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

## Small Steps Toward Big Changes

Dear Readers,

Micro, Small, and Medium Enterprises (MSMEs) have been contributing significantly to the country's economy. Rightly hailed as India's growth engine, the sector contributes to about 30 percent of the country's GDP, 48 percent of exports, employs over 11 crore people, and encompasses 63 million registered enterprises.

Acknowledging their crucial role, the Government, in the approaching Union Budget 2024-25, is expected to offer them significant relief, such as some relaxation in taxes, streamlined GST processes, and overall improvements in ease of doing business. To facilitate MSMEs and SMEs increase their footprint and facilitate their reach in new markets, it is anticipated that the Government will be extending support to them to participate in trade fairs both in India and globally.

Adding to it, the manufacturing sector, driven by domestic consumption, is also experiencing robust growth. This growth presents a plethora of opportunities for homegrown companies.

Hence, it will be right to put that HITEX's flagship show HIMTEX is taking place at the right time to bring together industry stakeholders of the Indian machine tool and manufacturing sector under one roof from August 16-19, 2024, at our HITEX Exhibition Center.

The 8<sup>th</sup> edition of HIMTEX will be complimented by our two co-located shows - IPEC and Eco Sustain Expo - covering the entire spectrum of the manufacturing ecosystem. These shows will collectively offer an unparalleled platform for industry players, including MSMEs, to venture into new markets. The endeavor is to help them connect, explore innovations, and share insights.

It is a matter of immense pride for us to invite you to witness how India is spearheading innovations and upping the manufacturing game with awe-inspiring innovations. Join us at HIMTEX to be part of this transformative journey and celebrate our country making interesting strides in the sector and setting new benchmarks.

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## Hindustan Aeronautics Ltd Secures Massive Defence Contract



Manufacturing, Hindustan Aeronautics Ltd (HAL) has received a request for proposal (RFP) from the Ministry of Defence for 156 light combat helicopters (LCH). This procurement, worth INR 45,000-50,000

crore, includes 90 helicopters for the Indian Army and 66 for the Indian Air Force.

## World Food India 2024 to Promote the Food Processing Sector



To showcase the country's rich food culture and attract investments in the food processing sector, Ministry of Food Processing Industries, Government of India, launched World Food India in 2017. Following the success of the event and the celebration of 2023 as the International

Year of Millets, the second edition took place in 2023. This year, World Food India 2024 will be held from September 19-22, 2024, at Pragati Maidan, New Delhi.

The event aims to position India as a leading food basket by featuring exhibitions, conferences, industry roundtables, B2B/B2G meetings, digital showcases, and a Food Street.

## JWCC Mumbai to Host ITB India 2024

From September 11-13, 2024, the Jio World Convention Centre (JWCC), Mumbai, will host ITB India 2024, a show concurrent with the MICE Show India 2024 and Travel Tech India 2024. This event will feature over 400 exhibitors, 120 speakers, and 600 buyers from India and South Asia, with 80 percent of attendees being decision-makers. As a major business-to-business event, it promises exceptional business opportunities in the thriving Indian travel market.



This annual three-day trade show and convention, now in its second in-person edition, will attract participants from the MICE, Corporate, Leisure, and Travel Technology sectors. The event aims to forge strategic partnerships and drive business growth by engaging with over 600 pre-qualified buyers.

## Saudi Arabia Offers Enhanced Visa Options for Indian Travelers

Saudi Arabia has announced new tourist visa options to make travel easier for Indian tourists. With stopover visas, eVisa services, and visa-on-arrival, visitors can explore Riyadh, Jeddah, the Red Sea, and AlUla. These guidelines aim to meet diverse travel needs and encourage more people to experience the country's tourist attractions.

There are ten visa facilitation centers across India, including Mumbai, Delhi, Cochin, Chennai, Hyderabad, Ahmedabad, Bangalore, Lucknow, Kolkata, and Calicut, with more planned.

## India Plans to Launch Space Station with Robotic Operations

India is preparing to launch its space station by 2028, marking a significant leap in its space exploration capabilities. S Somanath, Chairman, Indian Space Research Organisation (ISRO), outlined that the initial phase of the ambitious project is set to commence within the next seven years.

According to Somanath, ISRO is currently in the design phase, aiming to have the first module of the space station ready by 2028. He emphasized that the detailed engineering designs capable of launching the LVM3 rocket are complete.



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Federation of Telangana Chambers of Commerce & Industry

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# CROWDSOURCING: Harnessing the Hive Mind



Crowdsourcing taps directly into the insights and creativity of attendees, revolutionizing event planning and elevating the events and exhibitions sector to higher standards and experiences. As the industry continues to transform, understanding the emerging trends in attendee input is crucial for shaping modern events.

One of the most effective tools in event planning is Crowdsourcing. It is a process that aims at collecting people's ideas, opinions, and suggestions through the internet and social media networks to increase the interest and success of the event. It enables event organizers to go straight to the heart of their target clientele, thus catering to clients' expectations in the best ways possible, with higher people's engagement leading to better event outcomes.

### Leveraging Social Media Platforms

With the rise of social media and networks, communication has picked up pace between event planners and their target audiences for idea creation. Social media platforms offer direct means of communication with the attendees.

in the planning of events. For example, the Coachella music festival leverages Instagram and invites people to upload their ideas for art installations using a dedicated hashtag.

Digital platforms offer advantages such as:

- Ideas can be accessed instantly, resulting in the enhancement of creativity and the inclusion of participants' perspectives on the events.
- Creates a group identity and feeling that is associated with ownership, meaning better learning attendance and even better formation of group and team participation.
- Helps attract the most fitting audience as well as collect valuable data on attendees' expectations to improve the organization of events, as well as act as a cheap and effective surveying tool.

'Wisdom of Crowds' is a theory and new typology of crowdsourcing that allows respective fields to build knowledge systematically and collectively, which is more effective in problem-solving and decision-making than individual expertise, as exemplified by the TED conference's crowdsourced speaker nominations.

These platforms enable event planners to gather information from the intended attendees by employing polls, comments, and live question & answer sessions, as well as people's opinions and/or feedback in real time. Furthermore, because of the nature of social media, the presented ideas can go viral, potentially reaching a larger audience than a conventional marketing campaign.

There are many engaging social media campaigns that have got attendees involved

These approaches not only improve the event itself but also create a loyal audience around the brand, which in turn translates to the possibility of long-term business success.

### Engaging Attendees through Interactive Platforms

Conducting social media crowdsourcing could be a bit tricky because it involves sourcing information from hundreds of thousands of people, making it extremely challenging and time-consuming. It is therefore

critical to turn it into actionable insights, and a few important pointers to take note of to make the most of the process are defining goals and expectations; choosing the right approach and channels; and sorting the information with a unified monitoring platform.

Another engaging way to collect event data is to use gamification technology and gamify event agendas, which are great tools to enhance digital marketing strategies and boost engagement, respectively. In line with the event agenda, immersive games—arcade games, digital scavenger hunts, etc.—can be customized to engage new prospects and leads.

Interactive platforms foster the implementation of attendee interaction and establish a feedback loop between the organizers and the attendees. With the

and creation, enhancing attendee satisfaction, fostering brand loyalty, and driving the success of events, making them active contributors.

Co-creation also differs from conventional approaches to event planning because the participants' collective intelligence and creativity are incorporated. When planners involve the attendees in the decision-making process, they gain an understanding of what they want and require, which influences them. With this understanding, event planners are able to design and present memorable and creative events that resonate deeply with attendees.

The value of collaborative design in terms of the satisfaction of every attendee and the success of an event is crucial and undeniable. Therefore, for event planners to

Crowdsourcing offers many benefits, including enhanced creativity, cost-effectiveness, faster idea generation, enhanced problem solving, adaptability to scaling resources, access to a global talent pool, community building and engagement, faster execution, testing ideas, products, or services, and inclusivity.

help of these platforms, event planners can develop more engaging event experiences, resulting in not only better outcomes for the event but also a more engaged community around the brand of the event.

### Exploring the Power of Co-Creation

In the ever-evolving landscape of exhibitions and event planning, a new approach is gaining momentum - Co-Creation. This concept actually involves participants, attendees, or partners in the event design

fully unlock the potential of co-creation, they have to adhere to best practices, much like in crowdsourcing. Among the crucial activities are goal specifications, choosing the proper communication means, and orienting participants. Additionally, it is important to note that ethical issues should be central to the realization of co-creation. Optimizing the flow of information, transparency, fairness, and respect for the privacy and security of the information is essential to building trust and continuous-



ly ensuring that the process is as ethical as it can possibly be.

### Navigating Ups & Downs

Crowdsourcing can be effectively used in business as a component of its strategies, though the process must be well coordinated. Following are some of the of the main benefits:

- **Enhanced Creativity** through diverse perspectives by tapping into a broad and diverse crowd.
- **Cost-Effectiveness** due to reduced overheads by allocating tasks or projects to a distributed workforce.
- **Faster Idea Generation** and creating creative solutions swiftly ensure staying ahead in competitive markets.
- **Enhanced Problem Solving** through collective intelligence, especially addressing complex challenges.
- **Adaptability** to scaling resources up or down based on project needs.
- **Access to Global Talent Pool** via the internet.
- **Community Building and Engagement**, leading to increased enthusiasm and dedication to the success of the initiative.
- **Faster Execution** by distributing tasks among a large number of contributors.

- **Testing** ideas, products, or services with ease.

- **Openness to Everyone**, promoting inclusivity by allowing anyone with relevant skills or insights to contribute.

Adopting these best practices will help organizations improve the quality of crowdsourcing, come up with more innovative solutions to challenging problems, and engage a global community in a useful way.

### A Process of Continuous Learning

In today's fast-paced world, event management and planning are rapidly evolving, driven by many upcoming megatrends in line with changing societal norms. Crowdsourcing can be viewed as an opportunity for continuous learning and refining such processes for future events, which keeps the interaction with the audience open and engaged with the event. Yet to be widely adopted by business environments, crowdsourcing still needs to overcome certain barriers. However, as an effective innovation tool, crowdsourcing is sure to continue to help make events a unique and shared experience. **POV**

# Transforming Lives, One Green Building at a Time



Established by the CII in 2001 and with over 13,840 registered Green & Net Zero projects covering 11.82 billion sq ft of Green Building Footprint in India. IGBC has firmly established itself as a leader in sustainable development in the country. Representing a diverse range of stakeholders from the construction industry, including corporate entities, government agencies, architects, product manufacturers, and institutions, the Council strived to extend its reach to the end users of green buildings.

## For the Greater and Greener Good

Property owners and occupants were offered a glimpse into the tangible benefits of choosing green buildings over conventional ones. This included lower maintenance costs and reduced energy and water consumption. According to C Shekar Reddy, National Vice Chairman, CII – IGBC & Chairman, IGBC Green Property Show 2024, visitors making this conscious choice will gain intangible benefits such as improved well-being and a healthier lifestyle, all of which aligned with the Sustain-



The IGBC Green Property Show 2024, organized by the Confederation of Indian Industry - Indian Green Building Council (CII - IGBC), successfully concluded at the HITEX Exhibition Centre, Hyderabad, from May 17-19, 2024. Building on the success of its inaugural edition in 2023, this second edition aimed to educate and encourage prospective home buyers to invest in greener residential buildings certified or pre-certified by IGBC, a premier certification body of green and net zero buildings in India.



"The IGBC Green Property Show is the world's most unique event conceptualized by IGBC, aimed to sensitize and motivate prospective home buyers to invest in a greener future by choosing green residential buildings (Certified or Pre-Certified by IGBC) over conventional buildings. IGBC believes that 'Sustainability Remains in Simplicity', emphasizing that even small, daily actions can make a significant impact."

*C Shekar Reddy  
National Vice Chairman  
CII – IGBC & Chairman  
IGBC Green Property  
Show 2024*



able Development Goals (SDGs).

Circling back to embracing green building practices, the show outlined the benefits, which include promoting energy efficiency, water conservation, and encouraging responsible resource management. Mr Reddy stressed that advocating for these initiatives will prove advantageous for property owners and occupants in the long run. Moreover, it will prioritize the well-being of the planet and its inhabitants.

Further emphasizing the show's concrete significance, a remarkable act of diverting over 7,631 Kg of waste from landfills was achieved, making it a Net Zero to Landfill Event with the support of RE Sustainability Ltd, a company that offers services

to manage waste and create a circular economy.

On that note, he believed that the show's impact resonated with the common man. "Citizens of Hyderabad were left inspired and would continue their commitment to make Hyderabad and the State of Telangana, greener and sustainable for generations together," he shared.

**Sustainability Remains in Simplicity**

Unlike a theme-based conference, this event focused on practical and accessible strategies for everyday sustainability. "IGBC believes that 'Sustainability Remains in Simplicity', emphasizing that even small, daily actions can make a significant impact," Mr Reddy averred. "Par-

ticipants learned how simple activities such as waste segregation, installing efficient water fixtures, gardening, and encouraging local flora and fauna can contribute to larger sustainability goals."

By highlighting these actions, the event illustrated that sustainability extends beyond luxury projects and can be seamlessly integrated into everyday life. He mentioned, "During the main event, IGBC carefully curated 15 technical sessions that covered topics related to the common man, from Urban Gardening to Cybersecurity and Road Safety."

This in turn created a collaborative and inclusive environment on which he commented, "This approach makes the concept of sustainability more relatable

and achievable for the common man, reinforcing that everyone has a role to play in the nation's goal of becoming a Net Zero Carbon Emitter by 2070."

**IGBC-rated: A Sustainable Seal of Approval**

As word spread regarding the return of a one-of-a-kind event, more than 12,000 visitors showed up, eager to interact with experts and gain valuable insights into the benefits of investing in IGBC-certified or Pre-Certified green residential projects. The show provided a unique platform for home-seekers and developers to explore sustainable living solutions.

More than 70 leading developers showcased their sustainable products and cutting-edge





The second edition of the IGBC Green Property Show, organized by the Confederation of Indian Industry - Indian Green Building Council (CII - IGBC), took place at the HITEX Exhibition Centre in Hyderabad from May 17-19, 2024. Over 70 leading developers showcased IGBC Certified and Pre-Certified green building projects, sustainable products, and cutting-edge technologies, attracting over 12,000 visitors.

technologies, highlighting the significant strides the Council has made in the green building movement. "With 32 different rating systems that cut across all categories of buildings and built environments, IGBC has well-defined standards and guidelines that help companies and communities alike adopt sustainable practices," Mr Reddy mentioned. Furthermore, IGBC-rated green buildings have demonstrated reductions in carbon dioxide (CO2) emissions and construction waste compared to conventional buildings.

Elaborating on the reductions, he elucidated that, on average, IGBC-rated green buildings reduce electricity consumption by up to 30 percent and water usage by up to 50 percent.

"Green buildings reduce dependency on municipal resources while ensuring that occupants benefit from reduced maintenance costs," he added. "IGBC ratings also encourage the use of local materials, from within a 400 km radius, which reduces the carbon footprint of the procurement process."

Furthermore, it encourages sustainable transportation practices such as walking to work, public transport utilization, carpooling, and the use of electric vehicles, therefore greatly reducing individual carbon emissions. By exclusively showcasing IGBC-certified and Pre-Certified projects during the event, the commitment of these developers to creating sustainable and green buildings was highlighted.

### The Prelude

The event stood out for its thoughtful approach to creating awareness and fostering sustainable living practices among the public before it commenced. The organizers embarked on a strategic marketing campaign that employed a blend of social media outreach and impactful out-of-home advertising.

Mr Reddy listed out a few of the organizer's promotional strategies, "Our aim was to reach the common man, we had our promotional posters running across the city. From gated communities LED screens near the lifts, to IT offices and Metro Stations. We educated home buyers to invest in the future through every medium possible. From ra-

dios and theatre ads to celebrity messages and newspaper ads. Name it, we've done it."

Furthermore, the team energetically and creatively engaged with the citizens at a local mall through Hyderabad's First Musical Flashmob to promote and educate about green buildings and its benefits for the generations to come.

Lastly, he pointed out, "We also had key developers and articles about green buildings, beating the heat with green buildings, and key stakeholder messages across media to spread awareness and educate the common man." With that in mind, there is no doubt that these extensive promotional efforts resulted in the event's memorable success. **POV**





# The Industry's Crowned Jewel

**C**elebrating its 16th year, the Hyderabad Jewellery Pearl & Gem Fair 2024 exemplifies continuous growth and innovation. Each edition has brought new insights and improvements, ensuring the event remains a premier destination for top industry players and B2B trade visitors.

"We've dedicated significant time to engaging with both our buyers and sellers, curating the perfect blend. After all, the audience mix shapes the success of the event," Pallavi Mehra, Senior Group Director, Informa Markets in India, shares. "I'm very proud to say that this is currently our biggest Hyderabad Gems & Jewellery Fair to date."

## A Fine Venue for Fine Craftsmanship

An event as monumental as HJF 2024 deserved a venue capable of hosting it. The newly constructed Hall 4 stands as a beacon of modernity, offering facilities that seamlessly blend with the fair's objective of providing a superior event environment.

"We were eagerly anticipating the upgrade at HITEC. The new facility surpasses our expectations; it's truly state-of-the-art," she expresses with utmost positivity.

The event featured over 350 exhibitors and displayed over 750 brands within a sprawling exhibition space of more than 120,000 sq ft. With an extensive and diverse ex-



All image source: HITEC

The Hyderabad Jewellery Pearl & Gem Fair (HJF) 2024, held from June 7-9, showcased the brilliance and innovation of the gems and jewelry industry. Organized by Informa Markets in India, the 16th edition took place at the renowned HITEC Exhibition Centre, Hyderabad. The event underscored South India's significant impact on the industry, as it accounts for 40 percent of the country's total jewelry demand.



hibitor portfolio, the event drew over 8,000 trade buyers who experienced a remarkable display of more than 200,000 of the latest designs.

## Gems of Growth: Tradition to Innovation

With a nearly 40 percent increase in participation compared to the previous edition, this year's event is experiencing remarkable growth. Through close engagement with exhibitors and buyers, the fair is attuned to the dynamic trends shaping the jewelry, pearl, and gem industry.

While traditional jewelry retains its timeless allure, there's a noticeable shift towards Polki and lightweight designs, reflecting the evolving tastes of the Hyderabad market. "One notable trend is the emergence of lab-grown jewelry, which has garnered substantial attention," Mehra states. "This year, we're proud to host over 20 exhibitors specializing in lab-grown pieces, indicating a clear direction for the future of the industry."

## Trends in Transition

Serving as a driving force for the industry, the fair supported India's goal of achieving gems and jewelry exports of US\$ 75 billion (INR 6.2 lakh crore) by



2030, building on the already impressive US\$ 40 billion (INR 3.3 lakh crore) milestone.

Moreover, as the jewelry industry progresses, the role of modern technology becomes increasingly significant, reflecting a dynamic balance between supply and demand. Insights from seminars and industry experts highlight the necessity of aligning with con-

sumer preferences, particularly as lightweight jewelry and lab-grown gems gain popularity.

Embracing trends is crucial, a philosophy deeply embedded in the industry. "Exhibitions serve as more than mere transactions; they are opportunities to grasp emerging trends, foster community engagement, and elevate one's standing within the industry," she asserts.



"We were eagerly anticipating the upgrade at HITEX. This enhancement enables us to elevate our events and offer attendees an unparalleled experience. With the addition of Hall 4, we can seamlessly meet our space requirements and integrate the latest technology, bridging any existing gaps."

**Pallavi Mehra**  
Senior Group Director  
Informa Markets in India

### From Mine to Mindful: Sustainability in Jewelry

The event is exceeding expectations with regard to promoting sustainable and eco-friendly practices in the jewelry industry. "Sustainability is now the focal point in discussions about jewelry production," Mehra explains. Therefore, a key focus was on lab-grown jewelry, which offers an environmentally conscious alternative to traditional mining methods.

By avoiding the ecological damage associated with conventional practices, lab-grown

pieces are redefining industry standards for sustainability. The fair also focused on recycling initiatives, underscoring its commitment to an eco-friendly future. These efforts collectively aim to revolutionize the industry's approach to sustainable jewelry production.

### A Complete Run Down

Day one commenced with a panel discussion moderated by Sumesh Wadhwa, Managing Director, AOJ Media Pvt Ltd, focusing on the 'Power of Young & Jewellery Legends of South India'. This engaging session provided valuable insights into the evolving landscape of the jewelry industry. The evening continued with the first round of the fashion show, highlighting exceptional creativity, followed by a second round showcasing the timeless craftsmanship of South India's jewelry legends. The event also presented awards to artisans, recognizing their pivotal role in preserving tradition and driving innovation.

Day two focused on the empowering journey of daughters-in-law, who play a key role in preserving family jewelry legacies. A thought-provoking panel discussion, moderated by Hetal Vakil, delved into the significance of these women in maintaining and evolving cherished family traditions. Additionally, an insightful jewelry trends presentation by Fashion Scoop provided a glimpse into the latest innovations and styles shaping the industry.

### The Future Shines Bright

The anticipation and energy pulsating through the exhibition halls are invigorating for the organizers of the Hyderabad Jewellery Pearl & Gem Fair 2024. This enthusiasm fuels their ambition to grow further, inviting more exhibitors to join their ranks. "Our vision extends beyond merely showcasing new



products; we are committed to enriching the exhibition with insightful knowledge sessions," she articulates.

The fair aims to honor industry veterans while also embracing newcomers, fostering unity by creating a convergence point for all stakeholders. Fur-

thermore, the organizers aspire to elevate the overall participant experience by imparting valuable insights and knowledge for attendees to carry forward. This, in turn, makes the event one for the books, to be remembered in the industry for years to come. **POV**



**STYLE TATVA 2024**

**July 20-21, 2024**

**FICCI Ladies Organisation (FLO)**

This Lifestyle and Fashion exhibition unites women entrepreneurs, top brands, designers, weavers, and artisans on a common platform for business opportunities.

**CREDAI HYDERABAD PROPERTY SHOW**

**August 2-4, 2024**

**Confederation of Real Estate Developers Association of India**

This Real Estate Property show focuses on Hyderabad, displaying over 100 credible projects, including villas, plots, and commercial spaces, along with financial solutions.

**DEEP MELA**

**August 2-4, 2024**

**Deepshika Mahila Club**

The annual Home & Family exhibition will feature over 200 stalls, attract more than 10,000 visitors, and promote handicrafts.

**TUBE & PIPE FAIR 2024**

**August 5-7, 2024**

**Tulip 3P Media Pvt Ltd**

The 2<sup>nd</sup> edition of the fair aims to bolster the global Tubes and Pipes industry by providing a crucial platform for patrons, focusing on 'extending boundaries to the south'.

**FAIC - 5<sup>TH</sup> CONVENTION & EXHIBITION**

**August 9-11, 2024**

**Federation of All India Caterers (FAIC)**

A unified platform for Caterers across the nation, amplifying their collective voice and influence through networking and connecting with industry experts.

**PLASTICS - PACKAGING - PRINTING EXPO 2024**

**August 9-12, 2024**

**P3 Exhibitions**

The exhibition offers a platform for all Plastic, Plastic Machinery, Packing, and Printing Manufacturers to meet, allowing visitors to learn modern-day recycling.

**IPEC 2024**

**August 16-18, 2024**

**HITEX**

The 3<sup>rd</sup> edition of India Process Expo & Conference (IPEC) unites the process engineering sector, bringing together patrons to showcase high-quality products and services on a singular platform.

**ECO SUSTAIN EXPO 2024**

**August 16-18, 2024**

**HITEX**

The expo & conference will bring together a diverse community of like-minded professionals from various industries to further the cause of a Sustainable Future.

**HIMTEX 2024**

**August 16-19, 2024**

**HITEX**

The 8<sup>th</sup> Hyderabad International Machine Tool & Engineering Expo provides an excellent opportunity to explore machine tools, engineering, robotics, and automation options.

**AORA INDIA 2024**

**August 22-24, 2024**

**Academy of Regional Anaesthesia (AORA)**

The 14<sup>th</sup> annual conference themed 'Regional Anaesthesia: Breaking Barriers' brings together researchers, practitioners, and industry leaders, featuring knowledge workshops, paper presentations, and product displays.

**SPORTEXPO INDIA**

**August 23-24, 2024**

**HITEX**

The 7<sup>th</sup> edition of this leading B2C platform for the Sports, Fitness, and Wellness industry features India's 2<sup>nd</sup> largest marathon.

**CNC EXPO 2024**

**August 28-30, 2024**

**Cable Net Concepts**

The 12<sup>th</sup> edition expo features the latest CNC and Broadcasting Equipment and Systems, offering a unique chance to explore smart technology's influence on various and allied sectors.

**INDIA INTERNATIONAL AGRIBUSINESS EXPO**

**August 29-30, 2024**

**RAY One Agri Consulting LLP**

The first edition of IIAB Expo, 'India International Agri Business Conference & Expo,' is a specialized B2B platform and India's biggest agri business expo.

**ELECTRIEXPO 2024**

**August 29-31, 2024**

**The Secunderabad Electric Traders Association (SETA)**

The event highlights Electrical, LED, Solar, and Automation sectors with 200+ exhibitors, acting as an epicenter for transformative ideas.

**BRIDAL ASIA**

**August 31-September 1, 2024**

**Services International**

A one-of-a-kind exhibition featuring a curated assortment of wedding couture, jewelry, and accessories from India and Asia, making trousseau shopping an enjoyable experience.

# Culinary Revival: Bridging India's Food Gap

Food A'fair 2024, organized by Blitz Exhibition Pvt Ltd, successfully concluded from June 13-15, 2024, at the HITEX Exhibition Centre, Hyderabad, Telangana. The event aimed to bridge the significant gap in India's contemporary food and beverage (F&B) retail market.



All image source: HITEX



Food A'fair 2024 took place from June 13-15, 2024, at the HITEX Exhibition Centre, Hyderabad. Organized by Blitz Exhibition Pvt Ltd, the event brought together 54 exhibitors from various retail sectors, including traditional, modern, and e-commerce. This gathering bridged the divide between different retail formats and helped businesses stay current with evolving market trends and consumer preferences.

Hyderabad, the City of Pearls, is experiencing a population boom, leading to a rising demand for diverse food products. With many working parents and growing families, the city offers a unique market opportunity. Therefore, the event has strategically positioned itself in Hyderabad to cater to these needs. Additionally, the event isn't just about showcasing products; it's about boost-





ing sales, promoting products, and satisfying the appetites of a dynamic and growing consumer base in South India.

**A Food Show for Hyderabad**

Digging deeper into its purpose, the event was conceived to address the notable absence of high-quality food shows in South India. While Delhi and Mumbai have witnessed most of the prominent

food and beverage trade fairs, the southern cities like Chennai and Bangalore have seen only crumbs of success.

"Leveraging our strong connections from Hyderabad to both South and North India, we saw an opportunity to bridge this gap with a dedicated food show in Hyderabad," Srikanth Punati, Director, Blitz Exhibition Pvt Ltd, explained. This initiative marked the first note-



"As athletes, dietary preferences and nutrition play a crucial role in optimizing performance. We prioritize high-quality food and a balanced diet rich in proteins, complex carbohydrates, and essential nutrients."

*Pullela Gopichand  
Head Coach  
Indian National Badminton Team*



worthy event in Hyderabad that focused specifically on the food retail industry, aiming to elevate the region's presence in the national F&B trade fair circuit.

**Shifting Tastes: Modern Consumer Trends**

Building on the changing retail landscape in Hyderabad, the event was strategically designed to address the evolving needs

of exhibitors and visitors. Major chains are expanding their presence in the city, marking a significant shift from traditional to modern retail formats and embracing e-commerce platforms.

This shift is influenced by the city's shifting demographics, with residents now representing a blend of North and South India. "When it comes to e-commerce, there's no distinction between South, North, or international



"The primary reason we launched Food A'fair is due to the absence of quality food shows in South India. Therefore, we felt there was a need for a prominent show in Hyderabad. Prior to this exhibition, I don't believe there has been a dedicated event focused on the food retail industry in Hyderabad."

**Srikanth Punati**  
 Director  
 Blitz Exhibition Pvt Ltd



markets—it's a unified platform," Punati shared.

Moreover, in response to the evolving trends in the market, Akil Gawar, Director, Telangana Food Processing Society, stated, "Automation and technology have significantly advanced in local food production." He further added, "Traditionally, Indian cuisine has seen limited technological advancements, but there is growing interest in

developing technologies suitable for Indian food products."

Speaking from a consumer's point of view, Pullela Gopichand, Head Coach, Indian National Badminton Team, states, "As athletes, dietary preferences and nutrition play a crucial role in optimizing performance. We prioritize high-quality food and a balanced diet rich in proteins, complex carbohydrates, and essential nutrients." This can be



"There's a strong emphasis on health, with increased scrutiny on food ingredients and recipes. Innovations are emerging in recipes, food products, and packaging, leading to the introduction of new and exciting products in the Indian food market."

**Akil Gawar**  
 Director  
 Telangana Food Processing Society



traced back to the growing demand for healthy, organic foods.

As consumer preferences evolve towards organic, plant-based, and functional foods, the event provided a crucial platform to showcase products that resonate with these emerging trends. By uniting 54 exhibitors from various retail backgrounds—traditional, modern, and e-commerce—the event created a unique mar-

ketplace where businesses could connect with a diverse consumer base. This approach bridges gaps between different retail formats and ensures that businesses stay abreast of changing market dynamics and consumer demands.

**Growing with the Trends**

Offering a glimpse into certain trends, Punati pointed out, "Last year, there was a sig-





nificant push with the international year of millets, resulting in numerous smaller companies emerging." Likewise, innovative concepts are emerging in other functional foods, such as low-calorie options and dairy alternatives in milk.

Focusing on organic products, plant-based functional foods, and emerging trends like dietary foods and well-

ness concepts, he mentioned, "In our upcoming editions, we plan to delve deeper into these growing trends." This approach makes the event stand out as a trendsetter in the F&B industry.

Going forward, the show will be organized annually at HITEX Exhibition Centre, Hyderabad. The next edition will take place from June 12-14, 2025. **POV**



# Eco Eats, Bold Flavors

Blackboard Restaurant, an offshoot of Bevgo Ventures Pvt Ltd, is a culinary leader in the city of Hyderabad. Driven by a passion for healthy vegetarian and vegan cuisine, the Cafe was introduced as a dining experience that quickly became a staple. Over the years, it expanded its footprint across food courts, college cafeterias, and corporate catering, establishing a reputation for quality and innovation.



All image source: Bevgo Ventures Pvt Ltd

Initially, Bevgo Ventures established Whiteboard Cafe in 2015, which was born out of a desire to create a space that is warm, welcoming, and conducive to engaging conversations. With a design philosophy that blends minimalism and vibrancy, the restau-

rant provides an environment where customers can relax, play games, or enjoy a good book. It serves as a neutral ground between work and home, offering a place that feels like a second home. The Cafe also features meeting rooms for those seeking privacy and quiet.



In 2018, the company's journey continued with the establishment of Blackboard Restaurant at Cyber Towers, Hyderabad, expanding the culinary offerings to include vegetarian and non-vegetarian multi-cuisine dishes. Post-COVID, under the valuable guidance of Srikanth T G, Business Head, HITEX Exhibition Center, a new branch was launched in March 2022 at the exhibition center, further broadening the Cafe's reach and influence.

### Meeting the Visionaries

With over 30 years of experience running Choice Solutions, an IT services firm, Jagannath Kallakurchi, Managing Director, Bevgo Ventures Pvt Ltd, brings a wealth of knowledge and expertise. An alumnus of the Indian Institute of Technology Roorkee (IIT Roorkee), Uttarakhand, and the Indian School of Business (ISB), Hyderabad, he has also completed certificate programs at Harvard Business School, Boston. His journey in the culinary world is driven by his belief in providing healthy, vegetarian, and vegan options to the community, addressing the growing demand for nutritious and ethical food choices.

Venu Gopal Acha joined Bevgo Ventures Pvt Ltd in December 2015 as an Operations Manager and was promoted to General Manager Operations in January 2017. His career began at prestigious establishments like Novotel Hyderabad Convention

Centre, Telangana, and Taj Decan, Hyderabad, where he developed a keen understanding of the hospitality industry. His experience in food and beverage management has helped shape the operational efficiency and service quality at Blackboard Restaurant. Overall, his leadership has driven the restaurant success, ensuring that every guest enjoys a memorable dining experience.

### Culinary Connoisseurs

Blackboard Restaurant offers various services tailored to a diverse clientele. It manages food and beverage operations for a reputed engineering college and a startup incubation center in Warangal, providing professional yet affordable canteen services.

Faced with the challenge of serving 4,000 students and staff, especially during peak hours, Blackboard Restaurant implemented innovative solutions. They adopted local sourcing to reduce costs, customized the menu to local tastes while ensuring healthy options, and introduced meal cards to streamline peak-hour flow.

Another key portfolio in corporate catering includes a mid-size IT company based out of Hyderabad, where the Cafe caters to 500 employees with diverse food preferences. Its solution includes a weekly customized menu, special dishes twice a week, and a

"We are known for maintaining the highest standards of quality and cleanliness of equipment in the kitchen. Today, we are serving many corporates, engineering colleges, and malls with our outlets or in partnerships. The main reason for our success is a clear focus on a 'Customer First' attitude and taking care of our employees with all statutory compliances and for the organization."

**Jagannath Kallakurchi**  
Managing Director  
Bevgo Ventures Pvt Ltd



central kitchen for cooked meals, milkshakes, tea, coffee, and juices. The restaurant provides lunch/snack boxes for special occasions and manages the entire kitchen operations, including housekeeping.

Leveraging its central kitchen capacity, the restaurant delivers food on short notice and partners with other vendors for variety. Elaborating on the Cafe's expertise, Kallakurchi mentioned, "We leverage our significant experience in setting up and running large kitchens; we also help our clients with initial kitchen design and setup, introductions to trusted kitchen equipment vendors and designers, and complete housekeeping and maintenance solutions."

### A Learning Curve

After opening a branch at the HITEX Exhibition Centre, Hyderabad, the restaurant transitioned into the exhibitions and events sphere, which in turn brought forth initial challenges; however, it was swiftly navigated with the invaluable support of Priyanka Reddyar, Head Venue Sales, Hyderabad Inter-

national Trade Expositions Ltd (HITEX), and her team.

Exhibitions are gatherings for professionals from diverse sectors to converge and foster an intellectually stimulating environment. For Blackboard Restaurant, this dynamic setting isn't just about providing food; it's about transcending mere sustenance to create lasting impressions.

Moreover, the industry presents a ton of opportunities for professional growth and skill enhancement. Engaging with industry stalwarts, navigating diverse business landscapes, and harnessing global perspectives are just a couple of the multifaceted benefits it offers.

"Working in this industry provides us with international exposure, allowing us to collaborate with individuals from different cultures, learn about global business practices, and expand our horizons," Kallakurchi shares. From refining communication and negotiation skills to project management and marketing, every interaction and endeavor in this space contributes to a holistic professional development journey for the restaurant.

"By using sustainable food practices like reducing the amount of food we waste and making good decisions about the food we eat, we can preserve the world's food supplies and lessen our impact on the environment. By reducing food waste and planning your shopping, you can save money."

**Venu Gopal Acha**  
General Manager Operations  
Bevgo Ventures Pvt Ltd



### Navigating the Nitty-Gritty

Catering to large exhibition crowds poses significant challenges that demand careful planning and proactive solutions. The restaurant effectively tackles these challenges to ensure a perfect dining experience for event attendees.

One of the primary challenges faced was understaffing, a dilemma that can disrupt even the most well-planned events. To preempt this, the restaurant adopts a preventive approach by engaging in thorough discussions with clients and gathering detailed insights into their needs and expectations for the event day.

Moreover, it carefully calculates the budget for staffing and other event essentials, ensuring efficient service delivery within budget constraints. It also prioritizes assessing all requests for event-related changes and reworking plans accordingly.

The restaurant remains agile, ready to adjust its services to accommodate unexpected developments, such as fluctuations in attendee numbers or last-minute alterations to event arrangements. Additionally, contingency

plans are in place to handle unforeseen circumstances, thus ensuring smooth operations during every event.

### Brews and Breaks: Nurturing a Positive Work Culture

In the high-pressure environment of exhibition catering, Acha points out, "Promoting staff well-being is important for any company, but it's especially crucial when exhibiting. By taking some simple steps to promote staff well-being, we can ensure that our team is happy, healthy, and productive during the event."

Blackboard Restaurant prioritizes equipping its staff with effective stress management resources and support systems. Acknowledging the potential stressors inherent in such settings, the restaurant encourages team members to practice relaxation techniques and self-care strategies. Emphasizing the importance of breaks and seeking help when needed, the restaurant fosters a culture that values mental well-being and addresses stress proactively to prevent burnout.



Central to this approach is the promotion of a positive work culture that thrives on open communication, collaboration, and the free exchange of ideas. By creating an environment where team members feel comfortable voicing their concerns and contributing their insights, recognizing and rewarding their efforts further enhances their self-esteem and job satisfaction, leading to improved morale and team cohesion.

### Catering with a Conscience: HITEX's Eco Eats

Collaborating closely with HITEX, the team has marked a successful two-year journey and is now embarking on its third year. With each event, this dynamic duo stirs up a blend of gastronomic delight and eco-consciousness, crafting a menu that's both palate-pleasing and planet-friendly.

Playing a pivotal role in over 90 percent of events at HITEX, including both internal and external shows, the Cafe sets high standards for sustainability in catering services. According to Kallakurchi, "We have handled almost 38 exhibitions, small and big, together, such as FAMDENT, CREDAI Property Show, SBI Property Show, FRO Expo, Grama Bharathi Kisan Expo, PETEX India, and more."

Furthermore, Acha outlines a few practices that focus on

improving sustainability, "Eliminating single-use plastics and packaging and replacing them with items that can either be composted or reused, using a self-service beverage station rather than cans and bottles, and developing a system for composting food waste."

By prioritizing sustainability practices like minimizing food waste and making mindful food choices, it ensures efficient catering operations and reduces its environmental footprint. This holistic approach aligns with the vision of creating a sustainable food system that supports food security, nutrition, and environmental stewardship for future generations.

### Beyond Menus, Crafting Experiences

Blackboard Restaurant's future at HITEX and beyond is a culinary odyssey, blending innovation with delectable delights. Each day brings new lessons; according to Acha, "it's a day-by-day learning process, keeping ourselves updated and focusing more on good food with great service."

Food isn't just sustenance; it's a conversation starter, a bridge between people and cultures. The restaurant recognizes this, aiming to create memorable experiences that go beyond taste buds. To excel in exhibitions, they prioritize warmth, attentiveness, and personalized interactions. **POV**



All image source: HITEX and TCEI

With each passing year, the event has consistently raised the bar in the wedding planning industry. It has become a must-attend event for professionals looking to showcase their creativity and expertise, making it a highly anticipated highlight on the wedding calendar.

#### From Film City to National Stage

In 2019, the inaugural event, hosted at Film City within an 8,000 sq ft venue, aimed to foster collaboration among local wedding planners. Following a pause due to the pandemic, the second edition resumed in July 2023 at Novotel Hyderabad Convention Centre (HICC), Hyderabad, expanding dramatically to 36,000 sq ft. Drawing in approximately 850 attendees, the event showcased diverse participants and introduced enriching workshops and training sessions.

According to Shравan Madiraju, Convenor, SIWPC Global 2024 & President, Telangana Event Managers Association (TEMA), "The third edition in June 2024 further scaled up to an 84,000

## Tying the Knot

The South India Wedding Planners Congress (SIWPC) has blossomed from a humble start in 2019 to a grand affair by 2024. This year's edition, organized by the Telangana Chamber of Events Industry (TCEI) at the HITEX Exhibition Centre, Hyderabad, from June 14-15, 2024, cemented its role as the trendsetter for weddings in South India and beyond, proving that when it comes to weddings, SIWPC is the ultimate stop.



"Overall, SIWPC 2024 offers a comprehensive, forward-thinking, and community-driven event that sets it apart from other wedding industry conferences."

**Balaram Babu Alla**  
President  
Telangana Chamber of Events Industry (TCEI)



sq ft venue with 1,500 attendees, including international planners as speakers, under the theme 'beyond imagination'."

**Floral Extravaganza Adds Value**

The Indian Floral Design Extravaganza is typically an event dedicated to showcasing the art and creativity of floral design and creating a one-of-a-kind experience for the industry. The exhibition serves as a source of inspiration for wedding planners, designers, and florists in the industry. This

platform is designed to provide an experience of a wide variety of designs, from traditional arrangements to avant-garde creations. It offers a stage for professional florists, designers, and artists to display their work, highlighting their creativity, skill, and innovation in floral design.

The idea is to promote Indian wedding designers by raising awareness of the artistry involved in floral design and encouraging more people to take an interest in it. We have curated 16 different concepts for the



"The event aims to showcase cutting-edge innovations and trends in the wedding planning industry while fostering global collaboration by bringing together national and international wedding planners and featuring esteemed international speakers."

**Ravi Bura**  
General Secretary  
Telangana Chamber of Events Industry (TCEI)



designers to create a magical experience. 'Porcelain Paradise', 'Bold and Beauty', 'Emerald Elegance', and 'Glassy Glamour' are a few to name.

Overall, the Floral Design Extravaganza Exhibition aims to elevate the art of floral design, inspire creativity, educate visitors, and foster a vibrant community of wedding enthusiasts.

**Mixing Business with Bouquets**

The event challenged preconceived notions, wowing attendees with its theme of 'beyond

imagination'. Ravi Bura, General Secretary, Telangana Chamber of Events Industry (TCEI), shared, "The event aims to showcase cutting-edge innovations and trends in the wedding planning industry while fostering global collaboration by bringing together national and international wedding planners and featuring esteemed international speakers."

The educational and training sessions at the event were designed to equip attendees with practical knowledge and





"The idea is to promote Indian wedding designers by raising awareness of the artistry involved in floral design and encouraging more people to take an interest in it. We have curated 16 different concepts for the designers to create a magical experience."

**Shравan Madiraju**  
 Convenor  
 SIWPC Global 2024 &  
 President  
 Telangana Event  
 Managers Association  
 (TEMA)Events Industry  
 (TCEI)

skills that fostered their professional development. Beyond skill enhancement, the event was a hotspot for making crucial connections and grabbing business opportunities for planners, vendors, and stakeholders. It aimed to shake up the wedding scene by bringing global trends and standards to the local market.



"A key focus this year is on sustainable wedding solutions, with specific sessions and exhibitors dedicated to promoting eco-friendly practices," Bura stated. "These sessions will educate attendees on the importance of sustainability, showcase best practices, and feature innovative solutions for organizing environmentally responsible weddings," he further explained. This initiative aligns with the growing trend in recent years and seeks to drive a significant shift towards environmental responsibility, encouraging stakeholders to integrate these practices into

their services and offerings.

### Setting New Standards

The event set itself apart in the wedding industry with its refreshing approach and ambitious goals. "Unlike most wedding conferences, which are typically organized by individual intellectual properties (IPs), SIWPC is organized by the largest regional association, TCEI, which boasts 500 active members," Balaram Babu Alla, President, TCEI, asserted. This collective effort ensured a strong community focus, dedicated to enriching every aspect of the industry.





Attendees experienced an array of brilliant wedding trends presented by local and international experts, making it a standout event for anyone passionate about wedding planning. Additionally, international speakers added a global perspective, offering invaluable insights that elevated local wedding standards to new heights.

"Additionally, the educational and training sessions are designed to provide hands-on experiences and practical knowledge, helping attendees elevate their professional skills," he outlined. "Overall, SIWPC 2024 offers a comprehensive, forward-thinking, and community-driven event that sets it apart from other wedding industry conferences."

### Tying Industry Knots

The event was dedicated to empowering wedding planners and industry professionals with cutting-edge trends and innovations through a comprehensive lineup of workshops, networking events, and impactful sessions. The workshops covered a range of essential topics in modern wedding planning, offering hands-on learning experiences that enabled attendees to in-

tegrate innovations effectively into their practices.

"Networking opportunities are a cornerstone of SIWPC 2024, offering global networking sessions where local planners can engage with international experts," Madiraju states. Personalized interactions with industry leaders further enriched the learning experience, providing tailored guidance and strategic insights on navigating challenges and seizing opportunities in the competitive wedding market.

Keynote addresses by renowned international planners such as Micheal Ruiz - Event Stylist, Teddy Manuel - Floral & Event Stylist, and Brayan - Wedding Planner, highlighted global wedding trends and innovative business strategies. Panel discussions tackled crucial industry issues, including adapting to market dynamics and enhancing client experiences, and offered attendees practical insights and actionable solutions. "These sessions collectively equip participants with the knowledge, skills, and connections needed to elevate their professional capabilities and stay ahead in an ever-evolving industry landscape," he averred.



### Bridging Borders in Wedding Planning

The event was focused on helping new talent and businesses grow in the wedding planning world. As a key meeting point for professionals from India and beyond, the event gave newcomers plenty of chances to make their mark and build their networks. The event had inclusive networking sessions where participants could connect with industry peers and learn best practices from the experts.

"SIWPC also promotes a collaborative environment that encourages partnerships among attendees, fostering innovation and mutual growth within the sector," Madiraju emphasizes. "With a strong emphasis on global connectivity, the event not only connects participants within India but also exposes them to international perspectives and trends, enriching their professional development," he pointed out. Expert-led sessions equipped fresh talent with the skills needed to succeed in the competitive wedding planning scene.

### Space, Style, and Substance

HITEX Exhibition Center was selected as the venue for several compelling reasons that

matched the event's scale and needs. As one of the largest convention centers in the region, the venue provided expansive, pillarless spaces ideal for accommodating the diverse activities and exhibits at the event. This layout flexibility ensured an unobstructed environment for large gatherings and interactive sessions. Strategically located with easy access to major transportation hubs, HITEX facilitated convenient logistics for attendees.

"Moreover, HITEX boasts excellent amenities and support services essential for hosting a premier event like SIWPC. These include state-of-the-art audiovisual facilities, robust internet connectivity, and dedicated event management teams experienced in handling large-scale conferences," Bura adds.

The venue's excellent service delivery and its proven track record of hosting international and national events made it a trusted choice for the event. "Overall, HITEX Exhibition Center's infrastructure, location, amenities, logistical support, and service capabilities align perfectly with SIWPC's vision of showcasing innovation and setting new benchmarks in the wedding planning industry," Alla concludes. **POV**



# Trails, Caves, and Cultural Wonders

**Ananthagiri Hills, located in the Vikarabad district of Telangana, offers a lovely blend of natural beauty, historical significance, and thrilling adventures. Situated just a short drive from Hyderabad, these hills are an ideal destination for nature lovers, adventure enthusiasts, and those seeking a relaxing escape from the constant routine of life and hustle culture.**

**T**he Ananthagiri Hills are known for their dense forests and picturesque landscapes. This region is the source of the Musi River, which flows through the city of Hyderabad. The hills are also home to numerous springs, which feed into the artificial lakes, Hussain Sagar and Himayat Sagar, adding to the area's scenic beauty.

## Monsoons and Winters

The best time to visit the hills is during the monsoon and winter seasons. From June to September, the hills transform into a picturesque landscape adorned with numerous streams and waterfalls, due to the monsoon rains. From October to February, winter is the perfect season to explore the hills, with cool and pleasant weather ideal for ad-

venturous activities like trekking and hiking along the lush trails.

## The Borra Caves

A short drive from the hills will take visitors to the famous Borra Caves in the Araku Valley of Visakhapatnam district. These karstic limestone caves, perched at an elevation of about 705 meters, are among the largest and deepest in India. The caves'

located nearby, offers a fascinating glimpse into the lives of the local tribal communities. Opened in 1996, the museum displays a variety of artifacts, including utensils, jewelry, hunting tools, and traditional clothing, providing visitors with a deeper understanding of the region's cultural heritage. Visitors can also enjoy traditional dances and even get their fortunes told by a local parrot. The museum is an excellent spot to buy souvenirs, with proceeds supporting local communities.

## Gardens and Trekking Trails

Padmapuram Gardens, another popular attraction, consists of a variety of flora, including an exquisite rose garden and treetop huts. Originally built to supply food during World War II, the garden is now a horticulture marvel.

unique formations, created by the natural erosion of limestone by water, are a visual spectacle. The natural skylights filtering through the caves create a mesmerizing play of light and shadow, adding to the cave's allure. The caves are also home to bats and golden geckos, adding to the element of wonder.

The Borra Caves are also steeped in local legends. It is said that a cow once fell through a hole in the caves and was later found safe near a stone resembling a Shiva Lingam. This led to the construction of a small temple and a steady stream of pilgrims seeking blessings.

## Katiki Waterfalls:

### A Refreshing Retreat

Located near Borra Caves, the Katiki Waterfalls are a refreshing destination, especially during the monsoon. The waterfalls, originating from River Gosthani, offer a perfect spot for a quick dip and scenic trek. The path to the falls is dotted with food stalls, making the journey enjoyable and rewarding.

## Tribal Tales and Cultural Insights

The Araku Tribal Museum,

most favorable.

Tyda Park, known for its rich biodiversity, offers a haven for wildlife enthusiasts. The park is home to various exotic birds and animals, and it provides facilities for camping, rock climbing, and target shooting. Visitors can enjoy a close encounter with nature and indulge in several adventurous activities.

## Sacred Spaces and Holy Waters

One of the main attractions near the hills is the Anantha Padmanabha Swamy Temple. This temple, dedicated to Lord Vishnu, is a significant pilgrimage site. According to legend, it was built by Rishi Markandeya in the Dwapara Yuga, an epoch in Hindu mythology known as the third of the four yugas (ages) and characterized by a decrease in virtue and morality compared to previous yugas. The temple's sanctified ambiance and spiritual significance make it a must-visit.

Another notable site is the Nagasamudram Lake, a perfect spot for a peaceful retreat. The lake is surrounded by an abundance of greenery that offers a tranquil environment for picnics and leisurely walks. Visitors can also explore the nearby Bhavanasi Lake, which is considered a holy site and where taking a dip in the waters is believed to be auspicious.

## How To Reach

Visitors can travel to Ananthagiri Hills from HITEX Exhibition Centre primarily by road. The journey typically involves a scenic drive that stretches for about 75 km. The most convenient mode of transportation is by car or taxi, which takes approximately 1.5 - 2 hrs, depending on traffic conditions. Travelers can follow the route via NH 65, passing through Moinabad and Vikarabad, ensuring a smooth drive to the hills. Alternatively, local buses and rental services are also available for those who prefer public transport. **POV**

**Distance from  
HITEX  
80 Km**

**Travel Time  
1.5 - 2 hrs**

Visitors can enjoy a toy train ride or stay in hanging cottages for a unique experience. For trekking enthusiasts, the hills offer two main trails, starting from the temple and towards Kerelli. The best time for trekking is between November and March, with options for camping along the way.

## Exotic Birds and Dolphin's Nose

Dolphin's Nose, a massive rock formation resembling a dolphin's nose, extends 357 mt above the sea and features a lighthouse visible from 65 km away. This spot offers panoramic views and is a favorite picnic location. The best time to visit is from October to March, when the weather is



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