrative in exhibit design is becoming increasingly important. Using methods like text, images, and objects, designers are working to create exhibitions that have an emotional impact on viewers.

### Flexibility

The ability to adapt to a wide variety of exhibition spaces and audiences around the country is essential. Designers of exhibi-

tions should make their designs flexible enough to work in a variety of environments.

### Rise of Online Exhibitions

In order to reach more people and give them more engaging experiences, more and more people are turning to virtual exhibitions. Designers will have to think of ways to make virtual exhibitions just as interesting as traditional ones.

India has a promising future in the field of exhibition design. Exhibition designers in India have a rare opportunity to create memorable and engaging experiences for the country's growing number of cultural tourism visitors as the

country continues to highlight its rich cultural heritage.

### Inspiring Exhibitions at HITEX

HITEX Exhibition Center in Hyderabad has been the canvas for some of the most brilliantly designed exhibitions. HITEX Hyderabad Kids Fair is an annual exhibition organized by HITEX, which focuses on the latest products and services for children, and its captivating and engaging designs are sure to spark the imagination of young visitors.

EXPO Galaxia, an annual exhibition held in HITEX, showcases the latest trends in technol-





ogy, automobiles, and lifestyle, is known for its innovative and interactive designs, winning numerous awards over the years.

Hyderabad Home & Living Expo showcases the latest in home decor, furniture, and appliances. This exhibition is known for its stylish and functional designs, inspiring homeowners to transform their spaces. Hyderabad Travel & Tourism Expo, a yearly exhibition that highlights the best of Hyderabad and its surrounding regions in terms of travel and tourism. Its informative and visually appealing designs excite visitors to plan their next adventure. Hyderabad Auto Expo,

this annual exhibition presents the latest cars, bikes, and other vehicles from leading manufacturers. The exhibition is renowned for its sleek and stylish designs that turn heads.

The HITEX-owned exhibitions held at the HITEX Exhibition Center in Hyderabad are examples that not only showcase products but also leave visitors awestruck with their design brilliance.

### Impact of Exhibition Design

The latest report by Mordor Intelligence reveals a thriving future for the India Event and Exhibition Market, forecasting substantial growth from US\$4.75 billion in 2023 to a pro-

jected US\$8.71 billion by 2028. This promising surge reflects the vital role exhibitions and events play in stimulating the country's economy.

With its fast-growing economy, India has made great strides in improving its business landscape, rising from 142nd in 2014 to 63rd in 2020 thanks to initiatives like Make in India. These coordinated initiatives have improved India's economy and made business more attractive. The country's vast consumer market offers unmatched opportunities for investment and expansion, with the retail market expected to reach US\$1,750 billion by 2026, according to the In-





dia Brand Equity Foundation and Retailers Association of India.

Exhibitions have emerged as powerful catalysts for trade and economic growth, both globally and in India. As the nation advances economically, its exhibitions industry has experienced remarkable growth, positioning India as a premier global exhibition destination. s no exception. The industry is poised for a vibrant future, driven by India's economic ascent and the pivotal role exhibitions play in fostering economic growth and investments.

### The Future of Exhibition Design

The field of exhibition design

in India has grown to become an important and innovative one, with no limits on artistic expression. Exhibitions have become potent platforms for presenting stories and engaging audiences, whether through technological wonders that take visitors to the future or through whimsical designs that attract youngsters. The need for original and imaginative display designers is expected to skyrocket as the business expands. The future of India's exhibition scene will be determined by those who can skillfully incorporate technology, sustainability, storytelling, and adaptability into their designs.

HITEX Exhibition Center in Hyderabad leads by example of how far exhibition architecture can go. Its state-of-the-art infrastructure serves as a canvas on which artists can perform their work, giving guests a once-in-a-lifetime experience. Exhibition design is a celebration of the human spirit, a tapestry of stories ready to be unraveled, and an experience waiting to captivate and wow visitors because of the country's incredible diversity.

The future of India's exhibition scene will be determined by those who can skillfully incorporate technology, sustainability, storytelling, and adaptability into their designs. **POV**



# Celebrating Auspicious Beginnings



All image source: HITEX

**South Indian Wedding Planners Congress (SIWPC) Global 2023, an initiative by Telangana Chamber of Events Industry (TCEI), unfolded at the splendid HICC and HITEX Exhibition Centre in Hyderabad from July 24-25, 2023. It concluded its highly anticipated event, showcasing Hyderabad as a premier wedding destination and uniting industry luminaries, thought leaders, and stakeholders to shape the future of wedding planning.**

“The idea was to bring in great content and great presentation and clear up many doubts because it’s not an organized industry. We tried to streamline the industry by bringing them together. The first step was to gather all the wedding people together, discuss some thoughts, share some ideas, and see how we can reform in a better way.”

**Alla Balaram Babu**  
**President**  
**TCEI**



The second edition of SIWPC Global 2023 commenced with a vision to revolutionize the South Indian wedding industry and showcase its grandeur to the world. After a year’s hiatus due to the pandemic, the event returned more robust than ever, garnering international attention and participation. V Srinivas Goud, Minister for Tourism & Culture, Youth Affairs & Sports & Excise & Prohibition, Government of Telangana graced the occasion as the Chief Guest and

inaugurated the show in the presence of Organizing Committee Members. Members that contributed significantly to the event’s success include Ravi Bura, General Secretary, TCEI; Toufiq Md Khan, Treasurer, TCEI; Shravan Madiraju, Convenor, SIWPC Global 2023; and Ramesh K Muppana, Convenor, TCEI Event Excellence Awards 2023.

Highlighting the uniqueness of SIWPC Global 2023, Alla Balaram Babu, President, TCEI, stated, “Some associations are doing wedding expos,





which are some stalls but not a proper learning or orientation platform, which invoked us to organize this. We organized the first edition in the Ramoji Film City, which was a big hit. After the Ramoji Film City, the second one has now become global. It was more like a national event that wanted to make a global impact."

Venues and food caterers were promoted throughout the Congress to market their of-

ferings to a wide audience of wedding planners. The event also featured decorators and vendors of hangers, air conditioning, and print services, ensuring a comprehensive display of all essential elements for a smooth wedding experience. SIWPC also addressed significant industry concerns outside venues and suppliers, enabling dialogues and deliberations that are fundamental to the wedding planning industry's growth.



“Collaboration is crucial for success, and the right connections play a significant role. Hyderabad, a major player in creating extravagant weddings, needed these connections. The SIWPC Global event, the first of its kind in Telangana, opened doors to events and wedding fraternity from all parts of India and globally.”

**Shravan Madiraju**  
*Convenor, SIWPC Global 2023  
Telangana Event Managers  
Association*



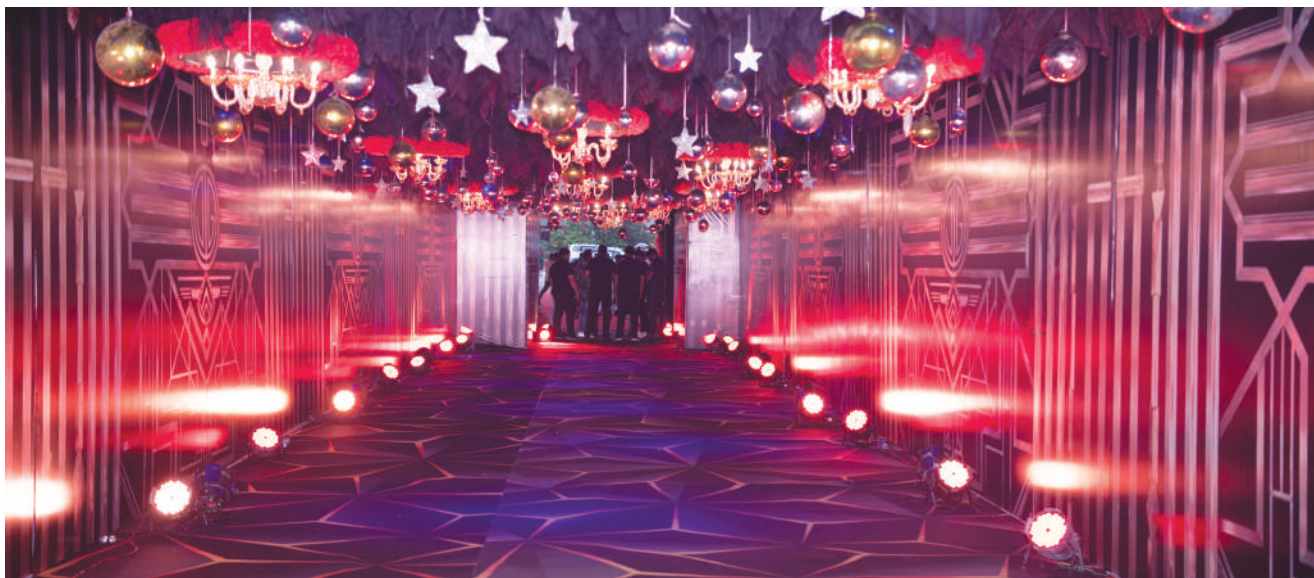
Discussing SIWPC Global 2023's objectives, Babu said, “The primary goal was to empower and demonstrate Telangana's strength, promote it as a better distribution solution, and bring in some new trends, technologies, and systems, as well as an industry ecosystem, while also demonstrating to people across India and providing a platform to all stakeholders involved in wedding planning.”

**Bringing Cultures Together**

The event aimed to bridge the gap between the South In-

dian wedding community and the rest of India. It provided a platform for learning, networking, and fostering innovation in the unorganized industry. SIWPC showcased South Indian culture's unique traditions and rituals, making weddings in the region extremely special. Classical dance, soulful music, and artistic exhibitions encapsulated South Indian weddings in captivating live performances.

Babu emphasized the importance of cultural exchange through the event and said, “We wanted to create a platform





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where we could showcase the South Indian wedding structure system and the culture to the rest of India as well as across the globe."

### Impact on Wedding Planning

SIWPC 2023 offered unmatched opportunities for important partnerships and collaborations. All wedding industry stakeholders enjoyed engaging with leading service providers to provide exceptional wedding experiences for their clients. Addressing the impact of SIWPC Global 2023 on the wedding planning industry, Babu stressed, "The idea was to bring in great content and great presentation and clear up many doubts because it's not an organized industry. We tried to streamline the industry by bringing them together. The first step was to gather all the wedding people together, discuss some thoughts, share some ideas, and see how we can reform in a better way."

The well-planned exhibition area showcased the best wedding services with stalls

and booths. The exhibits were stunning, with bridal apparel, wedding decor, and photography ideas that inspired dream weddings. An extravagant Gala Night featuring entertainment and celebration concluded both days of the Congress. He also highlighted the outstanding elements of the event, stating, "We had well-known speakers from abroad, with a portfolio of Hollywood weddings, Oscar dinners, etc., and international exposure as well. We hosted the sixth edition of TCEI Event Excellence Awards and the event, spread across three venues."

### Diverse Participation & Startups

Revealing steps taken to enhance participant experience, the TCEI President said, "We had digital marketing and other forums for creative strategies and networked with 21 regional associations in India. We approached all these associations to promote our event."

Sharing insights on the attendees' profiles, Babu added, "We had a base registration of about 320. There were about



100 exhibitor invitations and exhibitor tickets. We had a total of 500 visitors for the conference and did not have direct entries. It was a paid participation. We had at least a 30-member delegation from Rajasthan, 25 from Tamil Nadu, 30 from Visakhapatnam, and 50+ delegates from other states." He continued, "It's worth noting that the show received significant participation from various states. We had the privilege of welcoming 6-8 delegates batch wise from prominent cities as well, such as Delhi, Mumbai, Kolkata, Bengaluru, Kochi, and Ahmedabad. This diverse representation underscores the widespread appeal and reach of our event."

Speaking on the opportunity for startups, he shared, "There were 30-40 startups meeting veterans like us in the event sector who had so much expertise and position with the contacts that they were able to use the most." He further added that wedding planning is not a direct business and not an easy-breezy event manage-

ment. The initial break is exhausting. One may be creative but has to master one of the genres which can earn him appreciation for work. Adding new flavours, trends, designs, and approaches is the key.

### Trends & Future Outlook

Elaborating on the challenges and trends, Babu stated, "This is the only industry where there is no recession and is completely stable. But the challenges lie in direct competitions, procuring respective licenses, and permissions. Changing trends imply that the convention is a platform where everyone has been audited for trends."

### In Conclusion

The event's incredible success was a testament to TCEI's dedication and support by HITEX Exhibition Centre and Hyderabad International Convention Centre (HICC) as SIWPC Global 2023 descended. SIWPC honored South Indian weddings and set new standards for wedding preparation in the region.

POV



# Shaping the Future of Plastic Expos

**T**he exhibition industry has always been a vital platform for industry professionals and enthusiasts to come together, share ideas, and explore the latest trends and innovations. The recently concluded HIPLEX 2023 event demonstrated the power of exhibitions to drive growth and development in the regional plastic industry and the thriving local entrepreneurship that has succeeded in local exhibitions.

Shedding light on the goals of HIPLEX 2023, Vimlesh Gupta, President of Telangana and Andhra Plastic Manufacturers Association, shared, "Our aim is to provide a platform for exhibi-

tors and visitors from tier 2 and tier 3 cities to showcase products without the high costs of national exhibitions. We focus on benefiting the local region, including states like Karnataka, Tamil Nadu, Kerala, Telangana, and Andhra, treating them as one unit. We aim to make participation feasible and affordable, offering almost half the pricing of national exhibitions."

## Innovations Unveiled

HIPLEX 2023 showcased cutting-edge technologies and machinery for raw materials and plastic/petrochemical manufacture. The event drew industrialists from various sec-



**HIPLEX 2023, South and Central India's Biggest Plastic Expo, was held from August 4-7, at the HITEX Exhibition Centre in Hyderabad. It was organized by The Telangana & Andhra Plastic Manufacturers' Association (TAAPMA), which drew over 500 exhibitors from 20 nations to explore the forefront of innovation and capture exceptional commercial prospects in the field of plastics and petrochemicals.**

All image source: HITEX



tors around the globe and attracted South Indian and neighboring state participants to five air-conditioned halls encompassing over 20,000 sq mt and more than 500 national and international exhibitors.

A captivating live display of machinery, highly technical and focused seminars like 'Plastic Packaging Sustainability', and productive business meets allowed participants to network with prominent plastic industry figures. It was supported by industry associations such as the Government of Telangana, CIPET, The All India Plastic Manufacturers' Association, The Organization of Plastic Processors of India, PlastIndia Foundation, and Indian Plastics Institute.

### **Focusing on Accessibility**

HIPLEX 2023 took a revolutionary approach to exhibitions by providing free power, water, and air to exhibitors who brought running machines to the event. "For the first time, we emphasized showcasing operational machinery, a crucial aspect as machines drive our product manufacturing. We introduced a unique initiative, offering free power, water, and air to those showcasing running machinery," elaborated Gupta. "This encouraged exhibitors to bring live machines, offering attendees a



"Our aim was to provide a platform for exhibitors and visitors from tier 2 and tier 3 cities to showcase products without high costs of national exhibitions. We focused on benefiting the local region, including states like Karnataka, Tamil Nadu, Kerala, Telangana, and Andhra Pradesh, treating them as one unit."

**Vimlesh Gupta**  
President  
Telangana and Andhra  
Plastic Manufacturers  
Association



firsthand experience of live machines in action and fostering a deeper understanding of the industry's technical aspects that surpass videos and pictures. We aimed for 100 live machines, and successfully had 75-80 exhibitors participate in this highlight." Further he added that this move was met with enthusiasm from exhibitors, prompting discussions within the exhibition industry about making exhibitions more accessible and impactful.

### Takes Plastic Expos to New Heights

The event demonstrated a unique approach to exhibition management by extending comfort to exhibitors and visitors. Contended with the outcome of the show, Gupta shared, "With TAAPMA being over 54 years old, our experienced team, including past presidents, continue to contribute to our events and plans. Adapting after the COVID-19 shift, we gathered





our team and outlined branding, timing, and venue. Our chairman, B L Bhandari Jain, leads our efforts. Teamwork is crucial and individual efforts do not suffice."

He elaborated, "From the ground committee to marketing, exhibitor coordination, food, and hospitality committees, each played a crucial role in delivering a seamless experience. Our commitment to teamwork extends to every aspect, making sure our event

runs smoothly and leaves participants satisfied."

### Sustainability in Focus

HIPLEX 2023 highlighted innovations in biodegradable plastics and sustainable practices. A dedicated 'Recycle Pavilion' showcased the potential of recycling and creating value from waste plastics. The exhibition aimed to create awareness among the public and industry professionals alike, highlighting the





importance of responsible disposal and recycling. "Plastics are not just about single-use items; they are essential for daily life, medical products, electronics, and even fashion. Our commitment to innovation and sustainability was demonstrated by offering a 50 percent discount for the recycling pavilion, encouraging the industry to embrace more sustainable practices," he emphasized.

### Showcase of Change

Gupta's vision for HIPLEX 2023 went beyond the confines of the event itself. By initiating conversations about accessible exhibitions and providing innovative amenities, the event sparked discussions within the larger exhibition industry. He stated, "Colleagues from the PlastIndia Foundation, the biggest exhibitor in the nation's plastic industry, were impressed with our strategy. Its treasurer,





present at our event, mentioned that our plan sparked discussions in their recent meeting, indicating a potential shift in the exhibition sector towards more machine demonstrations and enhanced facilities.”

**A Vision of Progress**

As the curtains closed on HIPLEX 2023, Gupta’s reflections were brimming with positivity. The success of this year’s event has instilled a sense of purpose and drive to continue

improving and expanding in the future. “We have introduced innovations to ensure the success of this exhibition and set a course for future events. With our current trajectory as the third-largest in the country, we are poised for further growth,” said Gupta. His passion for the industry and commitment to its progress shines through as he sets his sights on elevating HIPLEX’s impact on the plastic industry and exhibition landscape. **POV**





All image source: HITEX

# Fostering Wellness & Celebrating Sports

Organized by Hyderabad International Expositions Ltd (HITEX), HITEX SportExpo 2023 concluded successfully on August 27 at HITEX Exhibition Centre, Hyderabad, transcending its role as an exhibition and becoming a testament to human potential, wellness, and the spirit of sportsmanship. As the curtains fell on this spectacular event, the memories, and inspirations it generated continued to resonate, setting new benchmarks for holistic well-being and active living.

SportExpo India 2023, a prominent B2C platform for the sports, fitness, and wellness industry in its 6th edition, embodied HITEX's unwavering dedication to fostering profitability in the sports and fitness sector. It illuminated the vital role of health and wellness in leading fulfilling lives.

The event took place from August 25-27 and was inaugurated in grandeur by a prominent figure in the Telugu entertainment industry, Manchu Vishnu. His presence set the event's tone, resonating with the spirit of competition and healthy living. This dynamic extravaganza featured an impressive 61 exhibitors, drew over 22,000 enthusiastic visitors, and spanned three action-packed days that left an indelible mark on Hyderabad's sports landscape.

### Yoga Takes Center Stage

The Expo, known for its commitment to holistic well-being, witnessed an extraordinary celebration of yoga, featuring renowned yoga institutions like the 'Art of Living', 'Sahaja Yoga', and 'Navyoga'. These sessions not only provided relaxation and mental clarity but also highlighted the importance of mindfulness in sports and daily life. This ancient practice took center stage through its sessions, illuminating the path to inner transformation and unity (union of mind, body, and soul) among participants as well as highlighting the importance of mindfulness in sports and daily life.

The event began with Sri Sri Yoga's captivating 'Beyond Breath' session. Attendees were guided through a sequence of potent yoga asanas, calming breathwork, and deep meditation, offering a glimpse into the power of the present moment and fostering inner peace and mindfulness. Day two brought the invigorating 'Yogathon', showcasing the





community's resilience. Diverse participants gathered under the warm sun, performing Suryanamaskars with a shared passion for fitness and vitality. This day emphasized that well-being is a collective journey, weaving threads of unity and camaraderie.

Sahaja Yoga's 'Music and Meditation' and 'Stress Management & Wellbeing' sessions added a melodic dimension. Against a backdrop of soothing

instrumental and Sufi music, participants embarked on introspective journeys, discovering music and meditation's profound influence on mental states. Stress management techniques provided valuable tools to navigate life's challenges, reinforcing the connection between mental and physical health.

SportExpo 2023 culminated in the grand 'Yoga Namami 2.0' event by Nav Yoga. Participants





gathered at the Hitex Stage for a journey of renewal, unity, and bliss through yoga. Guided breathwork and heart-opening poses encapsulated yoga's transformative potential, culminating in a collective OM chant, echoing the harmony achieved through shared practice. Yoga emerged as a powerful force, weaving moments of serenity, unity, and inner renewal throughout HITEX SportExpo 2023, emphasizing that true

wellness extends beyond physical fitness.

### From Adrenaline to Zen

The Expo in Hyderabad also emerged as a captivating showcase of diverse sports and exhilarating activities, captivating attendees from start to finish. The Bhagyanagar Bodybuilding Association organized an electrifying Body Building Championship, demonstrating raw power and unwavering





dedication. Hyderabad Runners, pioneers in revolutionizing running in India, led participants through the 12th edition of NMDC Hyderabad Marathon, India's second-largest marathon with over 20,000 dedicated runners. Renowned for its IAAF-AIMS certification, this event inspires companionship, determination, and a profound passion for fitness.

Virtual reality enthusiasts embarked on thrilling adventures with IRUSU VR Games, exploring captivating virtual worlds. Thrill-seekers enjoyed a range of adventure sports, cre-

ating unforgettable moments of exhilaration. Sports enthusiasts showcased their skills in badminton, table tennis, and 3x3 basketball tournaments, impressing spectators with their athletic prowess. Cricket lovers revealed their excitement for the HITEX Box Cricket League. The Hyderabad Cyclist Group organized a thrilling Cyclothon, celebrating the joy of cycling and eco-friendly transportation. The event also highlighted lesser-known sports like Malkhamba, Taekwondo, and Calisthenics.

SportExpo India 2023 embodied the spirit of sportsmanship





and adventure, providing attendees with a memorable and diverse sporting experience.

### Celebrating Success with Partners

The event was fueled by the unwavering support of its dedicated sponsors and partners. With Aeronutrix Sports Products Pvt Ltd as the Tile Sponsor, Lifespan Private Ltd powering the event, and Quambiant Design Build as the Infra Partner, the expo showcased a holistic approach to well-being.

Other partners like Akshaya-kalpa Organic Farms & Foods Pvt

Ltd, Decathlon, Apronix, Up – Liv, and V1 Sports contributed significantly to the event’s success. Anil’s Dreamz Entertainments, as the Event Partner, added a vibrant touch to the expo.

HITEX SportExpo 2023 was more than just an exhibition; it was a celebration of human potential, wellness, and the spirit of sportsmanship. Attendees departed with cherished memories of thrilling competitions and newfound fitness inspiration, leaving an enduring legacy in the hearts of Hyderabad’s sports and wellness enthusiasts. **POV**



# Where Machines Whir and Ideas Stir



Image source: HITEX

Hyderabad International Machine Tool & Engineering Expo (HIMTEX) was organized by Hyderabad International Trade Expositions Ltd (HITEX), from August 18-21, 2023, at HITEX Exhibition Centre, Hyderabad, to boost the machine tools and engineering sector in Telangana and establish itself as a leader in innovation, knowledge sharing, and industry collaboration.



**H**IMTEX, the Seventh Edition of Telangana's Largest Machine Tool & Engineering Expo, is a byword for quality in the fields of machine tools, engineering, and automation. The event supported by the Government of Telangana, Ministry of Micro, Small and Medium Enterprises (MSME), Machine Tools Manufacturers Association (MTMA) of Rajkot, the Ludhiana Machine Tools Manufacturers Association (LMTMA) of Ludhiana, is a platform for more than just displays; it's a hub for the development of concepts, the acclaim of novel approaches, and the birth of new partnerships.

It is where one meets Indian excellence, and one of its main goals is to help bring manufacturers and buyers on the same stage. HIMTEX 2023 was a veritable melting pot of innovation, reflecting the burgeoning complexity of regions industrial landscape.

### Impact on India's Machine Tool Sector

The machine tool sector in India is seeing unprecedented expansion and the business is clearly on the upswing, with projections of a spectacular increase of US\$2.54 billion from 2021-26, representing a Compound Annual Growth Rate (CAGR) of close to 13 percent.

India has a substantial role in the international market for machine tools, and is no longer a minor player on the global stage; it now ranks 10<sup>th</sup> in production and 8<sup>th</sup> in consumption.

### Recognizing Industry Pioneers

HIMTEX 2023 was a showcase for cutting-edge machine tools and engineering that honored the industry's most impressive accomplishments. The prestigious awards showcased the dedication of various companies to pushing the boundaries of aesthetics, technology, and marketing prowess.

Bharat Fritz Werner took home the Best Stall Award (Aesthetic Display) in the Large Category, captivating visitors with a display that left an indelible mark. Trimos India Pvt Ltd and Solidcam Software India Pvt Ltd impressed in the Medium Category and Small Category, respectively.

Recognizing cutting-edge technology, Suresh Indu Lasers Pvt Ltd received the Best Metal Forming Technology Award and Bharat Fritz Werner once again stepped into the limelight, this time claiming the Best Metal Cutting Technology Award. Sahajanand Laser Technology Ltd stood out with its innovative products, securing the Best Innovative Product Award. Hyperreality



Technologies Pvt Ltd won the Marketing Maverick Award.

These awards not only recognize outstanding contributions but also emphasize the unwavering commitment of these companies to excellence, innovation, and customer satisfaction. They collectively elevate the industry's standards, setting new benchmarks for the years to come.

### Showcase of Industries & Technologies

Exhibitors presented a wide array of cutting-edge technology, including Lathes, CNCs, Machining Centres, Electric Discharge Machines (EDM), Hydraulic & Mechanical Presses, and more. The event featured everything from Metal Cutting & Metal Forming Machinery

to Measuring Instruments, highlighting innovation in areas like CAD/CAM Solutions and Industrial Automation.

Visitors from various sectors, including Automation, Automobiles, Aviation, Defence, Manufacturing, and Medical Engineering, explored the offerings. With exhibitors like, Bharat Fritz Werner, KTM Technology & Innovations (India) Pvt. Ltd., Bhavya Machine Tools, GMT Engineers, Phillips Machine Tools India Pvt. Ltd, Carl Zeiss, Manav Marketing, Eles and Ganter, Mitutoyo, Mehta CAD CAM, Suresh Indu Laser, Sahajanand Laser Technology Limited, UCAM Pvt. Ltd., Kitagawa, Trimaster Meteorology and many more, the event showcased a rich tapestry of industries and technological advancements.

POV





Supported by Government of Telangana, Ministry of Micro, Small and Medium Enterprises (MSME), Machine Tools Manufacturers Association (MTMA) and Ludhiana Machine Tool Manufacturers Association (LMTMA), HIMTEX served as a platform for various industries, including automotive, aerospace, pharmaceutical, and defence manufacturing. Exhibitors showcased a wide array of cutting-edge technologies, including Lathes, CNCs, Machining Centres, EDM, Hydraulic & Mechanical Presses, and more.



# IPEC 2023 Sparks Innovation & Collaboration



Image source: HITEX

**The India Process Expo & Conference (IPEC) 2023, orchestrated by Hyderabad International Trade Expositions Ltd (HITEX), concluded with resounding success at HITEX Exhibition Centre in Hyderabad.**

**The gathering served as a dynamic platform that united manufacturers, service providers, technology experts, and solution providers from diverse industries under the banner of process engineering. Highlights...**



**C**o-located and concurrent with Hyderabad International Machine Tool & Engineering Expo (HIMTEX) 2023, this landmark event, was a four-day extravaganza held from August 18-21. Against the backdrop of Hyderabad, Telangana, a thriving hub for business and industry in India, IPEC 2023 stood as a beacon of progress and innovation.

Within this remarkable dual exhibition, more than 300 pivotal suppliers, manufacturers, and service providers converged, extending their offerings to a broad spectrum of industries encompassing pharmaceuticals, chemicals, biotechnology, automotive, aerospace, and beyond.

IPEC 2023 shone a spotlight on the world's foremost suppliers and innovators in industrial processes, their expertise traversing the realms of design robustness, operational optimization, production enhancement, and meticulous quality control. With a dedicated emphasis on pivotal sectors like agriculture, food & beverage, chemical & pharma, biotechnology, cement, and alternative energy, this exposition unfurled the very latest trends, cutting-edge technologies, and a trove of invaluable services.

IPEC 2023 highlighted cross-industry collaboration with 100 diverse exhibitors. Over 10,000 attendees, including experts and stakeholders, reaffirmed its premier status. The '360 Degrees of Process Industry' conference fostered insights and 900+ organised buyer seller meetings, igniting innovation for the future.

### **Exploring & Connecting Process Industry**

With participation from over 100 exhibitors representing 10 Indian states, IPEC 2023 created a vibrant hub for networking, knowledge exchange, and robust business development. This diverse representation of exhibitors spanned the nation, underscoring the event's national significance. The event witnessed a staggering footfall of over 10,000 visitors, including industry experts, decision-makers, and stakeholders. This remarkable turnout reaffirmed IPEC 2023's status as a premier gathering in the field of process engineering.



The exhibition floor was a technological marvel, featuring a comprehensive array of cutting-edge process equipment and machinery. Attendees were treated to a diverse display that encompassed boilers, heat exchangers, pressure vessels, pumps, control and valves, automation products, 3D product/additive manufacturing technologies, and a multitude of process engineering and design companies.

A standout highlight of IPEC 2023 was the insightful conference on '360 Degrees of Process Industry', which brought together 93 delegates. This conference delved deep into the latest trends, challenges,

and opportunities shaping the industry's landscape. Furthermore, the event served as a focal point for fostering business collaborations and partnerships. It provided a platform for over 900 buyer-seller meetings within a span of four days, igniting the spark for future growth and innovation in the industry.

### Exploring Transformative Engineering

In a one-day intellectual exchange at the IPEC Conference, industry leaders and experts delved into the theme of 'Elevating Transformative Engineering'. The conference commenced with an opening address by TG Srikanth, Business Head, HITEX,



who provided a brief summary of the conference program.

Professor Avijit Ghosh, Honorary Secretary, IICE, then captivated the audience with a technical presentation on 'Green Hydrogen Production - Challenges & Opportunities'.

Pratik Dhanwani, Senior Manager, Tata Power Solar, took the stage to discuss 'Sustainable Development & Energy Efficiency Processes', followed by Raghu Kalidindi, Managing Director, Akrivia Facttwin, who simplified 'Digital Transformation' in his presentation.

V Satyanataraj, Corporate Regional Head, Thermax, explored 'Process Heating & Process Cooling', shedding light on critical aspects of industrial processes. Sridhar Surat, Sr General Manager - Plant Head, Aurobindo Pharma, delivered a comprehensive presentation on the 'Importance of Process Engineering in the Pharmaceutical Industry'.

Senthil Nathan Gurusami, Managing Director, SNG-Trident, presented a compelling case study on 'Industrial Water & Wastewater Reuse', highlighting sustainable practices. Rajkumar Sharma, President, AICRA, wrapped up the conference with a presentation on the 'Scope & Importance of Robotics & Automation in the Process Industry'.

### Stakeholders Illuminate IPEC 2023

Among the key exhibitors were Thermax, Steam House,

Uniflow India Pvt Ltd, IHM Valves (L&T Valves), Rotex Automation, Somtek Controls, Fine Pac Structures, Brightech & Briflon, Akrivia Automation, PRS Compressor, and C.R.I Pumps, adding to the event's dynamic showcase of innovation and excellence in the process engineering industry.

The event was further enriched by the distinguished presence of Cheema Boilers, Euromax International, Industrial Boiler Limited, Keerthi Pumps, Chemdist, National Marketing, 3DPD, Brother International, Burner India, and Thermax. These exhibitors, representing various facets of the industry, collectively illuminated IPEC 2023 with their expertise and innovation, showcasing the very best in process engineering excellence.

The visitor profile of the Expo included a diverse array of attendees, ranging from government officials and industry experts to individuals from the private sector and public sector undertakings (PSUs). Among the visitors, one could find a mix of Techno experts, Process Technologists, Engineers, R & D experts, Business Owners, Factory & Manufacturing Heads & Managers, Procurement & Finance Decision Makers, Process Engineers, Quality Control Experts, Professionals/Consultants, Production and Maintenance department personnel, etc. from a wide spectrum of industrial sectors. **POV**



# From Tents to Dreams: A Journey of Excellence

Namdhari Events N Promotions Pvt Ltd represents commitment and trust in event management, where creativity, precision, and innovation converge. Namdhari Group's company, which has been creating memorable experiences for over four decades, has actively contributed to Hyderabad's rise as India's convention capital. Their rise from a tent house to pioneers of innovation mirrors the city's events progress.



All image source: Namdhari Events N Promotions

**N**amdhari Events embarked on its journey around four decades ago as a tent house, paving the way for an illustrious voyage. Since then, they have continually evolved, embracing every facet of event management, from corporate events to weddings and exhibitions. Dharampal Singh Malhotra, Executive Director, Namdhari Events

N Promotions Pvt Ltd, reiterates, "Our journey has been quite exhilarating. We initiated our venture in 1981 as a tent house and expanded into exhibitions, sound systems, audio visuals, and more. Each time we encountered new demands, we swiftly invested in inventory upgrades. We aimed to establish a stronger presence in the country and pioneered innovative inventory

introductions in the Andhra and Telangana regions”.

The company offers a plethora of services, each crafted with finesse, which includes Corporate Events, German Tent, Customized Exhibition Booths, Trade Shows & Exhibitions, Weddings, Tent House, and Generators. It paints a vivid canvas of success with an impressive tally of accomplishments: 42,000 awe-inspiring projects, 2,500 delighted clients, 380 prestigious awards, a passionate team of 125 individuals, and over 200,000 people entertained. These numbers narrate the company's journey in colors of excellence and commitment.

### **Sustainability and Eco-friendliness**

Namdhari Events recognizes the growing demand for sustainable, eco-friendly materials. In this context, Malhotra elaborates, “Addressing sustainability is complex. Many exhibitors are cost-conscious. Although we offer prefab options, the associated design and conceptual costs deter some clients. While using wood may not be environmentally friendly due to the need for cutting, painting, and repainting, eco-friendly alternatives are often perceived as costlier.”

While the market often prioritizes aesthetics over eco-friendliness, the company seeks to strike a balance. However, he asserts, a select few embrace eco-friendly materials like jute or cloth printing and are willing to pay a bit more for a sustainable feel. While the demand for eco-friendliness is increasing, it remains a smaller percentage compared to aesthetic preferences.

In terms of introducing new designs and materials, the Executive Director says it poses challenges. “While we often share fresh ideas and concepts, many clients are hesitant to pay extra for these innovations. Everyone desires new designs but resists increasing costs,” he points out. “Meeting this challenge, especially with premium and retainer

“Hyderabad boasts exceptional venues like HITEX, offering diverse options such as closed and open areas, setting it apart from other regions in Andhra and Telangana. The city is now ‘India’s convention capital’ and is poised to lead in exhibitions.”

**Dharampal Singh Malhotra**  
**Executive Director**  
**Namdhari Events N Promotions Pvt Ltd**

clients, sometimes requires us to absorb part of the additional expenses to showcase the value of these innovations.”

### **Contributing to Hyderabad’s Success**

Sharing a profound connection with HITEX, Hyderabad’s premier venue provider, Malhotra elaborates, “HITEX dates back to its inception. Having our offices and warehouses on their campus has been transformative. The convenience of having warehouse and office spaces on-site has greatly enhanced our services to organizers. We feel at home within the venue, eliminating the feeling of being an external organizer. Over the years, our partnership has strengthened, and HITEX has played a pivotal role in our growth and transformation.”

Hyderabad’s rise as an events and exhibitions hub, both nationally and internationally, is undeniable. “The city’s business-friendly policies, venues, and services have attracted numerous shows. Hyderabad boasts exceptional venues like HITEX, offering diverse options such as closed and open areas, setting it apart from other regions in Andhra Pradesh and Telangana. The city is now ‘India’s convention capital’ and is poised to lead in exhibitions,” elaborates Malhotra. As an events and exhibitions industry member, the company contributes by bringing innovative technologies to Hyderabad, playing a pivotal role in the city’s journey to prominence.



Namdhari Events' impressive track record includes 42,000 projects, 2,500 satisfied clients, and 380 prestigious awards. While the company has strategically expanded with offices in Bhubaneswar and Delhi, Hyderabad remains their headquarters, symbolizing their commitment to keeping the city at the forefront of the exhibition industry.

**Expanding Horizons**

The company is establishing its presence in other cities of the country. "We have established offices in Bhubaneswar and Delhi, strategically positioning ourselves," shares Malhotra. "While many claim to have branches in Hyderabad and other cities, our story is the reverse; we have branches in Delhi and Bombay while our headquarters remain in Hyderabad."

Namdhari Events remains committed to staying ahead in terms of technology and inventory, introducing innovations like German tents and keeping Hyderabad at the forefront of the exhibition industry. "We have invested significantly in partnerships with German

companies like Losberger, introducing their high-quality tents to our region," he continues. "Our commitment to staying at the forefront of technology is evident in our adoption of the latest innovations, including cutting-edge shell structures and advanced carpeting."

Speaking about team expansion, he shares, "Our team has grown substantially, enabling us to handle multiple shows simultaneously. Within the next three years, we aim to handle at least six shows concurrently, demonstrating our continuous expansion. Additionally, we have ventured into larger inventory spaces outside the city to cater to a wide array of events and exhibitions." **POV**





### **HYDERABAD PROPERTY EXPO** **Sep 9-10, 2023**

**Bennet Coleman and Co**

The Residential Property Exhibition promotes some of Hyderabad's most recent developments with contemporary facilities by displaying a variety of options under one roof.

### **INDIA LAB EXPO & ANALYTICA ANACON INDIA 2023** **Sep 14-16, 2023**

**Messe Muenchen India Pvt Ltd**

An international trade fair for Laboratory Technology, Analytics, and Biotechnology, with Anacon India Conference, brings together international and domestic stakeholders for networking and business.

### **LIVESTOCK, DAIRY AND FISHERIES EXPOSITION** **Sep 21-23, 2023**

**HITEX & Aqua Forming Technologies & Solutions Pvt Ltd**

First-of-its-kind platform covering the entire post-harvest process for Livestock, Dairy, and Fisheries, from sourcing to new technologies, supply chain solutions, and logistical services.

### **WATER EXPO** **Sep 21-23, 2023**

**Khushi Events**

The Indian Water Industry's unique trade expo offers a productive platform for water treatment, wastewater management, and related industries to showcase their products and expertise.

### **JITO EXPO UMANG 2.0** **Sep 30 - Oct 2, 2023**

**Jain International Trade Organisation**

Umang 2.0, the largest Jewelry and Lifestyle Expo in four halls, features over 500 stalls and an anticipated footfall of 75,000+ visitors to the corporate, lifestyle, and automobile arenas.

### **NAREDCO TELANGANA PROPERTY SHOW** **Oct 6-8, 2023**

**NAREDCO Telangana Real Estate Developers Association**

A Property Show for homebuyers and real estate solutions, for housing projects and services, with 120 exhibitors showcasing real estate products and technologies.

### **PACK PLUS SOUTH 2023** **Oct 19-21, 2023**

**Next Events Pvt Ltd**

South India's Premier Packaging, Converting, and Supply Chain Event with co-located exhibits including 200+ renowned brands, business matchmaking, live machines, and cutting-edge innovations.

### **18<sup>TH</sup> EDITION-INDIA MED EXPO-2023** **Oct 27-29, 2023**

**SD Medical Exposition**

Exhibition on Medical, Surgical Instruments, Hospital Equipment, and Consumables, bringing together healthcare leaders from a variety of disciplines to collaborate and learn.

### **PHARMABHARATH EXPO** **Oct 28-29, 2023**

**Mallikarjuna Business Solutions**

The ideal place to network, grow, and connect with over 1,000 formulation and API manufacturers, 20,000 chemists and druggists in Telangana, 10,000 Pharma sector experts, medical practitioners, entrepreneurs, and hobbyists.

### **SUNDAY SOUL SANTE** **Oct 29, 2023**

**Merreddy Ventures**

A celebration of life and a platform to experience the vibrant amalgamation of art, culture, and creativity in the heart of Hyderabad. This one-day extravaganza unites visual and performing artists, connecting India's entertainment and retail sectors, as well as bringing together diverse communities, featuring renowned brands, delectable cuisine, and performances by top artists.

### **DREAMHACK HYDERABAD 2023** **Nov 3-5, 2023**

**Nodwin Gaming Pvt Ltd**

An International Indian Gaming Digital Festival is offering an extraordinary 3-day festival of gaming and technology, as well as allowing participants to compete in tournaments, experience cutting-edge gaming gear, and meet esports stars and inventors. The enormous BYOD (Bring Your Own Device) LAN party promises 72 hours of gaming, cosplay, esports, and more.



## A Divine Retreat at The Sacred Bhadrakali Temple in Warangal

Situated in the heart of Warangal, the cultural capital of Telangana, stands the majestic Bhadrakali Temple—a revered haven steeped in the profound significance of Hindu mythology. The temple is situated on a hilltop between the two cities of Hanamkonda and Warangal, Telangana, India.

**K**nown as Sri Bhadrakali Sametha Veerabhadra Swamy Temple, this sacred abode reveres the fierce yet benevolent Hindu Goddess Bhadrakali. Its origins date back to the 7<sup>th</sup> century, during the illustrious reign of the Chalukya dynasty. The temple has undergone renovations and expansions through the years, showcasing the artistic brilliance of ancient civilizations like the Kakatiyas and the Vijayanagara Empire. Over centuries, this ancient temple has drawn countless devotees and tourists from near and far, all seeking to immerse themselves in its divine allure and historical heritage.

The Kakatiya kings adopted the Bhadrakali Temple and revered Goddess Bhadrakali as their kula devata. A lake was built by Ganapati-deva nearby. The temple's prominence waned after the Kakatiya dynasty fell to Muslim rulers. In 1950, Sri Ganesh Rao Sastri, a devoted worshipper, and Shri Maganlal, a businessman, renovated the temple.

According to local legends, the temple originally stood on the banks of the Bhadrakali Lake. Due to flooding, it was relocated to its present site, where it continues to stand as a symbol of deep reverence and spiritual devotion. Another interesting story is that the Koh-i-Noor diamond, now part of the British Crown Jewels, has a close association with the Bhadrakali Temple. Kakatiya dynasty installed it as the left eye of the Goddess.

### **Majestic Architecture and Design at Display**

Upon stepping inside, worshippers are greeted by a sight of awe—the 2.7 mt stone idol of the eight-armed deity, Bhadrakali. With historical significance, this idol was worshipped by Chalukyan ruler Pulakesin-II in 625 AD, adding to the temple's religious and cultural importance.

**5 km from  
Warangal Station,  
and 13 km  
from Kazipet  
Station**

**Travel Time via  
Road**

30 minutes

**Walking Distance**  
30-40 minutes  
from central areas  
of Warangal

**Temple Timings**  
5 AM to 1 PM and  
3 - 9 PM

The Dravidian style architecture of the Bhadrakali Temple exemplifies the artistic finesse of the bygone era. Intricate carvings on the walls and pillars narrate stories from Hindu mythology, showcasing the skilled craftsmanship of the artisans of that time. The lion opposite the sanctum sanctorum is a sight to behold. It symbolizes the vehicle of the goddess.

### **A Sight for Vibrant Rituals and Festivals**

Throughout the year, the Bhadrakali Temple comes alive with vibrant rituals and festivals, drawing devotees and tourists alike. One such noteworthy celebration is the Navratri festival, a nine-day extravaganza dedicated to the worship of Goddess Bhadrakali. Navratri adorns the temple premises with vibrant decorations, as traditional music and devotional chants fill the air. Devotees from all corners come to seek the blessings of the Goddess, seeking strength and courage to face life's challenges.

Beyond its historical importance, the Bhadrakali Temple holds deep religious significance. Devotees flock to the temple to seek Goddess Bhadrakali's blessings, which is believed to grant courage, protection, and victory.

The temple is not only a site of religious worship but also a centre for cultural activities. Festivities during Navratri showcase a plethora of cultural performances, including classical dance, music, and theatrical presentations. The temple premises come alive with the rhythm of traditional art forms, as the energy transforms into a sense of community and devotion. The atmosphere during such festivals is electrifying, with cultural performances and devotional fervour.

The Bhadrakali Temple also plays a vital role in serving the local community through various social and charitable activities. The temple authorities and devotee groups actively organize initiatives such as food distribution to the needy and medical camps, showcasing their dedication to social welfare.

### **How to Get There?**

With its excellent connectivity, Warangal offers multiple options for reaching the Bhadrakali Temple. Located approximately 150 km away, the city is well-connected to Hyderabad by road, rail, and air. Upon reaching Warangal, the temple is easily accessible by local transport, with frequent TSRTC buses and autos available for the short journey to the temple. Travellers seeking a leisurely stroll can embark on a 30–40-minute walk from the central areas of Warangal to the temple, relishing the serene surroundings along the way. The temple is a mere 5 km away for those arriving at the Warangal Station, making it a convenient choice for devotees and tourists alike.

India's premier expo showcasing post-harvest technologies, value addition techniques, supply chain solutions and logistics services of the Livestock, Dairy and Fisheries sectors.

## Key Features

- ✓ Processing technologies
- ✓ Storage solutions
- ✓ Packaging innovations
- ✓ Quality control
- ✓ Logistics services
- ✓ Waste management
- ✓ Conveyors and Inspection systems
- ✓ Cold chain solutions



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