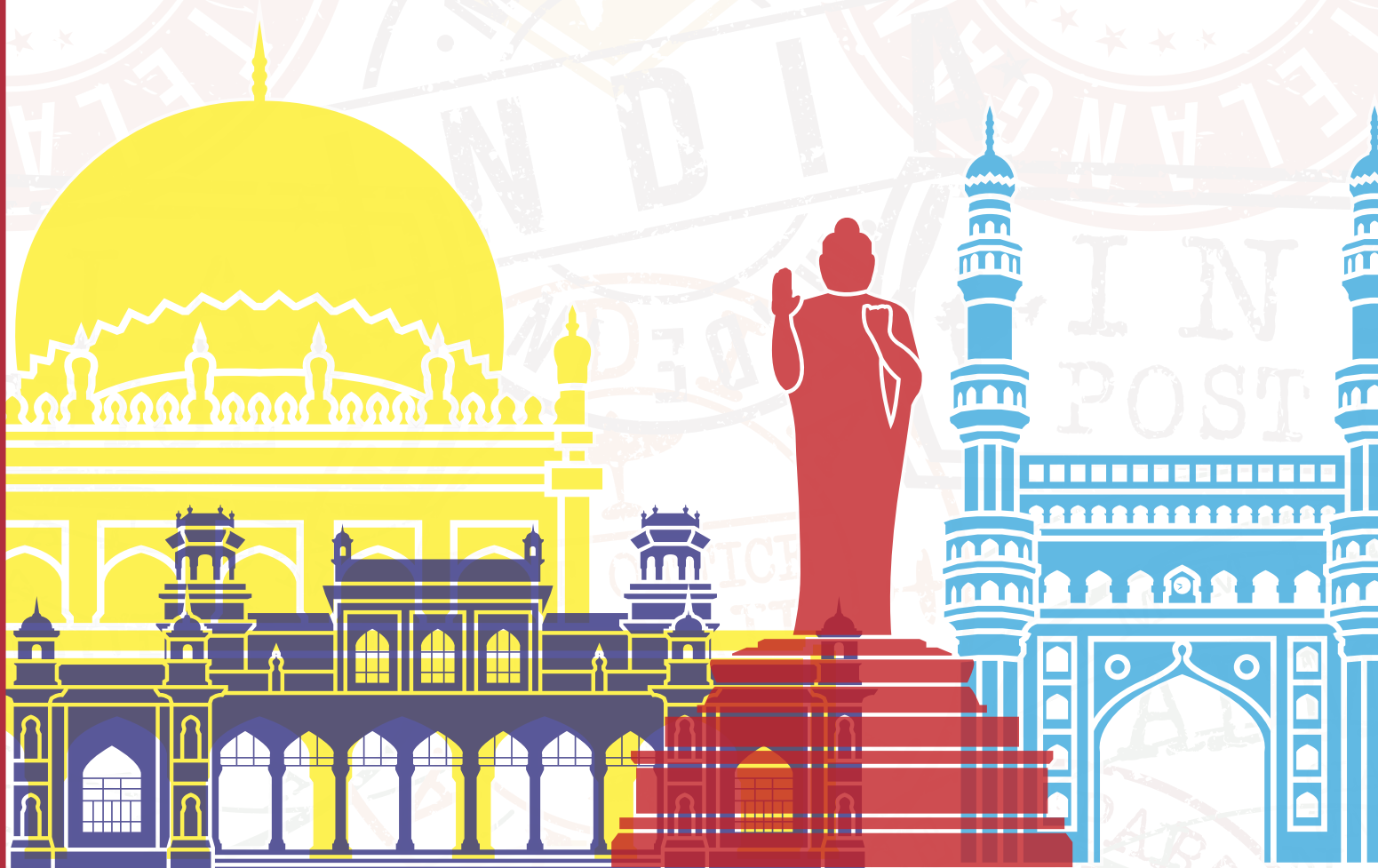


# TELANGANA BOLSTERING MICE FOR GROWTH



**Curtain Raiser:**  
All in Print South 2022

**28**

**Curtain Raiser:**  
PETEX INDIA

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**TOURIST ATTRACTION**  
Telangana's First World Heritage Site: Ramappa Temple

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**SRIKANTH T. G**  
Business Head  
HITEX Exhibition Center

Dear Readers,

It is a matter of immense pride that Hyderabad has bagged the prestigious 'World Green City Award 2022' at the International Association of Horticulture Producers (AIPH), beating 18 cities, including Paris, Bogota, Mexico City, Montreal, and Fortaleza in Brazil. Hyderabad is the only Indian City selected, and it won not only the category award but also the overall 'World Green City 2022' award, the best across all six categories. These international awards are a testimony to the extensive efforts being put in by the Telangana Government to increase the green cover in the state through its flagship program, 'Telangana Ku Haritha Haram' (TKHH).

The state is equally focused on infrastructure development to match the pace of its growth. The Strategic Road Development Plan (SRDP) is one of the many flagship programs by the State Government that have changed how people travel in the capital city. It has led to flyovers, underpasses, grade separators, major corridors, and road-over bridges, reducing traffic congestion and minimizing travel time, making Hyderabad one of the most liveable cities in the country.

The above factors add to the business-friendly policies and environment in making Telangana a conducive state for investment across various sectors, including IT, pharma, and manufacturing.

It is of the utmost pleasure for HITEX to be a significant facilitator and contributor to the state's and the country's economy and progress. We, as an exhibition venue provider and exhibition organizer, endeavor to put in our sincerest efforts to plan events for a plethora of industries and ensure their smooth running. With our world-class services and high-quality amenities, we aspire to offer an ideal platform for you to leverage the potential business opportunities that await you at these industrial events. This way, we can play a vital role in each other's growth stories.

The current edition of POV has been compiled to highlight the growth avenues one can explore in Telangana and the capital city of Hyderabad. Also featured are the recent events at HITEX that have garnered overwhelming success, asserting a bright future for the MICE industry. The curtain raisers of the upcoming shows will provide an overview of what to look forward to.

Last but not least, we urge you to have a first-hand experience at HITEX and offer us your feedback on it in person.

Hyderabad has bagged the prestigious 'World Green City Award 2022' at AIPH, beating 18 cities. It won not only the category award but also the overall 'World Green City 2022' award, the best across all six categories.

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## DefExpo 2022 Focuses on Self-reliance in Defence

Image Source: MWM



The 12<sup>th</sup> edition of DefExpo 2022 was inaugurated by Hon'ble Prime Minister Shri

Narendra Modi on October 19 at Mahatma Mandir Convention and Exhibition Centre (MMCEC) in Gandhinagar, Gujarat. With the theme 'Path to Pride', the Expo witnessed 451 MoUs and agreements worth ₹1.53 lakh crore signed.

During the event, the Prime Minister said the Defence Expo showcases Indian defence manufacturing and exports defence equipment and products to over 75 countries. In 2021-

2022, Indian defence exports reached US\$1.59 billion, up eightfold in five years. Furthermore, he added that the country hopes to boost defence exports to US\$5 billion soon.

Around 1,300 defence companies from over 50 countries were represented at the Expo. The show housed MGS, 25-Tonne Light Tank, Wheeled Armoured Platform (WhaP), Trainer Aircraft HTT-40, Ballbot, and EyeRov Tuna.

## Exhibition on Indian Coal Sector's Future

Image Source: MWM



Under the patronage of the Ministry of Coal, Indian National Committee World Mining Congress organized the first-ever National Coal Conclave & Exhibition - 2022 in New Delhi. The event was woven around the theme of 'Indian coal sector - Sustainable mining towards Aatmanirbhar Bharat'.

The conclave, held on October 16-17, 2022, brought together policymakers and stakeholders to determine the future direction of India's Coal sector. The event was inaugurated by Shri Pralhad Joshi, Hon'ble Minister of Coal, Mines and Parliamentary Affairs.

Addressing the conclave, he stated that coal dispatch to the Power sector has increased 16.7 percent over last year (April-Sept) to 356 MT and that India is prepared to meet rising global coal demand. He launched Coal India Ltd's 2<sup>nd</sup> tranche of closed and discontinued mines at the conclave and stated that reopening these mines would boost India's coal production. In addition, an agreement signing ceremony for the development and production of coal blocks was held. An agreement was signed for ten coal mines that were auctioned during previous tranches.

## GBC 2022 Promotes Green Buildings

Green Building Congress 2022 was held at Hyderabad International Convention Centre (HICC) from October 20-22, 2022, by the CII's Indian Green Building Council (IGBC). The event, on the theme 'Advancing Net Zero Buildings & Built-Environment', aimed to sensitize stakeholders to join the Green Building Movement and plan a roadmap to achieve Net Zero emissions by 2070 in India. The exhibition covered climate change, net zero energy, water waste, and carbon in towns in green building initiatives.

The 20<sup>th</sup> edition of the event featured 120 distinguished speakers discussing a variety of green building and built environment topics. Suresh Prabhakar Prabhu, Former Union Minister with 10 Portfolios and a six-time MP, inaugurated the event.

Lokesh Kumar DS, IAS, Municipal Commissioner, Greater Hyderabad Municipal Corporation; Vikas Kumar, Managing Director, Delhi Metro Rail Corporation; Arvind Subramanian, Managing Director & CEO, Mahindra Lifespace Developers Ltd; George Menezes, Advisor Sustainability, Godrej & Boyce Mfg Co Ltd; and Sachin Kumar, Associate Director - Energy Efficiency Programme, Shakti Sustainable Energy Foundation, were among the speakers.



Image Source: MWM

## Diwali 2022 Increases Hospitality, Tourism Bookings

Diwali's extended weekend led to a boost in Indian tourism. Along with Goa, Kashmir, Himachal Pradesh, Ladakh, and Kerala, short-haul foreign vacations to Singapore, Malaysia, Thailand, and Indonesia are popular.

OYO's 'Festive Season Report 2022' showed a 108 percent rise in demand for Diwali, which began on October 22, 2022. Daniel D'Souza, President & Country Head - Holidays, SOTC Travel, noted that Vietnam, Cambodia, and Australia are emerging as new destinations because of the T20 World Cup.

According to Pradeep Shetty, President, Hotel and Restaurant Association (West India) (HRAWI), after the pandemic, people are flocking to remote regions and second and third cities, and during this festive season, most locations across the country are full.

Rajesh Magow, Co-Founder & Group CEO, MakeMyTrip, said that the demand for short-haul destinations like Singapore rose 30 percent, with Maldives 15 percent, and Mauritius 10 percent. Visa-free places like Oman, which needs a long-term US/Schengen visa, are doing well.

Image Source: MWM



## India to Host G20 Investors Conference on Tourism Next Year

Image Source: MWM



India will capitalize on its G20 leadership by hosting a global meet on investments into its Tourism sector and a conference on business tourism next year. Tourism players from all G20 Countries,

## Government Holds National Conference on Tourist Police Scheme

National Conference on Tourist Police Scheme was organized by Ministry of Tourism, Ministry of Home Affairs and Bureau of Police Research and Development (BPR&D) in New Delhi recently. The Conference brought the Ministry of Tourism, the Ministry of Home Affairs, Bureau of Police Research & Development, and the State Govts/UT Administration together to work in close coordination with the State/UT Police department and sensitize them to the specific needs of foreign and domestic tourists for effective pan-India implementation of the Uniform Tourist Police Scheme. This is slated to revolutionize the global safety and security impression of India and make it a must-visit destination.

Financial Institutions, State Tourism Ministries, and Central Government Ministries will attend the January-February investment summit in Delhi. Bangalore will host an April MICE tourism conference separately.

The states might also exhibit their strengths to international investors to attract tourism infrastructure investments. The tourism ministry also chose Siliguri, Rann of Kutch, Kashmir, and Goa for G20 meetings.

Officials said delegates would be taken on familiarization visits to promote India as a tourism destination. Tourism and hospitality have been important sources of foreign exchange earnings and jobs in India. India will host the G20 Leaders' Summit for the first time in 2023 after assuming the G20 leadership on December 1, 2022.

## IGBC and TSIIIC Ink MoU to Support Green Buildings



Image Source: MWM

CII-Indian Green Building Council (IGBC) and Telangana State Industrial Infrastructure Corporation (TSIIC) have inked a Mem-

orandum of Understanding (MOU) at Green Building Congress 2022 to improve green building projects in Telangana.

The MOU was signed between EV Narasimha Reddy, Vice Chairman & Managing Director (FAC), TSIIC, and Gurmit Singh Arora, Chairman, IGBC. Both parties would collaborate to develop green buildings in Telangana and incentivize green building grading systems for rehabilitation and retrofitting projects. The two parties have agreed to joint-

ly perform an assessment study to analyze the green criteria of possible projects and handhold TSIIC/its consultants throughout the project lifespan.

TSIIC and IGBC would teach and educate project developers and also promote sustainable built environments in Telangana, including green buildings and cities, on various platforms, showcasing it as a national Model Green State. TSIIC will also promote IGBC Green Rating Systems for its projects.

## Telangana Leads with ₹1,850 Cr Investment in a Week



Image Source: MWM

Telangana has secured a total investment of ₹1,850 crore from three businesses in only one week, from October 9-16, asserting its position as India's premier investment destination. These three investments by Indian Immunologicals Ltd (IIL), Gemini Edibles and Fats India (GEF), and Malabar Group have the potential to employ around 4,500 people. These come from industries as diverse as Life Sciences, Edible Oils, and Jewelry making.

Furthermore, the following week, pharma company Hetero declared its plan to invest over ₹600 crore in a manufacturing site it had acquired, with the potential to employ around 2,000 people. Global pharma player Roche has also announced the establishment of its Global Analytics and Technology Centre of Excellence (GATE) in Hyderabad. Telangana's investment flow has been fueled by the Telangana State Industrial Project Approval and Self-Certification System (TS-iPASS), a single-window clearance system for companies.

## ITB Asia In-person Show Makes a Successful Return

The 15<sup>th</sup> edition of ITB Asia concluded successfully, demonstrating Travel industry professionals' confidence in the Tourism sector's recovery in Singapore and the region. Over 27,000 business appointments and meetings were recorded.

ITB Asia 2022, co-located with MICE Show Asia and Travel Tech Asia, featured a large conference line-up under the theme 'Go Big & Go Forward: Travel Industry on the Road to Recovery and Growth'. The conference offered over 3,950 minutes of high-powered content in over 100 sessions with 180 industry leaders and innovators in three conference theaters discussing MICE, business travel, leisure travel, and travel technology's future.

Messe Berlin (Singapore), which organizes the 3-in-1 show, has extended its landmark relationship with the Singapore Tourism Board (STB) from 2023 to 2025. Both parties signed a three-year Memorandum of Understanding (MoU) to continue their collaboration.



Image Source: MWM

## Hong Kong Govt Schemes for Tourism and MICE Growth

According to John Lee, Hong Kong Chief Executive, the Government's support for tourism and business events will focus on new funding and hardware. The three-year Cultural and Heritage Sites Local Tour Incentive Scheme would give Hong Kong's Tourism industry players HK\$600 million (US\$76.4 million) to develop suitable products. Hong Kong Tourism Board will also launch new Spend-to-Redeem Local Tours and Staycation Delights with higher quotas.

The Culture Commission, led by industry leaders, will develop the blueprint for Arts and Culture and Creative Industries Development to strengthen tourism. This document will propose 19 museums in Hong Kong and 50 percent more seats at performance venues. The Convention and Exhibition Industry Subsidy Initiative will be extended to June 30, 2023, to help SMEs secure international events, while a new HK\$1.4 billion scheme would subsidize more than 200 Hong Kong exhibitions over three years.

Image Source: MWM



## SFA Honors Entities that Support Indian Sports



Image Source: MWM

UPRISE, a felicitating event by Sports For All (SFA), honors the Sports Authority of Telangana State and the Government of Telangana for their tireless efforts to raise the standards for sports in India. The leading multi-sports platform held a gala meet at the Gachibowli Stadium in Hyderabad, Telangana, to thank them for their help in building a vibrant sports culture among schoolchildren.

Zaheer Khan, a former Indian professional cricketer, spoke at UPRISE about SFA's goal of making sports accessible to all children. The championship trophy was unveiled at the event. SFA strengthens India's dynamic and proactive sports community with government officials and patrons. V Srinivas Goud, Hon'ble Minister, Prohibition & Excise, Sports & Youth Services, Tourism & Culture and Archaeology, Government of Telangana and A Venkateshwar Reddy, Chairman, Sports Authority of Telangana, attended the event. Over 640 Hyderabad schools competed in the SFA Championship Hyderabad 2022.

## Telangana to Develop Biopharma Ecosystem

Image Source: MWM



B-Hub's 200L single-use scale-up facility and 1.5 lakh sq ft research area will enable small and medium-sized biopharma businesses' proof-of-concept studies. It will boost innovation and talent as well as provide a unique opportunity for fast-growing biopharma companies to function as a driver for the biopharma sector, complemented by Hyderabad's booming life sciences ecosystem.

B-Hub will have good laboratory practice (GLP) – grade turnkey incubators. The scaled-up manufacturing facility will help domestic biopharma innovators catch up to Korea, China, and France. A biopharma scale-up facility will reduce time to market for companies aggressively pursuing global biologics and biosimilars possibilities.

Telangana is now developing a biopharma ecosystem with Biopharma Hub (B-Hub), after setting new standards with the state-supported T-Hub and WE-Hub. IT and Industries Minister KT Rama Rao laid the B-Hub foundation stone at Genome Valley recently.

## IIT Hyderabad and DRDO Collaborate for Advanced Technologies

Image Source: MWM



The new DRDO Industry Academia Center of Excellence (DIA-CoE) at the Indian Institute of Technology Hyderabad (IITH) will collaborate with other academic institutions, technology centers, startups, and enterprises on seven broad domains. To this end, Dr Samir V Kamat, Chairman, DRDO and Secretary, DDR&D (Department of Defence Research and Development), signed an MoU with Prof BS Murty, Director, IITH, to establish the DIA-CoE at the institute.

IITH faculty and DRDO scientists have worked tirelessly to design the recommendations to meet the Defence sector needs. Many proposals in various areas were submitted, and 13 proposals worth several crore of rupees were immediately approved. The DIA-CoE will elevate this project and enable IITH, DRDO, and the industry to contribute to nation-building. It plans to work on ultra-high-temperature materials for hypersonic vehicles, artificial intelligence for missile and missile defense, space applications, adaptive imaging and image processing, nano ornithopter technologies, seeker and homing technologies, and additive manufacturing.

## Foreign-language Short Films to Boost Tourism

Image Source: MWM



The Ministry of Tourism has prepared short promotional movies under its 'Incredible India' brand in nine different languages:

Russian, Korean, Thai, Japanese, Italian, German, Spanish, French, and Arabic. Each language includes a 30-second and 60-second version, which will reach all social media channels soon.

In March, the Government resumed tourist visas for foreign tourists after two years, launching 'Namaste World India'—India Welcome You—a creative series featuring Hampi, Jaisalmer desert, Varanasi, Golden Temple, Jaipur, Nanda

Devi, and the valley of flowers (Uttarakhand). In 2021, India attracted most tourists from US, Bangladesh, UK, Canada, Nepal, Afghanistan, Australia, Germany, Portugal, and France.

Incredible India and Dekho Apna Desh, which encourage Indians to travel, are the ministry's main campaigns. The Incredible India campaign is being revamped to match the world's best tourism portals, as per Hon'ble Prime Minister Shri Narendra Modi's directives.

## MBSI Invests in Hyderabad-based Only Electriq Solutions

Moto Business Service India (MBSI), the leasing arm of the Tokyo-based Yamaha Motor, is entering the two-wheeler electric vehicle market by partnering with Hyderabad startup Only Electriq Solutions. This arrangement will begin with the launch of 1,250 e-scooters and 50 e-cycles for rent by delivery riders from firms such as Swiggy, Zepto, and Zomato. Electriq's online and app-based IoT-enabled platform will be used to track electric vehicles.

Yamaha will introduce around 5,000 vehicles in many cities by the end of this fiscal year, starting with Hyderabad. Yamaha announced in March of this year the formation of MBSI to provide vehicle leasing and other support services to Indian digital startups focused on the shared mobility area. This is the company's 14<sup>th</sup> investment. Others include Mother POD, Fae Bikes, Scoo EV, Soujanya Travels, and others. MBSI has also formed alliances with last-mile delivery companies in Delhi, Chennai, and Bengaluru.



Image Source: MWM

## Hussain Sagar STP Capacity Doubled

Image Source: MWM



Hyderabad Metropolitan Development Authority (HMDA) will expand the capacity of the Sewage Treatment Plants (STPs) around Hussain Sagar Lake to help the Municipal Administration and Urban Development (MA&UD) Department make Hyderabad the first city to treat 100 percent of its sewage. The HMDA is increasing the capacity of the STPs around Hussain Sagar Lake to 10, 40, and 60 MLD.

This environmental conservation plan has invited bids for tertiary treatment and Operation & Maintenance (O&M) for 20 years surrounding Hussain Sagar Lake and associated infrastructure under the Hybrid Annuity Model (HAM).

The Hyderabad Metropolitan Water Supply and Sewerage Board (HMWSSB) is building 17 Sewage Treatment Plants (STPs) with a capacity of 376.5 MLD for ₹1,280.87 crore along the Musi River and the Kukatpally Nala catchment to decentralize sewage treatment.

## Capital City's Uppal Junction Skywalk to be Up by Jan 2023

The ₹25 crore centrally supported looping and elevated walkway at Uppal Junction will connect the Metro station at the concourse level, bus stops, and commercial/residential structures on the other side. The 640 mt skywalk is planned to be finished this year or in January 2023. According to Hyderabad Metropolitan Development Authority (HMDA), which is conducting the project, its typical width is 3 mt, 4 mt, and 6 mt at some stretches.

## AISF 2022 Bolsters ASEAN-India Ties

ASEAN-India Start-up Festival (AISF) hosted its first edition in conjunction with the Indonesia Research and Innovation Expo (INA-RIE), held from October 27-30, 2022, at the Innovation Convention Centre, Cibinong Bogor, Indonesia. The AISF is part of the ASEAN-India diplomatic relationship's 30<sup>th</sup> anniversary celebrations.

The festival is part of the overall ASEAN-India Science, Technology, and Innovation Cooperation Program between the ASEAN Committee on Science, Technology, and Innovation (COSTI) and the Department of Science and Technology (Govt of India). Its four primary events—startup exhibitions, seminars and talk shows, G2G and B2B meetings, and startup pitch battles—have brought together key stakeholders from the industry.



Image Source: MWM

## Hyderabad's Green Campaign to Increase Lung Space

The Telangana Government has prioritized the development of urban lung spaces in the form of ample greenery in and around Hyderabad, while also executing large-scale infrastructure projects such as road widening, the construction of flyovers, underpasses, Road under Bridges (RuBs), and Road over Bridges (ROBs). In the recent 12-18 months, the Hyderabad Metropolitan Development Authority (HMDA) and Greater Hyderabad Municipal Corporation (GHMC) have developed many urban-themed parks to boost green cover and aesthetics.

The GHMC has developed 20 theme parks and will build 53 more. Twenty-seven theme parks are undergoing civil works, while the remaining lung areas are being developed. LB Nagar and Serilingampally will have women's theme parks and children's parks. In Kukatpally, a Bathukamma park will promote Telangana culture.



Image Source: MWM

# Telangana Bolstering MICE for Growth

As India strives to increase its current share of the global Meetings, Incentives, Conventions, and Exhibitions (MICE) market to significantly impact our economy, the exhibition or event industry in Telangana, particularly in Hyderabad, is thriving. The city has emerged as a preferred destination for attracting investors and organizing significant events. Here's an overarching perspective on the state's MICE industry, the government's offerings, and the way forward...

The MICE sector has been a major economic driver since the global economy began to recover from the effects of COVID-19. According to market research, the developed economies of the United States and Europe have reached their maximum capacity, while the Asia-Pacific region is quickly becoming the next hotspot for the international Convention and Exhibition industry. This development presents an excellent opportunity for India, which would benefit from exploring its potential and reviving demand in this sector.

Telangana has only 2 percent of the country's population, but generates the fifth-largest share of GDP. According to the Government, Telangana's per capita income climbed by 130 percent to ₹2,78,000 in seven years from ₹1,24,000 in 2014. In the same year, the Gross State Domestic Product grew from ₹5.6 lakh crore in 2014 to ₹11.54 lakh crore.

India is a promising new market for corporate travel since its destinations offer the ideal balance of factors crucial to the

expansion and maturation of the MICE industry, as dictated by international standards.

## Demand Patterns and Indications

Despite a two-year COVID-19 pause, MICE tourism appears to be regaining momentum and will remain among the most critical revenue producers. India's enormous outbound MICE and Business Travel sector is anticipated to be valued at roughly US\$93 billion by 2030, with a resurgent outbound tourism market worth US\$45 billion. The Indian Hospitality sector expanded substantially in the second quar-

ter of 2022 (April-June), thanks mainly to the rising demand for MICE and business travel.

Regarding the Indian corporate market, India is positioned for incredible growth in MICE, generating opportunities for domestic and foreign industries. It is an ever-changing market with its own expectations and a maelstrom of change, so having a better perspective on finding opportunities can do wonders for the Indian MICE and Tourism sectors in general. Sustainable growth in this industry is being ensured with the backing of the State and Central Governments.

Experts predict that the booming growth of MICE events and medical tourism will put Hyderabad on the international map, propelling the city's hospitality business to new heights. In JLL's City Momentum Index (CMI) 2019, Hyderabad was ranked second among the top 20 global cities.

Image source: Magic Wand Media





The MICE provides numerous job opportunities for local residents, other indirect beneficiaries, and stakeholders.

**Telangana & Hyderabad in Focus**

Telangana is India's youngest state, and since its inception in 2014, the state's economy has risen exponentially. The state has only 2 percent of the country's population but generates the fifth-largest share of GDP. According to the Government, Telangana's per capita income climbed by 130 percent to ₹2,78,000

in seven years from ₹1,24,000 in 2014. In the same year, the Gross State Domestic Product grew from ₹5.6 lakh crore in 2014 to ₹11.54 lakh crore. Agriculture and related industries

are major contributors to the state's economy.

Hyderabad, the state capital and one of India's most populated cities, is a popular destination for business meetings, conferences, and events. It also serves as a center for the information technology (IT) and pharmaceutical industries. Experts predict that the booming growth of MICE events and medical tourism will put Hyderabad on the international map, propelling the city's hospitality business to new heights. In JLL's City Momentum Index (CMI) 2019, Hyderabad

was ranked second among the top 20 global cities. Hyderabad is well-connected both globally and locally, and this, combined with state-of-the-art infrastructure, conven-

tion facilities, and world-class services, makes it a particularly appealing MICE destination. The southern states provide the way for inbound incentives to imbibe India's mysterious and diversified heritage, history, and culture.

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**Government Impetus**

According to the State Government data, during the last year, Hyderabad has received investments totaling almost ₹7,500 crore (US\$965.25 million) in the Pharma, Biotech, and Medical devices sectors. The Telangana Government has collaborated with pharma companies, including Dr.

Reddy's Laboratories and Laurus Labs, and has also received a ₹15,000 crore investment from Microsoft. The Telangana State Government has authorized a ₹1,479 crore administrative sanction for establishing eight new medical colleges and improving associated government general hospitals. The Indian Railway Catering and Tourism Corporation (IRCTC) expects to earn ₹26 crore from 2,00,000 tourists in Hyderabad during the fiscal year 2022-23. Domestic tourist arrivals in the state were 35 million in 2020, while overseas tourist ar-

India aims to capitalize on its G20 leadership by hosting a worldwide meet on investments in its tourist sector and a conference on corporate tourism next year. Indian states may exhibit their capabilities to international investors in order to attract tourism infrastructure investments.



rivals exceeded 0.05 million.

The State Government has prioritized tier II cities like Warangal, Karimnagar, and Nizamabad. In addition, the state is seeking to build three new airports in Adilabad, Nizamabad, and Warangal. With the recently announced Indigo's direct daily service from Hyderabad to Dhaka, Hyderabad Interna-

Telangana is seeking to build three new airports in Adilabad, Nizamabad, and Warangal. In addition, with Indigo's recently announced direct daily service from Hyderabad to Dhaka, Hyderabad International Airport has added yet another international destination to its portfolio, enhancing medical travel to the city as well as tourism and leisure travel between Bangladesh and the State.

tional Airport has added yet another international destination to its portfolio, enhancing medical travel to the city as well as tourism and leisure travel between Bangladesh and Telangana. The state's overall growth is also heavily supported by sustained physical infrastructure development, which includes the extension of the railway network, greenfield and brownfield airports, industrial corridors, the Regional Ring Road, and metro train routes.

Furthermore, as India aims to capitalize on its G20 leadership by hosting a worldwide meet on investments in its Tourism sector and a conference on corporate tourism next year, Indian states may exhibit their capabilities to international investors to attract tourism infrastructure investments.

In the future, the MICE business in the State is positioned to grow, as seen by rising investments, government efforts, and medical tourism, which will provide the necessary impetus to its already thriving MICE industry. **POV**

# Molding the Future

The first edition of P3 (Plastics, Packaging, Printing) Expo 2022, a trade fair and exhibition on Primary Processing Machinery and Blow and Injection/Roto Molding, organized by P3 Exhibitions, concluded successfully on May 12-14 at HITEX Exhibition Center, Hyderabad, bolstering the role of the plastics industry in contemporary society.



Image source: HITEX

Hyderabad-based P3 Exhibitions Pvt Ltd, a professionally managed company, hosted P3 (Plastics, Packaging, Printing) Expo to provide a B2B platform for the Plastics, Printing, and Packaging industry and for the businesses to expand their reach domestically and internationally. "We believe that events like P3 Expo provide suppliers and customers with an excellent opportunity

to share best practices, ideas, and solutions for their business and industry," said GS Anil Kumar, Project Head, P3 Exhibitions.

## Joining Forces

For P3 Expo, industry bodies, including Federation of Telangana Small (MSME) Industries Associations (FETSIA), All India Printing Ink Manufacturers Association (AIPIMA), Bawana



Chamber of Industries - Delhi, and Andhra Pradesh Flex Printers Association (APFPA), extended their support.

### An Ideal Setting

HITEX Exhibition Center is one of the most important purpose-built trade show venues in Hyderabad, which benefits from strategic and demographic advantages. "HITEX Exhibition Center proved to be a great platform for us in Telangana. We are grateful to everyone for their tremendous support in making our first edition a huge success," mentioned Kumar. "We chose HITEX because it has three large halls totaling more than 10,500 sq mt as well as a large parking lot that is convenient for both exhibitors and visitors. It also has excellent security and housekeeping, making it more appealing to the participants."

### Key Stakeholders Assemble

Plant & Machinery/Printing & Packing/Blow & Injection/Roto Molding Machinery/Resin/Flexible Packaging Manufacturers, Technology Licensors, Semi-Finished & Finished Products, Compounds & Chemicals, Channel Partners, PET & Plastic Packaging, Plastic Molds & Dies, Recycling Plastics, Consultants, Lab Testing & Measurement Equipment, and End Users & Brand Owners were among the exhibitors.

Some significant industries represented by visitors were Aerospace, Automobile & Auto Components, Capital Goods, Defense, Medical Engineering, Telecom Equipment, Electrical & Electronics, Material Handling, Oil & Gas Equipment, Textile Machinery, Pharma, Plastics Processing, Process Plant & Machinery, and Railways.



"HITEX Exhibition Center proved to be a great platform for our show in Telangana. We are grateful to everyone for their tremendous support in making our first edition a huge success."

*GS Anil Kumar  
Project Head  
P3 Exhibitions Pvt Ltd*

### Next Edition

P3 Exhibitions is preparing to host the next edition in Visakhapatnam from April 14-16, 2023. The organizers' main goal is to connect exhibitors and visitors and contribute to the nation's economic growth. **POV**

# Reinventing Growth

Jointly organized by Indian Pharma Machinery Manufacturers Association (IPMMA), Messe Muenchen India and Indian Analytical Instruments Association, the biggest-ever edition of analytical Anacon India, India Lab Expo, and Pharma Pro & Pack Expo 2022, held from September 15-17, 2022, at HITEX, Hyderabad, concluded successfully with higher visitor turnout and increased exhibition space.

The trade shows, analytical Anacon, India Lab Expo, and Pharma Pro & Pack, attracted over 316 exhibitors, showcasing more than 5,000 products in a 17,500 sq mt exhibition space. These trade shows turned out to be the marketplace to bridge the ecosystem with knowledge, technologies, and market opportunities, with footfalls of 16,039+ over the three days.

Pharmaceuticals/Healthcare, Research Laboratories, Contract Laboratories, Diagnostic Laboratories, Chemical Processing, Petroleum & Petrochemicals, Life Science & Biotechnology, Water & Waste Management, Food & Beverage, and many other sectors contributed to visitor footfall.

### Other Attractions

Along with displaying the most recent technologies, the concurrently held combined exhibitions conducted informative Conferences,

a Leadership Conclave, and the popular Buyer-Seller Forum. The conference focused on themes like 'Trends in regulatory aspects for analytical instruments' and 'Artificial Intelligence & Machine Learning: Accelerating the Growth of Indian Pharma Industry'.

Furthermore, a round table discussion on the topic 'Technology and Automation - Futuristic Scenario' was organized, with participation from industry experts from the Pharmaceutical and Machinery sectors. The results of a nationwide survey on the subject were shared. The experts deliberated and proposed a course of action, citing long-term benefits. IPMMA and Messe Muenchen India—a wholly owned subsidiary of Messe München and one of the leading organizers of trade fairs in India—intend to create a position paper on digitization and automation and submit it to the Government of India to support the Digital India mission.

All image source: Messe Muenchen India



### Exhibitors Speak

Pleased to see a large gathering of exhibitors and visitors at India Lab Expo, analytica Anacon India, and Pharma Pro & Pack, Madan Mohan Reddy, Director, Aurobindo Pharma, an Indian multinational pharmaceutical manufacturing company, commented, "It is an exceptional platform for buyers and sellers to converge and engage in meaningful conversations and conduct their business."

Reddy found the quality of exhibitors and the scale incomparable to other similar trade shows and further stressed, "Meeting industry players face-to-face after a gap of almost three years was a real pleasure. It was exciting to witness such a wide range of innovative machinery being displayed. I congratulate the exhibition team for their hard work in bringing good-quality exhibitors and visitors on board and making this year's edition successful."

Devendra Vasant Chaudhary, Senior General Manager, Anish Pharma, a global player in pharma process solutions, said, "The footfall was overwhelming as we got to meet many senior team members and key decision makers. They visited us and provided feedback on our products. Overall, we had a great experience."

Echoing similar sentiments, Gautam Ram Ravi, Director, Craftsman Automation, a leader in precision manufacturing in diverse fields, stated, "We received a favorable response for our storage systems. It was the first time we displayed our storage systems, specifically for pharmaceutical companies. We were approached by quality visitors, and we look forward to converting them into our customers."

### Organizers' Take

Regarding the success of Pharma Pro & Pack Expo, Harshit Shah, President, IPMMA, asserted, "This edition was a real success considering that the industry had converged here after three years. Everyone was excited about face-to-face meetings and conversations. We had a vast product portfolio with many first-time exhibitors too. We received numerous visitors, includ-

ing top decision-makers and technology buyers. Hence, these three days were meaningful and productive for all participants."



"We are delighted to bring this show to the pharma machinery segment after a three-year break. The excitement and anticipation from both the exhibitors and the visitors was evident. The scale and success of these trade fairs once again prove our commitment towards enabling meaningful handshakes and unlocking business opportunities for all our customers, buyers, and industry communities."

**Bhupinder Singh**  
CEO  
Messe Muenchen India

Gautam Rajan, President, Indian Analytical Instruments Association, said, "We are happy with the quality of visitors, and we are sure that many conversations here will translate into real business opportunities. Visitors were also satisfied with the

quality of the exhibition design, on-site events and activities, and the vast range of technologies and product solutions. As always, the buyer-seller forum was the biggest attraction at this edition too."

Bhupinder Singh, CEO, Messe Muenchen India, elaborated, "The excitement and anticipation from both the exhibitors and the visitors was evident. The conferences on timely topics like regulatory scenarios and AI/ML, as well as the leadership conclave, attracted large audiences. The scale and success of these trade fairs once again prove our commitment towards enabling meaningful handshakes and unlocking business opportunities for all our customers, buyers, and industry communities."

### Exhibitor and Visitor Profile

Exhibitor profile includes the following categories: Analysis: Chromatographs, Spectroscopes, Microscopes & imaging, Analytical instrumentation & systems, and Instruments for physical & chemical analysis; Laboratory Technology: Laboratory furniture/equipment/machines, Chemicals (consumables, reagents, and glassware), Laboratory data systems & documentation, Laboratory automation, Laboratory diagnostics, Instruments for environmental labs, and Forensic lab instruments; Measuring & Testing/Quality Control: Characterization & properties of materials, Quality control for the pharmaceutical industry, and Material testing; Life Sciences & Biotechnology: Biochemicals, Bioinformatics, Medicine & diagnostics, and Life Sciences.

Aditya Scientific, Agilent Technology Inc., AMIS Engineers, FUJIFILM Holdings Corporation, Antylia Scientific, Anatek Services Pvt Ltd, Apex Chromatography Pvt Ltd, ICON Biosystems, Ependorf, Electrolab Group, Daicel Chiral Technologies, C. Abhaykumar & Co., BÜCHI Labortechnik AG, Inkar Instruments Pvt Ltd, Labindia Instruments, LCGC Instruments, Mack Pharmatech, Merck, Mettler Toledo, Microlit, Waters Corporation, Thermolab Scientific Equipment Pvt Ltd, Tara International, SRICO, Shimadzu Corporation, PerkinElmer, and Newtronic were some of

The combined trade shows, which proved to be the marketplace to bridge the ecosystem with knowledge, technologies, and market opportunities, garnered about 316 exhibitors, showcasing more than 5,000 products in a 17,500 sq mt exhibition space and attracting over 16,000 visitors over the three days.

the exhibiting companies who showcased their products and technologies in the show.

Visitors by industries include Pharmaceutical/Healthcare & Diagnostics, Research/Contracted/Medical Laboratories, Public Authorities/Facilities, Government Agencies, Chemical Processing/Polymers/Petroleum & Petrochemicals, Life Science & Biotechnology, Environmental Protection/Technologies, Water & Waste Management, Electrical Engineering, Electronics, Advanced Material/Building Sector, Food & Beverages/Oils & Fats, Universities, Research Institutions, Aerospace Industry, Defense/Automotive, Clinical Research Laboratories, Material Testing & Inspection, Solar, Textile, Winery, and Cosmetics.

Some of the top visiting companies include Aizant Drug Research, Ajanta Pharma, Alembic, Amneal Oncology, Analys Labs, Annora Pharma, Anurag University, Aragen Lab, Aurobindo, Bharat Biotech Intl, Biocon, Biological E, CSIR - IICT, Divis Laboratories, Dr. Reddys Laboratories, Energon Labs, FEBRIS Biosciences, Fourrts Laboratories, GBR Laboratories Pvt Ltd, Gland Pharma, Glochem Pharma, Graviti Pharma, Hetero Drugs R&D, Hindustan Adhesives, Indoco Remedies, Laurus Labs, Medreich Limited, Mylan Laboratories, Natco Pharma, Novartis, Rosefinch Group, Sipra Labs, SMS Pharma, Sri Krishna Pharmaceuticals, Suven Lifesciences, Virupaksha Organics Ltd, and Vivimed. **POV**



# Taking Concrete Steps towards Goals



All image source: Aries Events Pvt Ltd

**E**arthcon Expo 2022-Hyderabad Edition was sponsored by Sany Heavy Industry Co., Ltd and co-sponsored by Aggcon Equipments International Pvt Ltd. This edition of the Expo, like previous editions, aimed to bring together all industry constituents and end users under one roof with the view to create a conducive and encouraging environment for manufacturers, suppliers, dealers, and traders.

"Earthcon Expo started in 2016 in Ahmedabad with the support of the Contractors' Association and Builders' Association of India. With its success and the suggestions from the participants and OEMs, Aries Events initiated Madhya

Pradesh's largest exhibition —Earthcon Indore. Two editions of Earthcon Indore have been successfully concluded, with the latest one being in March 2022," shared Aayush Mehta, Managing Director, Aries Events Pvt Ltd.

#### Who All Attended?

The exhibitor profile includes the following categories: Construction Machinery, Earth Moving Machinery, Mining Machinery, Material Handling Equipment, Building Material, Cement & Concrete Solutions, Automation Solutions, Dozers, Dumpers, Excavators, Loaders, Scrapers, Machine Tools, Hydraulics & Pneumatics, Facades & Roofing Solutions,



Earthcon Expo, one of the fastest-growing B2B exhibitions in the construction and earth-moving industry, was held from September 30-October 02, 2022, at HITEX Exhibition Centre, Hyderabad. Organized by Aries Events Pvt Ltd, the event catered to the increasing demand from dedicated hubs for infrastructural development in the state and across India.

The infrastructure in Hyderabad is highly focused and firmly based on concrete and earth-moving technology. As a result, it is the ideal market for the industry.



Fire & Safety Equipment, Metal & Steel Cutting Tools, Welding Tools, Vibrators, Graders & Dozers, Concrete Making Equipment, Power Tools Earth Movers, and Power, DG Sets & Inverters.

Visitor profiles include Contractors, Builders & Developers, Civil Engineers & Architects, Construction Companies, Public Sector Companies, Leasing & Finance Companies, Govt Officials, Consultants, Converters, Machinery & Equipment Dealers, Construction Industry Professionals, and Project Managers & Consultants.

#### Counting on Regional Strength

Earthcon has strong relationships with several OEMs,



"Aries Events chose HITEX because it was felt that visitors and contractors would experience the joy of being well received and welcomed on such a campus. We, as organizers, feel that the venue is well organized, groomed, and meticulously maintained. Furthermore, the people on site are forthcoming and helpful. It is due to them that the organizer's team had a by and large hassle-free experience."

**Aayush Mehta**  
Managing Director  
Aries Events Pvt Ltd

earth-moving technology. As a result, it is the ideal market for the industry. Hyderabad-based contractors are working all over the country. Although the Northeast has only recently been explored, Hyderabad contractors have a strong presence there. They are quick to adopt new technology and use it efficiently.

#### HITEX, an Ideal Setting

One of the event's main goals is to provide attendees with access to local market dynamics, investors, and niche providers who can help them improve their product offerings. This is where HITEX in Hyderabad comes in, providing a much-needed advantage by being a state-of-the-art venue. "Whenever a visitor enters HITEX, the venue's flamboyance extends a feeling of being privileged to be on the expansive campus. The campus itself adds to the charm of the exhibition," said Mehta.

"Although doing the show at some other venue or open ground is feasible (much easier and cost-effective) for events that have machines and equipment with track tires, Aries Events chose HITEX because it was felt that visitors and contractors would experience the joy of being well received and welcomed on such a campus," he explained. "We, as organizers, feel that the venue is well organized, groomed, and meticulously maintained. Furthermore, the people on site are forthcoming and helpful. It is due to them that the organizer's team had a by and large hassle-free experience."

Highlighting that HITEX is well connected by roads and that the public transportation system makes it a venue with ease of access, he added, "The support extended by every person at HITEX, right from the top management to the support staff, is commendable. So, human resources are the USP of HITEX. From maintaining the campus to executing an event, the people working here put in a visible effort." **POV**

and their recommendations encouraged Aries Events to venture into Hyderabad. "When a location for an edition is considered, it is the trust of the participants that is relied on," stated Mehta.

According to the organizers, Hyderabad's infrastructure is growing by leaps and bounds. The city is expanding much faster than Bangalore. The infrastructure in Hyderabad is highly focused and firmly based on concrete and

#### DREAMHACK HYDERABAD November 4-6, 2022

**Nodwin Gaming Pvt Ltd**

An international Gaming Event with BYOC LAN, tournaments, indies, cosplay, streamers, and more, bringing together gamers and gaming enthusiasts from all over the country.

#### INTERNATIONAL LEPROSY CONGRESS November 9-11, 2022

**Indian Association Of Leprologists (IAL)**

The 21<sup>st</sup> International Leprosy Congress will be a physical and web-based hybrid conference that will bring together key stakeholders in the field of leprosy.

#### INDIAN PHARMA EXPO November 11-12, 2022

**CIMS Medica India Pvt Ltd**

In its 11<sup>th</sup> edition, the Expo strives to create a shared platform for promising sellers and potential buyers from the Pharmaceutical and Healthcare industries.

#### IDAC-2022 November 17-19, 2022

**Nova Exhibitions & Conferences**

Mega Gathering of South India's top architects, designers, and consultants at the country's largest knowledge forum, featuring thought-provoking topics and speakers.

#### ALL IN PRINT SOUTH November 17-19, 2022

**Telangana Offset Printers Association & HITEX**

The inaugural edition will be South India's largest Print Exhibition, offering buyers, decision-makers, and influencers from the Printing industry a one-stop solution platform.

#### TV9 SWEET HOME REAL ESTATE EXPO November 18-20, 2022

**Associated Broadcasting Company Pvt Ltd**

Hyderabad's prominent Real Estate and Interiors exhibition will feature elegant apartments and villas, financial guidance, amazing investment options, and stunning interiors.

#### POULTRY INDIA EXPO November 23-25, 2022

**Indian Poultry Equipment Manufacturers Association (IPEMA)**

The largest Poultry Expo in South Asia presents the latest innovations in the industry and reputable poultry companies to potential partners, clients, and investors.

#### MRS MOM November 27, 2022

**LifeCell International Pvt Ltd**

India's only health pageant for Mothers-to-be aims to encourage normal delivery as well as highlight stress-free pregnancy, partner support, and family training.

#### SUNDAY SOUL SANTE November 27, 2022

**Merreddy Ventures**

A celebration of life and a platform for visual/performing artists, linking India's entertainment and retail areas by bringing people from all walks of life together.

#### SMART COLD CHAIN EXPO December 1-3, 2022

**Future Market Events**

Only cold chain/storage/supply chain, refrigeration, and temperature-controlled logistics exhibition and conference featuring smart solutions to create a complete cold logistics ecosystem.

#### FUTURE FOOD LOGISTICS EXPO December 1-3, 2022

**Future Market Events**

The Expo showcases infrastructure, material handling, automation, storage, and logistics solutions for warehousing and cold chain to build a strong food supply chain ecosystem.

#### AMTECH EXPO December 2-3, 2022

**CNT Expositions & Services LLP**

India's largest Additive Manufacturing (AM) technology business networking platform, where key stakeholders can experience the 3D printing & additive manufacturing technology ecosystem.

#### INDIA INTERNATIONAL TRAVEL MART (IITM INDIA) December 2-4, 2022

**Sphere Travelmedia and Exhibitions Pvt Ltd**

IITM, a pioneer in travel-trade exhibitions, provides worldwide travel enthusiasts and experts to meet and showcase/discuss/trade present and upcoming products and services, allowing participants to connect and advance their business by meeting new customers/collaborators and other businesses.

#### INDIA MED EXPO December 9-11, 2022

**SD Medical Exposition**

The annual and specialized show for the medical, surgical, hospitals, diagnostics, and other healthcare industries, as well as one of the biggest medical exhibitions and conferences, currently in its 16<sup>th</sup> edition, brings together healthcare leaders from all disciplines to engage and learn.

#### UNIFORM & GARMENT MANUFACTURERS FAIR December 7-9, 2022

**Routetomarket Media India Pvt Ltd**

The 5<sup>th</sup> edition of the fair will showcase textile manufacturers' unique blends of uniforms, fancy garments, accessories, and machinery under one roof, as well as provide visitors, exhibitors, and merchants with the opportunity to understand and explore the industry and open doors to various new business ideas.

#### SBI PROPERTY SHOW December 16-18, 2022

**Bold Marker Pvt Ltd**

A Hyderabad mega Property event will include affordable, mid-range, and luxury properties from top builders and residential developments, financial aid, and other surprises.

#### HYDERABAD KIDS' FAIR December 23-25, 2022

**HITEX**

India's premier exhibition on Kids' Products, featuring a diverse range of products and services appealing to kids, parents, and schools alike, along with fun & edutainment activities.

# The Perfect Scoop

The only ice cream industry B2B show in South Asia, Indian Ice-cream Congress & Expo (IICE), co-organized by Indian Ice Cream Manufacturers Association (IICMA) and AIM Events, was held from October 10-12, 2022, at HITEX Exhibition Center, Hyderabad. With its delectable spread, the event turned out to be a real treat for the participants.



All image source: HITEX

The 10<sup>th</sup> edition of IICE, with Rockwell Industries Ltd as the title sponsor, featured over 200 stalls with exhibitors from all over the world and over 8,000 visitors from South Asia, particularly India and neighboring countries. A seminar was also held, which covered a variety of

Ice Cream industry topics such as cold chain, ice cream ingredients, automation, food safety, and packaging.

The show featured activities that propel the Ice Cream industry and manufacturers to new heights. The exhibitors included companies that provide freezing and handling machines,



“Our first edition was in Hyderabad, and now we have returned for our 10<sup>th</sup> anniversary edition. The expo has happened in several places like Mumbai, Ahmedabad, Bangalore, and Noida but IICE in Hyderabad is one of the most successful shows we have organized. We have grown rapidly over the past editions and have consistently worked towards increasing the number of exhibitors and visitors.”

**Firoz Haider Naqvi**  
Managing Director  
Aim Events



### Recognizing the Market

“The Indian Ice Cream market is rapidly expanding, but compared to other countries such as the United States, China, and Pakistan, our consumption is low, at 500 ml. When we started the show, Indian per capita consumption was a mere 200 ml. There is much room for growth in the Indian context, especially if the industry is provided the necessary support,” commented Firoz Haider Naqvi, Managing Director, Aim Events.



He also highlighted the barriers to the industry’s growth. “The biggest challenge is that there is no hand holder for the Ice Cream industry. We

are neither a part of the Dairy industry nor of the Processed Food industry, both of which are supported by the Government in the form of several schemes. Although we leverage some of the extended benefits, we want to be kept as a part of the Dairy industry so that we can avail

the schemes meant for dairy by-products,” he shared.

“The second challenge is that of cold chain services, which are lagging in the country. Improvement in cold chain services and infrastructure has and will continue to play a major role in the growth of the Ice Cream industry. To reach the nooks and corners of India’s rural areas, better roads, electricity, and transportation are important,” he added.

**Getting Back in Form**

The Ice Cream industry suffered significant losses during the first COVID-19 wave due to factory closures and rumors that ice cream causes poor health by lowering immunity and making us susceptible to COVID-19.

“In 2019, during the COVID peak, our turnover was approximately ₹20k crore. But, after 2020, ice cream manufacturers started building up their capacities as it was known that the threat from COVID would be short-lived,” Naqvi revealed. “The year 2021 witnessed record-breaking consumption, and it is expected that by March 2023, the industry’s turnover will be close to ₹24k crore. By 2030, the industry’s revenue is estimated to be more than double the current, i.e., ₹48k-₹50k crore.”

**Tasting Success at HITEX**

According to Naqvi, HITEX is one of the best venues in the country. He stated, “The entire team is highly cooperative and



IICE 2022 featured over 200 stalls with exhibitors from all over the world and over 8,000 visitors from South Asia, particularly India and neighboring countries. A seminar was also held, which covered a variety of Ice Cream industry topics such as cold chain, ice cream ingredients, automation, food safety, and packaging.

supportive right from the finalization date to the expo setup. HITEX has amazing hall facilities, spacious parking, and is well connected by public and private transport systems.”

This is the second time IICE has come to Hyderabad. “Our first edition was in the city, and now we have returned for our 10<sup>th</sup> anniversary edition. The

expo has happened in several places like Mumbai, Ahmedabad, Bangalore, and Noida, and now we are back in Hyderabad. IICE in Hyderabad is one of the most successful shows we have organized. We have grown rapidly over the past editions and have consistently worked towards increasing the number of exhibitors and visitors,” he remarked.

When asked about the efforts to increase foot traffic, Naqvi stressed, “We have an existing presence in the industry and are well-recognized. We release a bi-monthly magazine exclusively for the Ice Cream industry and circulate it to our database. This enables us to have a direct connection with the stakeholders of the Ice Cream industry on a regular basis. We also use the support of PR agencies and social media specialists to widen our reach.”

“Our database includes ice cream manufacturers and those from allied industries like machine manufacturers, cold chain service providers, etc.,” he added.



# For Those Seeking Inkspirations

**Organized by Telangana Offset Printers Association (TOPA) and Hyderabad International Trade Expositions Ltd (HITEX), the maiden edition of All in Print South 2022 is all set for November 17-19, at HITEX Exhibition Center, Hyderabad. Highlights of the event known to be the preferred destination for expanding business and forging connections...**

**T**o take the printing and packaging industries to greater heights, HITEX and one of the most active printing associations in the country, TOPA, are organizing All in Print South 2022. The event is co-organized by Andhra Pradesh Rastra Offset Printers Association (APOPA), which brings together all the printers of Andhra Pradesh.

Printing, converting, and all other aspects of the printing and packaging businesses have been on the rise in recent years in South India and, particularly, in Telangana. "Since its inception in 2014, TOPA has been recognized in India as a highly active association that organizes visits for its printer members to prestigious na-

tional and international exhibitions and fairs with the support and assistance of the Ministry of MSME," said C Ravinder Reddy, President, TOPA. "TOPA is promoting Hyderabad for a local exhibition to save cost and effort to all the printers in Telangana State and as a central and convenient place for printers in South India."

#### **Intentions for the Show**

"Having already co-organized a very successful Exhibition in 2018 at HITEX, TOPA has rightly decided to collaborate with HITEX and conduct All in Print South 2022 exhibition every alternate year," said TOPA's President.

#### **Hyderabad, an Ideal Launchpad**

For many years, Hyderabad has consistently established it-

"Our objective of organizing All in Print South, along with TOPA, is to bring the best of technology from around the world to the doorstep of our domestic Printing industry and support them in modernizing the industry and helping it grow further."

**Sambit Kumar Mund**  
Sr General Manager  
HITEX



"All in Print South show is happening in Hyderabad due to the demand of all the renowned companies in the Print industry. They requested to organize an event with a wider reach than previous state-level events. We are confident that the next edition of the show (in 2024) will be the biggest in South India and will cover 6 states."

**Dayakar Reddy**  
National Coordinator  
TOPA



"TOPA has already organized one exhibition at HITEX, which was a grand success. When two successful organizations collaborate for exhibitions, the resultant events will always be successful. When exhibition organizing abilities and the best venue possible have come together, the natural outcome is a high-value addition for that event."

**C Ravinder Reddy**  
President  
TOPA



self as a highly valued printing hub in the country and abroad. "There are well-recognized and prestigious prize-winning printers from Hyderabad with numerous awards from India and abroad," Ravinder Reddy commented. "South India has also been doing very well with high-quality printing and is increasing the export share of printing in India."

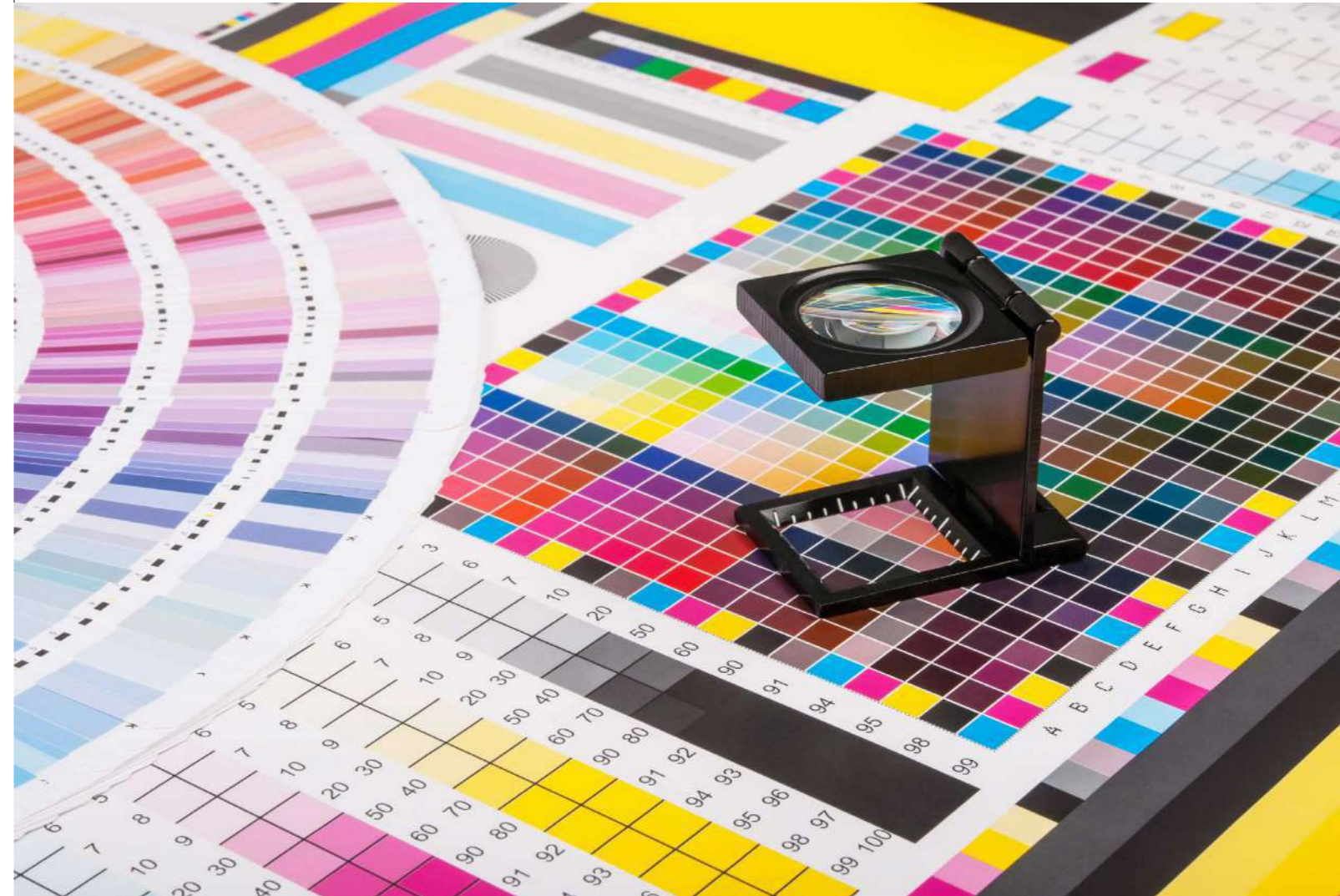
Mentioning that Hyderabad is the largest market for the Print industry, such as label printing, commercial printing, and so on (the city is always in the top three positions in the country), the National Coordinator of TOPA revealed, "Additionally, the city is a pharma, food, and logistic hub. Hence, all the manufacturers and trading companies in Hyderabad have been expecting us to organize a large-scale event like the All in Print South."

Mund added, "Hyderabad is also home to many large players in the Printing industry. The industry is spread throughout the region in many smaller towns. As in many sectors, printing technology is also evolving at a faster pace."

**Leveraging the Venue**

Concerning the venue's advantages, Mund opined, "The purpose-built exhibition venue offers ideal facilities for a live demonstration of heavy printing machines. The multiple branding options available inside the exhibition venue will also help the participating large MNCs and Indian companies generate greater visibility for their products."

Image source: HITEX



He continued, "The ancillary facilities such as 5,000 hotel rooms of all categories in a radius of five kilometers around HITEX help the exhibitors stay near the venue at their convenience. We are also making arrangements for comfort stations for the visitors traveling from various places in Telangana, Andhra Pradesh, Tamil Nadu,

Karnataka, Kerala, Chhattisgarh, Maharashtra, and Odisha."

Dayakar Reddy expressed similar sentiments, "HITEX is one of the oldest world-class venues known for its facilities and infrastructure. It is in the cyber hub, which is now in the heart of the city and is well connected by the transportation system—metro and local transport." **POV**



Image source: HITEX

## Forging 'Paw'sitive Bonds

PETEX India, a premier exhibition showcasing the best of India's pet care industry, returns to HITEX Exhibition Center in Hyderabad on January 27-29, 2023, for its 5<sup>th</sup> edition. It will be a B2B2C show, providing a perfect platform for key stakeholders to present products and innovative pet supplies to a diverse audience under one roof.

Organized by HITEX, in association with The Hyderabad Canine Club, India's Premier Canine Club affiliated with the Kennel Club of India, PETEX aims to capitalize on the expanding Indian Pet Care and Pet Food market.

The platform, which has drawn the attention of top buyers, pet lovers, and media from all over the world, helps businesses showcase their entire product range, generate highly targeted business leads, strengthen brand visibility, introduce new products, and assess customer interest.

With an increase in pet humanization and sensitization, a rapid increase in pet adoption rates in urban areas, and innovations in pet foods, the event is expected to attract over 35,000 pet enthusiasts and visitors. The exhibi-

tion will feature a variety of dogs, cats, fish, and birds, as well as a spectrum of activities for pet lovers, pet parents, and their pets.

### International Dog Championship and Cat Shows

HyCan'23 International Championship Dog Show, organized by Hyderabad Canine Club as a part of PETEX, is the highlight of the annual dog show calendar, attracting the country's top dogs and breeders. It has been observed that winning dogs are given a coveted position in the country. Over three days, more than 500 dogs from 30 different breeds will be judged by eight international judges.

The Indian Cat Federation (ICF) will host a one-of-a-kind international cat show with various activities and is expected to attract more than 200 cats. For the first time, a cat



PETEX aims to capitalize on the expanding Indian Pet Care and Pet Food market. The premier exhibition for pet care products, with an integrated platform for B2B and B2C trades, is the ideal location for pet businesses to find franchisees and partners.

grooming competition will be held at PETEX India 2023.

#### Other Notable Features

A wide range of exotic birds such as Rainbow Lorikeet, Fancy Poultry, Dwarf Cochins, and many more will be on display, as well as competitions for birds such as Pigeon Race, Love Birds Beauty Contest, and Ornamental Fishes. The show will also feature exotic pets like Iguanas, Lamas, Ball Pythons, and others.

There will also be an educational and interactive pet grooming show during the event. Furthermore, a 'Dogga-thon' marathon for canines is planned, in which the dogs and their owners will compete together. In addition to a Veterinary Conference, there will be a B2B Lounge, an exclusive buyer-seller lounge for one-on-one meetings, where importers and pet product manufacturers looking to expand their business and reach will be given a platform to interact with dealers and distributors.

#### Exhibitors & Visitors Profile

The exhibitors profile includes Food, Clothes & Accessories, Toys, Litter, Smart Products & Latest Innovations, Health & Nutrition, Pet Grooming, Accessories, Medical Equipment's, Insurance, Burial Requirements, and Other Accessories for Dogs & Cats; Cages, Food, Medicine & Treatment, Grooming, Litter, and Other Accessories for Small Animals & Rodents; Cages & Aviaries, Food, Health & Nutrition, Litter, and Other Accessories for Birds; Ornamental Fishes, Aquariums, Tanks & Furniture, Aquarium Lighting, Aerators, Filters, Pumps, Heaters, Temperature Regulators, Measuring Instruments, Equipment's & Ornaments, Plants, Fish Feed, Medicines, Treatment, Aqua scaping, Garden, Pond & Fountains, Smart Products, Latest Innovations, and Other Accessories for Fishes category; and Reptiles &

Amphibia, Terrariums & Furniture's, Heating Systems & Temperature Regulators, Lighting Systems, Food, Health & Nutrition, Medicine & Treatment, and Other Accessories in Terraria.

Distributors, Importers, and Wholesalers of Pet Care Products, Pet Groomers, Pet Trainers, Pet Care Media, Pet Care Experts, Kennel Clubs, NGOs and Associations for Pets, Pet Salon Teams, Traders (Import & Export), Retailers, Veterinarians, and Pet Owners and Pet Lovers are among the visitors.

#### Leveraging on Past Experience

The 4<sup>th</sup> edition of PETEX India successfully hosted national and international pet care companies that exhibited their brands, products, and services. It featured 50 exhibitors on the 10,000 sqm of event space, attracting 43,720 visitors, 560 dogs, and 120 cats. Most exhibitors were Manufacturers, followed by Dealers & Distributors and Traders & Importers.

Some of the prominent past exhibitors include Pedigree, Fédération Cynologique Internationale, Kennel Club of India, The Feline Club Of India, Commando Kennels, Pet Mankind, ABK Imports Pvt Ltd, WAHL India Grooming Products Pvt Ltd, Rossari Biotech Ltd, Swati Spentose Pvt Ltd, Unique Biotech Ltd, Farmina Pet Foods, Jiangsu Huali Co Ltd, Pride Pearl, Hasbets India, A V Enterprises, Pet Pharma, Dog O Bow (OPC) Pvt Ltd, Scientific Remedies Pvt Ltd, V M Classic Pets Pvt Ltd, Impel Pet Care LLP, Virbac Animal Health India Pvt Ltd, GreeNeem Agri Pvt Ltd, Nutan Medical Hall, Victor Canine Goods, Mars International India Pvt Ltd, myonlinepetclinic.com, AsiaTradeHub.com, The Himalaya Drug Company, Wiggles India Pvt Ltd (Sixth Sense Retail Pvt Ltd), TOFDA - Jasmine Pet Mart, Dogs & Pups Magazine, Info House Publications, People For Animals Hyderabad & Secunderabad, Mr N Mrs Pets, and Chandu Exotic Birds. **POV**



The event is expected to attract over 35,000 pet enthusiasts and visitors. The exhibition will feature a broad spectrum of activities for pet lovers, pet parents, and their pets.



Image source: Magic Wand Media

## Telangana's First World Heritage Site: Ramappa Temple

The historic Ramappa Temple, an emblematic architectural marvel and Telangana's first UNESCO World Heritage Site, is a Kakatiya-style Hindu temple dedicated to Lord Shiva, with ornate carvings and shrines.

eral of Kakati Ganapati Deva, built the temple. The main temple was started in 1213 CE and finished 40 years later.

### Architecture at its Finest

The awe-inspiring magnolious architecture stands regally on a 6-foot (1.8-meter) high star-shaped platform, with the Garbhagriha, Antarala, and Maha Mandapa on three sides, with lateral porched entrances. It has a four-tiered pyramidal Sikhara in brick work that is externally cruciform in plan and is fronted by an Antarala (vestibule) with a Shukanasi roof. To reduce the weight of the superstructure, the bricks used are light-weight and porous.

A black basalt Linga is installed on a high pedestal in the Garbhagriha. The Maha Mandapam, also known as the main hall, is supported by four curved pillars with elaborate detailing, and the roof is engraved with beautiful Shiva Purana details. Sculptures depicting scenes from the Ramayana and other mythological stories can also be found on the ceiling. Above the Kakshasana level, which is decorated with thin, graceful Madanikas, Naginis, and other figures in different poses, there is an arrangement of bracket figures that stands out.

Other structures within the outer part of the temple sanctum, Prakara, include an imposing Nandi Mandapa (where Nandi, Shiva's guardian deity, faces the main shrine), Kameswara shrine, Kateswara shrine, Pakashala, and an inscribed pillar.

### Reflection of Kakatiya Culture

The temple represents the architectural and cultural splendor of the former rulers of Orugallu, modern-day Warangal, whose kingdom spanned much of modern Telangana and Andhra Pradesh. It also exemplifies Kakatiyan artistic and technological traditions through its

structures within the walled temple compound and its surrounding landscape. The sculptures, particularly those at the Temple, are excellent artistic representations of Kakatiya dance customs and cultural traditions. These characteristics attest to Kakatiya customs and temple rituals, as well as construction technology, materials, and other sculptural and elemental works demonstrating creative abilities in terms of craftsmanship.

Rudreshwara Temple is a singular testimony to the Kakatiya period's highest level of creative, artistic, and engineering expression. It is also evidence of a flourishing agriculture-based society in the 12<sup>th</sup> century on land devoid of perennial water sources.

### Tips for Visitors

The temple is open every day from 6:00am to 6:00pm. However, visiting hours may differ during Bathukamma, a Hindu goddess festival celebrated primarily in Telangana and some parts of Andhra Pradesh. It is a wheelchair-accessible site with four-wheeler parking, canteens, and restrooms.

The road to this location is good, making it an easy destination to reach by car or personal vehicle. Warangal, about 70 km away, is the closest city to the temple. The temple is about 15 km from Mulugu and about 210 km from Hyderabad. The temple is approximately 240 km from the HITEX Exhibition Center and may take up to 5 hours to reach by car. **POV**

**Distance from HITEX**  
240 Km

**Travel Time**  
5-5:30 Hrs

**Time of visit**  
6:00 AM – 6:00 PM

The iconic temple, located in Palampet Village on the bank of Ramappa Lake in Mulugu District, is now India's 39<sup>th</sup> World Heritage Site. It was named after its architect Ramappa, making it the only temple in India to do so. It is also known as the Rudreshwara Temple and exemplifies the great Kakatiya dynasty's outstanding craftsmanship.

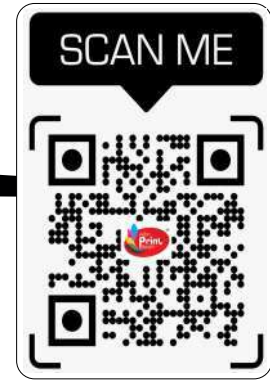
During the Kakatiya period, between the 12<sup>th</sup> and 13<sup>th</sup> centuries, Recharla Rudra, a gen-

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