




# A Penny Saved is Two Pennies Earned



# CONTENTS

03

**LEADER'S DESK**  
Cheers to an  
Encouraging Start

04

**NEWS**  
Industry Updates  
from India and  
the World

08

**COVER STORY**  
A Penny Saved is  
Two Pennies Earned

07

**SAVE THE DATES**  
Upcoming Exhibitions  
and Events at HITEX

12

**AICOG 2024**  
Elevating Women's  
Healthcare Frontier

17

**BEAUTECH EXPO  
2024**  
Beauty Bonanza



24

**KISAN AGRI SHOW  
2024**  
Celebrating  
Agricultural Progress



28

**INDUSTRY  
STAKEHOLDER  
PROFILE**  
Fotilo Films Redefining  
Visual Storytelling

34

**TOURIST  
ATTRACTION**  
Serenity Meets  
Splendor



## IMPRINT

Publisher:  
HITEX

Editor:  
Aditi Saha

Tel:  
+91 40 2311 2121 / 22 / 23



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

## Cheers to an Encouraging Start

Dear Readers,

As we approach the beginning of a new fiscal, it is always prudent to reflect on the one we are to leave behind. The achievements must be acknowledged with pride and the setbacks recognized with vigor to strike back and fight for lost causes. A new fiscal cycle is akin to a fresh start and comes with new plans, announcements, and opportunities to improve and grow.

For HITEX, this fiscal was not just successful but also highly enriching and encouraging. And with the Events and Exhibitions industry regaining traction, the coming fiscal also holds immense potential. The latest, 32<sup>nd</sup> edition of global association of the exhibition industry, UFI's flagship Global Exhibition Barometer research indicates that in most markets around the world, the industry fully recovered from the pandemic slump in 2023, with revenues reaching a comparable level to 2019, on average. Also, revenues for 2024 for the industry are expected to reach 115 percent of pre-pandemic levels on average globally.

The Hospitality and Tourism sector also looks optimistic, opening new avenues and opportunities for the Events sector. The Hospitality industry in India's market size is estimated at US\$ 24.61 B in 2024 and is expected to be US\$ 31.01 B by 2029, growing at a CAGR of 4.73 percent during the forecast period (2024-2029). The demand from MICE is also contributing to its growth. Hotels are benefiting from the surge in conferences and corporate events as businesses are returning to normal operations. Hosting events has become a significant source of their revenue.

Another good news is the unveiling of our newly constructed, state-of-the-art Hall 4 at HITEX which is highly anticipated in the coming fiscal. We will be now in a better position to serve our esteemed customers. The booking calendar of HITEX as well as our new Hall 4 is a testament to their unwavering support and faith in us in taking their businesses a notch up.

On a concluding note, we look forward to you joining us at HITEX in the upcoming fiscal year and offering us the opportunity to serve you to the best of our capabilities. We have always cherished being part of your journey and will continue with the same spirit in the future.

Revenues for 2024 for the Events and Exhibitions industry are expected to reach 115 percent of pre-pandemic levels on average globally.

 [www.facebook.com/HITEXLTD](https://www.facebook.com/HITEXLTD)

 [www.twitter.com/HITEXLTD](https://www.twitter.com/HITEXLTD)

 [www.instagram.com/hitexhibitioncenter](https://www.instagram.com/hitexhibitioncenter)



[www.hitex.co.in](http://www.hitex.co.in)

## Dubai Issues 5-Years M Entry Visa to Indians



Bader Ali Habib, Regional Head, Proximity Markets, Dubai Department of Economy, and Tourism (DET), lauded India's role in Dubai's tourism success, highlighting the visa's strategic importance in enhancing ties and economic collaboration. This initiative aligns with the D33 Agenda to bolster Dubai's global status, and Dubai's aims is to deepen economic collaboration with India, leveraging cultural and trade ties.

The UAE-India economic partnership fosters diverse travel experiences,

Dubai has introduced a five-year visa, enabling multiple entries for travelers from India. The application is processed within two to five days. The 90-day visa can be extended by 90 days (combined), which sums up to 180 days for a year. In 2023, Dubai reported an increase in the number of Indian visitors, reaching 2.46 million tourist overnight stays, even above the pre-pandemic volume.

from luxury shopping to family-friendly attractions, bolstering Dubai's appeal. DET reported a 19.4 percent tourism increase in 2023, with India maintaining its position as the top source of international visitors, in line with D33 objectives initiated by Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai.

### Adani Group to Invest INR 12,000 Crore in Telangana

Adani Group has taken a huge step as it joins up with the Telangana Government to cause an investment of INR 12,400 crore (US\$ 1.49 billion) across multiple sectors.

A significant meeting between Gautam Adani, Chairperson, Adani Group, and A Revanth Reddy, Chief Minister of Telangana, at the World Economic Forum, Davos, prompted the action. This unprecedented partnership led to four MOUs, which provided the basis for several major projects.

Adani Green Energy will invest INR 5,000 crore in two Pumped Storage Projects and AdaniConneX Data Centers will invest the same in a contemporary Data Center campus. Adani Aerospace and Defence would invest INR 1,000 crore in Counter Drone Systems and Missile Development and Manufacturing Centres, and Ambuja Cements Ltd would invest INR 1,400 crore in a modern cement grinding unit.

### Indian Hospitality Sector Anticipates Growth in Next Budget

The next Budget 2024-2025 is expected to boost India's booming hospitality industry as the travel sector recovers. India's diversified tourism offerings—cultural heritage, adventure, wellness, and more—have regained worldwide appeal thanks to Government efforts like Swadesh Darshan and international events.

Travel and hospitality are resilient and growing, and the Hotel Association of India expects a US\$ 1,504 billion GDP contribution by 2047. The sector requests infrastructure status for hotels, GST rate rationalization from 18 percent to 12 percent, and faster approval processes in the Interim Budget to maximize this potential.

## UFI Global Barometer Predicts Record Growth for Exhibition Industry



The UFI Global Barometer forecasts record growth in the exhibition industry in 2024, with revenues to be 115 percent higher than pre-pandemic level globally. Nearly 52 percent of companies will hire more people in six months. Generative AI is also becoming more accepted (91 percent of organizations appreciate its impact).

Revenues exceed 2019 levels in most markets by 2023, indicating a strong epidemic recovery. The domestic and global economies are key concerns, reflecting changing business goals. Kai Hattendorf, CEO, UFI, underlines the



current optimistic view of the industry and the fast creation of job opportunities globally.

The survey, which included 419 companies from 61 countries, shows a boost in operations in the second half of 2023 and potential growth in 2024. Revenue predictions for 2024 suggest 15 percent growth, varying by country and region. Saudi Arabia, UAE, India, Greece, and Malaysia have the largest workforce expansion plans, indicating growth optimism.

## Telangana Launches MSME Policy

The Telangana Government is all set to introduce a new MSME policy aimed at fostering entrepreneurship and generating employment, according to D Sridhar Babu, Minister for IT, E&C, Industry & Commerce and Legislative Affairs, Govt of Telangana. The policy seeks to promote the creation of small and medium enterprises, boost entrepreneurship, and create jobs. The unveiling is scheduled within a month, Babu stated, emphasizing its potential to be a 'game changer'. The Government will prioritize MSMEs alongside multinational corporations (MNCs) to encourage their growth.

Furthermore, plans are underway to establish a skill university in Hyderabad, akin to the Indian School of Business (ISB), with regional skill centers in each Assembly constituency headquarters. The initiative aims to equip youth with industry-relevant skills. Tata Motors Ltd and Mahindra & Mahindra Ltd have shown interest in collaborating with the government for the university's establishment.

## First B2B Dry Fruits Show Debuts in Delhi



MEWA 2024, India's first-of-its-kind two-day exposition for nuts and dried fruits, held from February 16-17, concluded successfully, at Yashobhoomi Convention Center, Delhi. Organized by ACRAW-Nuts and Dry Fruits Council-India (NDFCI), the event, inaugurated by Lok Sabha Speaker Om Birla, featured lively presentations of India's booming Nut & Dry Fruits business.

MEWA 2024, led by NDFCI, aims to unite India's fragmented nut and dry fruit trade. With over 200 exhibitors, the trade expo brought industry leaders together to profit from India's growing market. A fascinating Panel Discussion and Culinary Show showcased India's nut and dry fruit tastes.

## PM Modi Steers Mobility Agenda at Bharat Mobility Global Expo 2024

Hon'ble Prime Minister Narendra Modi addressed the audience at the Bharat Mobility Global Expo 2024 at Bharat Mandapam, New Delhi. He commended the role of the show in uniting the mobility and supply chain community. Over 800 exhibitors from 50+ countries displayed 1,000+ brands, promoting national and regional collaboration and showcasing cutting-edge technologies, sustainable solutions, and transportation innovations.

The Prime Minister stressed the Government's commitment to integrated transport through the PM National Gati Shakti Masterplan, GST's role in accelerating trade, Fast-Tag technology's fuel



and time savings, and the Production Linked Incentive Scheme's importance. He allocated INR 1 lakh crore for research and innovation to promote battery manufacturing with indigenous raw materials to address electric car industry concerns. He promoted green hydrogen, ethanol, and hybrid vessel research using indigenous technologies.

PM Modi acknowledged truck drivers' struggles and announced a plan to create modern facilities for them on national highways, urging the industry to react quickly to the mobility sector's vast potential. He urged industry leaders to collaborate, promote local design, and embrace the objective of making India a mobility leader.

## Indian Drone Industry Soars: IdeaForge Makes Mark in US Market

Indian drone manufacturer IdeaForge, ranked fifth globally, enters the US market amid China's drone reluctance. Ankit Mehta, CEO, IdeaForge, highlights the industry's growth, particularly post-COVID-19, and credits the Indian Government's support for fostering an enabling environment over the last decade, leading to increased drone adoption.

Regulations have become more flexible since the pandemic, allowing for broader drone use, Mehta notes. India's diverse terrain and extreme weather conditions have shaped uniquely robust drone technology, ideal for various applications from traffic management to counter-terrorism.

As IdeaForge showcases its products in the US, Mehta emphasizes the company's focus on autonomy and real-world performance. He highlights the Netra V4 Pro drone, offering exceptional flying time and payload capacity.



# Interim Budget 2024 Charts a Green Path



In the Interim Budget 2024, Union Finance Minister Nirmala Sitharaman emphasized a significant boost to spiritual and island tourism in India. She proposed increased infrastructure and connectivity for domestic tourism on islands, particularly highlighting Lakshadweep.

Encouraging comprehensive development of iconic tourist centers, Sitharaman says that it is important to brand and market them globally, citing the success of destinations like Ayodhya after the inauguration of the Ram Temple. The budget also focuses on supporting tourism by promoting iconic spots and providing long-term interest-free loans to states for world-class facilities.

To enhance last-mile infrastructure, Sitharaman announced 517 new flying routes, with Lakshadweep positioned as a primary tourist destination. The budget's impetus on tourism is expected to stimulate economic activity and benefit smaller cities and towns. However, experts highlight the need for emphasis on developing facilities like hotels. The budget allocates funds for improving airports, railways, and roads.



**GRAMA BHARATHI KISAN EXPO**  
**March 16-17, 2024**

**Grama Bharathi Natural Farmers Producer Co Ltd**

KISAN EXPO 2024 intends to improve farmers' income, rural lives, soil health, innovative technologies, and address allied sectors in its 2<sup>nd</sup> edition.

**FROEXPO**  
**March 16-17, 2024**

**Franchise India Holdings Ltd**

This 133<sup>rd</sup> National Franchise & Retail Opportunity Expo is a one-stop shop for exploring franchise alternatives, retail real estate, and connecting with investors & entrepreneurs.

**MEDICALL**  
**April 6-8, 2024**

**Medexpert Business Consultants Pvt Ltd**

The 37<sup>th</sup> edition of India's premier Medical Equipment Show brings together health care and trade professionals to learn about industry trends and form collaborations.

**SIGN INDIA 2024**  
**April 19-21, 2024**

**Business Live Trade Fairs**

Essential and ancillary industry players gather at Indoor & Outdoor Advertising and Signage Industry Exhibition, where global exhibitors showcase their products to 25,000+ visitors.

**IGBC GREEN PROPERTY SHOW**  
**May 17-19, 2024**

**Confederation of Indian Industry**

The expo brings together key stakeholders and eco-conscious people for an exclusive showcase of IGBC Green Certified and Pre-Certified Projects and the newest solutions.

**RENEWX**  
**April 26-27, 2024**

**Informa Markets India Pvt Ltd**

The event, in its 8<sup>th</sup> edition, gathers Renewable Energy and Sustainable Mobility professionals to network and learn from industry experts, bolstering the sector's growth trajectory.



# A Penny Saved is Two Pennies Earned



Events and exhibitions have become an integral part of today's ever-changing world, where we see major initiatives such as 'Vision India@2047' and widespread implementation of globalization. In this current dynamic events and exhibition industry, meticulous budget planning is a Must, to stay afloat and successful.

The events market in India is projected to grow significantly, reaching US\$ 8.71 billion by 2028, highlighting the sector's importance. Marking sincere attention from the Government, the initiatives in place act as an enabler for cleaner transition, creating green jobs, and promoting sustainable development, as well as underscoring the importance of budgeting in this sector.

HITEX's commitment to excellence and cost-effective solutions makes it a trusted partner in the events and exhibitions industry, facilitating stakeholders to accomplish their objectives effectively and in a sustainable manner.

The process of creating a Best-Practice Budget is the first step towards achieving financial success. Following steps serve as a guide book:

### Defining Goals

Setting an initial, well-described event objective is the key to the event's success. Through the process of goal-setting, event planners can match their budget allocation to desired results, thus ensuring their finan-

Equally important is to maintain flexibility while planning events to meet unforeseen contingencies. Reviewing previous event budgets gives an idea of the areas where money was mis-spent and leaves room for optimization possibilities. Splitting the budget for each event into categories and tracking expenses brings forward transparency and logical/informed decision-making. The backbone of strategic event planning lies in drawing up a framework of objectives based on the SMART approach, drawing from the best lessons of past events, and keeping the budget as flexible as possible.

### Research & Categorize

Before diving into budgeting, thorough research and categorization are key, as these initial steps set the stage for informed decision-making, ensuring that the event stays on budget while maximizing its impact.

**Researching Costs** - A realistic event budget requires extensive study of numerous expenditures, such as,

**Venue Rentals:** comparing bids based on space, location, amenities, and catering.

Events and exhibitions are integral to today's dynamic landscape, demanding meticulous budget planning for financial stability. Budgeting strategies face challenges from rising costs and hybrid formats, requiring adaptation for optimal resource allocation.

cial resources are indeed utilized efficiently. To determine event goals, a structured approach like the SMART framework is essential, which stands for Specific, Measurable, Attainable, Relevant, and Time-bound. Including the SMART framework into the decision-making process ensures the efficiency of budgeting.

**Equipment Rentals:** researching audio-visual gear, lighting, booths, staging, and furniture rental prices from several providers.

**Marketing and Promotion:** costing online ads, social media, email marketing, print materials.

**Onsite Staffing:** estimating setup, registration, security, and logistics labor expenses.

**Food & Beverage:** considering catering packages or self-catering.

**Permits and Insurance:** getting permit rates and event insurance for emergencies.

**Cost Categorization** - Post research data compilation, categorization of the expenses into meaningful groups is the next step, which includes Venue Costs, Marketing & Promotion, Operational Costs, Technology & Supplies, and Miscellaneous Costs. Segmenting expenses provides clarity and helps to identify areas for cost-saving measures.

**Budgeting Tools** - Utilizing budgeting tools and software applications to input estimates, visualize spending breakdowns, track actual expenses, and

essary than cost reduction. It is important to ensure repeat attendance of attendees, provide a conducive environment for networking and brand exposure to exhibitors, and provide extensive brand visibility and audience engagement for sponsors.

**Strategic Cost-Effective Measures** - Efficiency sans compromise—can streamline expenses without jeopardizing quality. Technological integration, partnering with sponsors/organizations to share resources or co-locate and co-host events, and out-of-the-box innovative approaches are some of the proven methods.

**Strategic Investments** - It in-

HITEX Exhibition Center offers services and modular venues to ensure budgeting and sustainability success. Committed to sustainability, it implements green practices and attracts diverse exhibitors; embraces digital solutions, reducing paper usage and enhancing operational efficiency; and its offerings enable effective budgeting and the adoption of eco-friendly practices, supporting business growth.

compare scenarios. These tools simplify the process, ensuring transparency and adherence to financial limits.

### Maximize ROI

Generating the highest return on investment (ROI) is the most important goal. Though cost optimization is a good thing, the way to do that is to offer stakeholders—the attendees, exhibitors, and sponsors—more value in terms of intangible yardsticks.

A look at the primary steps to move beyond cost reduction and craft a budget that yields exceptional ROI.

**Reorienting Focus** - Prioritizing value creation is more nec-

cludes interactive features boosting engagement, speaker selection, and data-driven insights.

### Monitor & Adapt

Beyond initial preparation, an efficient event budget involves ongoing monitoring and adaptation throughout the event lifespan to ensure budgetary restrictions and allow quick modifications.

**Expense Tracking:** Establishing a robust system for tracking all event-related expenses and meticulously recording each cost to maintain transparency and identify budget deviations, fosters accountability, uncovers optimization

opportunities, and informs future budgeting decisions.

**Budgeting Tools and Spreadsheets:** Dedicated budgeting tools or well-maintained spreadsheets simplify expense tracking with real-time updates, comparative analysis reports, and data export, allowing organizers to make informed decisions and optimize budget allocations.

**Adapting Budgets:** Event planners must identify savings opportunities, renegotiate contracts, and prioritize spending to maximize resource utiliza-

### Walk the Talk

HITEX Exhibition Center offers a range of services to event planners and exhibitors to ensure budgeting and sustainability success. With a variety of trade shows known for their expertise and service quality, it provides a modular venue that allows customization according to specific needs—allowing room for organizers and planners to choose from varied options and make effective budget alterations.

Committed to sustainability, HITEX implements green practices such as energy efficiency,

- Defining goals using the SMART framework is crucial for effective event budgeting.
- Researching costs and categorizing expenses lay the foundation for informed decision-making.
- Budgeting tools simplify expense tracking, ensuring transparency and adherence to financial limits.
- Maximize ROI by prioritizing value creation over cost reduction, fostering repeat attendance, and increasing brand exposure.

tion and capitalize on unforeseen opportunities to increase event ROI.

### In sync with the trends

Embracing Technology and Hybrid Formats, Integrating registration software, email marketing, and virtual platforms helps to streamline processes and enhance attendee experiences while cutting costs. Seeking guidance from event budgeting experts and professionals also facilitates to develop robust budgets and uncovering cost-saving opportunities. Organizers can elevate event success while maintaining financial efficiency by implementing these strategies.

waste management, and sustainable materials, which is in line with the government's COP27 and NDC commitments. It attracts diverse exhibitors, fostering networking and knowledge exchange. Supported by the Government of India and Telangana, the venue promotes sustainable waste management. Through partnerships with various organizations, it facilitates connections with relevant stakeholders.

On top of that, HITEX embraces digital solutions, which reduce paper usage and enhance operational efficiency. These offerings enable event planners and exhibitors to budget effectively and adopt eco-friendly practices, supporting the growth of their businesses. **POV**

# Elevating Women's Healthcare Frontier



All image source: HITEX

The 66<sup>th</sup> All India Congress of Obstetrics and Gynaecology (AICOG), held on January 6-10, 2024, at Hyderabad's International Convention Centre (HICC) and Hyderabad International Trade Expositions Ltd (HITEX), left an indelible mark as a groundbreaking event in women's healthcare.



Conference Managed by Meety Event Pvt Ltd and hosted by Federation of Obstetric and Gynaecological Societies of India (FOGSI), and OGSN the event brought together healthcare professionals, researchers, and practitioners from around the globe under one roof.

Stepping into the new year with a profound exploration of women's health, AICOG took center stage in Hyderabad. The event meticulously delved into recent trends and advancements in obstetrics & gynecology, offering a comprehensive focus on themes like Obstetric Medicine, Emerging Technologies, and Fetal Medicine. With an array of keynote lectures, panel discussions, and workshops, the congress became a hub of knowledge exchange.

### Revolutionizing Women's Healthcare

"The 66<sup>th</sup> edition of the All India Congress of Obstetrics and Gynecology distinguishes itself as a prestigious event, surpassing its preceding editions," stated Thirupathi Atkapuram, CEM, Founder & CEO,

Meety Event Pvt Ltd. "This accolade is owed to the world-class convention center at HICC and the adjacent exhibition facility at HITEX, strategically located in close proximity and thus establishing an ideal setting for this congress."

The first-day schedule included Pre-Congress Paid Workshops, FOGSI Managing Committee Meeting, and Managing Committee Dinner. The show started with Flag Hoisting, Dr CG Saraiya CME, and FOGSI Committee Workshops. The second day of the show was filled with impactful sessions like the Scientific Program Day, Dheera NO TO VAW Oration, FOGSI Amadeus Shreya Oration, and ICOG CL Jhaveri Symposium. On the same lines the two concluding days of the event featured Scientific Program Day with ICOG Convocation, Dr Usha Krishna Quiz, and FOGSI Prize Winning Talks, and Closing Ceremony; respectively.

### Symposium Spotlight

The insightful medical symposium, Dr CG Saraiya CME, unfolded at the Kakatiya & Rani Rudrama Devi Hall, on January

"The 66<sup>th</sup> edition of the All India Congress of Obstetrics and Gynecology distinguishes itself as a prestigious event, surpassing its preceding editions. This accolade is owed to the world-class convention center at HICC and the adjacent exhibition facility at HITEX, strategically located in close proximity and thus establishing an ideal setting for this congress."

**Thirupathi Atkapuram, CEM  
Founder & CEO  
Meety Event Pvt Ltd**



7, 2024. It delved into a range of topics, starting with Session 1, led by Dr Kiranmai Devineni and Dr Kunal Doshi. The focus was on endometriosis, unraveling its enigma, and discussing its profound impact on infertility and pain. Session 2, steered by Dr B Aruna Suman and Dr Rohan Palshetkar, explored the nuances of treating infertility in males, providing insights into the current status of the Assisted Reproductive Technology (ART) Act in India. Additionally, the session addressed the powerful global initiative DHEERE, advocating for saying no to violence against women.

The symposium progressed with engaging panel discussions, including overcoming difficulties in Cesarean sections in Session 3, headed by Dr Archana Singh & Dr Neharika Malhotra. Session 4, led by Dr V Hima Deepthi & Dr Priyankur Roy, dwelled on breakthrough papers in Postpartum Hemorrhage (PPH), WHO recommendations for positive childbirth experiences, and strategies to address heavy menstrual bleeding. Finally, in Session 5, Dr Lakshmi Chirumamilla & Dr Apoorva Pallamreddy shed light on the nuanced exploration of contraception challenges in co-morbidities in their panel discussion.



**International Presence**

Hailed as 'India's Biggest Medical Conference', "the congress garnered approximately 10,000 registered delegates, all hailing from the field of gynecology," Atkapuram shared. With over 100 international faculty members and 13,000+ Indian faculty participants.

"This congress boasts 2,025 participating exhibitors from the pharmaceutical sector, surgical companies, medical device companies, and an arts & crafts bazaar," he added. "International faculties represented esteemed associations like FIGO, EBCOG, FLASAGO, AFOG, and AFOG, adding a global perspective to the congress."

The event included 14 Pre-Congress Workshops and social evenings showcasing the vibrant Telangana Cuisine, with an extensive 264 hours of academics. It also witnessed the presence of Special Guests, including Rana Daggubati, an Indian actor & film producer; Nag Ashwin, an Indian film director & screenwriter; and Sobhita Dhulipala, an Indian actress, along with singers Vishnupriya Ravi, LV Revanth, and Kenisha Francis.

**Triumph of Key Forums**

One of the pivotal sessions was the public forum, Dheera - No to Violence Against Women, organized by FOGSI, held on January 8, 2024, at HICC. Esteemed speakers, including Prof S Shantha Kumari, Treasurer, FIGO, Organizing Chairperson; Dansari Anasuya (Seethakka), Minister of Women and Child Welfare of Telangana, as Chief Guest; and Prof Anne-Beatrice Kihara, Kenya, President of International Federation of Obstetricians and Gynaecologists (FIGO), in the presence of other luminaries.

In addition to the FOGSI Friends Session at Novotel Ballroom, January 8 also witnessed a special session by His Holiness Sri Sri Sri Tridandi Chinna Srimanarayana Ramanuja Jeeyar Swamy at Rani Rudrama Devi Hall, captivating





The 66<sup>th</sup> AICOG in Hyderabad marked a groundbreaking event in women's healthcare, attracting global healthcare professionals, researchers, and practitioners. The international presence included 10,000 delegates and 100+ faculty members.

the audience with spiritual insights. Another key session, the Public Forum on Breast Cancer Advocacy and Screening, was held on January 9, 2024, at Rachabanda HITEK. Prof Frank Louwen, Germany, President Elect, FIGO, as the Chief Guest in the presence of the Organizing Chairperson. Dr Jaydeep Tank, President, FOGSI, and Dr Madhuri Patel, Secretary General, FOGSI, were the Guests of Honor for both forums.

### Closing Thoughts

The 66<sup>th</sup> AICOG not only demonstrated excellence in the field of obstetrics and gynecology, but it also embodied how the medical community is committed to addressing problems within society. Atkarpuram added, "The 66<sup>th</sup> AICOG introduced cutting-edge AI innovations, sparking significant discussions within the Indian health sector."

In essence, the Congress, through its enriching scientific programs and global perspective as well as diverse dialogues, wonderfully contributed to the development of healthcare in the country. Bolstering the success and continued progress in the field of women's healthcare, it remains etched vividly among the attendees.

POV



# Beauty Bonanza

Beautech Expo 2024 concluded its dazzling showcase of the cosmetics & beauty industry on January 24, at the HITEK Exhibition Center in Hyderabad. Organized by Sutraa Exhibition, this annual two-day event featured innovation, techniques, rising trends, and giving a platform to talents in the industry, proving to be a transformative experience for industry experts, beauty fans, and businesses.



All image source: HITEK

**T**he Indian beauty industry is a hub of innovation, competitiveness, and expansion. The sector's retail value was INR 1,080 billion in 2020 and is growing, creating possibilities and challenges for local and multinational companies. Despite COVID-19, the industry grew 6.8 percent year-on-year from 2019 to 2024.

"Beautech Expo has been a launchpad for startup brands. This was our second show, and it was very successful. We are now focusing on delivering business to our clients, which will eventually give our brand a global presence."

**Monika Madhyan**  
CEO  
Beautech Expo



### From Trends to Talent

In this backdrop, Monika Madhyan, CEO, Beatech Expo, outlines the plan behind the Expo, sharing, "Beautech Expo has been a launchpad for startup brands. This was our second show and was very successful. We are now focusing on delivering business to our clients, which will eventually give our brand a global presence."

This strategic vision positions Beatech Expo—part of Sutraa Exhibitions, a company that conducts lifestyle exhibitions in promising Tier II cities—as a key player in the industry's

evolution. Leveraging experience and enhancing the Expo's credibility, Madhyan points out, "Sutraa Exhibition has helped us gain the trust of our exhibitors while delivering back-to-back outstanding B2C shows all across India."

### Unravelling Marketing Marvel

Beautech Expo recognizes the enduring value of face-to-face marketing. Live event experiences create lasting impressions, with visitors perceiving brands encountered at expos as 28 percent more innovative. Talking of the ex-

Beautech Expo catered to various segments, including makeup artists, salon owners, nail artists, beauticians, and beauty product dealers and distributors. The total number of exhibitors was 48+, ensuring a dynamic and engaging environment for both stakeholders and visitors.



tensive marketing campaign of the show, the CEO states, "We utilized renowned Makeup Artists (MUAs) and Hairdressers, leveraging their audience reach to generate B2C visitors. For B2B footfall, we employed door-to-door salon and distributor visits, educating them

about the program." This targeted approach contributed to the success of the event, creating a buzz, and attracting a diverse audience.

### Diverse Stakeholders Take Center Stage

The exhibitor's profile includ-





ed manufacturers and suppliers of personal care and cosmetics raw materials, Ayurveda ingredients, packaging and aerosol packaging, and fragrances and essential oils. In addition to beauty education and training institutions, spa and wellness businesses, hair care, col-

or, and style professionals, and health supplements and nutrition suppliers.

Elaborating on the significance of a diverse pool of exhibitors, she mentions, "We conducted market research about the South Indian beauty market, targeting viral seg-





ments using celebrities, artists, and associations.” Further she adds, “The event catered to various segments, including makeup artists, salon owners, nail artists, beauticians, and beauty product dealers and distributors. The total number of exhibitors was 48+, ensuring

a dynamic and engaging environment for both stakeholders and visitors.”

### Spotlight on Hyderabad and HITEX

Hyderabad, known for its cultural heritage, took the spotlight as the host city for the





Beatech Expo. Speaking on Hyderabad, she says that it is well connected with all major cities, and several beauty brands and organizations have their regional offices in the city of Pearls.

According to Madhyan , the city's affinity for makeup and

central location made it the ideal platform for the event. And there can be no better venue other than HITEX Exhibition Center in Hyderabad. The venue is superbly well-equipped with all modern amenities and facilities and is sprawled across a huge area offering great





connectivity to make an event of this scale a huge success.

Furthermore, contributing to the seamless execution of Beatech Expo, she adds, "To facilitate the participating companies, we have our logistics and fabrication team

to assist our clients to meet their requirements."

In conclusion, Beatech Expo 2024 emerged as a glittering affair, uniting beauty professionals, brands, and enthusiasts in a celebration of artistry and innovation. **POV**



# Celebrating Agricultural Progress

The KISAN Agri Show 2024 was held from February 1-3 at the HITEX Exhibition & Convention Centre in Hyderabad. Organized by Kisan Forum Pvt Ltd, the show proved to be a resounding success, attracting a remarkable response from farmers and the agricultural industry. It reverberated with the echoes of progress and possibility for stakeholders who converged to explore the latest trends and technologies in agriculture.

All image source: HITEX





The KISAN Agri Show 2024 attracted over 20,000 visitors from various regions, offering a vibrant display profile that catered to all facets of modern agriculture, fostering knowledge exchange and decision-making among progressive farmers, policymakers, and industry influencers.

**T**hummala Nageswara Rao, Minister for Agriculture of Telangana, inaugurated the 2nd edition of KISAN Agri Show, which created a platform for industry convergence and innovation. The event was attended by 140 exhibitors and over 20,000 visitors from all across the state

as well as neighboring regions, making it Telangana's biggest agriculture fair.

### Event Highlights

The organizers implemented several key features to enhance the experience for both exhibitors and visitors, including pre-registration, a digital cat-



alog, and lead generation with Kisan Connect mobile app. On pre-registration, the organizers of KISAN Agri Show 2024 commented, "Pre-registration of visitors, i.e., farmers, helped in sharing information in advance. Prior to the event, 15,000+ visitors registered."

The digital catalog provided registered visitors with insights into exhibitors and products, fostering dialogue even before the exhibition commenced. "A Digital Catalog is made available to all registered visitors. This initiates dialogue much before the exhibition starts," reiterated the organizers. "Visitors know in advance what to expect and come prepared to make decisions."

The introduction of lead generation through the Kisan Connect mobile app enabled exhibitors to access verified visitor data in real-time, enhancing engagement and follow-up post-event. As the organizers explained, "Each visitor is made to wear a badge with a unique QR code. A badge scan offered exhibitors verified data and a feature to tag each visitor, so the data could be filtered for action. This data was made available in real-time."

### Driving Industry Convergence

The products and services presented at the KISAN Agri Show 2024 were wide and diverse, ranging from farm machinery, water management solutions, innovative startups, IoT applications in agriculture, and many more. The three-day exhibition brought together progressive farmers, policymakers, agri-consultants, officials, and influencers to convene, exchange ideas, and set the agenda for a sustainable future in agriculture.

The success of the event was measured not just by the numbers but by the quality and impact of participation, as the organizers pointed out, "Visitors' number, geographic spread, and quality, i.e., decision-making power, will define success."



The emphasis was on attracting visitors with decision-making power, ensuring that the event served as a valuable platform for knowledge exchange and decision-making. The geographical spread of visitors reflected the event's significance beyond regional boundaries.

### HITEX Exhibition Centre's Strategic Role

HITEX Exhibition & Convention Centre provided an ideal backdrop for the KISAN Agri Show, with its strategic location in Telangana. As the organizers highlighted, "HITEX has many advantages—especially for us. Its location in Telangana state, optimum size of halls, ready infrastructure, and cooperative venue team with vast experience."

The HITEX supportive team contributed immensely to the seamless execution of the event, leveraging their vast experience to ensure a smooth experience for participants. The exhibition pavilions acted as centers for innovation and interaction, presenting participants with opportunities to interact with industry experts and learn about emerging trends. While dedicated pavilions for specific focus are envisioned for future editions, the current focus remains on fostering a comprehensive exhibition experience. The organizers pointed out, "Exhibition has to grow further to have separate pavilions, which may happen next year."

### Reflecting on KISAN Agri Show 2024

KISAN Agri Show 2024 succeeded in becoming the vital enabling stage for agribusiness as it facilitated in fostering partnerships and networking among the stakeholders. The event greatly contributed to addressing the sector's changing needs and setting a platform for future development in agriculture, as it proved itself to be one of the best events among all agricultural events. **POV**





# Fotilo Films Redefining Visual Storytelling

**F**otilo Films' inception stemmed from recognizing the necessity for effective video production in events and exhibitions. "The need for effective video production in events and exhibitions to provide valuable content for marketing and promotional efforts before, during, and after the event motivated us to work in this industry," explains Vipasha Kiran, Founder Director, Fotilo Films. "Our passion for visual storytelling and capturing memorable moments inspired us to create a niche in this domain, to showcase the vibrancy and excitement of events and exhibitions."

The success story of this company bespeaks its commit-

ment to the creation of top-notch video content, which has been acknowledged by Business Mint, recognizing it as 'Most Promising Event Video Production Company, Hyderabad 2023', and client's Google rating of 4.9 reflects their satisfaction. Its major activities of event and exhibition coverage have been complemented by the other aspects of video production, like corporate brand films, brand advertisement videos, animation, and digital ads.

This diversification demonstrates Fotilo Films' dedication to evolution and progress for the adjunct of the industry in the midst of the dynamic landscape of the industry itself, which remains consistent



In the dynamic world of events and exhibitions, capturing the essence and excitement is paramount. Enter Fotilo Films, a pioneering video production company founded by Vipasha Kiran. With an innovative approach and unwavering commitment to excellence, Fotilo Films has been revolutionizing event coverage, setting new standards in visual storytelling.

All image source: HITEX



with what Kiran reminds us of: "Our commitment to excellence and our passion for visual storytelling continue to steer us forward as we grow and evolve in the backdrop of this dynamic industry."

#### **The HITEX-Fotilo Films Bond**

Central to Fotilo Films' growth and success has been its collaboration with HITEX Exhibition Centre. Operating from the HITEX premises has provided Fotilo Films with invaluable exposure to different industries and abundant networking opportunities. Organizers, not only from Hyderabad but also from outside Hyderabad, collaborate with the company for their video marketing requirements. Some of the key HITEX shows catered to are PETEX India, HIMTEX & IPEC, Sports Expo India, KIDS Expo, RICE & GRAIN Expo, MED Expo, and LDF India.

"HITEX has played a pivotal role in our journey; we have other major shows like INDUS FOOD, ET TECH, and the Kisan Agri show, to name a few, because of the HITEX reference. Sincere thanks to TG Srikanth, Business Head, HITEX, for mentoring and supporting us throughout," notes Kiran. "It has offered us a platform to expand our team and services, starting from a small, lean



team to being able to cover any kind of large-scale event.”

The collaboration with HITEX has also spurred innovation, with Fotilo Films introducing new services such as live streaming and instant video reels during live events. “The best thing about HITEX is that they are competitive, dynamic, and great design thinkers. We always take this as a challenge

and try to meet their expectations,” elaborates Kiran. “This helps us to push ourselves hard and adopt new ideas. This included the way of capturing photos and videos for B2B vs B2C and sending customized photos to individual exhibitors, and many more.”

According to Vipasha, Conferences, Workshops, Technology, and products become integral



"HITEX has played a pivotal role in our journey, we have other major shows like INDUS FOOD, ET TECH, and the Kisan Agri show, to name a few, because of the HITEX reference. Sincere thanks to TG Srikanth, Business Head, HITEX, for mentoring and supporting us throughout."

**Vipasha Kiran**  
**Founder Director**  
**Fotilo Films**



parts of content creation in B2B and live streaming; these elements build hype about shows. "While B2C is more focused on visitor engagement and entertainment," she further states. "Short-form, crisp contents grab more attention here. Our main aim is to customize the content based on team needs, attract more and more attendees during the event, and boost post-event conversions with our video marketing content."

### Challenges Behind the Lens

The events and exhibitions industry presents both challenges and opportunities in terms of video coverage. As Vipasha explains, "Video is now an integral part of any event, providing memorable experiences and opportunities for personalization." However, engaging attendees in a short amount of time with relevant and exciting information remains a challenge amidst evolving attendees' preferences.

To overcome this challenge, Fotilo Films adopts a multi-faceted approach that goes beyond technology. "We focus on storytelling, real success

stories, and gathering honest feedback," says Kiran. Testimonials and post-event success stories play a crucial role in building social proof and driving conversions for future events. "Also, I recommend recording post-event, capturing exhibitors' and sponsors' success stories; this will drive more conversions at upcoming events," she adds.

### Innovating Amidst Change

The landscape of events and exhibitions has tremendously changed, especially in the time of the COVID-19 pandemic and post-pandemic. Virtual and hybrid events, technology integration, personalized experiences, and diversified content creation have become the norm.

Fotilo Films has embraced these changes with agility, incorporating new technologies such as Live Streaming, AI, AR/VR, and tailor-made content creation into its offerings.

"We understood the need to adapt to industry changes dynamically and introduced same-day video edits with multiple short-form content across social media platforms to tar-



Central to Fotilo Films' growth and success has been its collaboration with HITEX Exhibition Centre. This partnership has not only provided Fotilo Films with invaluable exposure to different industries and abundant networking opportunities but has also spurred innovation, leading to the introduction of new services such as live streaming and instant video reels during live events.

get attendees and prospective customers." Committed to filling any gap in the events and exhibition industry by handshaking new technologies, she pointed out, "We added photo-culling AI solutions, including AI art-generative tools for light-speed content delivery. We understood the need for customer testimony as proof of event success and designed the customer feedback video in a very effective manner."

### **Trendsetting Strategies**

The Founder Director sheds light on the evolving landscape of event coverage through innovative video production strategies. Observing a surge in demand for high-quality video content as well as organizers investment in professional production teams to ensure crisp and engaging video content during and after the show, Vipasha emphasizes the importance of storytelling to emotionally connect with viewers and convey the event's message effectively. "It's easy to measure the success of video content," she states. "Orga-



nizers are using data to analyze viewer engagement, track performance, and make informed decisions for future content strategies.”

Creating content libraries for events, allowing attendees to access sessions, workshops, and other content at their convenience, she further discusses the shift towards personalized experiences for attendees, incorporating user-generated content (UGC) to add authenticity and diversity to event coverage. Moreover, the utilization of short-form videos optimized for social media platforms like Instagram Reels and Facebook enables quick engagement and captures audience attention efficiently. Live streaming too remained a dominant trend, enabling real-time interaction, engagement, and a sense of immediacy, with many events leveraging platforms like YouTube Live, Facebook Live, or dedicated virtual event platforms for live broadcasts.

She envisions video production as a cornerstone in event promotion, citing examples of Fotilo Films’ impactful contri-

butions to event success. From same-day edit videos generating buzz on social media to testimonial videos showcasing exhibitors’ success stories, Fotilo Films demonstrates its commitment to enhancing event coverage and driving audience engagement.

With a focus on innovation and storytelling, Fotilo Films continues to lead the way in revolutionizing event coverage through dynamic video production. Successfully offering value add to HITEX, she reveals, “Our testimonial videos are unique in their ability to capture exhibitors’ honest feedback and their success stories during the events. This helped HITEX showcase itself for the next edition. Short-form, engaging reels helped HITEX create valuable video content for their social media promotion.”

Overall, Fotilo Films’ proactive approaches have enhanced engagement and interaction during events and exhibitions, further cementing its position as a leading video production house in the industry. **POV**

# Serenity Meets Splendor



**In Telangana, the close proximity of tranquil Eturnagaram Wildlife Sanctuary and Bogatha Waterfall, both in Mulugu district, offers a perfect getaway from a busy and bustling city for travelers and nature lovers, weaving together a narrative of serenity and beauty and promising an unforgettable journey.**

**H**idden within Telangana, there is a peaceful sanctuary where nature reveals its miracles and captivates wanderers on an adventure full of tranquility. Eturnagaram Wildlife Sanctuary in Mulugu district, Telangana, near Warangal, is an integrated tribal development town with a biodiversity-rich sanctuary. Around 30 km and a half-hour drive takes to Bogatha Waterfall, colloquially called 'Telangana Niagara of Telangana' and 'Telangana Niagara Jalapatham', which is the second largest waterfall in the state. Both unique in their own way, they draw the attention of every visitor, entralling them with an all-encompassing experience that is sure to leave a lasting impression on their hearts for a long time.

**Eturnagaram Wildlife Sanctuary**

Situated 100 km from Warangal and 250 km from Hyderabad and spanning over 806 sq km in the Mulugu district, the sanctuary, a testament to the region's rich biodiversity and natural beauty, is easily accessible. A gently expanding layout displays from the hillsides to steep slopes, with the Godavari River flowing through the place. It is characterized by a tropical dry deciduous forest inhabited mainly by large teak trees that are more than 60 ft.

This amazing ecosystem provides a very charming environment that is even more harmonized with the biennial celebration of Sammakka Saralamma Jatara at the sanctuary. Home to a diverse range of fauna and with the largest Gaur populations in the state, including Tigers, Leopards, Wolves, Sloth Bears, and various deer species, the sanctuary is divided by the perennial water source, 'Dayyam Vagu', housing reptiles like Mugger crocodiles, Pythons, Cobras, and Kraits.

The best time to visit is from October to May, with accommodation options ranging from Forest Cottages to the ITDA Guest House at Eturnagaram. Whether arriving by rail to the nearest station in Warangal, via air to Hyderabad, or by road, one of the oldest sanctuaries in Telangana invites exploration and appreciation of nature's wonders. Its unique features, such as climbers and historical elements like tree fossils, make it a captivating destination. The Sarvai area and caves add a touch of historical significance to this wildlife haven.

**Bogatha Waterfalls: Nature's Masterpiece**

In Jayashankar (Bhupalpally) District, near Cheekupally, Vajedu, Mulugu district, and Warangal, the 'Niagara of Telangana' beckons: Bogatha Waterfalls. Tucked away from the usual tourist trails, this offbeat desti-

nation unfolds a visual spectacle. Cascading from a height of 30 ft, the falls create a magical pool at their base, surrounded by variegated hills. Beyond being a visual delight, it provides a haven for those seeking solace in nature.

The falls offer more than just water cascading down; they beckon visitors to explore the nearby Bogateswara Swamy Temple, in addition to forest safaris, forest cycling and trekking, and bird watching. The spiritual sanctuary atop the falls offers panoramic views, blending divinity with nature's grandeur. Spotting spotted deer, Sambar, and Chowsinga, the visitors may also spot birds like Ashy Prinia, Eagles, Drongos, Eagle Owls, Kingfishers, Lapwings, Malabar Whistling Thrushes, Purple Sunbirds, River Birds, and Woodpeckers.

The best period to visit is from June through November, especially after the monsoon season, when waterfalls is at its best. Forest trips should be undertaken early in the morning and late in the afternoon with proper gear. Along with night camping at Lakanavaram, huts and cottages are also available in Tadvai Forest.

**Combined Adventure**

Nature lovers can enjoy Eturnagaram Wildlife Sanctuary's tranquility and Bogatha Waterfalls' splendor. The adventure begins with rustling leaves and diverse creatures, which infuse coexistence stories. Both make great weekend getaways for HITEX Exhibition Centre visitors. These sites give a view of lush greenery and wildness, letting people escape Hyderabad's bustling city lifestyle.

By road, Eturnagaram Wildlife Sanctuary is 303-316 km (depending on the route) from the HITEX Exhibition Centre, and Bogatha Waterfall is 324-337 km (depending on the route), taking approximately 6 and 7 hours, respectively. Warangal is the nearest railway station, with Hyderabad being the nearest airport.

**Distance from HITEX**

Eturnagaram Wildlife Sanctuary: **303-316 Km**

Bogatha Waterfall: **324-337 Km**

**Travel Time**

Eturnagaram Wildlife Sanctuary: **5:30-6:30 hrs**

Bogatha Waterfall: **6-7:30 hrs**

**Time of visit**

Eturnagaram Wildlife Sanctuary: **N/A**

Bogatha Waterfall: **9:00 AM – 5:00 PM**



---

***HITEX Unveils Hall 4***  
**THE FUTURE OF EVENT  
INNOVATION**

---

- **14 meeting rooms, 7 green rooms, 2 VIP Lounges**
- **LEED Platinum Rated Building**
- **Intelligent Climate Control System**
- **8m high truck entry doors**
- **100% Power Back-up**