

# A VENUE FOR SUCCESS



**UPCOMING EVENTS:**  
Hyderabad International Machine Tool Expo (HIMTEX) 2022  
SportExpo India

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

## From Crisis to Opportunity

The year 2020 will always be remembered not just for the havoc it wreaked for the businesses around the world but also for how quickly the businesses adapted to the challenges and changes that erupted during the phase.

The MICE industry, too, faced extreme uncertainty and switched to the virtual platform to keep the show going. However, virtual events could not replicate the advantages of live events. After a series of cancellations and postponements of events, we can see a ray of hope with physical events making a comeback.

The world is not yet COVID-free, but most countries have relaxed travel restrictions. Those in the exhibition industry have, by now, realized that only in-person events have the potential to bring in a reliable pool of interested audiences. They provide an ideal platform for face-to-face interaction and consumer engagements.

HITEX and the organizers of recently held shows like CREDAI, IIID Showcase, RenewX, and Hyderabad Toy Expo – that garnered an overwhelming sentiment from the industry stakeholders – have also attested to the fact that the industry is on the path of revival. After a considerable period, the brands had an opportunity to personally connect with their audience and showcase their products, innovations, and services.

American Express Meetings & Events, a division of AMEX Global Business Travel, recently published the 2022 Global Meetings and Events Forecast, which details the meetings and event trends anticipated for the year. The forecast demonstrated that there's high anticipation of in-person events returning in 2022: "67 percent of respondents believe in-person meeting levels will return to their pre-pandemic numbers within one to two years."

While the industry is not expected to resume normal operations entirely, AMEX did find that 81 percent of all 2022 events are expected to have some sort of in-person component, so venues will be in high demand.

As exhibition holders and venue owners, this spells good news for us, HITEX. Even amid current uncertainty, we are optimistic that we will overcome setbacks, as we always have, and emerge as winners.

The India event and exhibition market was valued at US\$ 3,326.04 million in 2020, and it is expected to reach US\$ 6,740.63 million by 2026, registering a CAGR of 12.91% during the period of 2021-2026.

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## New Master Plan for Hyderabad



Image Source: MWM

A new master plan for Hyderabad is expected to be ready in around 18 months, according to Shri KT Rama Rao, Hon'ble Minister for Municipal Administration, IT and Industries, Government of Telangana.

Speaking at the inauguration of the 11<sup>th</sup> edition of Hyderabad Property Show, organized by the Confederation of Real Estate Developers' Associations of India (CREDAI) in Hyderabad, the minister said that the State Government had tried to integrate the five existing master plans for the twin cities but decided to go for a new one after taking into consideration the removal of GO 111 for an environment-friendly document.

## Telangana Inks MoU for Trade Links with Thailand

The Government of Telangana has signed a mini free trade agreement (mini-FTA) with Thailand to enter into deeper trade partnerships. The mini-FTA covers the mutual exchange of relevant market information and best

practices on policies and programs, policy design, capacity building support for business sectors, trade and investment opportunities, industrial cooperation, joint ventures, etc.

SMEs in Thailand and Telangana stand to gain a lot from the mini-FTA deal, as startups and SMEs will be linked to the global community. It will also help boost local employment and local procurement, which will bode well for India's Manufacturing industries.



Image Source: MWM

## Genome Valley, a Global Powerhouse

Genome Valley of Hyderabad is a powerhouse of life sciences in India and worldwide, according to Shri KT Rama Rao, Hon'ble Minister for Industries, Commerce and Information Technology, Government of Telangana. He added that the Government is working towards increasing the value of pharma and life sciences from US\$50 billion to US\$100 billion by around 2030. Genome Valley houses various companies across the value chain of the life sciences sector with state-of-the-art infrastructure, including industrial knowledge parks.



Image Source: MWM

## CCT Leverages Exhibitions to Uplift Artisans

The Crafts Council of Telangana (CCT), a non-profit organization working towards reviving and curating handicraft traditions in Telangana, aims to uplift local artisans' work through exhibitions. The state has a booming Crafts and Handlooms industry, whether it is the silver filigree work of Karimnagar, the four centuries old Cheriyal paintings, the famous Pochampally Ikat, or the Gadwal and Narayanpet weaves. CCT has been endeavoring to promote these crafts by organizing multiple exhibitions and workshops, besides handholding the artisans and weavers, to help them grow and expand their outreach.

According to G Seetha Reddy, a CCT member, the council stepped in to help address the challenges of the artisans and weavers' community by teaching them how to stay connected and sell online.

The council is now all set to inaugurate its building in Banjara Hills, where it will provide a space for different designers and artisans to promote handlooms and handicrafts.

## Fair for Booklovers Successful Summer Collection Unveiled at Sutraa

Booklovers had a lot to unearth at Load the Box Book Fair 2022, held at Panjagutta Metro Station Level 1 in Hyderabad from April 21-24, 2022. Writers, students, and reading enthusiasts thronged the exhibition. According to Harpreet

Singh Chawla, the exhibition's organizer, the event successfully brought back the youth to the world of books and literature.

Books on biography, crime, astrology, political scenes, international affairs, cooking, dictionaries, photography, wildlife, encyclopedia, romance, fantasy, religion, and science, along with a book of literature, storytelling, and poetry, were on display during the exhibition. The organizers followed all the safety protocols in organizing the exhibition.



Image Source: MWM



Image Source: MWM

Sutraa Exhibition, held at Hotel Taj Krishna in Banjara Hills from April 28-30, 2022, was a trendsetter for the summer season. The exhibitors showcased exclusive summer special wear, wedding lifestyle, and designer wear. Designers showcased special collections of jewelry and accessories. According to Monica Madhyan and Umesh Madhyan, the chief organizers of Sutraa, customers had many options to choose from, including a collection of floral patterns and summer hues.

The curtain raiser event for the exhibition attracted celebrities, well-known models, and fashion enthusiasts. The organizers followed all COVID-19-related protocols in hosting the three-day show.

## MindSpace Skywalk Opens for Public

Recently, the one-kilometer-long skywalk at Raidurg Metro Station was inaugurated. MindSpace Skywalk connects the metro station to the MindSpace campus at Madhapur. The roofed skywalk provides a safe passage for commuters who use metro services and helps pedestrians avoid traffic hassles.

## Hyderabad's Iconic Landmarks to Get a Facelift

A series of infrastructure development projects worth ₹495.75 crore have been lined up for Hyderabad. Three of the most iconic structures in Hyderabad – Sardar Mahal, Mir Alam Mandi, and Mahboob Chowk, all Nizam-era heritage structures – are expected to undergo a facelift.

Sardar Mahal, near historic Charminar, will be developed as the cultural hub of Hyderabad. The project is estimated to cost around ₹30 crore and is slated to protect the heritage of Hyderabad and promote tourism in a big way.

Mir Alam Mandi, expected to be renovated for ₹21 crore, has been in a dilapidated condition for a long time. The administration hopes to provide modern amenities to the traders and vendors at the famous market as part of the renovation exercise.

Mahboob Chowk, also being considered for renovation at a cost of ₹35 crore, is a big market area.

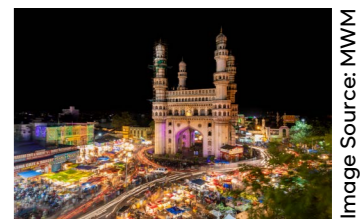


Image Source: MWM

## Biggest Ramzan Expo Inaugurated by Sania Mirza

Tennis Star Sania Mirza inaugurated 'Daawat-E-Ramzan' at the Vintage Palace in Hyderabad. Touted as the biggest and one of the most-awaited Ramzan Expos in the city, the event was held from April 19-May 2, 2022, concluding with Eid celebrations.

## RapidEVChargeE to Amp up EV Infrastructure

RapidEVChargeE, one of the fastest electric vehicle (EV) charging companies in India, plans to install over 1,000 EV charging units in Telangana and Andhra Pradesh in one-and-a-half years from now. Of this, around 60 percent of the EV charging units are likely to be set up in and around Hyderabad. An esti-

mated 600 EV charging stations are expected to be set up in Hyderabad, while the remaining will come up in Vishakhapatnam, Vijaywada, and Tirupati.

Interestingly, the company's software is an indigenously developed solution that allows compatibility and an optimized user experience. The electric vehicle Manufacturing industry in India is picking up pace and the establishment of EV charging units in Hyderabad and other prominent places in Telangana augurs well for the Auto industry overall.



Image Source: MWM

## Hyderabad Strengthening as a Scientific Center

**ThermoFisher**  
SCIENTIFIC  
The world leader in serving science

Recently, Shri KT Rama Rao, Hon'ble Minister for Information and Technology, Government of Telangana, inaugurated Thermo Fisher Scientific's India Engineering Centre (IEC). Thermo Fisher's newly developed R&D and engineering facility comes with an annual planned investment of US\$15 million and will create employment opportunities for over 450 people throughout the value chain.

In this backdrop, the minister said that Hyderabad is fast establishing its presence as a dynamic scientific center in Asia and the world. The city of Hyderabad is a cradle of life sciences research and development, with a massive talent pool among people of various disciplines of science and technology.

## IIT Hyderabad Lays Groundwork for Advanced Networks

The Indian Institute of Technology Hyderabad (IITH) has announced a demonstration of the extremely massive multiple-input multiple-output (MIMO) technology being considered for deployment of 5G and next-generation 6G networks. The technique can be used to send multiple data signals on the same channels at the same time, making the best use of spectrum, which is becoming an increasingly scarce resource. Over a decade, the R&D has been supported by the Ministry of Electronics and Information Technology (MeitY) and the Department of Telecommunications (DoT).

## National Highways Development in Telangana



Image Source: MWM

Shri Nitin Gadkari, Hon'ble Minister for Road Transport and Highways (MoRTH), Government of India, has promised to spend ₹3 lakh crore for developing National Highways infrastructure of the highest standards in Telangana over 10 years from 2014 to 2024. Shri Gadkari said that 32 districts in Telangana fall within the ambit of National Highways.

The national highway network in Telangana has been expanded considerably, reaching close to 5,000 km from around 2,500 km in 2014. Five greenfield express highways will pass through Hyderabad, costing approximately ₹70,000 crore. The minister added that the detailed project report is in the final stages for the first part of the project, and the foundation will be laid in about three months. Telangana Government would be bearing 50 percent of the land acquisition cost.

## Three Infra Projects to Ease Traffic in Western Hyderabad

Shri KT Rama Rao, Hon'ble Minister for Municipal Administration and Urban Development, inaugurated three infrastructure projects to ease traffic in western Hyderabad. The steel bridge at Silent Valley, Jubilee Hills Road No 51, built at around ₹30 crore, would reduce the com-

muting distance between Road No 45 and Shaikpet by about 1.5 km.

The minister also inaugurated the 0.95 km link road from the Old Bombay Highway to Khajaguda via Malkam Cheruvu and Chitrapuri Colony and the 2.20 km link road from Khajaguda Lake to ORR, parallel to the Urdu University compound wall and Oakridge International School.

The newly renovated Malkam Cheruvu sports a pleasant look with many state-of-the-art amenities, including an artificial pond, walking and cycling tracks, an amphitheater, a bird island, etc.



Image Source: MWM

Telangana is planning to expand its electronic manufacturing sector by establishing two more clusters and identifying land parcels out-

side of Hyderabad, according to Shri KT Rama Rao, Telangana's Minister for Municipal Administration & Urban Development, Industries & Commerce, and Information Technology. Speaking at the inauguration of a new Radiant Appliances & Electronics unit at E-City, Ravirayala in Hyderabad, he revealed that the state aims to generate ₹2.5 lakh crore in revenue and create 16 lakh new jobs in the electronics manufacturing sector over the next ten years. The new plant will increase the company's annual capacity from 25 lakh to 45 lakh units.



Image Source: MWM

## GHMC Proposes Projects to Improve Traffic Flow



Image Source: MWM

The Greater Hyderabad Municipal Corporation (GHMC) has proposed 15 new projects under the Strategic Road Development Plan (SRDP) Phase-2, which will

take Hyderabad's constantly developing infrastructure to the next level. The corporation has requested administrative approval from the State Government for these projects in the amount of ₹3,115 crore.

Six flyovers, one underpass, four Road under Bridges (RuBs), one Road over Bridge (RoB), a bridge across the Fox Sagar surplus nala, a Y Junction, and a tunnel at Khajaguda are among the proposed works. The Khajag-

uda tunnel alone requires ₹1,080 crore in administrative approval.

Five projects in the Charminar Zone, four in the Khairatabad Zone, two in the Secunderabad Zone, two in the Kukatpally Zone, and one each in the LB Nagar and Serilingampally Zones were suggested in SRDP Phase-2. The projects' benefits include reduced commute times and conflict-free traffic movement in many busy corridors throughout the city.

## HiLife Back for Fashionistas

HiLife Exhibitions, a signature fashion, lifestyle, and luxury event in Hyderabad, had a lot to offer to the fashion enthusiasts of the city. The three-day exhibition at HICC-Novotel, HITEC City, showcased a trendy collection of creative fashion wear, summer fashion, bridal wear, designer wear, accessories, jewelry, etc. Exhibitors showcased exciting and trending fashion wear, summer wear, wedding wear, jewelry, etc.

*Images are only for representation of the content*

# A VENUE FOR SUCCESS



A Venue for Success

Centrally located in India and at the heart of Hyderabad, HITEX Exhibition Center has carved a niche for itself as an integrated facility for events, exhibitions, conferences, live shows, and expositions. With over a decade of rich and colorful history, it has emerged to be a sought-after place for industry stakeholders, some of whom have shared their positive experiences at the venue...

**H**yderabad International Trade Expositions Ltd, popularly called HITEX, was established in 2003 with a vision to create a world-class venue for organizing and hosting trade fairs and events. Over the years, HITEX has been a host to over 1,500 national and international trade fairs, events, and exhibitions and has organized its own events, which have contributed to the development of trade and commerce in the State.

Since its inception, HITEX has remained dedicated to embracing, achieving, maintaining, and improving standards and best practices.

## Knowing HITEX Through and Through

HITEX is a multipurpose venue on 53 acre of prime land in the highly coveted locality of Hyderabad. It comprises 30,000 sq mt of the outdoor event area, 10,500 sq mt of the indoor area for events, 5,000 sq mt of a beautiful Fair Park, and a huge car parking space for visitors to international exhibitions, trade fairs, conferences, corporate events, and social gatherings that take place here.



"We have been organizing our show year after year at HITEX. It indicates how ideal it is for us to organize our event here. By now, we have become extremely familiar with the venue, which is highly convenient and well-known to Hyderabadis. This makes it easier for us to hold our expos here."

**Katta Arun Kumar**  
Deputy Manager – Events  
Associated Broadcasting  
Company Pvt Ltd (TV9)

The vast outdoor arena has five paved display areas and two open grounds that are conducive for hosting outdoor exhibitions, large social events, and gatherings. The display areas can be used as an exhibition space or converted into an additional hall, while the open grounds can be used exclusively for outdoor exhibitions. These grounds are ideal for exhibits that demand the flexibility of a large venue.

HITEX offers a gamut of indoor exhibition facilities with state-of-the-art technology and a suitable ambiance. The indoor event area has three expansive and highly customizable exhibition halls. These halls are column-free and have the highest degree of optimization due to their seamless structure.

Advanced ventilation and air circulation system, multiple entries and exit doors for public and freight, custom seating options, and acoustically endowed halls for large-scale meetings meet all the indoor event needs.

**Conference Rooms:** HITEX offers conference halls and meeting rooms with state-of-the-art audiovisual and broadcasting technology, flexible seating, and ambient space for boardroom discussions, business meetings, seminars, and large-scale international conferences and corporate events.

The multipurpose Conference Hall is designed to host expansive global conferences and international business conventions. The acoustically treated hall offers an interactive platform, making one's experiences worthwhile.

The centrally air-conditioned pillar-free Hall has a seating capacity of 1000 to 2000 people as per the seating arrangement,

which is roundtable and theater seating. There is a provision for underground wiring for power, water, and internet facilities. The Floor Loading capacity is 50 KN/sq mt. With seven sets of glazed doors for Entry/Exit, it has unique lighting and ambiance to enhance the event experience.

**Meeting Rooms:** HITEX offers six meeting rooms with flexible layouts of space and comfortable seating, ideal for boardroom meetings, business meetings, conferences, seminars, etc., with a seating capacity of 10 to 200. The rooms allow round table and classroom seating, with table and chair sets for the ease of taking notes. The rooms are equipped with high-quality sound systems; high-speed internet; modern multimedia presentation, audiovisual, and broadcasting equipment; telecommunication services through HITEX's EPABX and telephone line; electricity through HITEX mains and distribution network. There is adequate space for networking and break-out activities and ample workforce facilities, including housekeeping, security, and hosts.

### The Team Behind

HITEX has the most number of CEM-certified staff members in Exhibition and Events industry in India. The highly experienced staff specializes in creating and delivering outstanding events. They are well-informed to guide one through the extensive options for venue selection, facilities, services, and features to help them meet the specific needs of their events. They are highly motivated to create innovative ideas and apply effective process management for quality service. Commitment, high level of service, and professionalism complete their strengths.



"Since HITEX is located at the heart of Cyberabad, has easy access to the mass transit system, and is equipped with all kinds of facilities, even an ATM inside, it is a favored place to hold all kinds of business meetings. It is and will remain our most preferred venue for various shows and other events."

**Saurabh Sureka**  
Managing Director  
Celebration Makers



**Testimonies from Industry Insiders**

***"HITEX is perfect"***

Katta Arun Kumar, Deputy Manager – Events, Associated Broadcasting Company Pvt Ltd (TV9), has been organizing the Real Estate & Interiors Expo for the last four years at HITEX. The event is the most prominent real estate and interiors exhibition in Hyderabad, where dream home aspirants from the city and other places flock to.

"We have been organizing our show year after year at HITEX. It indicates how ideal it is for us to organize our event here. By now, we have become extremely familiar with the venue, which is highly convenient and well-known to Hyderabadis. This makes it easier for us to hold our expos here," he shares.

In terms of staff, authority, and other amenities, he hails the exhibition center as the best in the city. "I appreciate the effort and client services offered by the venue authority. It has never disappointed us in any aspect. We would love to organize more events at HITEX in the future," he adds.

Of the many things offered by HITEX, Kumar mentions a few that he appreciates the most about the venue: the vast parking space, the venue or hall space, and the hospitality he receives every time he visits HITEX. He deems it all perfect when asked if he had a suggestion for the authority.

***"Naam hi kaafi hai"***

For Saurabh Sureka, Managing Director, Celebration Makers, managing Hyderabad Toy Expo 2022 at HITEX was an amazing experience with a wonderful team for support. The company plans events and takes up end-to-end tasks for the turnaround of brands.



"HITEX is an ideal venue for B2B exhibitions. Its huge indoor and outdoor ground areas offer ample space to plan mega exhibitions and trade fairs. Additionally, the management team is extremely prompt and responsive to customers. They have a good security system in place too."

**Manish Sinha**  
Director  
Indomach Business Solutions



Sharing more about the venue, he says, "HITEX as a brand has helped tremendously in onboarding participants and visitors because 'HITEX ka naam hi kaafi hai', which when translated into English means: the name of the venue is enough."

"Since it is located at the heart of Cyberabad, has easy access to the mass transit system, and is equipped with all kinds of facilities, even an ATM inside, it is a favored place to hold all kinds of business meetings. HITEX is and will remain our most preferred venue for various shows and other events," he adds.

***"Great experience at HITEX"***

Manish Sinha, Director, Indomach Business Solutions, had a great experience in organizing INDOMACH HYDERABAD 2022 at HITEX Exhibition Center. "HITEX is an ideal venue for B2B exhibitions. Its huge indoor and outdoor ground areas offer ample space to plan mega exhibitions and trade fairs. Additionally, the management team is extremely prompt and responsive to customers. They have a good security system in place too," he shares.

INDOMACH Hyderabad Expo is a leading industrial machinery and engineering trade fair, showcasing engineering products and services, heavy and light machines, machinery equipment and accessories, tools and part technological devices, products, engineering tools, and allied products and services.

***"A one-stop solution for conducting events"***

Established in 1996 as an NGO with the sole objective of making Indian villages self-sufficient while preserving natural resources, Grama Bharathi strives hard for the betterment of farmers. The organization recently conducted KISAN EXPO in May at HITEX.



"Over the years, HITEX has made a mark in the Exhibition industry. It was our first large-scale exhibition, and HITEX complemented our efforts. It met all our requirements—a perfectly suitable location with ample parking space that added a lot of value. We have already blocked dates for our next year's expo."

**Komatireddy Raja Reddy**  
President  
Grama Bharathi NGO  
Telangana





"With world-class infrastructure facilities and great connectivity, HITEX makes for an ideal center for exhibitions. Moreover, it has a courteous and experienced staff that ensures things happen in order."

**Ar. Rakesh Vasu C.S.**  
Treasurer, IIID  
(The Institute of Indian Interior Designers),  
Hyderabad Regional Chapter & Convenor-IIID Showcase INSIDER X 2022

"Over the years, HITEX has made a mark in the Exhibition industry. It was our first large-scale exhibition, and HITEX complemented our efforts. It met all our requirements—a perfectly suitable location with ample parking space that added a lot of value. We have already blocked dates for our next year's expo," says Komatireddy Raja Reddy, President, Grama Bharathi NGO Telangana.

Elaborating on his experience, he says, "Basically, we wanted to introduce organic food products and organic farmers to consumers. We zeroed in on HITEX for various reasons. The foremost is the proximity of the venue to consumers who are well aware of organic products. Most of the visitors came from Madhapur, Kondapur, and Gachibowly. The second being its facilities that include a sprawling parking space, open areas for large crowds, hygiene, luxury lounge areas for VIPs, and clean restrooms. It provided a perfect platform for our organic farmers to showcase their produce to the niche customer base located around HITEX. It is truly a one-stop solution for conducting events."

**"World-class facilities and experienced staff"**

Ar. Rakesh Vasu C.S, Treasurer, IIID (The Institute of Indian Interior Designers), Hyderabad Regional Chapter, and Convenor-IIID Showcase INSIDER X 2022, has had a satisfactory experience holding the event at HITEX Exhibition Center. "With world-class infrastructure facilities and great connectivity, HITEX makes for an ideal center for exhibitions. Moreover, it has a courteous and experienced staff that ensures things happen in order," he comments.

IIID is the apex body for Interior Designers in India, Hyderabad Chapter that hosted the Fourth Edition of the prestigious IIID Showcase INSIDER X 2022 with the theme Telangana Art and Craft. The three-day Expo, held from June 3-5, 2022 at HITEX, hosted 120 exhibitors and over 500 brands from more than 50 categories. Curated by the architects and the interior designers of IIID, Hyderabad Chapter, the Expo was specifically crafted for the Interior Design, Architecture, and Construction industry. **POV**



# It's Time for Change

Women entrepreneurs in India have taken the business world by storm. HITEX, in its pursuit to encourage more women to follow their passion and make a mark in their chosen fields, is providing them with a platform that will be instrumental in their growth. Here's knowing more about the endeavor and its beneficiaries...



All image source: HITEX

**W**omen entrepreneurs have the potential to be the biggest force in India's economic growth story. As per McKinsey, the country could add up to US\$ 7.70 trillion by 2025, just by offering equivalent opportunities to women. Women entrepreneurs and their increasing presence in India have significantly influenced the social and economic demographics of the country.

"Women can contribute to the economy not just as job seekers but also as job creators, such as via entrepreneurship, which is a space women are rapidly taking to across India. One big growth factor for this has been the power of women in small businesses who are leveraging the internet and using digital media to reach millions of customers," points out Sandeep Kumar, Manager, Hyderabad International Trade Expositions Ltd (HITEX).

### The Changing Face of Women

India was a country where a woman even possessing a bank account was viewed as a significant benchmark. However, it presently has over 15.7 million women-owned enterprises, with women leading the small-scale start-up ecosystem. This drastic transformation clearly underlines the potential of Indian women and their determination. In the next few decades, India is set to witness a significant shift, with women ruling the workforce as well as shaping and enhanc-

ing the future of the country. The Indian Government is also actively encouraging and promoting more and more women entrepreneurs through multiple developmental schemes.

"It is estimated that over 30 million more women-owned businesses are expected to provide 150-170 million jobs by 2030. This could be a game-changer and help the economic outlook look brighter than ever," shares Kumar.

HITEX's Business Women Expo is its endeavor to facilitate this change and help realize the above forecast. The event is curated for aspiring women entrepreneurs to support them at any stage of their professional journey. The platform helps them connect with attendees for potential business opportunities and empowers them to carve a new chapter in their life and move towards growth and progress.

"HITEX has taken the opportunity to create India's largest platform for creating business opportunities, exchanging en-



trepreneurial ideas, and recognizing capable women for their exceptional contribution. The three-day comprehensive event has been carefully crafted taking into account the various stages of their growth journey, including aspirants, startups, and established ones. The Expo aims to lend them support through multiple programs such as Job Drive, fempreneur, Investor Connect Program, Buyer-Seller Meeting Program, Panel Discussions, Conferences, and many more," he informs.

### Cracking the Glass Ceiling

Women entrepreneurs in our country face umpteen complex challenges in setting up and sustaining their businesses. Persistent gender gap, societal pressures, insecurity, stereotypical thinking, and no access

to finance are some of the leading issues they are consistently subject to. The ongoing COVID-19 pandemic has made matters worse, more so for those who are yet to establish themselves. HITEX has thus aptly chosen 'Bounce Back' as the last edition's theme.

"The expo with the theme 'Bounce Back' provides a platform for the women entrepreneurs from SMEs, MSMEs, and startups to showcase their products and services and also inspire and mentor women to take up entrepreneurship. The exhibition aims to create a meaningful impact to celebrate women by creating business opportunities, exchanging entrepreneurial ideas, elevating visibility, creating fun and interaction through a range of programs and initiatives, and celebrating women's achievements by awarding them for their exceptional





"HITEX has taken the opportunity to create India's largest platform for creating business opportunities, exchanging entrepreneurial ideas, and recognizing capable women for their exceptional contribution. The event has been carefully crafted taking into account women entrepreneurs in the various stages of their growth journey, including aspirants, startups, and established ones."

**Sandeep Kumar**  
Manager  
HITEX



"There is a dire need for menstrual pain relief products, and our campaign enables women using the product to help us design it better for them. The exhibition was a great opportunity to meet with so many women and understand their requirements and interests."

**Devika Wattal**  
Consultant  
New Product Development  
Parisodhana Technologies  
Pvt Ltd



"The exhibition is an excellent medium to reach your potential customers who come to you without you taking the effort of searching for them. It has provided us with immense exposure. I would highly recommend my peers to be part of it in its subsequent editions."

**Kasu Sri Bhanu**  
Managing Partner  
Shathabdhi Organics

ideas and business journey," shares Kumar.

The second edition of the exhibition was held from March 11-13, 2022, which garnered a favorable response from over 170 exhibiting companies from 11 states. "HITEX is proud to state that the platform proved itself as a catalyst for women entrepreneurs in their process to bounce back after having suffered two years of sluggishness in their business," he adds.

Different women establishments converged on the platform to support the Business Women Expo. The exhibition and its concurrent events opened up multiple avenues to interact with and showcase their products and services to attendees that comprised of corporates, facility managers, dealers and distributors, high-net-worth individuals (HNIs), purchase heads from hospitals and hotels, and individual buyers. The event also provided 360-degree marketing coverage to the exhibitors, right from social to print media.

### Helping Raise Awareness

One of the participants, Devika Wattal, Consultant, New Product Development, Parisodhana Technologies Pvt Ltd, shares how she is striving to provide solutions to real problems and change millions of lives. Parisodhana is a platform created for realizing the long-term vision of its founders to develop solutions to diverse problems through applied research and affordable product development, with a primary focus on health, wellness, and Medtech interventions in domestic and international markets.

The company was started in 2016 with a vision to be a leading independently- and

privately-operated product development company in India. Its instant heating platform technology is proven beyond doubt to provide warmth on-demand without any need for electricity, and its control through (patent pending) packaging and formulation. The flagship product of Parisodhana NeoWarm is used to prevent hypothermia in newborn children and is proven to be safe at both private and public medical facilities after due ethics committee approval process at the Osmania Medical College, Government of Telangana. Parisodhana has also created a product StayWarm, which is used by mountaineers and soldiers working in cold weather and high altitude.

At the recently held Business Women Expo, the company launched its 'End my Misery' campaign and received positive feedback on the same. "The campaign is an initiative by Parisodhana to address the menstrual pain that all women experience during their monthly cycles. We offer a comprehensive solution to all girls and women that is non-invasive, discreet, portable, easy-to-use, disposable, and cost-effective," explains Wattal.

"There is a dire need for menstrual pain relief products, and our campaign enables women using the product to help us design it better for them. The exhibition was a great opportunity to meet with so many women and understand their requirements and interests," she adds.

"It was equally heart-warming to see men coming forward to ask how the product works and how it will help. Some men even got their spouses and daughters to do the pre-signups for this campaign," she further adds.

"I am already convincing and encouraging my peers to be part of the expo next year along with me because of the multiple benefits. Not only getting exposure to the crowds that throng the place but also being able to meet industry leaders and other business owners is an immense advantage."

**Charu Dhyani**  
Founder & Chief Creative  
Wudbox Enterprises



"Vistaraku received an overwhelming response at the Business Women Expo. We immediately received a ₹2.5 lakh worth of business from a wedding. The event also exposed us to several more ideas to make sustainable products."

**Madhavi Vippulantha**  
Founder  
Vistaraku



"The leads we generated will assist us in establishing a valuable customer base in preparation for our market entry. We also received helpful feedback. Meeting other entrepreneurs and stakeholders was quite beneficial, and we learned a great deal about running a business. The commercial potential was enormous, and this expo will indeed be critical to our product's launch into the market."

**KNV Bhanu**  
Founder  
Red Express Hygiene



### Attracting the Right Customers

The expo turned out to be a 'God-sent opportunity' for Kasu Sri Bhanu, Managing Partner, Shathabdhi Organics, since it helped her discover her potential. "The Business Women Expo is an excellent platform to generate business and develop channel partners. You come across a wide cross-section of people. Once a customer is satisfied, they promote the products, generating additional business. The expo made me realize that my products have immense scope to conquer many fields," she notes.

Bhanu is a budding entrepreneur who started her firm Shathabdhi Organics in January 2022. "We are just four months old, and it's been an exciting journey so far. I discovered that there is an excellent opportunity in the field of organic food. Modern food fads have totally changed people's eating habits, leading to weight gain

and diseases. I am working towards raising awareness and encouraging a healthy lifestyle," she stresses.

"The exhibition is an excellent medium to reach your potential customers who come to you without you taking the effort of searching for them. It has provided us with immense exposure. I would highly recommend my peers to be part of it in its subsequent editions," she adds.

### Caring for the Environment

CharuDhyani, Founder & Chief Creative, Wudbox Enterprises, is a Hyderabad-based entrepreneur who, through her brand Wudbox, offers socially and ecologically responsible products to consumers through e-commerce and institutional partnerships.

"Wudbox is a sustainable brand centered on slowing down climate change and



making a significant positive impact on the environment through collaborations with institutions and individuals. We provide eco-friendly and sustainable products to corporate companies, businesses, hotels, resorts, restaurants, hospitals, and retail stores and sell these products to the end consumer through our website," shares Dhyani.

Over the last five years, the company has delivered its products to over 25 countries with strong customer feedback. Through its website, digital presence, and institutional sales to brands and companies, it has reached over 5 million people around the globe.

Sharing her experience at the Business Women Expo, she says, "The expo is a hotbed of activity for all women entrepreneurs. It was vibrant with ideas, exchanges,

meetings, fun, and connections. This is what I will remember it as and will definitely spread the word about it. If you are an entrepreneur looking to build a business, networking is the key to achieving your goals. And Business Women Expo is one of the ideal events to do that—the multiple businesses, variety of people, and honest discussions can make a huge difference to any business and is much required."

"I am already convincing and encouraging my peers to be part of the expo next year along with me because of the multiple benefits. Not only getting exposure to the crowds that throng the place, but also being able to meet industry leaders and other business owners is an immense advantage. Meeting people in the B2B section is an eye-opener and helps discover new business opportunities," she adds.

### Women Empowerment in Rural Areas

Madhavi Vippulantha is the Founder of Vistaraku, which is a venture that makes organic leaf tableware. She is a pharmacy graduate who has also worked as a pharmacist in the US. The plates and bowls are handmade by local village women and come in various sizes. The entire process excludes plastic, and the products are completely biodegradable.

"We are striving toward protecting the environment by providing solutions to single-use plastics and providing steady employment to rural women with the aim to empower them," shares Vippulantha.

"We sell our products in all major cities in India. We are proud to export our plates to Virginia, US. We are estimating

₹1 crore of turnover this year," she informs.

Vistaraku received an overwhelming response at the Business Women Expo. "We immediately received a ₹2.5 lakh worth of business from a wedding. The event also exposed us to several more ideas to make sustainable products," she adds.

### Toward Feminine Hygiene

KNV Bhanu, Founder, Red Express Hygiene, works toward providing women with reusable menstrual pads that are both environmentally friendly and affordable.

Reminiscing her growth journey, Bhanu says, "In 2017, we launched the 'Redexpress' program in which we held educational sessions and donated reusable pads to economically challenged girls



and women. We educated them on their journey from menarche to menopause and advised them on the safeguards to resort to during this critical period. We developed a cloth sanitary pad composed of certified absorbent fibers after five years of R&D."

The pads are stain-free, rash-free, quick to dry, leak-proof, antibacterial, cost-effective and can be reused for up to five years. We have officially registered as 'Hanu Planet Love Enterprises' in 2021 to enter the commercial market and have received tremendous assistance in the development of pilot programs, collaborations with government agencies, and independent projects. We were the first in India to launch the 'period game' and have

benefited over 10,000 women and girls so far.

The company is now attempting to break into the business market. The leads it generated at the Business Women Expo are critical to its growth strategy, says Bhanu. "It will assist us in establishing a valuable customer base in preparation for our market entry. We also received helpful feedback. Meeting other entrepreneurs and stakeholders was quite beneficial, and we learned a great deal about running a business. We have located several businesses with whom we may collaborate in order to promote our products and have also made connections with people from various sectors. The commercial potential was enormous, and this expo will indeed be critical to our product's launch into the market," she adds. **POV**



## Where Fun

## Stuff Happens

Heeding the fact that overcrowded urban dwellings lack open spaces for kids to play, adversely affecting their creativity and imagination, HITEX organizes a dedicated show for children, HITEX Hyderabad Kids' Fair, to help them develop holistically.

A healthy mind resides in a healthy body. And for a growing child's healthy growth, it's essential that their physical, emotional, and social needs are met. It's rather unfortunate that today's city life has congested houses that offer very little breathing space, with almost no parks or playgrounds for kids to recreate. They, at the most, have the terrace and building lobby to play in or are left confined in their homes only to engage themselves with digital devices that stunt their natural growth through overuse. A sedentary lifestyle has its own slew of effects on them.

HITEX has come up with an alternative solution in the form of an expo that may not only better the current situation of vanishing playgrounds but will also provide a platform for kids to remain physically and mentally fit, along with fulfilling their needs for entertainment and edutainment with games, workshops, arts & crafts, competitions, interactive sessions, role-plays, music, shopping, fun rides, and delectable food.



"We strongly believe that kids are the future of our nation. HITEK Hyderabad Kids' Fair focuses on empowering kids and grooming our future leaders by showcasing everything that's relevant to them. At the Expo, children are an integral part of every activity occurring over the event days."

**Venkat Vasanth Reddy**  
Project Head  
HITEK

### Making Them Future-Ready

Venkat Vasanth Reddy, Project Head, HITEK, shares what made the exhibition organizer think of the show, "We strongly believe that kids are the future of our nation. Kids' Fair focuses on empowering kids and grooming our future leaders by showcasing everything that's relevant to them. At the Expo, children are an integral part of every activity occurring over the event days. While parents are busy making the best choices for their children from the plethora of options of products and services

and participating in the TRSMA (Telangana Recognised School Management Association) conference, children engage in exciting activities and games and enjoy themselves thoroughly."

HITEK Hyderabad Kids' Fair attracts thousands of visitors every edition and has consistently proved to be a grand success for exhibitors, brands, sponsors, the community, and most importantly, kids. It showcases a wide range of kids' products and services and provides a comprehensive shopping experience that appeals to kids, parents, and schools alike. With an extravaganza of games, hands-on learning, interactive sessions, fashion, exciting rides, art & crafts, role-plays, inspiring competitions, prizes & gifts, and fun-filled activities, the Fair's environment promotes creativity, positive thinking, self-esteem, and confidence for the kids.

### 14<sup>th</sup> Edition of the Show

The last edition of HITEK Hyderabad Kids' Fair was held on December 24-26, 2021, with the Chief Guest Movie Star Akkineni Nagarjuna. It hosted over 150 exhibitor brands, including Byju's, Grolier, Fabie Baby, Instrucko, Spark Studio, Robotix Learning, Hecoll, Rite Bite - Max Protein, Taught Academy, Staedtler, Hapup, Tiny Lane, Vivid Puzzles, Prokid, Skipki, Edscope, and Hap Lap Kit. Food



companies such as Almond House, Spicy Venue, and KS Bakers put up their stalls at the Fair.

Over 18,000 B2C visitors and more than 500 B2B visitors attended the show to source stationery, toys, apparel, play-ground infrastructure, education, technology, health, safety, and nutrition.

A 5,000 sq mt Activity Zone and Games Arena was set up with over 50 fun and edutainment activities. Workshops were held on Robotics, Science Experiments, Abacus, Vedic Maths, Smart Parenting, Etiquette for Kids, and Career Planning. A National-Level TRSMA Conference was also organized.

### Why Hyderabad?

Reddy explains the reason behind Hyderabad being the chosen venue for the event, "The city has 12 lakh school-going kids. Over 25 percent of this population is under 14 years, which makes it a Tier I city for school stationery products. It is a 55-crore market for sports goods and accessories. Lastly, it is associated with TRSMA Association."

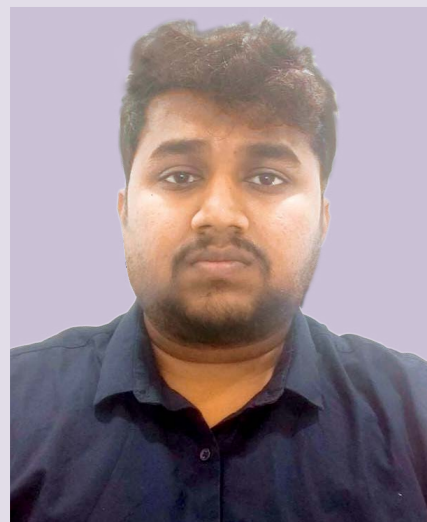
"The show helped us grow our brand visibility among the people of Hyderabad. Even after the expo, we continued to receive various positive responses from the consumers. For this, we are genuinely grateful to the HITEK Hyderabad Kids' Fair for providing us this platform to showcase our innovative products."

**Sathish Gupta**  
CEO  
Magicbox Publications



The shows' themes are primarily decided based on the exhibitor and visitor profiles. "We pay special attention to the themes that are beneficial and those that cater to the younger generation and parents. We also keep in mind the changing times and needs of children, parents, and other stakeholders in the development of kids while conceptualizing the Fair," he adds.





"Every day was a new learning experience as it was our first time putting our best foot forward for an event like HITEX Hyderabad Kids' Fair. It opened many opportunities for us to explore, for which we are incredibly thankful."

**Dorna Karthik**  
Marketing Manager  
BYJU'S

of 'direct to consumer' products, we recommend trying this expo to receive direct feedback from the end-users. The show helped us grow our brand visibility among the people of Hyderabad. Even after the expo, we continued to receive various positive responses from the consumers. For this, we are genuinely grateful to the Kids' Fair for providing us this platform to showcase our innovative products," he adds.

The company showcased its Inkmeo Wall Colouring Rolls, which are made especially for kids to scribble on the walls. These are augmented reality-enabled reusable wall coloring rolls for kids to color, erase, and reuse.

### Exhibitors' Experience

#### For a Colorful Future

Sathish Gupta, CEO, Magic-box Publications, has twice been an exhibitor at the Fair. "The first time we took part in this Fair was in December 2017, and the second time in December 2021. The entire atmosphere was conducive to business opportunities. The expo enabled us to grasp various new concepts and ideas from the kids and their parents. It was a unique opportunity for interaction and mutual growth. For any brand in the field

"The purpose behind the design of this product is to give a creative space for children instead of mere scribbling, which is considered a waste of time by parents. Inkmeo rolls also come readily equipped with an AR app where the images come to life when scanned with your Android or iOS mobile phone. We also have various rolls with themes ranging from animals to space that can be used on tables and floors. Our other products include Reusable Coloring Books," informs Gupta.

#### Enlightening Minds

BYJU'S, the world's most val-



ued Ed-Tech company and the creator of the most loved school-learning app in India, offers highly personalized, engaging, and effective learning programs for students in classes 4-12 and aspirants of competitive exams like JEE, CAT, GMAT, and IAS. With 33 million registered students and 2.2 million annual paid subscriptions, BYJU'S has become one of the most preferred education technology platforms across the globe.

"We participated in the last edition of Kid's Fair 2021, which was our first time. The overall experience was phenomenal as we got a platform that led to huge exposure and brand awareness. Not only that, every day was a new learning experience for us as it was our first time putting our best foot forward for an event like HITEX Hyderabad Kid's Fair. It opened a plethora of opportunities for us to explore, for which we are extremely thankful," says Dorna Karthik, Marketing Manager, BYJU'S.

"We would recommend our peers to participate in every edition of HITEX Hyderabad Kids' Fair as it is a fun learning experience that yields enormous opportunities, much like what we promote in BYJU'S- the Learning App," she adds.

#### To Care is to Love

For Nimesh Pitalia, Director, The Brand Magic, it was a great experience working with HITEX. "We as Fabie Baby, a Dubai-based company in baby care products such as baby shampoo, baby head-to-toe wash, baby lotion, baby soap, diaper cream, olive oil, and baby massage oil, launched ourselves in 2021," he adds.

"We launched our Indian operations at HITEX Hyderabad Kids' Fair and got a tremendous response in terms of networking and business for South India. We associated with the expo as its Title Sponsor, which helped us create brand awareness," he says. POV

"We launched our Indian operations at HITEX Hyderabad Kids' Fair and got a tremendous response in terms of networking and business for South India. We associated with the expo as its Title Sponsor, which helped us create brand awareness."

**Nimesh Pitalia**  
Director  
The Brand Magic





All image source: HIMTEX

# Machine Tools Trends on Display

The 6<sup>th</sup> edition of Hyderabad International Machine Tool Expo (HIMTEX) will be held from August 18-20, 2022, at HITEX Exhibition Center, Hyderabad, to help tap opportunities in the field of machine tools, engineering, automation, and automotive technology. India Process Expo & Conference (IPEC) is to be held concurrently.

The global machine tools market was worth US\$ 77.0 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 3.2 percent to US\$ 98.3 billion by 2027. The rise of the global manufacturing sector, the increased use of metals, and the expansion of end-user industries

positively affect the machine tools market. Asia-Pacific dominates the global machine tools market due to government initiatives, manufacturing investments, and construction growth.

In light of this, HIMTEX aims to promote the Indian Machine Tools industry on an international level by bringing manufactur-

ers and buyers together on the same platform to share knowledge and understand market dynamics. It provides a one-of-a-kind showcase of machine tools, engineering, automation, and automotive technology.

## Event Highlights

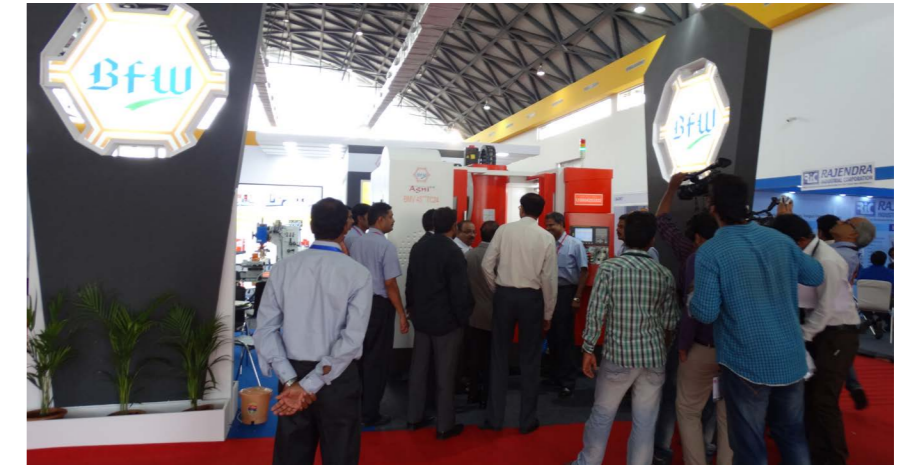
The show is one of India's

most progressive industrial exhibitions, and it is specifically designed to present the entire spectrum of developments in the Machine Tools sector. HIMTEX 2022 will host over 150 exhibitors with an excess of 8,000 potential trade visitors, spread across over 7,000 sq mt of exhibition area. The event is supported by the Government of Telangana, National Small Industries Corporation, Machine Tools Manufacturers' Association Rajkot, and Ludhiana Machine Tool Manufacturers Association (LMTMA), with the Confederation of Indian Micro, Small and Medium Enterprises (CIMSME), Global Council for the Promotion of International Trade (GCPIT), Laghu Udyog Bharti, and MSME Business Forum India, as the supporting partners.

Held concurrently with India Process Expo & Conference (IPEC), HIMTEX 2022 will focus on the industries including Machine Tools, Auto, Aerospace, Defence Manufacturing, Pharma, Chemical, Electrical & Electronics, Infrastructure, Real Estate & Construction, and Automation & Robotics.

## Exhibitors Profile

The profile of the exhibitors includes Machine Industry: Machine Tools such as Lathes, Milling, Drilling, Shearing, Hobbing & Drill Presses, Planing, Shaping, Slotting and Broaching Machines, Honing, Lapping, Polish-



HIMTEX 2022 will host over 150 exhibitors with an excess of 8,000 potential trade visitors, spread across over 7,000 sq mt of exhibition area.

ing & Deburring machines, CNC, and Special Purpose Machines (SPM); Auto Sector; Auto Segment (Tools, Fluids, Coolants, and Oils used in Metal Working Machines); Aerospace industry; Defence Manufacturing; Pharma industry: OEMs of Pharma Process Machines units; Chemical industry: OEMs of Chemical Process industry like Rollers, Conveyor, Motor & Pumps, and

Silos; Electrical & Electronics industry; and Infrastructure, Real Estate, and Construction.

Other categories in the exhibitor profile include Automation & Robotics Material Handling; CAD, CAM, and Related; Hardware and Software Technology; Hydraulics and Pneumatics; Measuring, Inspection, and Testing Equipment; Quality Standardization Agencies; Banks and Financial Institutions; and 3D Printing.

## Leveraging the Experience

The 5<sup>th</sup> HIMTEX was held from September 4-6, 2014, at the HITEX Exhibition Center in Hyderabad, with a focus on MSMEs in Telangana. It ran alongside IPEC to provide a platform for face-to-face interaction between manufacturers/suppliers and buyers. Over 100 exhibitors participated in the expo, including NMDC, FL Smith, Micromatic Machine Tools, igus, Mastercam, and BFW, to name a few.

For the forthcoming event, the organizers are optimistic that they will be able to keep up their winning streak by drawing on their previous experiences and keeping their eyes peeled for a successful outcome. Visitors can look forward to the Buyer-Seller Meet, Conferences to cover 360 degrees of the Manufacturing industry, Roadshows at the Industrial Cluster, and the Innovation Arena at the event. **POV**



# Focusing on Wellness

**SportExpo India will return to HITEX Exhibition Center, Hyderabad on August 26-28, 2022, for brands and exhibitors in the sports, fitness, and wellness industries to showcase their products and services, and establish new dealer relationships.**



All image source: HITEX

**S**portExpo India 2022, organized by Hyderabad International Trade Expositions Limited (HITEX) and Hyderabad Runners, takes a holistic approach to promote sports and fitness as a profitable industry as well as an avenue of health and wellness. The event serves as a curtain-raiser to the 13th edition of the Hyderabad Marathon, the country's second-largest marathon, which will be attended by over 20,000 runners and organized by Hyderabad Runners.

Hyderabad Runners, founded in May 2007, is the first group in India to institutionalize running, with over 30 running groups in the city operating under it and 6,000 members on its official mailing list. Airtel Hyderabad Marathon, India's toughest city marathon and an IAAF-AIMS certified run, is the flagship event of Hyderabad Runners, which runners have been vying for since 2011.

### Highlights

Supported by Telangana Recognized School Managements

Association (TRSMA), the three-day expo will feature products and services related to sports, fitness, nutrition, and wellness. It also includes product launches, sports tournaments of various categories, a dedicated sports arena for each category of sports/activity for proper management and maximum ease of enjoyment, and a wide range of activities like marathons, boxing, bodybuilding, karate competitions, yoga, and more.

The visitor profile includes Sports Federations and As-

sociations; Schools, Colleges, and Sports Authorities; Sports Agencies and Media; Sports, Fitness, and Wellness Enthusiasts; Distributors and Retailers of Sports and Fitness Products; Hospitals and Physiotherapy Clinics; Yoga Trainers; Sports Retailers, Entrepreneurs, and Researchers; Corporate Facility Management Companies; and Athletes, Sports Trainers, and Coaches, to name a few.

### Spectrum of Choices

The exhibitor profile is divided into four major categories: Fitness, Sports, Yoga, and Wellness. The first category includes Fitness Equipment Distributors and Manufacturers; Nutrition/Supplements Manufacturers and Distributors; Fitness Technology Equipment; Fitness Software and Applications; Gym Managing Software; and Fitness Apparel and Clothing/Gear. The second category comprises Sports Goods Resellers; Sports Vehicle Manufacturers; Sports Technology Developers; Sports Centers



and Software Companies; Playground Equipment; Sports Academies and Training Institutes; Sports Nutrition; Sports Cycles, Shoes, and Bags; Books, Media, and Publications; Sportswear and Fitness Apparel; Rehabilitation Centers; E-Commerce Companies; Tourism; and Adventure Sports and Accessories. Yoga Trainers and Centers, as well as Yoga Accessories and Clothing are included in the third category. The last category includes Wellness Centers and Products, Spas, Slimming and Beauty, Health Clubs, Healthcare Products and Apps, Ayush Products, and Rejuvenation Centers.

### Repeating the Success

The last edition was held successfully from August 23-25, 2019, with 70 exhibitors and over 30,000 visitors. The three-day expo, which combined B2B and B2C formats, was successful in bringing all of the key stakeholders together under one roof. Decathlon, Khel365, Performax, Kawasaki Pro Badminton Gear, Fast&Up, FitStory Health, Garmin, Excel German Tech, Indofit, Sports Surfacing Pro, Game Point India, PHI Sports, BarADay, and APPTOFIT were among the prominent exhibitors.

SportExpo India 2022 organizers hope to capitalize on the growing interest in sports and physical activities, which is generating a new consumer base. The organizers are confident that by hosting a successful and fruitful event and contributing to the sector, they will be able to attract a larger audience and aid in India becoming a sporting superpower. **POV**

SportExpo India 2022 organizers are confident that by hosting a successful and fruitful event and contributing to the sector, they will be able to attract a larger audience and aid in India becoming a sporting superpower.



# Charminar: The Arc de Triomphe of the East

**L**ocated in the Old City on the east bank of the Musi River, the Charminar is the most famous historical landmark in Hyderabad. The monument's four fluted minarets built into the main structure have become a synonym for the city, much like 'Eiffel Tower' and 'Big Ben' are for Paris and London, respectively.

The English name is a translation and combination of the Urdu words *chār* and *minar* or *meenar*, meaning 'Four Pillars'; the eponymous towers are ornate minarets connected and supported by four massive arches. It is listed as an archaeological and architectural treasure on the official 'List of Monuments' compiled by the Archaeological Survey of India. It has been added to the 'tentative list' of UNESCO World Heritage Sites in its current state.

## Genesis and Relevance

Since its construction by Muhammad Quli Qutb Shah of the Golkonda dynasty in 1591 AD, the Charminar has been a symbol of Hyderabad's culture, standing as a reminder of the glorious days of the past era. It is a massive structure with four minarets on each of its four sides, which many consider to represent the first four 'khalifas' (prophets) of Islam.

## Majestic Architecture

The Charminar is an exemplary structure of Indo-Islam-



### Distance from HITEX

22 Km

### Travel Time

45-55 min

### Time of Visit

9:00 AM - 5:30 PM

ic architecture with Persian influences. The arches and domes of the monument are indicative of Islamic architecture, while the minarets reveal the Persian influence. The balconies and exterior walls are adorned with delicate stucco floral ornaments on the ceiling, demonstrating the Hindu architectural influence.

## Other Activities

The area surrounding the Charminar is also known by the same name and is home to the city's most popular market. It is famous for its bangles, pearls, jewelry, semi-precious stones, silverware, Kalamkari paintings, sarees, silk fabrics, gold-embroidered fabrics, lacquered bangles, ittars, and traditional Khara dupattas. The area is also renowned for its traditional and delectable food items, which is the pride of Hyderabad cuisine.

## Visitors are Welcome

Visitor hours end at 5:30 PM, but the illuminated Charminar from 7:00 PM to 9:00 PM is mesmerizing. It is situated 5 kilometers from the Hyderabad Bus Station. APSRTC (Andhra Pradesh State Road Transport Corporation) operates regular buses from every part of the city. Auto rickshaws and taxis are also an option. It takes around an hour to drive from the HITEX Exhibition Center via NH44, Sant Sri Keshava Swamy Maharaj Marg, or NH65. Additionally, buses are accessible from Hitex-Hitech City and Kondapur. **POV**

**PRAWAAS 3.0****August 4-6, 2022****Bus & Car Operators  
Confederation of India (BOCI)**

Themed 'Towards Safe, Smart and Sustainable Passenger Mobility', the event aims to bring together Bus & Car operators and allied sector stakeholders.

**HYDERABAD INTERNATIONAL  
MACHINE TOOL & ENGINEERING  
EXPO (HIMTEX) 2022****August 18-20, 2022****HITEX Exhibition Centre**

HIMTEX aims to promote the Indian Machine Tools Industry on an international level by bringing together manufacturers and buyers.

**INDIA PROCESS EXPO AND  
CONFERENCE (IPEC) 2022****August 18-20, 2022****HITEX Exhibition Centre**

The best platform for machinery and equipment manufacturers and service providers to showcase their technological superiority/latest innovations.

**SPORTEXPO 2022****August 26-28, 2022****HITEX Exhibition Centre &  
Hyderabad Runners**

A three-day Sports, Fitness, Nutrition, and Wellness exhibition with product launches, sports tournaments/arena, and other activities.

**CNC EXPO - 2022****August 26-28, 2022****CNC Group**

The 10<sup>th</sup> edition of the Expo highlights emerging technologies across multiple industries and new value-added services in the cable and broadband industry.

**INDEXPO HYDERABAD 2022****September 2-4, 2022****Indore Infoline (P) Ltd**

The upcoming Industrial and Engineering Expo aims to connect people and their needs, particularly those of local industries.

**ANALYTICA ANACON INDIA  
AND INDIA LAB EXPO 2022****September 15-17, 2022****Messe München GmbH**

An international trade fair for laboratory technology, analytics, and biotechnology, bringing together international and domestic stakeholders for networking and business.

**TREDA PROPERTY SHOW****September 23-25, 2022****Telangana Real Estate  
Developers Association (TREDA)**

TREDA brings together leading builders and developers on one platform to showcase all projects, building products, and services related to homes, land, and more for people seeking real estate solutions.

**POULTRY INDIA EXPO 2022****November 23-25, 2022****Poultry India, Exhibition Advisory  
Committee (EAC), and Indian  
Poultry Equipment Manufacturers  
Association (IPEMA)**

South Asia's largest poultry expo showcases the latest advances in the sector and reputable poultry companies to potential partners, clients, and investors.

**INDIA MED EXPO 2022****December 9-11, 2022****S D Medical Exposition**

Exhibition on Medical, Surgical Instruments, Hospital Equipment, and Consumables, brings together healthcare leaders.

**HITEX HYDERABAD KIDS' FAIR  
2022****December 23-25, 2022****HITEX Exhibition Centre**

India's premier kids' products exhibition showcases a wide range of products and services, along with fun & edutainment activities.



# A PROVEN PARTNER FOR SUCCESSFUL SHOWS

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takes pride in being India's premier venue  
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- ▶ Purpose-built exhibition & conference venue
- ▶ Open grounds and outdoor display areas
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## HITEX Owned Shows



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