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POV point of view

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TOURIST ATTRACTION
Faiths in Architectural Harmony

IMPRINT

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Celebrating Our Wins and Milestones

The end of a year is always the time that one reflects on one's progress and assesses both triumphs and tribulations. Accomplishments are celebrated and the bar is raised. Challenges encountered are pondered over for breakthroughs. Fresh perspectives are sought and resolutions are made for the sole reason to evolve and grow.

The year 2023 unfolded as a flourishing period for the Indian Exhibition Industry. HITEX, as a significant player in the sector, also garnered remarkable success for its own shows and as a venue provider for industry-relevant shows and events.

Our maiden show LDF India received such an immensely overwhelming response from the industry that it enthralled us and motivated us to strive for more. Our recently concluded PETEX India and HITEX Hyderabad Kids' Fair were again blockbusters and received rave reviews.

The positive developments that happened in 2023 have energized us to launch more of our shows. Eco Sustain Expo & Conference will be held in March 2024 which aims to convene professionals, thought leaders, policymakers, researchers, and solution providers to deliberate on shaping a sustainable future. The event will feature expert keynote sessions, engaging panel discussions, and cutting-edge exhibitions with a focus on reducing carbon footprint, promoting circular economy principles, and fostering global collaboration.

Last but not least, is the development at HITEX that makes us immensely proud and is in alignment with our sustainable and green practices. We are to launch our new well-equipped, state-of-the-art, and capacious Hall 4 which has obtained pre-certification as a Platinum-grade facility from the US Green Building Council (USGBC). It is the highest level of certification within the LEED rating system and validates that the construction of the facility has been carried out with a minimal carbon footprint.

All in all, the year 2023 presented itself as a highly rewarding one for which we, at HITEX, are extremely grateful. Here's hoping that 2024 will be just as enriching and empowering and filled with numerous reasons to celebrate.

We, the HITEX team, thank you, our stakeholders and readers, for your consistent support without which the aforementioned would have been difficult to accomplish, and wish you a highly prosperous and fulfilling new year!

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Indian Corporates Eye Five International MICE Hotspots

As 2024 begins, international business travel changes, revealing five new MICE destinations. Dubai and Singapore remain popular, but newcomers are emerging. At the crossroads of Asia and Europe, Turkey, with its bustling cities like Istanbul, Cappadocia, and Antalya, offers a unique blend of history and modernity. Its seamless connection and cost-effectiveness make it an ideal choice for major MICE events.

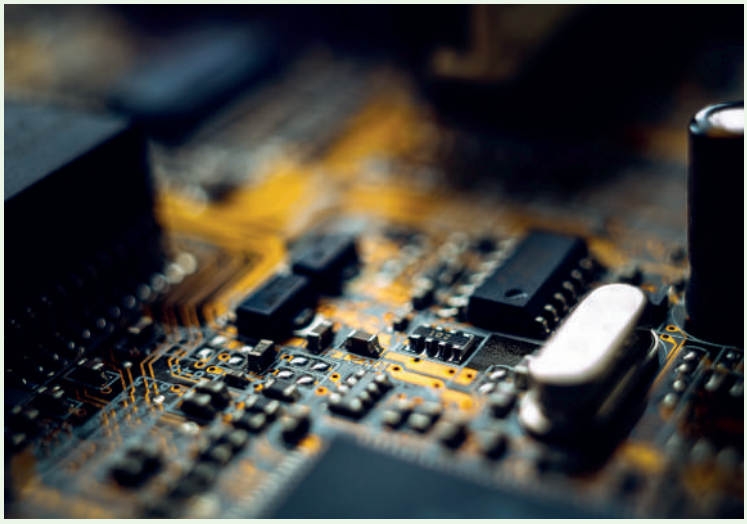
Sydney, Melbourne, and hidden gems in Australia provide unique MICE venues due to their diversified landscapes, simpler visa processes, improved travel alternatives, and post-pandemic hospitality. Nestled in the Middle East, Qatar is a handy location with cultural depth and modern facilities, world-class venues, lenient drinking norms, and a variety of traditional activities that make it appealing to larger parties.

Vietnam's Ho Chi Minh City and Hanoi, budget-friendly gems, offer contemporary infrastructure, picturesque attractions, and safe environs. Non-stop flights and a rich cultural tapestry make it a popular MICE destination. Lastly, Azerbaijan, with Baku's cultural scene, modern venues, and easy connections, makes it a great place for business events.

India's Electronics Manufacturing Sector to Earn US$ 115 Billion in 2024

The India Cellular and Electronics Association (ICEA) predicts a US$ 115 billion Indian electronics manufacturing sector in 2024, growing 15 percent. Pankaj Mohindroo, Chairman, ICEA, attributed this outstanding rise to the mobile phone segment, which is expected to contribute over US$ 50 billion by the end of the fiscal year. Mobile phone shipments rose to US$ 9 billion in April-November, up from US$ 6.2 billion last year.

In March 2024, Indian electronics' main sector, mobile phone production, is predicted to exceed US$ 50 billion (up from US$ 42 billion last year). India is increasing electronics manufacturing as it concentrates on value addition and product development, and Google's Pixel smartphone production will begin in India in the first quarter of 2024.



Mohindroo said India's electronics manufacturing self-reliance is promising and commended PCBA, charger, battery pack, and cable localization. Government semiconductor ecosystem efforts are proceeding despite recent failures, including the Vedanta-Foxconn semiconductor facility joint venture's abrupt breakdown. Tata Electronics, Foxconn, and HCL Group want to establish semiconductor plants for modern electronics.

RBI Reports 21-Month High FDI of US$ 5.9 Billion

According to the Reserve Bank of India (RBI), Foreign Direct Investment (FDI) reached a 21-month high of US$ 5.9 billion in October, demonstrating India's economic resilience. The country's strong economic fundamentals are shown by the third consecutive month of rising net FDI. Manufacturing, retail, energy, and financial services received four-fifths of equity FDI. Mauritius, Singapore, Cyprus, and Japan led FDI contributions this month.

In the April-October quarter, net FDI inflows fell to US$ 10.4 billion from US$ 20.8 billion last year. UN ESCAP statistics show India receiving the most FDI in 2023 for the second year. Due to net inflows under external commercial borrowings (ECBs) and non-resident deposit accounts, the RBI's foreign exchange reserves reached a 20-month high of US$ 615.97 billion on December 15, supporting the rupee during volatility.

The past five weeks' foreign exchange reserve increases show a systematic approach to currency stability. RBI intervention in currency markets prevents significant rupee depreciation, stabilizes India's foreign exchange reserves, and allows the central bank to handle market swings.

EU-India Innocenter Expands Market-Entry Services for Indian Start-ups

EU-India Innocenter, the global innovation hub backed by EU funding, recently hosted a week-long India immersion program in Bengaluru, marking the eighth cohort under the Horizon 2020 framework, for six European start-ups in Bengaluru.

Participating startups like Anyline, Nano-tech, Cheesecake Energy, Enline, PVRmed, and Soula AI demonstrated their innovative healthtech, cleantech, and deep technology solutions.

The event for venture capitalists, potential partners, and Indian and European companies began at Bangalore International Centre. From NASSCOM Future Forge roundtable discussions to Karnataka Digital Economy Mission pitch sessions with start-ups and VCs, the week was full of activity. The EU-India Innocenter also announced the expansion of its market-entry services for Indian startups entering Europe.

Seppo Nurmi, Chargé d'affaires, European Union Delegation to India, praised the effort for unleashing EU-Indian start-up ecosystem collaboration. Varun Mallapragada, Programme Partner, EU-India Innocenter, stressed their commitment to innovation diplomacy to strengthen international relations by creating possibilities and driving tech-driven innovation. The program has supported eight strategic collaborations from prior cohorts and pilot initiatives in several sectors.

Ayodhya's Hospitality Sector Gears for Tourism Boom

As the Ram Mandir's inauguration nears, large hotel chains and investors rush to Ayodhya to capitalize on the tourism boom. The Uttar Pradesh Housing and Development Board is holding an online hotel land auction. Hospitality and travel services companies, including IHCL, Marriott, Sarovar Hotels & Resorts, and Wyndham Hotels & Resorts, have signed deals for Ayodhya hotels due to infrastructure development. Five branded hotels with 520 rooms are under construction. Industry experts expect Ayodhya hotel development to cost INR 350 crore, with most hotels opening after 2024. Sarovar Hotels & Resorts will open its 80-room Park Inn by Radisson to coincide with the city's rise. Major hospitality companies are interested in pilgrimage travel to Ayodhya, the birthplace of Lord Shri Ram.

Ayodhya's potential has led MakeMyTrip to offer a charter train package for Varanasi pilgrims visiting the Ram Mandir and Kashi Vishwanath temple on February 15, 2024. The city's master blueprint plan, by CP Kukreja Architects, predicts a need for 30,000 rooms across categories annually.

India's Mega Events of 2024 to Woo Global Buyers

India will organize major fairs and exhibitions throughout 2024 to attract international consumers and boost indigenous firms' worldwide prominence. These events will allow domestic exhibitors to promote their products and interact with global customers in the food, textiles, and automotive sectors.

Santosh Kumar Sarangi, Additional Secretary & DG, DGFT, Government of India, stressed the need for more domestic exhibitors at international events. Due to Indian companies' low participation in global exhibits, the Government is sponsoring huge events to attract foreign customers, giving domestic exhibitors a chance to expand globally.

Bharat Mobility Global Expo 2024 (February 1-3), will bring together the mobility value chain, with 47 major countries showcasing EV, drones, batteries, charging stations, and alternative fuel technology. Bharat Tex 2024 (February 26-29) and Indus Food (January 8-10) will attract foreign and domestic buyers, highlighting the textile industry's prowess and the food sector, respectively.

India's 2024 mega fairs and exhibitions demonstrate the Government's commitment to global commerce and domestic industry competitiveness. These events are expected to boost exports and economic growth by focusing on food, textiles, and cars.

MedTech Mitra: Helping Startups Transform Medtech

Dr Mansukh Mandaviya, Union Minister of Health and Family Welfare and Minister of Chemicals and Fertilizers, recently launched MedTech Mitra, an online site to boost India's medtech sector. The Indian Council of Medical Research (ICMR) and the Central Drugs Standard Control Organisation (CDSCO) under NITI Aayog's Atal Innovation Mission launched the site to help medtech entrepreneurs with clinical review, regulatory facilitation, and product acceptance.

Dr Mandaviya underlined the relevance of medical devices in India's healthcare and the Government's 'Viksit Bharat' initiative to transform healthcare by 2047. He envisions a US$ 50 billion medtech sector in India by 2030 as the collaborative enterprise produces affordable, high-quality medtech gadgets, ending import dependence.

IAEE Appoints New President and CEO

The International Association of Exhibitions and Events (IAEE) appointed Marsha Flanagan as the new President and CEO. With a rich experience in leadership roles within the industry, Flanagan seeks to preserve IAEE's position as the main trade association for the international show market.

Dennis Smith, Chairperson, IAEE Board of Directors, expresses confidence in Flanagan's vision and her strategic approach, envisioning continued future collaboration and the delivery of valuable resources, advocacy, and learning opportunities for industry success.

Flanagan's career history involves positions held in leading organizations, and her appointment followed a meticulous selection process. She envisions community building for IAEE as well as increasing organizational development.

Earlier in her career, Flanagan served as the Senior Vice President of IAEE's Events and Learning Experiences, managing events and learning programs. Furthermore, she had held positions at the Promotional Products Association International (PPAI) and Meeting Professionals International (MPI).

India's Wildlife Tourism Surges with Top Destinations

India is becoming the top wildlife destination, surpassing Africa, and Latin America. Presently India is a globally important wildlife destination with 106 national parks and 544 wildlife sanctuaries. These protected areas are home to a diverse range of flora and fauna and iconic species like Bengal tigers, Asian elephants, Gharial crocodiles, Indian rhinoceroses, Himalayan snow leopards, and Indian gaur.

India is a top wildlife destination due to improved transportation, communication, and tourism infrastructure. Royal hunting expeditions and colonial safaris are the inspiration for opulent safari resorts like Ranthambore, Kanha, Bandhavgarh, Pench, Kaziranga, and Taboba.

As wildlife tourism grows, safari aficionados can tailor their trips. Adventure safaris include India's iconic species like the Royal Bengal Tiger, Indian leopards, one-horned rhinos, and Asiatic lions. Ranthambore, Kaziranga, Jim Corbett, and Madhya Pradesh's wildlife reserves are 2024's top safari locations.

These safari sites provide various ecosystems and superb accommodations from November to April for a memorable wildlife encounter. Visitors can experience India's vast biodiversity, from Royal Bengal Tigers to Gond Tribe folklore, on private or group safaris, generating lifelong experiences.

The ART of CUSTOMER RETENTION

Ranked as Asia's third-largest trade fair market, India's exhibition sector has undergone a significant transformation. Globalization, tech, and Government initiatives have made it a major commercial platform. The sector has strong potential and is expected to reach US$ 5.23 billion in 2024 and rise 8.31 percent to US$ 7.80 billion by 2029.

"HITEX is equipped with all modern amenities and facilities, and its infrastructure is one of the best in the country. We ensure that our customers have a fulfilling experience from pre-show until the end of the show."

TG Srikanth
Business Head
HITEX

Drawing insights from UFI's 31st Global Barometer research, it is evident that the exhibition industry is witnessing dramatic changes. The report finds that 68 percent of people worldwide agree that 'Changing customer expectations' will have a big influence over the next five years. To understand how to keep customers and exhibitors coming back, as well as how to build resilience and growth in this industry, we turn to Srikanth TG, Business Head, HITEX, for his views.

The HITEX Approach

According to Srikanth, the primary requirements of the exhibitors can be classified into two key categories. First is the ease of setting up the exhibiting space at the venue. This includes a lot of coordination regarding goods transport, extra furniture, accommodation, stall branding, and so on. In this regard, HITEX takes the utmost care in meeting the requirements of the exhibitors in the best possible manner. The organization's operations team ensures a seamless set-up experience through personalized communication.

Secondly, the exhibitor aims for strong networking and visitor footfalls at the expo. Sharing his views on the increasing importance of reaching out to target audiences and business networking, Srikanth says that HITEX is very focused on visitor mobilization. He emphasizes, "The fact that HITEX's own shows are growing in size as well as quality is a testimony to our successful, constant efforts in getting the right audience at the shows."

Cementing Long-Term Bonds

HITEX has been a well-recognized venue for hosting events and exhibitions of domestic and international stature for more than a decade. Srikant says, "Hence, for HITEX, retention is not just about inviting back exhibitors. It is all about establishing long-term partnerships." Speaking of the venue's USP, he states that HITEX's well-equipped infrastructure and proactive service make it the 'Most Occupied Venue' in the country.

The operations team at HITEX facilitates the show organizers in all possible ways, ranging from obtaining necessary approvals to logistics,

All image source: HITEX

so that they can focus on their events. He reiterates, "HITEX is equipped with all modern amenities and facilities, and its infrastructure is one of the best in the country. We ensure that our customers have a fulfilling experience from pre-show until the end of the show."

Setting the Stage

As a venue owner, HITEX leverages the most from its superb infrastructure and offers benefits like competitive pricing and easy setup timing to its customers. To this end, Srikanth points out, "Without compelling the organizer to choose exclusive or empaneled vendors, HITEX gives the organizers a choice to select their preferred vendors. The team also helps the show organizers identify proper vendors, if necessary. With regard to pricing and booking, the HITEX team is easily approachable, and good practices are in place to protect the interests of the organizer."

It is well acknowledged that exhibitor retention requires strategic approaches such as using technology (like Artificial Intelligence) to match data in a more effective manner and make sales lead generation easier. Pre- and post-event email marketing and webinars are essential tools to hold the engagement of the stakeholders. Providing customized buyer programs, in-person

Ranked as Asia's third-largest trade fair market, India's exhibition sector has undergone a significant transformation. The exhibition sector has strong potential and is expected to reach US$ 5.23 billion in 2024 and rise 8.31 percent to US$ 7.80 billion by 2029.

All image source: HITEX

workshops, and networking opportunities are gaining importance in the Indian events and exhibitions industry too.

Studies reveal 80 percent of exhibitors prioritize measurable data and therefore track ROI thoroughly. Last but not least, using surveys like the 'Voice of the Exhibitor', to gather tangible inputs helps improve trade show experiences.

Building Bridges Beyond Borders

HITEX addresses international and outbound exhibitor challenges through personal communication and cooperation. In this backdrop, he shares, "The team at HITEX understands that the organizer, being from outside Hyderabad, requires local assistance for approvals, logistics, exhibition support services like stand construction, F&B, sound and light, security team, housekeeping, etc., and is always available for support."

2024 Vision

A brightly colored tapestry of opportunity threads lies in the future for HITEX. The event calendar for the year 2024 boasts a diverse range of events that promise a one-of-a-kind platform and a unique performance of engrossment, reflecting its unconditional commitment and passion for the art of retention.

Speaking of the 2024 calendar, Srikanth shares an impressive list of HITEX's own shows, such as Eco Sustain Expo, Business Woman Expo, Hyderabad International Machine Tool & Engineering Expo (HIMTEX), India Process Expo & Conference (IPEC), Livestock, Dairy and Fisheries Exposition (LDF India), All in Print, HITEX SportExpo India, Hyderabad HITEX Kids' Fair, and PETEX India, scheduled to take place this year.

The Experience Continuum

In the dynamic Indian exhibition industry, retention is an ongoing process. HITEX's innovative approaches and focus on customer and exhibitor satisfaction reflect this evolving landscape. The HITEX approach reveals a future direction where every show is a sage success, echoing the voices of satisfied exhibitors and captivated visitors. POV

66TH ALL INDIA CONGRESS OF OBSTETRICS AND GYNAECOLOGY
January 6-10, 2024

The Obstetrics & Gynaecological Society of Hyderabad

India's premier OB-GYN Conference highlights advances in maternal health, reproductive medicine, and women's wellness, drawing medical professionals for cutting-edge research, workshops, and live demonstrations.

ACETECH 2024
January 19-21, 2024

ABEC Exhibitions & Conferences Pvt Ltd

A premier trade expo for Architecture, building materials, and design, ACETECH Hyderabad, gives exhibitors a unique opportunity to impress industry decision-makers and meet with potential buyers.

BEAUTECH EXPO
January 23-24, 2024

Beautech Expo

Southern India's biggest show on Cosmetics & Wellness, a B2B event for India's fast-growing beauty market, showcases Eastern India's beauty industry and its future.

HYDERABAD COMIC CON
January 27-28, 2024

Comic Con India Private Ltd

India's largest Pop-culture Event for comic creators, artists, cosplayers, and fans to enjoy panels, seminars, films, and souvenirs celebrating comics, animation, and pop culture.

XXXI ALL INDIA BUILDERS' CONVENTION (BAI)
January 27-29, 2024

Builders Association of India

India's premier conference for Builders, Developers, and Real Estate Professionals, explores construction trends, regulatory changes, networking with industry leaders, and discovering cutting-edge solutions.

WHITE LUXURY FLEA
January 28, 2024

Millions Exhibition

A night of Fashion, Music, Entertainment, Gourmet Cuisine, and Luxury Automobiles with fashion & food partners, high-end live bands, and extravagant dining guarantees unmatched fun.

KISAN AGRI SHOW
February 1-3, 2024

Kisan Forum Pvt Ltd

A one-stop shop for Farmers & Agribusinesses to witness the latest technologies, seeds, and sustainable practices, network with experts, and find ways to improve farming yields.

FAMDENT HYDERABAD 2024
February 3-4, 2024

Messe Düsseldorf India Pvt Ltd

South India's premier annual Dental Trade Fair, with scientific sessions by global experts, attracts leading dental brands, showcasing clinical and lab equipment and services.

GIFTS & STATIONERY INDIA-2024
February 8-10, 2024

Expo Galaxia Pvt Ltd

In its second edition, a flagship B2B2C exhibition showcases Corporate Gifting and Stationery innovations, including personal and professional gifting, stationery, and office supplies.

DERMACON 2024
February 23-25, 2024

Indian Association of Dermatologists, Venerologists & Leprologists

The 52nd National Conference of Indian Association of Dermatologists, Venereologists, and Leprologists features research, live demonstrations, and expert insights on advanced treatments, technologies, and procedures.

50TH DAIRY INDUSTRY CONFERENCE
March 4-6, 2024

Indian Dairy Association

This landmark conference empowers young Dairy Entrepreneurs through insightful technical sessions and a comprehensive exhibition of cutting-edge machinery and services from around the world.

GRAMA BHARATHI KISAN EXPO
March 15-17, 2024

Grama Bharathi Natural Farmers Producer

The event promotes entrepreneurship and empowers Natural Farmers to connect with industry leaders and showcase their chemical-free produce through cutting-edge technologies, innovations, and sustainable practices.

ECO SUSTAIN EXPO 2024
March 15-17, 2024

HITEX

The Eco Sustain Expo & Conference, dedicated to shaping a sustainable future, brings together experts, policymakers, and entrepreneurs to address climate change and waste management solutions.

FRO EXPO
March 16-17, 2024

Franchise India Holdings Ltd

The 133th National Franchise & Retail Opportunity Expo brings together 8,000+ investors, 200+ companies, and the flourishing MSME industry, opening new business opportunities and insights.

Cracking the Chicken-Egg Puzzle

All image source: HITEX

Organized by the Indian Poultry Equipment Manufacturers Association (IPEMA), Poultry India, an international exhibition for the poultry industry, just concluded its 15th edition at HITEX Exhibition Centre, Hyderabad, from November 22–24, 2023. The show convened the most innovative companies across the globe from the poultry sector to showcase their latest advancements and offered a platform that facilitated networking, knowledge exchange, and exploring business opportunities.

"It is the second largest poultry show in South Asia and would not be possible without the cooperation of HITEX. We have continued to do our program with HITEX for a few years, and the infrastructure that HITEX has today is really astonishing."

Uday Singh Bayas
President
IPEMA

Poultry India Expo 2023 turned out to be a haven for poultry enthusiasts, industry experts, and stakeholders from across the globe. Showcasing the latest innovations, technologies, and trends in the Poultry sector, the show was a comprehensive platform for raising awareness on various aspects of the poultry industry, including poultry feeds, poultry equipment, technology, chicken breeders, egg farming, poultry nutrition, animal health, and international poultry production.

Features of the Show

The event drew 30,000 business visitors in a sprawling area of over 32,500 sq mt making for six exhibition rooms. It hosted a record 380 Indian firms and 45 foreign enterprises.

Knowledge Day, a significant highlight of the event, saw eminent speakers address crucial aspects affecting the Poultry industry. The speakers included Chief Guest of Poultry India 2023 Alka Upadhyaya, Secretary (AHD) - Department of Animal Husbandry & Dairy, Ministry of Fisheries, An-

imal Husbandry and Dairying (MoFAHD); renowned Indian scientist Mylswamy Annadurai, also known as the Moon Man of India; and Guest of Honour Dr OP Chaudhary, Joint Secretary (NLM/ PC), Department of Animal Husbandry and Dairying (DAHD), MoFAHD.

With over 1,500 delegates from India, Africa, Europe, the USA, and SAARC nations, Knowledge Day became a global forum for the exchange of ideas and insights. The focus on scientific innovations in breeding, hygiene, nutrition, animal health, poultry equipment, and marketing underscores the event's commitment to advancing knowledge and innovation within the industry.

Uday Singh Bayas, President, IPEMA, noted, "I am happy our Government is determined to safeguard our sector so that we continue to produce world-class poultry meat and eggs. Today, India's Poultry industry, with its low-cost model and increased productivity, is a showcase of success across the world. It is one of the key contributors to India's Agriculture and Animal Husbandry GDP. It contributes significantly to the eradication of protein deficiency and malnutrition, employs millions, especially women from rural India, and has spawned dozens of small and medium entrepreneurs, producing downstream products and services for the industry."

Role of HITEX in the Scheme of Things

Singh acknowledged the instrumental role played by the facilities and collaborative spirit at HITEX in motivating the decision to host the event at the venue.

The decision to organize Poultry India Expo 2023 at HITEX was not only influenced by the excellent facilities provided by the venue but also by the proactive and positive response from the HITEX team.

"It is the second largest poultry show in South Asia and would not be possible without the cooperation of HITEX. We have continued to do our program with HITEX for a few years, and the infrastructure that HITEX has today is real-

Poultry Industry Facts One Must Know

- India is the second largest egg producer today and the third largest chicken producer after China and USA.
- The Indian Poultry sector contributes INR 1.25 lakh crore per annum to the National GDP and is one of the most important sectors of Indian agriculture and allied activities.
- The Indian Poultry sector provides direct employment to over 25,000 layer farmers and 10 lakh broiler farmers, providing much-needed employment in rural India.
- Because of poultry requirements, 2 million maize farmers in the country are able to get a suitable price for their products, and the use of agricultural by-products in poultry feed helps the overall Indian agricultural economy.

ly astonishing. They are also constructing Hall 4, which will be equally state-of-the-art as others. The team is highly professional, and it has always been positive working with them," he added.

IPEMA's Vision for Poultry India Expo

According to Singh, the show serves as a pivotal platform for farmers from all corners of India to gather and gain invaluable insights into poultry farming practices. It is an opportunity for farmers to understand various products, learn efficient chicken-raising techniques within limited resources, and strike beneficial deals.

The exhibition has been acting as a hub for farmers to acquaint themselves with cutting-edge technologies. They get the chance to witness and evaluate world-class equipment firsthand in Hyderabad, gaining a comprehensive understanding of the best practices and innovations in poultry farming. This exposure to top-tier technology and product quality is crucial in empowering farmers to make informed decisions about the tools and methods they incorporate into their operations.

The overarching goal, as articulated by Singh, is to position Poultry India as a knowledge opener for the poultry farming community. In doing so, the event becomes a catalyst for elevating the industry's standards. Singh, while representing IPEMA, expressed a commitment to ensuring that farmers are well-informed and equipped to make choices that contribute to the sector's growth.

Singh stressed, "IPEMA ensures that farmers understand what they require. The farmer can grasp what he is going to acquire from us and be aware of the product and its quality because we are showcasing cutting-edge technology here with minimal financial outlay. We are the second-largest producer of chicken, and we strive to be number one. We hope to make an impact in terms of technology, best affordable prices, and a one-stop solution for everything." POV

Lights, Camera, Collaboration

All image source: HITEX

The inaugural Broadcast and Mediatainment Expo, meticulously organized by PDA Ventures Pvt Ltd, took place at the HITEX Exhibition Centre in Hyderabad from December 13-15, 2023.

"While digital strategies play a pivotal role, it is crucial to acknowledge that a purely digital approach may not suffice. We believe that maintaining a personal touch and facilitating face-to-face interactions remains equally vital."

Pradeep Devaiah
Chairman & CEO
PDA Ventures Pvt Ltd

The event emerged as a hub of innovation for the future of entertainment, showcasing cutting-edge technology, dynamic discussions, and groundbreaking strides toward an innovative and dynamic future.

C K Jain, Former Deputy Director General, Prasar Bharati, and Advisory Committee Member, Broadcast and Mediatainment Expo, graced the show with his presence and set the tone of the event with the welcome address. Ravi Kottarakara, President, Film Federation of India & President, South Indian Film Chamber of Commerce, delivered the keynote address. A special address was given by Sunil Srivastava, Additional Director General, Prasar Bharati, President, Broadcast Engineering Society, and Vice-President, Asia Broadcasting Union.

The landscape of the Indian broadcast, media, and entertainment industry is undergoing significant transformations, driven by technological advancements, shifting customer preferences, and the ever-changing international environment. The Indian Media and Entertainment (M&E) sector currently holds the position as the fifth largest in the world. Projections from a Boston Consulting Group (BCG) report anticipate the market to reach approximately US$ 55-70 billion by 2030. Broadcasters, media entities, content creators, and infotainment producers are actively pursuing state-of-the-art end-to-end solutions and technologies to enhance viewership and gain a competitive edge in the industry.

The conference, themed `Vision 2025 - A Road Map for the Future of Media, Entertainment, and Broadcasting´, placed a spotlight on insightful sessions, masterclasses, and panel discussions led by industry experts, outlining a strategic roadmap for the sector.

sions. These were led by industry experts charting the road map for the future of the sector."

To ensure optimum engagement in the exposition space, a strategy-based setting for BME 2023 as a debut event was planned and structured. Exhibitors were exposed to prospective clients with the aim of cultivating joint ventures related to the sourcing and supply of specific products and technologies. The conference covered a spectrum of topics, including Key Drivers of Next-Gen Broadcasting, Untapped Potential of Media Monetization, Movie Making in the Digital Age, VFX Integration for Cinematic Excellence, Analyzing Right Digital Radio Technology for India, Opportunities and Challenges with 5G/6G for Broadcasting and Streaming, and OTT: Multi-platform Content Delivery.

Aside from the conference, masterclasses were conducted with practical skills, in-depth analysis, and a competitive edge in the rapidly emerging areas of broadcasting, media, and entertainment. The topics covered included How Digital Radio in FM Band

ing, film production, and video post-production at the show. Positioned as a guiding compass for the future of media, entertainment, and broadcasting, BME 2023 showcased itself as a premier event. Devaiah emphasizes the significance of industry gatherings like BME 2023, considering them as essential platforms for stakeholders to explore emerging technologies and share experiences. These interactions foster mutual support, resource sharing, and collaborative efforts to address industry-wide challenges.

BME Conference Unraveled

The theme of the conference was 'Vision 2025 - A Road Map for the Future of Media, Entertainment, and Broadcasting'. Industry leaders, innovators, and creators discussed trends and technology influencing the future era of content production and delivery. Devaiah explains, "While the expo included a diverse array of exhibitors presenting cutting-edge technology and solutions for the broadcast, media, and entertainment sector, the conference focused on insightful sessions, masterclasses, and panel discus-

Navigating the Technological Frontier

Reflecting on the evolving landscape of the event and exhibition industry, Pradeep Devaiah, Chairman & CEO, PDA Ventures, emphasizes the importance of integrating digital technologies for promoting shows. He notes, "With our two decades of experience in organizing successful trade fairs and conferences, we strongly believe that the implementation of digital technologies is essential for promoting events." While digital strategies play a pivotal role, he says that it is crucial to acknowledge that a purely digital approach may not suffice. "We believe that maintaining a personal touch and facilitating face-to-face interactions remain equally vital. This balanced approach ensures the ongoing relevance of our events within the sector and serves as a key factor in attracting exhibitors and the right visitors," he continues.

Industry professionals had the opportunity to experience cutting-edge technology and equipment through exhibits and demonstrations tailored for radio, television broadcast-

Benefits the Indian Radio Industry, Virtual Production on a Budget, Previsualization: Composition and Tonal Range, Demystifying Virtual Production: A Guide to ICVFX Workflow, and Motion Capture.

Industry Associations Join Forces

Highlighting the collaborative efforts to ensure BME's success, Devaiah affirms that the organizers have been working very closely with industry associations to attract professionals from various media segments to attend. These associations include the South Indian Cinematographers Association (SICA), Telugu Cinematographers Association (TCA), Telangana VFX, Animation and Gaming Association (TVAGA), News Broadcaster Federation (NBF), Audio Engineering Society, Hyderabad Film Club, Entertainment Content Owners Associations India (ECON), Hyderabad Film Club, Association of Designers of India (ADI), Producers Guild of India, Society of Motion Picture & Television Engineers (SMPTE), Western Indian Film Producers Association (WIFPA), SatCom

Industry Association (SIA-India), Working News Cameramen's Association (WNCA), and many more. "Apart from this, several direct campaigns have been conducted to create awareness about the event and encourage them to attend," he adds.

Leaving an Indelible Mark

BME 2023 utilized advanced technology, thought-provoking talks, and collaborative exploration as ways of building foundations for the industry tomorrow. According to Devaiah, there is a growing trend of increased investment in Artificial Intelligence (AI) and Machine Learning (ML) solutions within Indian businesses.

The integration of AI in the media sector is steadily increasing, transforming workflows, and amplifying creative pursuits. Events such as BME 2023 play a pivotal role in crafting strategies for collective progress, fostering networking opportunities among industry professionals, and propelling India further in the sector. POV

All image source: HITEX

Setting the Stage

In the world of event management, where creativity meets meticulous planning, iAds and Events has emerged as a beacon of excellence. With over two decades of experience, this dynamic and fast-growing company has been crafting creative brand solutions and orchestrating over 180 events across India and beyond annually. An insight into the company's inspiring journey through the art of crafting unforgettable experiences.

"Our unique selling point lies in our pan-India presence and international reach. We specialize in curating and executing various events, from quiz competitions to luxury lifestyle expos. Our exclusive collections span diverse experiences, including fashion shows, real estate expos, educational events, and exhibitions in the construction material and medical tourism sectors."

Rais Arif
Managing Director
iAds and Events

iAds and Events had a vision: to deliver exceptional events and exhibitions that make a positive impact while conducting business with unwavering integrity and responsibility. Over the years, this vision has driven the company to become a leading provider of events and exhibitions that consistently exceed customer expectations. The core of its business revolves around curating events, organizing exhibitions, and delivering impactful brand activations. "Our journey began with the commitment to deliver memorable event experiences across diverse business categories and industry segments," states Rais Arif, Managing Director, iAds and Events.

Genesis and Growth Story

The company started its journey in the world of exhibitions in 2003, and since then, has organized over 1,000 exhibitions. Backed by a team of professionals with over 22 years of experience, it takes pride in successfully managing both corporate and private events. The event management company's commitment to ensuring the highest level of service in every project step is unwavering.

In the realm of stall design, turnkey projects, set production, and event execution, iAds and Events also offers comprehensive services in addition to offering a full-service marketing agency and innovative solutions for media planning and buying across various markets, titles, and platforms. The company's approach encompasses print, TV, radio, outdoor, and digital media.

"In the early years, establishing a strong presence in the competitive event management industry was challenging," shares Arif. "Howev-

er, our team overcame these obstacles through dedication, innovative solutions, and consistently delivering over 180 events annually across India and international markets."

Comprehensive Event Solutions

From concept creation and theme development to venue selection, layout design, custom exhibition stall fabrication, stage production, sound and lights, managing celebrities and VIP guests, customer engagement, and logistics, the company offers a 360-degree solution for all the event management needs.

"iAds and Events stands out by providing comprehensive 360-degree solutions for events and exhibitions," reiterates Arif. "Our focus on seamless execution, creative ideation, and meticulous attention to detail ensures each event is elegant, unique, and memorable."

Dependable Reach

With its head office in Bengaluru, iAds and Events has branch offices in Chennai, Hyderabad, Mumbai, Ahmedabad, Delhi, and Goa. It has significant international presence through its associates in Singapore, Malaysia, China, and Dubai.

The company caters to an impressive array of industries, including Lifestyle, Music & Entertainment, Theatre, Literature, Education, Property, Construction, Auto, Retail, Sports, Travel & Tourism, Medical & Healthcare, Finance & Investments, and Luxury, among other B2B and B2C categories in both Indian and international markets.

"Our unique selling point lies in our pan-India presence and international reach. We specialize in curating and executing various events, from quiz competitions to luxury lifestyle expos," asserts Arif. "Our exclusive collections span diverse experiences, including fashion shows, real estate expos, educational events, and exhibitions in the construction material and medical tourism sectors."

Sailing Through Tough Winds

The past couple of years have brought unprecedented challenges to the world, especially in the realm of event management and exhibitions. The COVID-19 pandemic disrupted established norms and was no different for iAds and Events.

To stay afloat, the company met the challenging times

with resilience and innovation. Adapting to the Post-Pandemic Retail Space, the Managing Director explains, "We've adapted to post-pandemic challenges by expanding our digital capabilities, offering virtual events, and prioritizing safety measures for in-person gatherings. This flexibility provides clients with options and peace of mind."

In the midst of change, as Arif shares, the importance of balancing tradition and modern preferences became crystal clear. iAds and Events recognized the need to harmonize these two aspects, providing event designs that resonated with diverse audiences. The delicate art of embracing the traditional while staying attuned to contemporary trends was one of the company's key strategies. As the world rapidly shifted into the post-pandemic era, a significant surge in virtual events and online engagement was observed. Proving their adaptability once again, he adds, "We've adapted by offering cutting-edge digital marketing solutions and innovative online experiences, staying ahead of changing consumer behaviors."

iAds and Events has maintained an enduring partnership with Hitex Exhibition Center in Hyderabad for over two decades. This collaboration has enabled them to host successful exhibitions, attract diverse audiences, and foster fruitful business connections.

The Path Ahead

The Hindu's AUTOEXPO, Bridal Mantra, NXg Rock Star, India Education Fair, India Property Fair, International May Music Fest, and many more notable events adorn the portfolio of iAds and Events. Its contribution to these events, along with others like Business Line Investment Opportunities Fair, Aavani Poovarangu, Divine Delight, and Chennai - Pondy Her-

itage Rally, highlights their multifaceted approach.

In the world of music, renowned artists such as Kailash Kher, Salim Sulaiman, Shreya Ghoshal, Sunidhi Chauhan, and Benny Dayal have graced their Live in Concert events, leaving unforgettable memories in their wake. The company continues to thrive, with new endeavors such as Thailand Shopping Festival, Tamilnadu Property Expo 2022, and Furniture Fair underlining their commitment to delivering outstanding event management and exhibition services.

Furthermore, as the upcoming festive season approaches, to help clients maximize sales and truly make the most of this joyous season, Arif points out, "We are gearing up for the festive season with exclusive collections and tailored marketing campaigns. Our goal is to create immersive and engaging festive experiences to help clients maximize sales."

Association with HITEX

The enduring partnership between iAds and Events and Hitex Exhibition Center in Hyderabad has stood the test of time. "Our enduring partnership with HITEX Exhibition Centre in Hyderabad, spanning over two decades, has allowed us to host successful exhibitions like the Home Interiors Exhibition and Furniture Fair," says Arif. "The collaboration has consistently attracted a diverse audience and facilitated fruitful business connections for our participants."

Sharing his experience on the company's foray into the furniture industry, he elaborates, "Our interest in the furniture industry stems from a desire to bring the best of global designs to India. The inspiration to make diverse furniture accessible led us to open our own furniture stores and venture into organizing furniture exhibitions. These exhibitions offer customers a platform to explore a wide variety, choice, and price options in furniture, aligning with our commitment to providing the best to our customers."

As iAds and Events steps into each new project, its dedication to creating exceptional experiences and exceeding customer expectations shines brightly. The company, with its strong presence in India and growing footprint internationally, remains a name synonymous with extraordinary event management and exhibitions. POV

Beyond the Bell Program

The 16th edition of the HITEX Hyderabad Kids' Fair was highly successful in its pursuit of being more than just an event to entertain children and families. With a string of activities, games, workshops, arts & crafts, competitions, role-plays, music, shopping, and fun rides, the fair was a true Christmas gift for the attendees who took along with them joy and lasting memories. At the heart of this success was the groundbreaking 'Beyond the Bell Program', meticulously designed to rejuvenate young minds and foster both cognitive and physical well-being.

All image source: HITEX

HITEX Hyderabad Kids' Fair is an annual Flagship B2C event organized by Hyderabad International Trade Expositions Ltd. Being India's premier exhibition on kids' products, the event attracts thousands of visitors every edition and is consistently proven to be a grand success for exhibitors, brands, sponsors, the community, and most importantly, the kids. The Fair showcases a wide range of kids' products and services and provides a comprehensive shopping experience that appeals to kids, parents, and schools alike.

Setting the Tone

Shri Jupalli Krishna Rao, Minister for Excise and Prohibition, Tourism and Culture, Government of Telangana, inaugurated the twin expos of PETEX INDIA and HITEX Hyderabad Kids' Fair at

HITEX. His presence, alongside his wife and grandchildren Veer and Siddhi, emphasized the fair's appeal as a family affair rather than just child-centric.

While inaugurating, Minister Jupalli Krishna Rao spoke about the rich cultural heritage of Telangana and its commendable history. He praised the state for its convenient trade and recognized it as one of the best in the country for doing business.

"By placing kids and pets in the spotlight simultaneously, not only linked two outstanding shows but also crafted a familial atmosphere, adding to the overall allure and attracting a diverse audience. This approach went beyond being merely a strategy; it evolved into a celebration of togetherness that resonated well, bringing in enthusiastic attendees to the show."

P Venkat Vasanth Reddy
Assistant General Manager
HITEX

A Comprehensive Initiative

The 16th edition of HITEX Hyderabad Kids' Fair, held from December 22-24, 2023, at HITEX, turned out to be a highly immersive experience for children and families alike with a plethora of new attractions. The cornerstone of the fair was the groundbreaking 'Beyond the Bell Program'. Designed to refresh young minds and contribute to their cognitive and physical well-being, the program offered a diverse range of after-school activities. From the energetic KidsRun by Hyderabad Runners to a thrilling Driving track by Holly Jolly, a Fashion Show by Superstar Kids Fashion, a Badminton Championship by Game Point, a Robotics Workshop by Leap Robotics, and a live performance by School Music Band and Sruthi Hasini, a 16-year-old musician—the fair promised a well-rounded and entertaining experience for kids.

The event witnessed a massive engagement of children and received an overwhelming response with a footfall of 30,000. The total exhibition space spanned 1,300 sq mt and housed 84 enthusiastic exhibitors.

Diverse Exhibits Across Four Key Categories

HITEX Hyderabad Kids' Fair 2023 aimed to be a one-stop destination for families during the festive season. The fair showcased a diverse array of exhibits across four key categories—Education, Lifestyle, Nutrition, and Hobbies.

Education: 19 exhibitors offered a variety of educational offerings, including innovative learning solutions, educational toys, and interactive exhibits tailored to meet the diverse needs of children.

Lifestyle: 27 exhibitors in the Lifestyle category indulged families in the latest trends and products specifically for children, from fashionable clothing to unique décor items.

Nutrition: 11 exhibitors in the Nutrition category promoted a balanced and nutritious lifestyle for children, showcasing healthy snacks, supplements, and nutritional guidance.

Hobbies: 17 exhibitors in the Hobbies category provided a haven for young enthusiasts, encouraging creativity, and skill development through arts, crafts, sports, and technology.

Explaining the rationale behind hosting two simultaneous events – PETEX INDIA and HITEX Hyderabad Kids' Fair, P Venkat Vasanth Reddy, Assistant General Manager, HITEX, stated that combining the appeal of PETEX INDIA with that of HITEX Hyderabad Kids' Fair. By placing kids and pets in the spotlight simultaneously, not only linked two outstanding shows but also crafted a familial atmosphere, adding to the overall allure and attracting a diverse audience. This approach went beyond being merely a strate-

Celebrating Excellence

School Band Competition

Participating schools: Ambitus World School, Orchids International School, Seeds School, Meru International School, and The Premia Academy School

1st Prize Winner: The Premia Academy School

2nd Prize Winner: Ambitus World School

Badminton Championship

U12 Boys Doubles:

Winners:

Pranay Sri Varma (FIITJEE World School)

Likith Varma K (Jubilee Hills Public School)

Runners-up:

B Lohik Goud (Johnson Grammar School)

K Sriyansh Reddy (Johnson Grammar School)

U15 Boys Doubles:

Winners:

Satwik Resu (Johnson Grammar School)

Vishwanath Pariyada (Johnson Grammar School)

Runners-up:

Y Bhuvan (Johnson Grammar School)

R. N. Gnana Sai Vardhan (Vaishnavi High School, Ramantapur)

gy; it evolved into a celebration of togetherness that resonated well, bringing in enthusiastic attendees to the show."

Shaping Young Minds

This year's HITEX Hyderabad Kids' Fair was committed to promoting creativity, positive thinking, healthy growth, physical activity, sports, self-esteem, and confidence in the young minds of the community. The show offered a spectacular showcase of talent, innovation, and pure joy. Here's a glimpse into the performances that took center stage:

KidsRun by Hyderabad Runners: KidsRun by Hyderabad Runners was a display of kids' athleticism and youthful energy. A total of 1,231 children participated in the running event.

Driving Track by Holly Jolly: The event aimed at providing the thrill of driving to the kids. The experience was made comprehensive with kids receiving a learning license.

Superstar Kids Fashion Show: The runway came alive with the flair and confidence of budding fashionistas, offering a glimpse into the future of style and trends. In the pre-screening, 280 participants showcased their talents, out of which 48 made it to the final fashion show and 8 were awarded.

Badminton Championship by Game Point: The competition aimed at showcasing sporting prowess and also instilling a sense of healthy competition and camaraderie among the young athletes. A total of 17 teams participated in the championship.

Robotics Workshop by Leap Robotics: Young minds delved into the fascinating world of robotics, fostering creativity and a passion for science and technology.

School Music Band Live Performance: Multiple school bands took the stage, showcasing the skills of young musicians and adding a musical charm to the fair. 5 teams participated in this program.

Live DJ performance by Sruthi Hasini: The 16-year-old Sruthi's captivating melodies added a perfect concluding note to the Kids' Fair.

Conclusion

HITEX Hyderabad Kids' Fair 2023 not only met but exceeded expectations, providing an enriching experience for children, parents, exhibitors, and the community at large. As we bid farewell to this edition, the lingering echoes of laughter, enthusiasm, and creativity will serve as a testament to the event's success and its lasting

Event Powered by:

Title Sponsor: Sharvani Ventures and Avenues Pvt Ltd

Powered By: Continental Care Hospitals Pvt Ltd

Associate Sponsor:
Mystic Carousel Amusements - Holly Jolly

Education Partner: Futuristic Edu Institutions Pvt Ltd

Hospitality Partner: Dhanchi Kuttu

Fashion Show Organiser Partner:
Superstar Fashion Week

Kids Run Partner:
Hyderabad Runners Bib Distribution

Badminton Championship: Game Point

Nutrition Partner: Lifespan

impact on the young hearts and minds it touched. Here's to another year of nurturing joy, growth, and memorable experiences for the kids and families of Hyderabad. POV

Fostering Responsible Pet Care and Industry Growth

Organized by Hyderabad International Trade Expositions Ltd (HITEX), from December 22-24, India's premier exhibition for pet care products PETEX INDIA 2023, at HITEX, did not limit itself to being a platform for business and networking. It was successful in its endeavor to enhance the overall well-being of animals by addressing matters most concerning to the industry through workshops and demonstrations led by experts in the field and acknowledging compassionate beings dedicated to animal welfare.

"The whole idea of bringing PETEX INDIA and HITEX Hyderabad Kids' Fair is with a clear vision of bringing pets and kids together. The more kids get curious about owning a pet, the faster the industry's growth will be. Adopting this strategy has worked out very well for us and it was appreciated by the majority of the exhibitors at PETEX INDIA."

Vinoth Sasidharan
Assistant General Manager
Own Shows
HITEX

PETEX INDIA is a premier exhibition that showcases the best from India's pet care industry. The B2B2C expo provides a perfect platform for the pet industry, manufacturers, wholesalers, and service providers to present products for pets and innovative pet supplies to industry experts, business visitors, and consumers under one roof.

At the core of PETEX INDIA lies HITEX's unwavering commitment to responsible pet ownership, sustainability, and economic growth within the pet industry. This year's PETEX was not just an event; it was a pledge to nurture a community that deeply cares for its furry companions, recognizing the profound impact they have on our lives.

A Platform for Innovation and Growth

In the dynamic pet industry, fostering collaboration and sharing innovative ideas are essential, and PETEX INDIA serves as the central hub for these vital activities. It transcends beyond being a mere business connector to becoming a significant event that unites stakeholders, encourages innovation, and honors the unbreakable bond between humans and their cherished pets.

As the landscape of the pet industry continually evolves, the role of PETEX INDIA becomes increasingly pivotal. It is the epicenter where manufacturers, distributors, retailers, and pet parents converge to explore emerging trends, discover cutting-edge products, and engage in meaningful conversations that shape the trajectory of the pet ecosystem in our country.

Over 20 pioneering startups from every corner of India showcased their innovative pet-centric products and services. From pet food to healthcare, fashion to accessories, and toys to lifestyles, PETEX INDIA served as a dynamic platform for manufacturers, wholesalers, and service providers to present their offerings to industry experts and over 25,000 enthusiastic visitors. Over 50 exhibitors actively participated in the show.

Business Meets Compassion

The business facet of PETEX India 2023 witnessed unprecedented success with a leadership conference that delved into responsible pet ownership and knowledge sharing. 50 veterinarians from across India engaged in discussions on the latest trends in pet healthcare. The conference began with a round table discussion on the management of Indie dogs, emphasizing the need for adoption drives. Prominent veterinarians from Egypt and the USA, together with their counterparts throughout India, emphasized the worldwide significance of conscientious pet ownership.

Industry leaders convened to discuss the future of the pet industry, setting the stage for collaborative growth and innovation. A workshop on therapy dogs, led by Bangalore-based Dr Subhadra Cherukuri, Founder & Owner, Wag-Ville, drew 18 participants.

Fun and Excitement Unleashed

With a vibrant participation of 500 pets accompanied by their parents engaging in various activities, the event fea-

tured Nitin Divekar, Founder, All India Pet Parents Association, Mumbai, and Progressive Canines as activity partners. The highlight was the International Cat Championship show, evaluated by esteemed Russian judges, that truly captivated the audience. The International Cat Championship show witnessed active participation, with a total of 186 cats.

Distinguished Russian Judges who presided over the cat show included Ekaterina Drozhzhina and Olga Kuznetsova from All Breed Judge, Russia, World Cat Federation (WCF).

The event featured over 50 varieties of Ornamental Fish, including Silver Arowana, Flowerhorn, Koi Fish, Giant Gourami, Alligator Gar, Tiger Oscar, Albino Oscar, Red Parrot Fish, Pufferfish, Kissing Gourami, Cichlids (4 types), Scats Fish, Tiger Shark, Twin Fin Barb, Red Cap Goldfish, Oranda Goldfish, Pacu Fish, Rosy Barb, Tiger Barb, Sucker Catfish, Tetras (5 types), Channa Fish, Lobsters, SK Gold, Molly's (3 types), Silver Dollars, Black Ghost Fish, and many more.

Additionally, the Therapy Dogs Workshop and Demo, led

by the certified Canine Behaviorist and Dog Trainer Dr Cherukuri, added a touch of compassion and learning to the show. The workshop aimed to benefit pet parents, psychiatrists, psychology students, dog trainers, schools, and individuals working in institutions focusing on mental health. Addressing concerns such as depression, PTSD, anxiety, autism, ADHD, and learning disabilities, the workshop highlighted the therapeutic bond between humans and dogs. She brought her expertise to create a meaningful and educational experience for all attendees.

Pet Activities

Breed Meets: This edition of PETEX INDIA introduced a thrilling experience with scheduled meet-ups for six breeds over three days. It was a delight for pet lovers to witness tens and hundreds of each breed coming together, playing, and creating a festive atmosphere. The breed meets included Indie-Gnity Challenge, Shih Tzu Comedy Parade, Beaglemania, Lab-Tastic Meet, Goldie's Got Talent, and Husky Howl-Off.

Fun Games & Activities: The show featured entertaining games and activities, including a Dog Fashion Show, Dog Ball Pit, Dog Pool, and Save Your Balloon.

International Cat Champion Show: A highlight of the event, the International Cat Champion Show, showcased the talents of 186 cats, a treat for feline enthusiasts.

Pawga: Pawga offered a unique experience where participants practiced beginner's yoga as puppies and kittens from shelters ran around them.

Exotic Birds & Pets Display: Visitors enjoyed the display of exotic birds and pets, including pythons, giant lizards, birds, rabbits, and swans.

Ornamental Fish Display: The event showcased a wide variety of ornamental fish in the exotic section, captivating attendees with aquatic displays.

Recognizing Excellence

PETEX INDIA 2023 concluded

with the acknowledgment of six canine heroes who had generously donated blood on multiple occasions. Their selfless acts were honored, marking a moment of gratitude for their life-saving efforts.

Moreover, the Pet Industry Social Impact Award was bestowed upon Kiran Roystian, Founder, Roystian Foundations for designing dog food dispensing machines. The invention utilizes used plastic water bottles, addressing two critical issues crucial for the survival of street dogs: recycling (by collecting plastic for recycling) and providing nutritious food to those in need. The award recognized Kiran's efforts to make a positive impact on both the environment and the well-being of our four-legged friends.

Bridging Kids and Pets

Vinoth Sasidharan, AGM - Own shows, articulated the strategic vision behind uniting PETEX INDIA and HITEX Hyderabad Kids Fair. "The whole idea of bringing PETEX INDIA and HITEX Hyderabad Kids' Fair is with a clear vision of bringing pets and kids together. The more kids get curious about owning a pet, the faster the industry's growth will be. Adopting this strategy has worked out very well for us and it was appreciated by the majority of the exhibitors at PETEX INDIA," he said.

More Than a Business Event

PETEX INDIA 2023 endeavored to be more than a platform for the pet care industry to promote its latest. It presented itself as a medium to promote responsible pet ownership and sustainability. By addressing stray dog issues, advancing pet healthcare, and fostering business opportunities, PETEX India made a positive impact on the wellness of our furry friends. HITEX's commitment to fostering a compassionate and responsible pet culture shone prominently at PETEX India, positioning it as a beacon of hope and promise for the pet industry. POV

Faiths in Architectural Harmony

Layered beneath the timescape of Hanamkonda in Telangana is Padmakshi Temple, which encapsulates the spiritual evolutionary process and opulent design. It involves the intermingling of Jain tradition and mystery with the simplicity of Hindu devotionalism and invites seekers and adventurers on a heavenly journey across eternity, where each step unlocks a stunning tapestry of wonders.

The 12th-century Padmakshi Temple, also known as Padmakshi Gutta and dedicated to the presiding Hindu goddess Padmakshi (Lakshmi), preserves inscriptions of Kakatiya architecture, and there is a Shaivite cave sanctuary where hymns were performed in adoration of Lord Shiva. Originally a Jain shrine, the temple was built in 1117 CE. The conversion of Jainism to Veerashaivism gives us a unique insight into the continuity of religious practices, which left behind a mosaic of carvings and sculptures of other images of Jain Tirthankaras and Jain gods and goddesses.

Amazingly, as with every shift in political tides, this sacred spot changed again and adopted a new identity as a Brahmanical place of worship. It was during the 19th century that a narrative struggle ensued after the Jains fought to recapture their shrine but were eventually stopped in their tracks by a conclusive decree establishing the temple's distinctly Hindu origins. Therefore, the temple continues to reflect on the movement of spiritual waves through centuries of history.

A Symphony in Stone

As one steps into the temple, the Annakonda Pillar awaits at the other end—a four-cornered monument made of black granite telling stories of old Jain Tirthankars. These images of Shivaist and Jain portraits are mixed in such a way that they give out an elaborate picture, which is a visual masterpiece that defies all chronological limits.

The secrets of a distant past are whispered even today in the sacred caverns with sculptures of Jain Tirthankaras and celestial beings. A northern-oriented shrine with jain-origin celebrates its celestial gyration upon a carpet fabricated by a granite wall, which is in turn enriched by the temple.

Located on top of the hill, the temple gives a beautiful view from Hanamkonda that pleases the eyes of an explorer. There is a serene pond next to the amazing temple, and steps are carved into the rocky walls.

A Palette of Beliefs

The hues in the arms of Padmakshi Temple showcase the colors and sacral aspects of the Bathukamma festival, which is held every year in September and October and is referred to as the Flower Festival. At the foot of Padmakshi Hillock, the pond is transformed into an art work where thousands of women create a temporary painting of worship and colorful beauty.

Weaving together carving images, the coexistence of a Jain tirthankara with a Hindu motif in one artwork is a conversation between a religion in stone. At this point, the temple serves as a consecrated ground for cultural heritage cross-fusion transcending dogmas and embracing multiculturalism values.

Distance from HITEX
160-204 Km

Travel Time
3-3:30 hrs

Time of visit
6:00 AM – 6:00 PM

Embarking on the Pilgrimage

The pilgrim intrepid starts his or her journey to Padmakshi Temple, located at a distance of only 6 km from the Warangal Railway Station. Buses owned by APTDC weave this tapestry, connecting major cities and the Warangal bus station, which is some 500 mts away from the sacred precincts of the temple. As the temple gates open from 6:00 AM to 6:00 PM, visitors and historians seeking solace and relief are hosted by the temple.

Depending on the chosen mode of transportation, visitors can embark on a 160-204 km journey from HITEX to Padmakshi Temple. It is ideal to opt for a personal vehicle to relish a 3 to 3 1/2-hour scenic drive, immersing oneself in a cultural tapestry en route. Furthermore, thousands of pillars and the formidable Warangal Fort are among the monuments that the city reveals. Kakatiya Rock Garden and Musical Garden give a whimsical touch, making visitors embark on an adventurous mission in the distant past.

Beyond Shadows and Stories

The Padmakshi Temple is not merely a relic but a dynamic story that intertwines threads of religion, history, and India's captivating and vibrant mosaic. It is as night falls in Hanamkonda Hills when dark shadows around the temple dance and tell stories more meaningful than earthly lives and stretch into infinity. POV

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HITEX HYDERABAD

Exhibitor Profile

- Waste Management Equipment
- Effluent Treatment
- Air Pollution
- Cleaning And Sanitation
- Recycling
- Laboratory And Testing Equipment
- Automation & AI
- Research & Development

SCAN FOR VISITOR REGISTRATION

SCAN FOR EXHIBITOR REGISTRATION

EVENT HIGHLIGHTS

- Reducing Carbon Footprint
- Circular Economy & Sustainability
- Global Collaboration & Perspectives
- Expert Keynote Speakers & Engaging Panels
- Showcasing Research & Innovations
- Policy Insights & Regulatory Discussions
- B2B Networking Opportunities
- Cutting-Edge Exhibition

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