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GREEN MOBILITY ON THE RISE

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HYDERABAD E-MOTOR SHOW
Towards a Greener Future

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Empowering Women in Entrepreneurship

Dear Readers,

Let me admit that connecting with you all through POV is a cherished and enjoyable experience for me. It's a platform where I can personally urge you to partake in the various activities HITEX holds, especially the ones that serve a greater purpose.

Women play a critical role in shaping society and driving progress, and their contributions are essential to creating a more just and equitable world for all. A strong society has empowered and educated women with equal opportunities to participate in all aspects of life. The upcoming Business Women Expo is an event that resonates with the beliefs we at HITEX uphold.

The three-day event that comes in the month of International Women's Day celebrates women's entrepreneurship and offers an ideal platform to explore new ideas, horizons, and unlimited possibilities, as well as to develop corporate contacts and be inspired. It encourages women entrepreneurs, start-ups, and aspiring student innovators to showcase their products, services, and innovations to institutional buyers, corporates, investors, mentors, prospective dealers and distributors, franchise partners, and others to help them take their businesses and ideas to the next level.

Additionally, as its focus, the event has women's health, with several workshops, health awareness, and free check-ups lined up to ensure their physical well-being. An award function will acknowledge women professionals and entrepreneurs from across Asia. The platform also allows budding start-ups needing seed funds to present their business ventures to prominent Indian private equity firms, venture capitalists, and angel investors across industries.

In short, the event has been curated to provide everything needed for shaping ideas and turning dreams into reality, not just for the intelligent women driving them but also for our society, which requires them for our holistic progress.

Mark your calendars for Business Women Expo scheduled for March 10-12, 2023, at HITEX, which will be a worthwhile experience not to be missed.

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Sanofi to Establish Global Medical Hub in Hyderabad

Sanofi, a vaccine manufacturer and multinational pharmaceutical and healthcare company, announced plans to set up its Global Medical Hub in Hyderabad. The announcement comes just one day after Bristol Myers Squibb, one of the world's leading biopharmaceutical companies, announced that it has chosen the city to establish its Science, Technology, and Innovation Centre.

Image source: MWM

The hub currently plans a 350-person workforce, which it will significantly expand in the near future to support its growth ambitions and build the workforce of the future, as well as provide operational support globally. The announcement was made on February 24, 2023, at the industry event BioAsia, in the presence of KT Rama Rao, Minister for IT & Industries, Government of Telangana; Jayesh Ranjan (IAS), Principal Secretary, (I & C) & (IT) Dept, Government of Telangana; and a host of industry leaders.

Dastkari Haat Crafts Bazaar in Hyderabad Enthralls Craft Enthusiasts

Dastkari Haat Samiti a not-for-profit hosted Hyderabad's first traditional Indian craftsmanship showcase at the National Institute of Tourism and Hospitality Management, Gachibowli, from February 21-28, 2023.

Over 80 artists from Bihar and Rajasthan exhibited at the Bazaar. It featured Pattachitra artist demonstrations, Pichwai gold leaf embossing, Bihar Madhubani art, Rajasthan miniature and terracotta art, and others. Indian handicrafts included grass mats, bags, wood and shell kitchen and dining accessories, herbal soaps, and jewelry.

The artists showed mostly biodegradable and eco-friendly products. Dayal Bhatt, a well-known folk musician from Rajasthan, and his group performed at the exhibit, in addition to performances of Kalbelia dance, Rajasthani puppetry, and folk songs.

Telangana Govt Plans With UNICEF India to Establish Innovation Hub in Hyderabad

Image source: MWM

Telangana Government signed a Statement of Intent with UNICEF India to set up an exclusive innovation hub, Y-Hub, in Hyderabad to foster innovation and entrepreneurial skills in youth and adolescents as part of ongoing efforts to strengthen the state's innovation ecosystem. The Hub will be India's first youth and adolescent innovation center, promoting problem-solving, creativity, design thinking, 21st century skills, innovation, and entrepreneurship among the state's young people.

Its framework was launched a few months ago with the signing of a Statement of Intent between the State Government, UNICEF India, and YuWaah.

Hyderabad to be Promoted as 'Health-Tech Mecca'

Image source: MWM

Telangana Government will work on a programme to position Hyderabad as the world's 'Health-Tech Mecca', and that a few global health-tech unicorns will emerge from this programme, stated KT Rama Rao, Minister for IT & Industries, Government of Telangana. The state will support healthcare-tech start-ups through incubator programs and deep computing resources.

The state had set a goal of doubling the value of the life sciences ecosystem to US$ 100 billion by 2030 and would meet the goal by 2025. Telangana is investing in cell and gene therapy and working to establish an Institute of Curative Medicine in Hyderabad to develop and commercialize new curative therapies, particularly cell and gene therapy, for diseases.

Saudi Tourism Authority Optimistic About Indian Market

Saudi Tourism Authority (STA) has increased its efforts to promote tourism and hospitality in its region in line with its Vision 2030 and welcome more than 2 million Indian visitors this year. The delegation's recent trip to India included meetings, industry roundtables, and networking events in Mumbai and Delhi, followed by two roadshows in Mumbai and Ahmedabad.

Image source: MWM

As part of Saudi Arabia's goal to reach 100 million visits per year by 2030, India is expected to be one of its largest tourism source markets by then. STA held over 3,000 meetings with top trade partners and travel buyers to promote Saudi Arabia as a holiday destination and discuss MICE tourism and budget travel trends.

Hyderabad Real Estate Most Affordable in the Nation

Hyderabad remains an affordable city to buy property, despite a maximum five-year rise of 10 percent in average property prices due to factors like rising housing demand, strong economic growth, and infrastructure development, compared to six other top metros in the nation.

According to a recent study by property consultant Anarock, Hyderabad has the lowest average property price in India in 2022, at INR 4,620 per sq ft. Residential and business property demand in Hyderabad has been rising steadily. The city is home to several major IT companies, which attract many working professionals, and the State Government's infrastructure and connectivity improvements have helped boost the real estate sector.

Image source: MWM

Indian Tourists to South Africa Increased by 200%

Image source: MWM

South African Tourism's strong recovery and desire to promote a variety of genuine locations through the More&More campaign made it Indians' top tourist destinations in 2022. South Africa received nearly 50,000 Indian tourists last year, surpassing its initial goal of 33,900 or more. The tourism board hopes to beat last year's goal by 72 percent. In 2023, South African Tourism expects MICE visitors to grow by 35 percent, and its board is confident that India will continue its recovery and remain one of the fastest-growing source markets for travel to South Africa due to improved connectivity, attractive travel deals, and a variety of experiences.

ATM 2023 Eyes a Significant Y-o-Y Increase in Exhibitors from India

Arabian Travel Market (ATM) 2023, which will return to Dubai World Trade Centre (DWTC) for its 30th edition from May 1-4, will focus on the Indian tourism sector due to a predicted increase in outbound journeys over the next two years.

Image source: MWM

Indians spent a record US$ 10 billion on overseas travel in the first nine months of 2022, up 43 percent from pre-Covid numbers, according to Reserve Bank of India (RBI) data. By 2024, Indian business consultants Nangia Anderson LLP and the Federation of Indian Chambers of Commerce & Industry (FICCI) predict 27 million outbound trips worth US$ 42 billion. Middle East tourism growth after the pandemic.

Abu Dhabi Firm Inks MOU with HAL at IDEX 2023

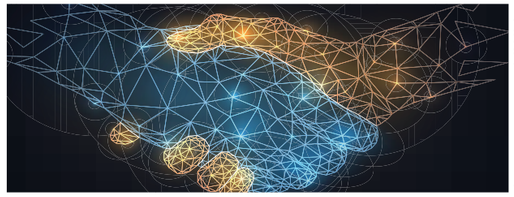
Image source: MWM

EDGE, UAE's leading defence group, signed a Memorandum of Understanding (MOU) with India's aerospace firm Hindustan Aeronautics Ltd (HAL) at the International Defence Exhibition and Conference (IDEX) in Abu Dhabi, UAE. The MOU was inked to investigate areas of cooperation such as joint design and development of missile systems and unmanned aerial vehicles (drones).

The two companies will also investigate collaboration on mission computers, training programs, and the use of additive manufacturing of metallic components at EDGE and HAL's world-class facilities in the UAE and India.

Telangana Grants INR 40 Cr to Build IT Tower on Adilabad's Outskirts

Telangana Government has authorized an administrative sanction of INR 40 crore for the setting up of an information technology (IT) tower on three acres of land on the outskirts of Adilabad.

To disseminate infrastructure to tier II cities, the district administration has selected three acres in survey no 72 of Battisavargaon village under the ICT policy and Rural Technology Policy. The project, with a built-up area of 48,000 sq ft, will be carried out by the IT department in collaboration with Telangana State Industrial Development Corporation (TSIC).

The Telangana chapter of the Confederation of Indian Industry (CII) recently held a workshop in the district on the prospects of industrial growth, and an IT firm, NTT BDNT (LabData Business Solutions India), has created a unit in Adilabad to employ youth.

TSRTC's 'Hyderabad on Wheels' Launched as India's First Mobile Exhibition

Telangana State Road Transport Corporation (TSRTC) launched India's first mobile art show, 'Hyderabad on Wheels', in the city. TSRTC and the Indian Photo Festival (IPF) promoted art on wheels with this unique project. The display features 20 images of the city's heritage structures, syncretic culture, monuments, people, places,

Image source: MWM

and idiosyncrasies. Since it's free, it's available to everyone, and its mobility helps reach diverse audiences. Aquin Mathews, Founder and Director, IPF, which collaborated on the project, calls it a chance to 'take art to the public' and hopes to bring the show to children who don't have much exposure to art.

Telangana Government Proposes Mobility Valley to Draw INR 50,000 Cr

Image source: MWM

Telangana Government unveiled India's first mobility-focused cluster, Telangana Mobility Valley (TMV), with the goal of attracting over INR 50,000 crore in investments and creating over 4 lakh jobs over five years, accelerating the development of sustainable mobility in the country.

The state is developing four megaclusters in and around Hyderabad: an EV Manufacturing cluster in Zaheerabad as well as in Seetharampur; an Energy storage system (ESS) cluster in Divitipally; and an Innovation cluster at Yenkathala. Each cluster has state-of-the-art infrastructure to lower tenant operating costs. Government, academia, and business executives attended the summit.

Telangana Government signed three MoUs: ATS-TUV Rheinland with the Government, Bosch Global Software Technologies with BITS Hyderabad, and Telangana Academy for Skill and Knowledge (TASK) with Shell. Skoda Auto Volkswagen Group, which has recently invested, also plans to introduce more zero-emission vehicles.

Apollo Tyres Launches New Digital Innovation Centre in Hyderabad

Apollo Tyres Ltd opened a 'digital innovation centre' in Hyderabad, as part of its digital strategy to apply Industry 4.0 concepts like IoT, AI, and machine learning to improve efficiency, sustainability, and supply chain agility. As per, Neeraj Kanwar, Vice Chairman and Managing Director, Apollo Tyres Ltd, the company's vision for FY26 depends on digitalization. The new digital hub and their London unit will help the Indian tire maker solve complex business issues and transform processes, as well as offer advanced manufacturing solutions. According to the company, this centre will provide 'enhanced process control across factories globally', 'real-time insights into operations,' and 'enhance operational efficiencies across their manufacturing operations'.

Image source: MWM

India's Technical Textile Industry slated to hit US$ 200 Billion by 2047

Image source: MWM

Technotex 2023, in its 10th edition, was organized by the Ministry of Textiles, Government of India (GoI), and FICCI on the theme of 'Envisioning Indian Technical' to highlight the industry's current trends, developments, challenges, and prospects. Over 150 exhibitors and 250 buyers from 30 countries participated in the three-day conference and exhibition, showcasing their newest technical textile technologies to over 5,200 visitors. India should focus on growth, scale, and speed to expand its technical textiles market to US$40 billion by 2025-26.

By 2047 the technical textile industry should be worth US$100-125 billion, and if India accelerates, US$200 billion can be aimed for, and the Indian Technical Textile market will grow more than 10-12 percent if India can showcase its usages for alternate purposes.

Hyderabad Hosts BioAsia 2023, to Engage Lifesciences Partners

BioAsia, the marquee Healthcare and Lifesciences event, in its 20th edition and themed 'Healthcare for all', organized by the Government of Telangana, featured a variety of satellite events from February 24-26, 2023.

Conferences, expert sessions, the CEO Conclave, BioAsia Connect, foreign trade shows, networking receptions, BioPark tours, and workshops were all part of the three-day event. The satellite events aimed to promote the overall development of India's Lifesciences industry. Jayesh Ranjan, Principal Secretary (I&C), Government of Telangana, stated that BioAsia has been a key catalyst in promoting the Lifesciences industry across India, as well as providing opportunities for healthcare professionals to showcase their talents to the global leaders of lifesciences taking part in this event.

Image source: MWM

Malaysia's PCEB Holds Roadshow in Hyderabad

Image source: MWM

Penang Convention and Exhibition Bureau (PCEB) held its sixth Penang Roadshow to India 2023 in Hyderabad as part of its four Indian cities campaign to promote Penang as a business and event location. The government body expects 800 Indian buyers and trade tourists this year, 2,500 events in the state, 2.6 lakh delegates, and RM1 billion in employment and economic impact (EEI).

Indian delegates will dominate the V-Convention, held biannually in Penang with 15,000 attendees. Stating that to reconnect with the India market, PCEB will offer the latest meetings and incentive packages, Yeoh Soon Hin, Penang State Minister for Tourism and Creative Economy, added that these are one of many efforts to give a new viewpoint on Penang by including Mainland attractions.

LUCKY ALI CONCERT
March 4, 2023
Soundsworth.io LLP
The long-awaited Lucky Ali concert at Hitex Exhibition Centre (Fair Park) aims to bring music lovers and fans together for a melodious and memorable night in Hyderabad.

KISAN AGRI SHOW
March 3-5, 2023
Kisan Forum Pvt Ltd
The exhibition is designed to bring together the Agri industry, professionals, policymakers, and farmers to engage in dialogue and explore new advances in the sector.

LA LA LAND FLEA 2.1
March 5, 2023
Soham
Lalaland Flea Season 2 offers an immersive experience with live music, shopping from 60+ brands, food and drinks from 25+ joints, and games for kids.

DIGIPOL 2023
March 6-7, 2023
Convergence Innovation Labs India Pvt Ltd
A global expo on Police and Defense offers an exclusive venue for understanding advanced technologies and knowledge transfer to national security and public safety agencies.

BUSINESS WOMEN EXPO
March 10-12, 2023
HITEX
India's largest forum for Business Women and Entrepreneurs to meet, collaborate, and celebrate with corporate enterprises and trade, aims to honor women by building connections and business opportunities.

RICE & GRAINS TECH EXPO 2023
March 10-12, 2023
Mookambika Exhibitions
The show, a platform for the Grains Technology sector and the Grains industry, showcases the newest manufacturing technologies and solutions to help large companies and SMEs improve their manufacturing capabilities.

MEDICALL 2023
March 17-19, 2023
Medexpert Business Consultants Pvt Ltd
The largest B2B Medical Equipment exhibition in India acts as a marketing platform for equipment manufacturers to showcase their goods and services to hospital owners and decision-makers.

FRO EXPO
March 18-19, 2023
Franchise India Holdings Ltd
The 129th National Franchise & Retail Opportunity Expo brings together highly evolved prospects, qualified investors, entrepreneurs from across India and neighboring countries, and international delegations focused on the MSME industry.

TRENDZ
April 14-16, 2023
Siddharthsai Events & Management
A women's exclusive premium exhibition and sale of designer sarees/blouses, lehengas, jewelry, kurtees, bridal wear, cosmetics, and more, featuring 100+ designers from across the nation.

TV9-SWEET HOME REAL ESTATE & INTERIORS EXPO
April 14-16, 2023
Associated Broadcasting Company Pvt Ltd
Hyderabad's most prominent Real Estate and Interiors exhibition features elegant apartments and villas, amazing investment opportunities, and stunning interiors, with financial advice from all reputable financial institutions.

RENEWX
April 28-29, 2023
Informa Markets India Pvt Ltd
In its 7th edition, the event aims to bring together Renewable Energy and Sustainable Mobility professionals under one roof to network, collaborate, and learn from industry experts and thought leaders.

Green Mobility on Rise

The first Formula E World Championship race in India, '2023 Greenko Hyderabad E-Prix', was accelerated by Greenko and hosted by Ace Nxt Gen, Telangana Government, and Formula E on February 11 in Hyderabad, India. It was a roaring success, drawing record crowds, promoting sustainable mobility, and putting Hyderabad on the global EV map.

The '2023 Greenko Hyderabad E-Prix', a historic racing event, was held in India for the first time, in conjunction with the Government's flagship event, Hyderabad E-Mobility Week, which brought together the global electric vehicle ecosystem to enable collaboration, learning, and celebration.

"At the Hyderabad E-Mobility Week, a lot of important marquee initiatives came to the forefront, in line with Telangana Government's commitment to providing an impetus to electric vehicle adoption and aiming to play a pivotal role in India's transition to electric mobility," stated Anil Kumar Chalamalasetty, Founder & Managing Director, Greenko Group. "The state is pursuing a comprehensive strategy to bring the manufacturing of various components of the ecosystem, such as cell manufacturing, battery swapping stations, and EV manufacturing in two-wheelers, three-wheelers, and buses."

> "We are thrilled to have hosted India's first ever Formula E race, putting India and Hyderabad on the world map of motorsports. This historic achievement would not have been possible without the guidance and support from the Government of India and K Chandrashekar Rao, Chief Minister of Telangana."
>
> ***Anil Kumar Chalamalasetty***
> ***Founder & Managing Director***
> ***Greenko Group***

Government Officials add, "Telangana government also aims to attract ₹50,000 crore investments in Telangana Mobility Valley (TMV) over the next five years, creating the most competitive destination for both manufacturing and E R&D in India." TMV is a new mobility-fo-

All image source: HITEX

cused cluster facilitating companies in sustainable mobility, including electric vehicles and energy storage systems. The State is developing four mega clusters—an EV manufacturing cluster in Zaheerabad and Seetharampur, an ESS cluster in Divitipally, and an innovation cluster at Yenkathala—to make the vision a reality.

Thrilling Blend of Speed & Sustainability

India's population and urbanization have increased transit demand, resulting in pollution and congestion. To combat this, the Indian government launched the FAME India scheme to promote electric mobility. India has a total of 13,34,385 electric vehicles and 27,81,69,631 non-electric vehicles in use, as per 2022 data from the Ministry of Road Transport and Highways. Under Phase-I of FAME India Scheme, the Ministry of Heavy Industries has sanctioned 520 EV charging stations, out of which 479 have been installed as of July 1, 2022, with 57 charging stations in Telangana. Under Phase-II of FAME India Scheme, the Ministry has sanctioned 2877 EV charging stations in 68 cities (including 138 in Telangana) across 25 states and UTs. Of these, 50 charging stations have been installed as of the same period, with 138 EV chargers sanctioned for Telangana.

Hyderabad, a rapidly developing city, is also seeing a rise in electric vehicle adoption due

"With the goal to accelerate sustainable human progress through electric racing, Formula E is known for its futuristic, planet-friendly vision and has been the only net-zero carbon sport since its inception. The 2.83 km race track with 18 turns challenged 11 international teams with 22 drivers, making the 4th race of Season 9 of the World Championship one of the best races ever held."

Mahesh Kolli
Co-Founder & Joint Managing Director Greenko Group

to government incentives and charging infrastructure. Furthering the cause, the City of Pearls made history by hosting the ABB FIA Formula-E races, the premier electric single-seater racing series conducted by the Federation Internationale de l'Automobile (FIA), on the challenging T-shaped Hyderabad Street circuit at Necklace Road, overlooking the Hussainsagar Lake. Driven by a commitment to decarbonization for a cleaner and sustainable future, Ace Nxt Gen—founded by Chalamalasetty and Kolli, who are also the founders of Greenko—was the official promoter of the Formula E Race in India in partnership with Formula E and the Government of Telangana. Leading by example, the race's title sponsor was Greenko, a leading provider of energy transition and decarbonization solutions, reiterating their commitment towards the global energy shift to clean energy.

Amazing Display of Speed and Skill

As of season 8, there have been 381 million viewers across 8 seasons and 100 races across 21 locations and 11 teams representing 192 countries in Formula E. Teams like ABT Cupra Formula E, Avalanche Andretti Formula E, DS Penske, Envision Racing, Jaguar TCS Racing, Mahindra Racing, Maserati MSG Racing, Neom McLaren Formula E Team, Nio 333 Racing, Nissan Formula E Team, and Tag Heuer Porsche Formula E Team are all present at the Season 9 races in Hyderabad. In front of a record crowd of over 25,000 people, DS PENSKE's Jean-Eric Vergne took first place. The goal was to accelerate and position the city as a leader in EV technology innovation. The promoters made every effort to make the event a net-zero event by ensuring that all of the race's electricity needs were 100 percent renewable energy provided by Greenko, recycling waste, and keeping plastic-free premises.

Thanking all the stakeholders for their cooperation in making the planet's favorite sport debut in India with a huge success, Chalamalasetty stated, "We are thrilled to have hosted India's first ever Formula E race, putting India and Hyderabad on the world map of motorsports. This historic achievement would not have been possible without the guidance and support from the Government of India and K Chandrashekar Rao, Chief Minister of Telangana."

Emphasizing that the 2023 Hyderabad E-Prix positions the city as a global e-mobility hub, Kolli elaborated, "With the goal to accelerate sustainable human progress through electric racing, Formula E is known for its futuristic, planet-friendly vision and has been the only net-zero carbon sport since its inception. The 2.83 km race track with 18 turns challenged 11 international teams with 22 drivers, making it the 4th race of Season 9 of the World Championship."

"Greenko Hyderabad E-Prix was India's first motorsports event fueled by 100 percent renewable energy. It showcased Formula E's cutting-edge technology and world-class racing. The race showed the future of racing and electric racing technology which will in turn drive the transition towards decarbonized mobility."

Rohan Yeggina
Project Lead – Hyderabad E-Prix Ace Nxt Gen

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India's Upper Crust Assemble

The Greenko Hyderabad E-Prix's success was due to the dedication and support of many stakeholders, namely the government of Telangana, whose commitment to sustainability and electric mobility made the event a triumph. The event marked the presence of KT Rama Rao, Minister for IT, Municipal Administration & Urban Development and Industries & Commerce, Govt of Telangana; Anurag Thakur, Union Minister for I&B and Youth Affairs & Sports; and Kishan Reddy, Union Minister of Tourism, Culture and Development of North Eastern Region. It was also well supported by various government wings, including HMDA, GHMC, Police, Fire, and other services. Other delegates present at the event were from the worlds of sports, entertainment, and corporate, which included leading names such as Sachin Tendulkar, Shikhar Dhawan, and PV Sindhu; Nagarjuna, Yash, Naga Chaitanya, Akhil Akkineni, and Shruti Hasan; and Anand Mahindra, respectively.

> "The success of the event sends a powerful message about the potential of electric racing to drive sustainable human progress, with the Government of Telangana and other stakeholders supporting it."
>
> ***Kiran Rao Govada***
> ***EVP & Head – Sports Development***
> ***Ace Nxt Gen***

A Lasting and Positive Impression

Stressing that Greenko Hyderabad E-Prix was India's first motorsports event fueled by 100 percent renewable energy, Rohan Yeggina, AVP, Strategic Planning Group, Ace Nxt Gen, said, "It showcased Formula E's cutting-edge technology and world-class racing. The race showed the future of racing and electric racing technology. Tens of thousands of fans attended the Formula E World Championship race, a record for the series. Hyderabad's fans cheered their favorite drivers and provided a stunning setting for the race's high-speed action."

Electric racing showed India and the world its excitement and promise at the Greenko Hyderabad E-Prix. "The success of the event sends a powerful message about the potential of electric racing to drive sustainable human progress, with the Government of Telangana and other stakeholders supporting it," added Kiran Rao Govada, EVP – Sports Development, Ace Nxt Gen. POV

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Making Strong Women

All image source: WE Hub

WE Hub is a one-stop destination and a soft-landing platform for all the women-led startups across the country and promotes Telangana as a business destination for women entrepreneurs in India. Here's knowing about the state-led incubator that's on a mission to raise the stature of women by helping them be independent and financially secure, thereby, ushering in prosperity for the nation as a whole.

"WE Hub is a highly visible platform, and any woman – be it an aspiring entrepreneur or someone who is just starting or looking to scale – can approach us for assistance. WE Hub has various support mechanisms for them, such as ideation assistance, product refinement, business modeling, financial modeling, market assessment, technical mentoring, and technological assistance."

Deepthi Ravula
CEO
WE Hub

WE Hub (Women Entrepreneurs Hub) is India's first and only state-led incubator to promote and foster women entrepreneurship. Conceptualized at the Global Entrepreneurship Summit in 2017, with the theme of 'Women First, Prosperity for All', WE Hub was launched on March 8, 2018. The summit sparked a conversation that led to an immediate action of creating a platform that encourages, scales up, and creates a funnel for more women to be a part of the entrepreneurial ecosystem. With that vision, WE Hub came into being.

WE Hub promotes and fosters women entrepreneurship by way of incubation. With access to the Government and by building a collaborative ecosystem, it provides access to technical, financial, government, and policy support required to start up, scale up and accelerate with global market access, to all women entrepreneurs in the country. The overall mandate and goal of WE Hub is to eliminate financial, societal, and support barriers for women and help them succeed in their enterprises.

"WE Hub has the ethos of recognizing an entrepreneur for who she is, irrespective of her background. By women entrepreneurs, it refers to all those entrepreneurs who are leading teams and enterprises, where a woman is the biggest stakeholder," shares Deepthi Ravula, CEO, WE Hub.

"WE Hub is a highly visible platform, and any woman – be it an aspiring entrepreneur or someone who is just starting or looking to scale – can approach us for assistance. WE Hub has various support mechanisms for them, such as ideation assistance, product refinement, business modeling, financial modeling, market assessment, technical mentoring, and technological assistance," she adds.

Making Significant Impact

The Government of Telangana is known for taking giant strides toward developing the state as a major hub for innovation and entrepreneurship. When IT Minister KT Rama Rao announced the formation of WE Hub in November 2017, little did people understand the vision of this initiative and the impact it would create. In the last five years of its formation, WE Hub has showcased that it was created to not just push the envelope of women entrepreneurship but also change the mindset towards women-led businesses. To this end, WE Hub has created a significant impact.

> The Government of Telangana had envisioned several policies to support women entrepreneurs. However, the number of women seeking these policies is really limited. Also, there are gender biases that exist. What women entrepreneurs need is access to a great deal of handholding support, mentorship, and targeted heterogeneous interventions.

A Myriad of Challenges

India is at a juncture where there is a tremendous opportunity to enable the increase in the participation of women in entrepreneurship. There are many studies and articles that corroborate this, and WE Hub has the potential to be the catalyst that can support this opportunity.

"However, there are challenges involved in enabling this change. They start from the societal and cultural norms that inhibit women to become key stakeholders in the economic development of the nation to accessing information about financial linkages and policy support. Many women entrepreneurs are not aware of the nature of support that is available for them in the form of schemes and policies," notes Ravula.

Together We Do More

WE Hub is a business incubator whose role is to bring together different stakeholders to support women entrepreneurs. "This makes a difference to the way women entrepreneurs scale because we are and act as a one-stop platform that provides access and support to all the needs and challenges faced by entrepreneurs," says Ravula.

Having an entity that validates the ideas of the entrepreneurs and facilitates access to finance, markets, and networks, while supporting with establishing and grounding their enterprises makes a fundamental difference in the sustenance and scalability of the enterprises and women entrepreneurs.

Additionally, to beef up the process, WE Hub has collaborations with multiple organizations including the Women in Data Science (WiDs), Trucaller, Australian High Commission, Western Digital Corporation, and the Re-Sustainability Private Limited. Each has dedicated programs for women.

"Partnerships and networks play a crucial role for women entrepreneurs and WE Hub. They not only offer cross-learning and collaborations but also create an avenue for women entrepreneurs to engage with subject matter experts across the spectrum. Furthermore, partnerships also become advocates for the organization and entrepreneurs and support in their scaling up," points out Ravula.

Focus On the Big Picture

Ravula has spent over six years dedicated to this cause. After spending 15 years in the US in blue-chip companies, when she got an opportunity to be part of Telangana's vision and growth story, she says she jumped at the offer. "As part of the first stint, I was offered a job to be part of the Electronics Department, Govern-

WE Hub is also working within the state to create facilitation centers in districts to increase the accessibility for women entrepreneurs. Using all the learnings that are coming through, it is also collaborating with other states to enable the creation of similar models for women across the country.

ment of Telangana, and that's how everything began," she shares.

"The Government of Telangana had envisioned several policies to support women entrepreneurs. However, the number of women seeking these policies is really limited, and this is often a major challenge. In addition to this, while there are gender biases that exist what women entrepreneurs need is access to a great deal of hand-holding support, mentorship, and targeted heterogeneous interventions," she adds.

WE Hub consciously ensures that women across socio-economic strata, scale, and geography are given an opportunity to be part of the economic workforce through entrepreneurship by way of:

- Entrepreneur Development Programs and developing business acumen;
- Democratizing how entrepreneurship is viewed across urban and rural sectors. At WE Hub we recognize an entrepreneur for who she is, irrespective of her background;
- Creating a one-stop platform, to meet all the needs of entrepreneurs.

"Through such targeted interv entions, over the last five years of our inception, we have been able to incubate 2,194 entrepreneurs, facilitate financial linkages to the tune of INR 85.21 crore, and indirectly enable them to create employment for almost 2,823 people," she shares.

Streamlining the Process

Telangana is the fastest-growing state in India, recording 14.9 percent Gross State Domestic Product (GSDP) growth in 2018-19. The State Industrial policy TS i-PASS is rated among the best in the country. Against this backdrop, Ravula shares how she looks at the growth and blueprint of WE Hub in the future, "Both India and Telangana are at a juncture where the active participation and role of women in the economic workforce is of paramount importance. The Government of Telangana creating the relevant avenues to increase the ease of doing business goes on to assert that Telangana is becoming a prominent place for investments, thereby creating sound avenues for economic growth," she notes.

It is to funnel this vision and ensure that the last person in the line also receives an avenue and an opportunity to be part of the workforce, WE Hub is creating a single window through which women can be supported in scaling their businesses with the right set of interventions and mechanisms in their entrepreneurial journey.

Furthermore, WE Hub is also working within the state to create facilitation centers in districts to increase the accessibility for women entrepreneurs. Using all the learnings that are coming through, it is also collaborating with other states to enable the creation of similar models for women across the country. POV

Palatable Paradigms

IndusFood 2023, organized by the Trade Promotion Council of India (TPCI) under the Department of Commerce, Government of India, and held for the first time in Telangana at HITEX Exhibition Center, Hyderabad, from January 8-10, was a success. It showcased the F&B industry's latest products and trends and redefined networking to help the sector expand globally.

In its sixth edition, the South Asia region's most comprehensive F&B marketplace showcased F&B products, F&B processing, and packaging technology in a 23,000 sq mt exhibition area. Indusfood is dedicated to inspiring, exciting, and connecting the global F&B industry, focusing more on showcasing new brands and technologies to a broader range of buyers.

The Driving Force

"Indusfood was conceived to create a direct link between Indian food exporters and buyers from global food markets, as well as branding India as a sourcing bowl by connecting global buyers with Indian food suppliers of demanding products in the heart of the country under a single roof," said Sandip Das, Deputy Director General, TPCI. "Since its inception in 2018, the vision has always been to inspire, connect, learn, and collaborate."

Stating that Indusfood fuels the F&B business by facilitating connections between buyers and brands through outstanding services such as the international hosted buyer program and online matchmaking programs, bridging relationships and strengthening ties, he commented, "Additionally, buyers have opportunities to learn network and conduct business with new and returning exhibiting suppliers."

Step Up from the Prior Edition

Millets were the 'Spotlight Product Category' at Indusfood 2023, commemorating the International Year of Millets 2023, which the UN General Assembly declared in response to a request by India, which wants to position itself as a global hub for millets. This year, the event featured 600+ exhibiting companies, 16 product zones, globally hosted buyers from more than 85 countries, 35,000+ pre-scheduled meetings, and over 10 knowledge sessions by industry experts. "Startups focused more on health-conscious ingredients which catered to both health and taste. Even veganism witnessed a massive response in Indusfood," asserted Das.

Many vegan ready-to-eat snacks, frozen foods, and ice creams were featured on the show. Das added, "As witnessed, ready-to-eat snacks increased this year as people prefer less time-consuming filing options. The ready-to-eat options were also budget-friendly and healthy. One of the major features of this year is the presence of mainstream buyers in large numbers, which have

"We wanted to shift the Indusfood to southern India to include the South Indian food processing industry, largely missing in the previous five editions. HITEX appeared to be an ideal venue for Indusfood out of all venues available in South India for various reasons, the most prominent of which are the venue's state-of-the-art infrastructure, proximity to the city and hotels, and cooperation of the HITEX management."

Sandip Das
Deputy Director General
Trade Promotion Council of India

historically been a critical challenge for Indian exporters."

Speaking of trends, Das elaborated, "One of the most critical and disruptive trends we are witnessing today is the growing focus towards a circular economy and sustainability in the F&B value chain, which encompasses economic, social, and environmental sustainability. In addition to penetrating established and emerging markets, Indusfood has brought institutional buyers from the world's remotest corners, like French Guinea, Mongolia, Papua New Guinea, Reunion, Seychelles, Sierra Leone, Sint Maarten, Syria, Togo, and Turkmenistan. Given these developments, Indusfood is committed to educating our food processors to adopt more sustainability and commitment to a circular economy in their operations going forward."

Indusfood 2023 attracted 600+ exhibiting companies, 16 product zones, globally hosted buyers from more than 85 countries, 35,000+ pre-scheduled meetings, and over 10 knowledge sessions by industry experts. Millets were the 'Spotlight Product Category' at the event commemorating the International Year of Millets 2023.

HITEX-Vantage

The Indusfood 2023 is the sixth edition in a row and the first-ever show in Telangana; its previous five editions were held at India Expo Centre & Mart, Greater Noida. Given the Indian market's strong growth potential, the newest edition

All Image Source: HITEX

concentrated on domestic F&B opportunities. "We wanted to shift the Indusfood to southern India to include the South Indian food processing industry, which was largely missing in the previous five editions," revealed Das. "HITEX appeared to be an ideal venue for Indusfood out of all venues available in South India for various reasons, the most prominent of which are the venue's state-of-the-art infrastructure, proximity to the city and hotels, and cooperation of the HITEX management."

Leaving a Good Impact

Indusfood has provided a dedicated and robust platform in the Indian F&B industry for expanding its horizons in the international market. It has become an accelerator for the strong growth of Indian processed food products by ensuring a direct linkage between the exporters and the buyers. "Also, this edition has been phenomenal as we saw the presence of mainstream buyers in large numbers, which has been quite a critical challenge for Indian exporters," elaborated Das. "After setting a new benchmark through excellence in export promotion, Indusfood is ready to commit itself to a much grander vision."

He highlighted, "With the active participation of our stakeholders, Indusfood aspires to be the hub for inspiration, trends, learning, networking, opportunities, collaborations, growth, and innovations that redefine the future of the F&B industry. As a community, Indusfood has garnered interest from many global retail chains, thus providing a strong boost to our exports."

With the growth of Indusfood, India's F&B community has only grown more extensive by the day. POV

Making Gifting Easy and Accessible

All Image Source: HITEX

The first edition of Gifts & Stationery India (GSI) Expo was held from January 27-29, 2023, at HITEX Exhibition Center, Hyderabad. The event, organized by EXPO Galaxia Pvt Ltd showcased the best of gifts and stationery from over 150 national and international brands.

Overall, the Gifts & Stationery Expo 2023 was a great success, providing a platform for exhibitors and visitors to come together and explore the latest trends in the industry and reach a larger audience in the southern part of India. The event was a great platform for exhibitors to showcase their products, reach a larger audience, and increase brand visibility. It was also a great opportunity for professionals and individuals alike to explore the latest in gifting and stationery trends.

Rakhi Mukherjee
Founder & Director
Expo Galaxia Pvt Ltd

The Expo was an exciting opportunity for industry professionals and members of the public to explore the latest in gifts, stationery, and lifestyle products. Over 80 exhibitors representing various segments were present at the event, including 26 exhibitors from the MSME sector, leading to the launch of 50 new products. The Expo highlighted the increasing relevance of gifting and stationery in today's world. From customized gifts and corporate gifting to lifestyle and fashion accessories, the Expo had something for everyone.

The HITEX-effect

Organizing the event at the HITEX Exhibition Center provided EXPO Galaxia to allow exhibitors with space and customization—with 90 percent of the stalls custom-made and fabricated to suit the exhibitors' needs. It was

further chosen as it is one of the finest exhibition centers in India, offering state-of-the-art infrastructure and convenient accessibility within Hyderabad.

Given the success of this event, GSI EXPO 2023, the organizers will soon announce the expo's next dates. Stay tuned. POV

The Expo highlighted the increasing relevance of gifting and stationery in today's world. From customized gifts and corporate gifting to lifestyle and fashion accessories, the Expo had something for everyone.

All image source: HITEX

Fur, Paws, Fins, and Wings

Organized by Hyderabad International Exposition Ltd (HITEX) in association with Hyderabad Canine Club (HyCan), PETEX India, the country's premium B2B2C pet products expo & championship pet shows, concluded successfully, bringing together the largest gathering of pet industry professionals and enthusiasts at HITEX Exhibition Centre, Hyderabad, India, from January 27-29, 2023.

The 5th edition of PETEX India was India's largest gathering of pet industry professionals, pet parents, and furry, feathered, and finny friends, marking the first effort to shift the emphasis from a simple B2C show to a B2B2C show. For the first time ever, the event featured the participation of over 70 exhibitors from across the country, representing several national and international brands showcasing pet food, pet hygiene, accessories, services, etc.

The event attracted over 30,000 visitors, including approximately 3,000 business visitors from across the nation, as well as 120+ B2B meetings with dealers, distributors, retailers, and importers from across the country. This three-day event was an amazing celebration of pets, pet owners, pet-related businesses, pet industry professionals, and pet enthusiasts, with a wide range of exotic birds and fish on display, activities, and, most notably, dog and cat competitions.

HyCan Dog Show & Enrichment Activities

The HyCan International Championship Dog Show, which was organized in collaboration with the Hyderabad Canine Club (HCC), had around 500 dog registrations, including more than 30 dog registrations from

overseas. These dogs were evaluated in different categories by 7 judges from Austria, Sweden, Australia, South Africa, Spain, and India, including hound, non-sporting, toy, herding, terrier, working, and sporting. The category winners were then evaluated for the overall title of 'Best in Show'. Aside from the championship shows, there were obedience and agility shows, as well as fun events such as a fashion show, hula hoops, temptation street, and so on. Many dogs demonstrated their impressive agility skills as they navigated a course packed with jumps, tunnels, and other obstacles during the agility tournament. In addition, Dogathon, a mini-marathon for dogs, was held on the HITEX grounds, with approximately 50 dogs and dog parents taking part.

Cat Show and Fun Activities

Another significant highlight of the event was the International Cat Show, which was organized by the Indian Cat Federation in collaboration with the World Cat Federation and featured around 120 cat registrations that were judged by two international judges from Latvia and Turkey. It included a variety of exciting events, such as a cat fancy dress competition, a cat painting competition for kids, and the 'Most Popular Cat'

contest. Visitors could engage with a variety of cat breeds, including longhairs, shorthairs, semi-longhairs, and house cats. There were also stalls offering cat products, cat grooming demonstrations, and complimentary vet cat check-ups.

Pet Yoga and Grooming Competition

Pawga, India's first pet yoga for human and animal welfare, was one of PETEX's standout highlights, where pet lovers could practice beginner's yoga with puppies from the shelter.

Marking the first effort to shift the emphasis from a simple B2C show to a B2B2C show, PETEX India 2023, for the first time ever, featured the participation of over 70 exhibitors from across the country, attracting over 30,000 visitors, including approximately 3,000 business visitors from across the nation, as well as 120+ B2B meetings with dealers, distributors, retailers, and importers from across the country.

Pawga was held in collaboration with People For Animals (PFA) Hyderabad and assisted them in raising money for animal welfare as well as encouraging pet adoption and fostering. Around 180 people attended 9 sessions over the course of three days.

Another significant feature at PETEX 2023 was the Grooming Competition, in which grooming professionals could

The first HITEX's PETEX Veterinary Conference, with the theme 'Enhancing Recent Studies in Veterinary Science for Betterment of Pets', was held on January 27, 2023. The event was a success thanks to the active involvement of all the honorable veterinary doctors, research scholars, and leaders from the fields of veterinary medicine, animal health, and research.

demonstrate their trimming and grooming skills on model dogs or live dogs of their choosing. The competition was judged by renowned Australian grooming expert James Bennett, also known as 'Mr Scissor Hands' in the industry. Participants were allowed to select their preferred breed and express themselves in Salon Free Style.

PETEX 2023 also included a variety of educational talks and presentations on subjects

The HyCan International Championship Dog Show, organized in collaboration with the Hyderabad Canine Club (HCC), had around 500 dog registrations, including 30+ dog registrations from overseas. On the other hand, the International Cat Show, organized by the Indian Cat Federation in collaboration with the World Cat Federation, featured around 120 cat registrations.

such as pet nutrition, pet behavior, and responsible pet ownership. Visitors were able to learn about various aspects of pet care and engage with industry experts.

PETEX Veterinary Conference

The inaugural PETEX Veterinary Conference by HITEX was hosted on January 27, 2023, at the HITEX Exhibition Centre with the theme 'Enhancing Recent Studies in Veterinary Science for Betterment of Pets'. The conference was a success thanks to the active involvement of all the honorable

veterinary doctors, research scholars, and leaders from the fields of veterinary medicine, animal health, and research. It featured a slew of peerless speakers who shared their knowledge and confabulated on various new-fangled topics in the fields of veterinary medicine/surgery, canine endocrinology, animal health, and pet food nutrition. The conference also featured unforgettable presentations by esteemed speakers and enlightened various novel and fascinating researches with plenary lectures from Dr P V Narasimha Rao Veterinary University students.

Speakers and presenters included Dinesh Madireddy, COO, Vets on Cloud; Dr K G Umesh, Small Animal Veterinary Consultant, Mars; Dr E Sunil Anand, Associate Professor, HOD, P V Narasimha Rao Veterinary University; Dr Anand Deshpande, Founder & Director, Animedics Health; Dr K Satish Kumar, Professor & University Head, P V Narasimha Rao Veterinary University; Dr S Vamshi Krishna, Assistant Professor & Head, Veterinary Microbiology, College of Veterinary Science; Dr K Mohanambal, C Nandhu Bhargavi, C Sai Sri Divya, N Dathatreya Prasad, Shreya Mandula, and Ajit Ratnam all from PVNR University. Attendee demographics included veterinary surgeons (40 percent), veterinary physicians (35 percent), veterinary consultants, students, and others.

In Conclusion

A testament to the rising popularity of pets in India and the rising demand for high-quality pet goods and services, PETEX 2023 was an amazing celebration of pets and pet industry experts displaying the best that the pet industry has to offer. The event's success augurs well for the pet business in India and will likely lead to the creation of similar events/conferences in the future. POV

Towards a Greener Future

Telangana Government and Altius Auto Solutions Pvt Ltd organized Hyderabad E-Motor Show 2023 from February 8-10 at HITEX Exhibition Center. The event was a part of the state's ambitious plans for the Electric Vehicle (EV) industry, serving as a platform for the attendees to witness the strengths and capabilities of the sector with significant global participation.

All images source: HITEX

Proudly being the 'first of its kind' in Telangana, Hyderabad, and an initiative by the state government, as cited by Dr SK Sharma, Additional Director - Industries Promotion, ITE&C Department, Government of Telangana, the E-Motor Show hosted EV manufacturers (2W, 3W, and 4W), commercial EVs, energy storage companies, charging infrastructure, and EV component manufacturers, as well as startups from around the world. Sprawled across an area of 10,500 sq mt, the show was part of the Hyderabad E-Mobility Week.

The show, inaugurated at the hands of KT Rama Rao, Hon'ble Industries and Commerce Minister of Telangana, featured 43 exhibitors and attracted around 6,050 visitors. A delegation of the West Bengal Transport Corporation also marked their presence at the show. According to Rajeev Arora, Director, Altius Auto Solutions Pvt Ltd, the Telangana government

"Given that the E-Motor Show is an event that promotes electric mobility and sustainable transportation, the organizers have chosen HITEX as a venue that aligns with these values. The E-Motor Show can further demonstrate its commitment to promoting a greener future by choosing a venue that prioritizes sustainability."

Dr SK Sharma
Additional Director - Industries Promotion
ITE&C Department
Government of Telangana

is pushing hard for EV usage and EV manufacturing in Telangana. In this backdrop, this event was held to attract investment in Telangana.

One of the biggest takeaways from the E-Motor Show, as per Dr Sharma, is the opportunity for attendees to learn about the latest developments in electric mobility and sustainable transportation. "By seeing and experiencing the latest electric vehicles, technologies, and infrastructure, attendees can gain a deeper understanding of how electric mobility is evolving and its impact on the environment and society," he mentions. "Another takeaway is the networking and collaboration opportunities the event provides."

Government Support

The Union Budget 2023 has proposed several initiatives to promote electric vehicle adoption in India. Some of the key initiatives that will affect the entire EV life cycle, according to Dr Sharma, are: Reduction of GST rates on EVs from 12 percent to 5 percent; Key incentives for EV manufacturers to set up charging infrastructure; Focus on R&D, like the proposed setting up of the National Centre for Electric Mobility (NCEM) to focus on developing new battery technologies, motors, and charging infrastructure; and Scrappage policy that incentivizes replacing old vehicles with new, fuel-efficient ones, including electric vehicles. He further asserts, "These initiatives will impact the entire lifecycle of electric vehicles positively."

While governments are encouraging EV adoption and manufacturing, there is still much to be imported in the segment, according to Arora. "The Union Budget had few incentives, but the industry was expecting a reduction in input raw materials for electric vehicles."

Adoption in Telangana and Tier 2/3 cities

Dr Sharma addresses the fact that the Indian EV industry faces several challenges, including high costs, limited infrastructure, low awareness, and insufficient central government support. "EVs are expensive, making them unaffordable for many customers. Range anxiety and a lack of charging facilities also hinder adoption," he says. "The Telangana State Government has announced policies to promote EV adoption with tax breaks, subsidies, and concessional loans for charging stations. The State Government

and industry can collaborate on green transportation options." Asserting that Government incentives and subsidies can boost EV adoption and charging facilities, as well as that the industry can focus on affordable, regional EV solutions, he concludes, "Telangana Government and industry must collaborate to solve EV sector challenges and promote sustainable and green transportation solutions. They can foster EV adoption and accelerate the country's clean and green mobility shift by working together."

"The slow incorporation of EVs in tier 2 and 3 cities and towns is indeed a concern for the EV industry," points out Dr Sharma. The EV industry and the Telangana government are working to raise awareness and encourage EV adoption in smaller cities and towns to address this issue. Stating that to provide EV users with charging, these areas will get charging infrastructure. He went on to assert that tax breaks, EV subsidies, and concessional loans for charging stations are among the Telangana government's EV benefits. On the other hand, the industry is also developing affordable and localized EV solutions for customers in smaller towns. "While adoption is slower than in bigger cities," he says, "the focus is on sustainable and long-term solutions to expedite India's clean and green mobility transition."

"Telangana has the most EV manufacturers, particularly 2-wheeler manufacturers; hence, it was the corollary to organize the show in Hyderabad. The natural choice for the venue was HITEX Exhibition Center, as it has an expansive exhibition ground. The team at HITEX extended all their support to ensure a smooth sail for a successful show."

Rajeev Arora
Director
Altius Auto Solutions Pvt Ltd

However, some Tier 2 & 3 cities are witnessing an increase in EV adoption because their residents travel less and have less range anxiety. As Arora shares: "Warangal, a Tier 2 city, has more EV density than Hyderabad. Even in North India, the rural belt from Rohtak to Sirsa, as well as Kerala's rural areas, have the most EVs. Rural people are adopting it more because fuel stations are 15 km away, and they only have to drive 10-50 km." He further adds that Telangana and some other states are power-plus states. There is more acceptance and penetration of EVs in Tier 2 & 3 cities. Drawing a comparison between Telangana, Odisha, Bengal, and UP (Delhi), he said that Tier 2 & 3 cities in these states have more three-wheeled electric rickshaws.

Event USPs

"Some of the event highlights included new electric vehicle models, breakthroughs in battery and charging technology, and discussions on the future of the electric vehicle market," says Dr Sharma. "Additionally, Hyderabad witnessed presentations and speeches from industry leaders, experts, and policymakers. It is possible that new sessions or events could be introduced at next year's expo."

Furthermore, there was an equal emphasis on retrofitting at the E-Motor Show. To this end, Arora highlights, "We are emotionally attached and love our cars. People don't want to throw away their cars even after 10 years, so retrofitting companies are springing up. Old cars will soon be replaced by electric vehicles." Citing the advantage of retrofitting, he asserts that it will be less expensive than buying a new vehicle, and people will be able to keep their old one too.

HITEX, the Right Stage

Telangana is home to leading automotive companies such as Mahindra & Mahindra Ltd, ZF Group, and Hyundai Motor India Ltd, who participated in the maiden edition of the Hyderabad E-Motor Show, as did Apollo Tyres Ltd, Amara Raja Batteries Ltd, Citroën India, TVS Motor Company, ETO Motors Pvt Ltd, Ola Electric Mobility Pvt Ltd, MG Motor India Pvt Ltd, SWITCH Mobility Ltd, Piaggio Vehicles Pvt Ltd, Hawk Ev Pvt Ltd, Altius

Ev Tech Pvt Ltd, Soni E Vehicle Pvt Ltd, Elisium Motors, and BYD Auto Co, Ltd.

HITEX, a modern, state-of-the-art venue for large events and exhibitions in Hyderabad, has held several international events. "One of the venue's key aspects that may align with the values of the E-Motor Show is its focus on sustainability," emphasizes Dr Sharma.

The Telangana State Government has announced policies to promote EV adoption with tax breaks, subsidies, and concessional loans for charging stations. The State Government and industry can collaborate on green transportation options. Government incentives and subsidies can boost EV adoption and charging facilities, as well as the industry's focus on affordable, regional EV solutions.

"HITEX has implemented several measures to reduce its carbon footprint and promote sustainable practices, such as using EV chargers, recycling waste, and promoting eco-friendly transportation options." Given that the E-Motor Show is an event that promotes electric mobility and sustainable transportation, he says, the organizers have chosen HITEX as a venue that aligns with these values. He further adds, "The E Motor Show can further demonstrate its commitment to promoting a greener future by choosing a venue that prioritizes sustainability."

Against this backdrop, Arora emphasizes that Telangana has the most EV manufacturers, especially 2-wheeler manufacturers; hence, it was corollary to organize the show in Hyderabad. The natural choice for the venue was HITEX Exhibition Center, as it has an expansive exhibition ground. The team at HITEX extended all their support to ensure a smooth sail for a successful show. POV

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