



**CREATING DYNAMIC EXPERIENCES
IN
TRADE SHOWS**

CONTENTS

03

LEADER'S DESK
Shaping Tomorrow's
Hallmark

04

NEWS
Industry Updates
from India and
the World

08

COVER STORY
Creating Dynamic
Experiences in
Trade Shows

10

DIC 2024
Milking Success with
Dairy Innovations

16

**CREDAI HYDERABAD
PROPERTY SHOW
2024**
Beyond Brick and
Mortar

21

SAVE THE DATES
Upcoming Exhibitions
and Events at HITEX



22

**FROEXPO 2024
HYDERABAD**
Empowering
Entrepreneurs,
Brand by Brand



28

**GRAMA BHARATHI
KISAN EXPO 2024**
Cultivating
Agricultural
Change

34

**CURTAIN RAISER:
FTCCI ETM
CONCLAVE 2024**
Helping People
Go Places

41

**INDUSTRY
STAKEHOLDER
PROFILE**
The Art of
Designing Events

46

**TOURIST
ATTRACTION**
Where History Dwells
in the Waters

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SRIKANTH T. G
Business Head
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Shaping Tomorrow's Hallmark

Dear Readers,

As we journey through the year, the economic landscape of India gleams with the promise of growth, setting an optimistic tone for the upcoming fiscal year. The Reserve Bank of India's quarterly growth projections draw a steady ascent of 7.2 percent, 6.8 percent, 7 percent, and 6.9 percent in Q1 to Q4, respectively.

This positive economic atmosphere encourages dynamic expansion across diverse industry sectors, including Manufacturing, directly influencing the Exhibition industry's potential. According to Indian Exhibition Industry Association (IEIA), industry revenue is projected to reach US\$ 1,283 million by 2025, with a solid CAGR of 10.25 percent, aligning perfectly with our commitment to organizing industry-specific events that cater to specialized sectors.

At HITEX, we aim to bring together product makers, service providers, and end-users to deliberate on industry challenges and develop innovative solutions. Therefore, our 2024 calendar is packed with a variety of our upcoming signature shows.

Hyderabad International Machine Tool & Engineering Expo 2024 (HIMTEX) promises a gateway to untapped opportunities and groundbreaking innovations in Machine Tools, Engineering, Robotics, and Automation sectors. Meanwhile, India Process Expo & Conference 2024 (IPEC) will unite the best minds in the Process Engineering sector for fruitful collaborations.

In our pursuit of sustainability, the maiden edition of Eco Sustain Expo highlights HITEX's commitment to shaping a greener future, where innovative solutions tackle environmental challenges head-on. Additionally, Sport Expo India, another of our initiatives, serves as a leading platform for exhibitors to showcase their offerings in the Sports and Fitness industry.

Livestock, Dairy, and Fisheries Exposition (LDF India) will showcase the latest developments, innovations, and best practices in post-harvest processing, handling, storage, and distribution of livestock, dairy, and fisheries products.

It is a matter of immense pride that India has emerged as the third-largest ecosystem for startups globally. Our startups, especially in deep tech, are persistently striving for our promising future. From our end, we are glad to contribute towards this mission of 'Make in India' by acting as enablers in bringing innovators together through our own industry-specific shows.

The grand unveiling of our new state-of-the-art Hall 4 is yet another milestone in HITEX's remarkable journey. It is a testament to our commitment to providing a world-class platform for events and exhibitions.

It is our honor that we have you, the industry stakeholders, in our journey of exploring new avenues and growing amidst the challenges we encounter on the way. We urge you to help us stay encouraged and empowered.

The 2024 calendar is filled with HITEX's signature events including HIMTEX 2024, IPEC 2024, Eco Sustain Expo 2024, Sport Expo India 2024, and LDF India 2024.

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A Call to Support Private Players in Space Technology



As highlighted by S Somanath, Chairman, Indian Space Research Organisation (ISRO), pri-

noting their advancements in rocket engines and human flight vehicles.

vate players in space technology are poised to accelerate research. He emphasized the significant contributions of private entities like Space Exploration Technologies Corp (SpaceX),

In India, companies like Skyroot Aerospace Pvt Ltd and Agnikul Cosmos Pvt Ltd are already making significant strides in space technology, testing launch vehicles, and contributing to the nation's space ambitions. In this regard, Somanath further stressed the importance of government support for private companies to develop capabilities rapidly, citing the technology transfer from the National Aeronautics and Space Administration (NASA) to SpaceX as an example of progress.

Uttarakhand Launches Nakshatra Sabha for Astro Tourism

A prominent astro-tourism company, Starscapes, and the Uttarakhand Tourism Development Board (UTDB) are teaming up to launch Nakshatra Sabha, an astro-tourism campaign. Set to commence in early June 2024, at George Everest, Mussoorie, the campaign will go on until mid-2025, featuring immersive

events across the state. This initiative promises an array of activities like stargazing, solar observations, and astrophotography contests. It also includes exploring ideal night sky sites in districts like Uttarkashi, Pithoragarh, Nainital, and Chamoli, coupled with expert-led seminars and webinars.



Booth Applications Open for TIMTOS 2025

Scheduled for March 3-8, 2025, booth applications for the 30th edition of the Taipei International Machine Tool Show (TIMTOS) 2025 have officially opened. Until August 31, 2024, international exhibitors can apply online for exhibition space,

with applications processed on a first-come, first-served basis. The event will be held at the Taipei Nangang Exhibition Centre (TaiNEX), Taiwan.

Organized by the Taiwan External Trade Development Council (TAITRA), the show anticipates

substantial growth from the previous edition, with over 1,000 exhibitors expected to occupy 6,300 booths. The event will focus on the theme 'Integrate to Innovate', highlighting the integration trend driving innovation across various sectors such as smart mobility, medical, aerospace, and green energy. New thematic areas will focus on 'AI, Control Systems & Smart Manufacturing' and 'Innovation Technology' to foster smart and sustainable manufacturing solutions.



Delhi Government to Introduce Mobile Veterinary Clinics



The Government of Delhi plans to launch mobile veterinary clinics in every district. Under the Livestock Health and Disease Con-

trols scheme, the Development Department, Government of NCT of Delhi, will deploy ambulance-based mobile veterinary units (MVUs) to provide door-step services, benefiting pet owners, farmers, and residents.

These units will offer free medical aid, including essential drugs, to pets and livestock, ensuring timely treatment without extensive travel. This initiative also extends to stray animals, such as cats, dogs, birds, and cattle, making veterinary assistance easily accessible.

Smart Home Expo 2024 Revealed Advanced Home Solutions

Held from May 2-4, 2024, at the Jio World Convention Centre (JWCC), Mumbai, the Smart Home Expo 2024 showcased cutting-edge smart home technology and home automation solutions. Co-organized by Messe Frankfurt Trade Fairs India Pvt Ltd and World Media & Expo LLP, this edition marked a significant partnership that elevated the expo's impact on the global smart home and automation industry.

The event witnessed more than 15,000 visitors engaging in over 50 conferences with more than 100 speakers. Featuring over 150 exhibitors from around the globe, including France, Germany, Italy, China, Middle East, Poland, Turkey, Spain, UK and USA, the expo unveiled brands surpassing 350 and more than 10,000 innovative products. Among these were over 70 new product launches and 50 first-time exhibitors, showcasing the industry's rapid evolution and growth.

Charge Zone Secures US\$ 19 Million

Vadodara-based electric vehicle (EV) charging company, Charge Zone, has secured a US\$ 19 million commitment from the UK's development finance institution and impact investor, British International Investment (BII). This follows the company's successful US\$ 54 million Series A1 funding round in 2023, led by BlueOrchard Finance Ltd.

This investment will be used to expand the company's long-term strategy to establish a high-speed charging network of 1 million charging points for electric cars, buses, and trucks by 2030, focusing on key markets like Delhi, Mumbai, Ahmedabad, Pune, Hyderabad, Bengaluru, and Chennai.

Messe Stuttgart India Aims for Exhibition Market Dominance

Messe Stuttgart India Pvt Ltd, is strategically targeting a larger share of India's exhibition market, valued at US\$ 5352.11 million. With a legacy of global trade fairs since 1940.

Sachin Patil, Managing Director, and CEO, Messe Stuttgart India Pvt Ltd, emphasized the company's commitment to tailoring exhibitions to the specific needs of the Indian industry, citing recent successes including LogiMAT India, MOLDEX India, and FASTNEX India.

He highlighted the focus on driving innovation, fostering



partnerships, and contributing to the country's socio-economic growth. Furthermore, the company's strategic acquisition of DIDAC India, Asia's largest education exhibition, underscores

its expansion into key sectors like education and skilling.

As the country's influence in the global economy grows, and with modern infrastructure developments such as Bharat Mandapam, New Delhi, and Yashobhoomi (IICC), New Delhi, the company anticipates increased interest and participation from exhibitors and visitors, domestically and internationally. These developments position the company to capitalize on emerging opportunities and further strengthen its foothold in India's exhibition industry.



CREATING DYNAMIC EXPERIENCES IN TRADE SHOWS

Product display is the beating heart of events and exhibitions, serving as a dynamic force for unveiling products, captivating audiences, and boosting sales. An insight into the pulsating realm of product display, where creativity and the nitty-gritty of events and exhibitions illuminate the impact of a dazzling showcase.

With the Indian event and exhibition industry charting a growth path, exhibitions emerge as vital catalysts for economic prowess, anchoring international trade and beckoning Foreign Direct Investment (FDI). Today, exhibitions are vibrant arenas demonstrating innovation, market anticipation, and propelling economic growth and technological marvels into the limelight.

Effective product displays at exhibitions generate brand recognition and facilitate brand promotion and customer engagement. The latest products and services take center stage, bringing attendees and potential customers to the company booths.

In the grand tapestry of events and exhibitions, product display emerges as a shining star, guiding businesses towards success on both local and global stages. As trends evolve and new entrants make their mark, one thing remains certain: product display will continue to shape the landscape of commerce, fueling innovation and fostering connections across borders and beyond.

Unveiling the Essence

Product displays play a pivotal role in events and exhibitions, offering attendees opportunities to interact with showcased items. The primary types of displays include Static, Interactive, and Dynamic setups.

Static Displays: are traditional and fixed, suitable for products like artwork or collectibles, providing a passive viewing experience.

Interactive Displays: encourage engagement through touch screens or hands-on activities, making them ideal for showcasing products like software or electronics. These displays are effective in creat-

ing immersive experiences.

Dynamic Displays: such as rotating platforms or video walls, add movement or change, showcasing products with multiple features or benefits. They excel at engaging visitors, especially at events where a dynamic experience is sought.

Various types of display stands cater to different needs. Fabric banner stands offer portability and versatility, while pull-up signs provide convenience and compactness. Flag banners add movement and flair, and media walls serve as professional backdrops for photo opportunities. Counters serve as both display platforms and engagement points, while brochure stands keep marketing materials organized and accessible.

Digital Displays increase engagement with interactive content or dynamic videos, whereas light box displays improve visibility and aesthetics with illuminated graphics. Choosing the right display stand involves considering goals, budget, booth space, target audience preferences, branding alignment, portability, product characteristics, interactivity, visibility, and durability.

The selection of display stands is crucial for creating captivating and memorable exhibition experiences that effectively communicate brand messages and engage attendees.

Lighting the Way

Lighting is essential for enhancing product displays at events and exhibitions and influencing attendees' perceptions and decisions. High-quality LED lighting ensures accurate product representation and even distribution, avoiding harsh shadows. Strategic lighting creates focal points, guiding attendees' attention and encouraging exploration.

Ambient lighting creates the

Product Display

- Static Displays
- Interactive Displays
- Dynamic displays

event's atmosphere, fostering comfort and engagement. It is also critical to consider Color Temperature and Color Rendering Index (CRI) for the desired ambiance and vibrant color reproduction.

Interactive Displays benefit from backlighting for engagement and immersion, while consistent lighting reinforces brand identity and messaging, associating emotions or values with the brand in mind. Hence, it is important to ensure lighting meets accessibility and safety standards, facilitating attendee navigation.

These lighting strategies effectively showcase products and reinforce brand identity in exhibitions.

Mastering Product Demonstrations

Product demonstrations are pivotal for engaging attendees at events and exhibitions, offering them direct interaction with showcased products, allowing attendees to interact directly with products through trials or workshops (hands-on demos), and providing a tangible experience.

Video Demonstrations: showcase products in action through tutorials or comparisons, offering a visual representation of their capabilities.

Interactive Kiosks: provide self-guided experiences using touchscreens and demos, enabling attendees to explore goods independently.

Live demonstrations: present real-time experiences through

presentations or trials, offering dynamic showcases of product features alongside Virtual Reality (VR) & Augmented Reality (AR) demonstrations that offer immersive experiences for complex or customizable products, allowing attendees to interact virtually. Product Trials allow attendees to experience products firsthand through testing or workshops, providing practical insight into product usage, while workshops engage attendees with structured learning experiences about the products, fostering a deeper understanding.

Additionally, Product Presentations deliver structured overviews of products and features, highlighting key aspects and benefits, comple-

Lighting

- High-Quality Lighting
- Focal Point Creation
- Ambient Lighting
- Color Temperature and CRI
- Lighting for Different Environments
- Lighting for Interactive Displays
- Lighting for Branding and Identity
- Lighting for Accessibility and Safety

mented by product testing, which offers tangible experiences for understanding product capabilities, allowing attendees to assess functionality. Product workshops provide structured learning environments for hands-on product experience, facilitating active participation.

Simplicity in Design

This is another key element for engaging attendees and driving sales. A well-designed display captivates attention and communicates the brand's message effectively. Using visual hierarchy emphasizes key products, allowing for quick identification.

Consistent Branding reinforces recognition and creates a cohesive identity throughout the display. For enhancing the attendee experience at exhibitions, environmental factors such as lighting and sound should complement the display.

Integrating technology, such as Digital Displays or Virtual Reality, helps in creating inno-

Design & Layout

- Create a Clear Path
- Use Visual Hierarchy
- Consider Branding
- Use Interactive Elements
- Consider the Environment
- Use Technology
- Keep it Simple
- Test and Refine

Product Demonstrations

- Hands-On Demos
- Video Demos
- Interactive Kiosks
- Live Demos
- VR & AR Demos
- Product Trials
- Workshops
- Product Presentations
- Product Testing
- Product Workshops

vative interactions. Simplifying the design minimizes clutter, ensuring clear communication of key messages and products. Testing and refining the design based on attendee feedback ensures effectiveness and enhances engagement.

Putting into effect these design and layout strategies will allow exhibitors to create an engaging product display that successfully conveys their respective brand's message while driving sales during events and exhibits.

Wrapping it Up

Mastering product display at an expo is the key to crafting an unforgettable experience. Designing an effective layout, taking into consideration brand consistency, target market, and customized displays, brings more footfalls to the booths. It is equally important to continuously redefine and refine display strategies to stay afloat in the competitive landscape.

POV



All image source: HITEX

Milking Success with Dairy Innovations

The Golden Jubilee edition of the Dairy Industry Conference (DIC), along with the concurrent show, Dairy Expo, was held at the HITEX Exhibition Center, Hyderabad, India, from March 4-6, 2024. The 50th edition of the conference, organized by the Indian Dairy Association (IDA) and anchored by the IDA Telangana Chapter, focused on optimizing processes at every step of the dairy value chain, thus improving businesses, and boosting demand for dairy and milk products.

The conference and its concurrent show served as a pivotal platform for industry heads to converge, deliberate, and strategize on the future trajectory of the Indian dairy sector. Under the overarching theme of 'Indian Dairying: Innovation & Entrepreneurship', the conference aimed to address key challenges and opportunities facing the industry while fostering knowledge dissemination and collaboration.

Cream of the Crop: Industry Contributions

The dairy industry stands as one of the largest components within the agricultural sector, contributing approximately 4 percent to the nation's GDP. India annually produces around 230 million metric tonnes of milk, valued at approximately INR 11 lakh crore. "Agriculture, in total, contributes nearly 17 percent to the economy, with 25 percent of this coming from the animal sector," shares Satish Kulkarni, Chairman - South Zone, Indian Dairy Association (IDA), providing further insights. "Remarkably, milk alone accounts for 60 percent of the animal sector's contribution. Engaging approximately 80 million dairy farmers, the industry surpasses the combined contribution of wheat, paddy, and sugarcane."

Both the private and cooperative sectors dominate the milk industry, with the private sector holding a share of nearly 57 percent in the organized sector, while the cooperative sector accounts for the remaining 43 percent. "The dairy economy demonstrates robust growth, expanding by nearly 5 percent annually compared to the agricultural sector's growth rate of 2 percent. Globally, the Indian dairy industry outpaces the average growth rate, growing at 5 percent compared to the world's milk production increase of 1.5 percent," stresses Kulkarni. "This dominance posi-



"We concluded that HITEX is the best-suited venue for our event. With its exhibition halls, catering facilities, and provisions for conferences and seminars, HITEX offers everything we need."

Satish Kulkarni
Chairman- South Zone
Indian Dairy Association



tions Indian dairy favorably, with little foreseeable competition in the near future, maintaining its stronghold for the past two decades."

IDA's Path to Global Competitiveness

India's dairy prowess shines globally, with the country ranking number one in milk production, contributing a staggering 26 percent to the world's milk output. The IDA played a pivotal role in revolutionizing the dairy sector and enhancing its global competitiveness.

nizes conferences, seminars, and dialogues to facilitate the exchange of ideas and promote the application of cutting-edge technologies for the growth and development of the industry."

By actively supporting the industry and fostering the adoption of new knowledge and processes, the association plays a leading role in driving growth within the dairy sector. Additionally, the association's efforts were instrumental in creating a supportive ecosystem for innovation and advancement, as evident in the

India's dairy prowess shines globally, with the country ranking number one in milk production, contributing a staggering 26 percent to the world's milk output. The dairy economy's robustness is evident, boasting a 4 percent contribution to India's Gross Domestic Product (GDP).

As Kulkarni elaborates, "DIC collaborates with the entire dairy industry, spanning from production to processing to marketing, ensuring a seamless journey from farm to consumer. The association regularly orga-

nizes conferences, seminars, and dialogues to facilitate the exchange of ideas and promote the application of cutting-edge technologies for the growth and development of the industry."

Herding Dairy Enthusiasts

Spanning over 11,000 sq mt, the concurrent Dairy Expo show at the conference served as the largest event in the industry and



a beacon of technological advancements. The bustling halls of the expo witnessed the gathering of approximately 2,500 delegates from across India and 30 countries, eager to explore the latest advancements in the dairy sector. Additionally, young dairy professionals and seasoned industry leaders engaged in spirited CEO panel discussions, adding a dynamic flair to the event, and ensuring a multifaceted experience for all visitors. Nearly 5,000 trade visitors made the best use of the Dairy Expo which showcased the recent developments

in Dairy Processing & Production. The conclave of Southern Dairy Ministers at the conference provided a platform for policymakers to develop the necessary infrastructure and deliberate on strategies for sectoral growth and sustainability. Amidst the myriad offerings, around 4,000 attendees were treated to 60 technical and industrial presentations, from 70 global speakers, alongside 100 scientific posters, fostering a thriving environment for intellectual exchange, technological innovation, and collaboration.





Churning Change: Revolutionized Technology

In dairy farming, the primary focus lies on milk production and processing. "Traditionally, cross-breeding using exotic semen through artificial insemination has been the conventional method for developing milch breeds," the South Zone IDA Chairman explains. "However, in recent times, there has been a significant shift towards the adoption of embryo transfer technologies and sex-sorted semen to enhance dairy animal productivity."

The emphasis is on increasing the productivity of ani-

mals to produce a minimum of 8-10 liters of milk per animal per day. "The milk undergoes a rapid cooling process immediately after production to preserve its freshness and maintain quality," he adds. "Furthermore, in dairy facilities, the milk undergoes various processing stages such as separation, bacto-fugation, pasteurization, membrane processing, and manufacturing of various milk products."

With 230 exhibitors showcasing their products and capabilities, attendees immersed themselves in the latest advancements in dairy machinery





and processing technologies. The event's theme resonated through the exhibition halls, where presentations on generating potable water from the air, carbon restoration in soil, and online cattle marketing sparked intrigue and dialogue.

Amplifying Success at HITEX

As the curtains drew to a close on the conference, its legacy reverberated across the chronicles of Indian dairy history. Nestled within the confines of the venue, the conference found its perfect stage. "Given the large gatherings of delegates, exhibitors, and

visitors, organizing a conference of this magnitude requires thorough consideration of potential locations within the city," stresses Kulkarni. "We concluded that HITEX is the best-suited venue for our event. With its exhibition halls, catering facilities, and provisions for conferences and seminars, HITEX offers everything we need."

According to him, HITEX provides a conducive environment for stakeholders, including farmers, researchers, students, technicians, and more, ensuring a seamless experience for all participants. **POV**



Beyond Brick and Mortar

The CREDAI Hyderabad Property Show 2024, hosted by the Hyderabad chapter of the Confederation of Real Estate Developers' Associations of India (CREDAI), was a gigantic event that brought together real estate developers, investors, and builders. The 13th edition of the event was held from March 8-10, 2024, at the renowned HITEX Exhibition Centre, Hyderabad, India.

All image source: HITEX





HITEX Exhibition Centre stood out for its outstanding management, infrastructure, convenient location, and proximity. Its top-notch facilities ensure a seamless and enriching experience for exhibitors and visitors alike, making it the ideal platform for showcasing Hyderabad's real estate prowess.

The three-day show witnessed a massive footfall of around 20,000 attendees, visiting the booths of 70 esteemed exhibitors. The event served as a platform for the visitors, pre-

senting myriad property types ranging from apartment complexes, integrated townships, gated communities, villas, and green buildings.

Speaking of this prominent show, Nimma Vamshidhar Red-



“CREDAI property show is a good platform for potential home buyers to network with the developers. It provides a unique opportunity to explore a wide range of properties under one roof, saving one from the time-consuming task of searching across multiple sites over several days.”

Nimma Vamshidhar Reddy
EC Member
CREDAI



dy, EC Member, CREDAI, said that it caters to the interests of real estate enthusiasts, featuring properties from various locations across the city. There is no specific area of concentration. The show houses a diverse and comprehensive display of properties.

Membership Matters

To ensure stalls displayed high-quality units, the organizers undertook a stringent project approval process and membership criterion. To this end, Reddy shared, “All developers

showcasing their properties at the event are esteemed members of CREDAI Hyderabad. We maintain exclusivity by strictly restricting non-members from participating, as CREDAI membership entails a rigorous selection process. Additionally, we ensure that only projects approved by the Real Estate Regulatory Authority (RERA) are presented at the property show.”

The event’s collaborative efforts and commitment to maintaining high standards ensured a positive impact on visitors, as they praised the exhibition for



days beyond the show.

Local Roots to Lasting Impressions

During the show, the local community was engaged with stakeholders in various ways that ensured the event's success and lasting impact. Reddy highlighted the event's synergetic approach by stating, "During this property show, we collaborate closely with numerous channel partners, and all our vendors are sourced locally."

In this context, he averred, "The workshops we conduct focus on locally relevant issues, inspiring designs tailored to our community's needs and preferences." This approach resonated deeply with the community, as the various informative and educational workshops provided visitors with an opportunity to engage with stakeholders and receive a comprehensive view of the industry.

The CREDAI EC member also emphasized the types of workshops that visitors were encouraged to indulge in, "CREDAI Hyderabad hosted various workshops focusing on different aspects of real estate, such as workshops on interiors, legalities, and selecting the perfect home." These workshops allowed homebuyers to make informed decisions, adding a valuable educational component to the event and thus enhancing its overall impact on attendees.

Building Connections

The show successfully encouraged networking among major stakeholders in the real estate sector, including potential house buyers. Reddy pointed out that the CREDAI property show is a good platform for potential home buyers to network with the developers. It provides a unique opportunity to explore a wide range of properties under one roof, saving one from the time-consuming task of searching across multiple sites over several days.





HITEX: Where Real Estate Dreams Flourish

Commending HITEX Exhibition Centre, Reddy stated that HITEX stands out as the top choice for exhibitions and conventions in Hyderabad. He remarked, "Its outstanding management, infrastructure, convenient location, and proximity make it the ideal venue for hosting the CREDAI Hyderabad property show."

The CREDAI property show stands out as one of the premier events in the city's real estate landscape. "With each passing year, the footfall continues to rise, showcasing its growing popularity. CREDAI actively gathers feedback from both developers and consumers, leveraging insights to enhance the design and features of the property show," he concluded. **POV**





IGBC GREEN PROPERTY SHOW

May 17-19, 2024

Confederation of Indian Industry

A first-of-its-kind event to showcase solely IGBC-certified and pre-certified green projects seeks to educate the public about green building methods, sustainability, and investment in eco-friendly projects.

PHARMALYTICA

May 30-June 1, 2024

Informa Markets India Pvt Ltd

The 10th edition of the pharmaceutical event seeks to seamlessly combine the whole pharmaceutical value chain under one roof for industry networking and collaboration.

HYDERABAD JEWELLERY PEARL & GEM FAIR 2024

June 7-9, 2024

Informa Markets India Pvt Ltd

India's premium B2B Jewelry Exhibition, in its 16th edition, will feature 350+ exhibitors showcasing global trends and launching new brand designs and collections from across the globe.

FOOD A'FAIR

June 13-15, 2024

Blitz Exhibition Pvt Ltd

This new International Trade Fair for Food & Beverage Retail Trade will connect F&B manufacturers with wholesale, retail, and contemporary markets, notably in South India.

BAKERY BUSINESS SOUTH & HORECA BUSINESS SOUTH 2024

June 19-21, 2024

Hospitality First India Pvt Ltd

A comprehensive business expo for South India's Bakery and Hotel/Restaurant/Café (HoReCa) industries, showcasing national & international brands from related & allied industry partners.

SOUTH INDIAN WEDDING PLANNERS CONGRESS

June 14-15, 2024

Telegana Chambers of Event Industry

The premier convention for Indian Wedding Planners to engage in networking sessions and find new business prospects in the dynamic event environment, witness destination weddings and lavish locations, and celebrate gold jewelry.

INDOMACH

June 21-23, 2024

IndoMach Business Solutions

A leading B2B Industrial Machinery and Engineering Show that offers an extensive commercial platform to a wide range of industries to gain excellent exposure among its prospective clients/customers.

RICE & GRAINS TECH EXPO 2024

June 21-23, 2024

Mookambika Exhibitions

An international exhibition for the Grains Milling industry that connects the Grains Technology sector and the Grains industry by showcasing the latest manufacturing technologies and solutions that help large & small businesses improve their manufacturing capabilities.

BATTLEGROUND-INDIA SERIES

June 28-30, 2024

Tesseract Esports LLP

One of the biggest Esports Tournaments in India, offering opportunities for both amateur and professional talent with a prize pool of INR 2 crore, welcomes teams to battle for their spot in the competition.

IIID SHOWCASE INSIDER X

June 28-30, 2024

Institute of Indian Interior Designers (Hyderabad Regional Chapter)

The 5th edition brings together designers, students, architects, and other building industry verticals to showcase the newest design trends with 150+ exhibitors and 300+ brands.

ECO SUSTAIN EXPO 2024

Aug 16-18, 2024

HITEX

Eco Sustain Expo & Conference brings together professionals, visionaries, policymakers, academics, and solution providers who are committed for a better tomorrow, shaping a sustainable future.

HIMTEX 2024

Aug 16-19, 2024

HITEX

The 8th Hyderabad International Machine Tool & Engineering Expo will provide an opportunity to explore machine tools, engineering, robotics, and automation options and experience cutting-edge technology.

IPEC 2024

Aug 16-18, 2024

HITEX

The 3rd India Process Expo & Conference 2024 will bring together manufacturers, service providers, and technology solution specialists to present exquisite products, innovations, and high-quality services.

SPORT EXPO INDIA

Aug 23-24, 2024

HITEX

The 7th edition of the expo is a premier B2C platform for Sports, Fitness, and Wellness brands to display their products/services to their target audiences.

Empowering Entrepreneurs, Brand by Brand



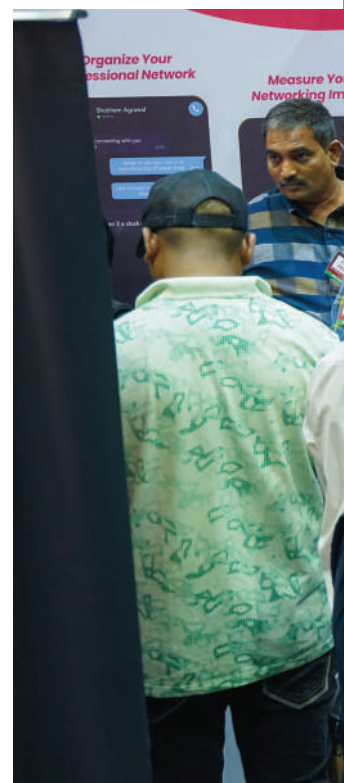
The prestigious 133rd National Franchise & Retail Opportunity Expo opened doors to a world of diverse franchise avenues and insightful perspectives into the retail real estate landscape. The expo provided a unique platform to explore new business opportunities and maintain a steady course in the evolving landscape of franchising and retail.

An Entrepreneurial Nexus

Aiming to nurture entrepreneurship, the expo created a vibrant environment ripe with opportunities for business,

knowledge exchange, and networking. As articulated by Ashita Marya, CEO, Franchise India Holdings Ltd, "This platform serves as a vibrant hub that unites industry leaders, brands, entrepreneurs, national & international brands, and established businesses to share insights, forge partnerships, and explore innovative prospects." The event also provided aspiring business owners with invaluable knowledge, industry best practices, and indispensable resources necessary for their ventures to succeed.

The expo left an indelible mark on the Indian business land-



FROEXPO 2024
Hyderabad was a cornerstone event, organized by Franchise India Holdings Ltd, that illuminated the evolving landscape of franchising and retail in Telangana. The expo, held on March 16-17, 2024, at HITEX Exhibition Center, Hyderabad, brought together industry professionals, entrepreneurs, investors, and established brands to explore the latest trends and foster entrepreneurial growth.



"HITEX is an ideal location for shows. The choice of venue really matters for the success of an event. We are glad to receive an impressive number of footfalls at the expo as well as good reviews from the attendees. For sure, HITEX is a rare combination of a good venue, equipped with a brilliant team."

Ashita Marya
CEO
Franchise India Holdings Ltd





scape. In this context, Marya highlighted, "The impact of our business-to-business (B2B) expos on the Indian business landscape is profound. They catalyze industry growth, facilitate the entry of new players, and foster the expansion of existing businesses." By bridging sectoral divides and fostering collaborative partnerships across industries, the event ensured holistic business development and large-scale economic expansion. She emphasized, "We ensure that our expos remain aligned with industry trends and evolving business landscapes. Through these initiatives, Franchise India Holdings Ltd continues to be at the forefront of empowering entrepreneurship and shaping the future of business in India."

Franchise Boom: Shifting Dynamics

The franchise and retail sectors have witnessed evolving trends, dynamic demands, and a noticeable shift towards Tier II and Tier III cities, especially with the rapid urbanization and economic growth experienced in the state. "The shift from traditional, unorganized retail to organized retail formats such as supermarkets, hypermarkets, malls, and specialty stores has been prominent," she stated. "This transition reflects the evolving consumer preferences and the expansion of organized retail chains across Hyderabad and other key cities in Telangana."

In tandem, franchising has gained traction as a favored





business model in the state, providing entrepreneurs with access to established brand identities, tested business frameworks, and robust support infrastructures. "Various sectors, including food and beverage, retail, education, healthcare, and services, are witnessing the growth of franchise outlets," as highlighted by Marya. This growth was supported by the diverse opportunities in various niche markets that were available for attendees to explore at the event.

Riding the Trends Wave

Telangana's status as a prominent IT hub has spurred retailers and franchisors to adopt the latest trends, emphasizing the enhancement of

online presence and the provision of seamless omnichannel experiences. This strategic approach aligns with the state's thriving market landscape and ever-changing consumer preferences.

The demand for specialty and niche products/services is on the rise in the region, encompassing segments such as organic and gourmet foods, health and wellness products, specialty fashion, and experiential retail concepts. This surge in demand has created significant franchising opportunities within these sectors.

Similarly, the growing emphasis on health and wellness in the state, mirroring trends in the broader Indian market, has led to the proliferation of fitness





centers, organic stores, health clinics, and wellness spas. Marya suggested, "Entrepreneurs and businesses looking to enter the market can capitalize on these trends by identifying niche opportunities and leveraging innovative strategies to attract consumers." With that in mind, the event successfully featured a spectrum of esteemed healthcare franchise brands that tapped into these growing trends, among other initiatives that made it a success.

Networking and Franchise Fiesta

The event showcased a few distinctive features that distinguished it from other events in the industry. To begin, it offered a wide array of franchise

opportunities, with over 200 renowned brands representing sectors such as food and beverage, education, healthcare, and more. This diverse selection provided brands with a unique chance to connect and engage with over 10,000 valued investors, resulting in potential collaboration and business growth.

In addition, the event facilitated unparalleled networking opportunities. Brands and visitors had the chance to build valuable connections with fellow entrepreneurs, investors, and industry professionals. According to Marya, the expo provided a platform to collaborate, share ideas, and foster growth within the franchise and retail ecosystem.





The event was widely known for its on-spot deals and closures, enabling many brands to finalize agreements for their expansion plans during the event. This real-time interaction and deal-making added a unique element to the expo, enhancing its appeal and value proposition for both parties.

Overall, as the event left a lasting impact on the attendees and the broader market, another aspect that contributed to its success was the choice of venue.

Venue Contributes to Success

The selection of HITEX Exhibition Center as the venue for the event was a strategic choice driven by thoughtful considerations. Marya explained this by

stating, "We were earlier doing our shows at the Hyderabad International Convention Centre (HICC). Sometime later, our region suggested shifting our show to HITEX. Though we were a little hesitant initially, we went ahead with our decision to shift to HITEX." This decision proved to be a success, as the venue played a crucial role in amplifying the expo's reach and effectiveness, furthering the goal of empowering entrepreneurs across the nation.

Commending HITEX Exhibition Centre she said, "HITEX has a very sincere and brilliant team of professionals who are supportive and empathetic. We are very happy that we are associated with HITEX and look forward to taking our relationship further by doing more shows here." **POV**





Cultivating Agricultural Change

The expo highlighted the significance of raising farmers' income, uplifting their rural livelihoods, adopting state-of-the-art technologies, nurturing soil health, and addressing interconnected sectors. The show was an evolution resulting from previous efforts and with the support of GBNFPCL's farmer community.

Sowing Seeds of Change

The event exemplified the organization's commitment to promoting natural farming and sustainable livelihoods in rural areas. According to Karun Reddy, Convenor, GBNFPCL, the organization's strength stems from a dedicated group of volunteers who help farmers

improve their production and sales. Elaborating on the organization's proactive initiatives, he stated, "We provide training on various cultivation methods and techniques through online, physical, and residential programs conducted primarily in farmer fields."

From Farm to Forum

The expo focused on learning from innovators themselves. Speakers of repute were invited to share their expertise on various chemical-free farming methods and have direct interaction with farmers on practical knowledge and adoption. Subject matter experts on the topics of methods of intercropping, integrated farming, terrace



The second edition of Grama Bharathi Kisan Expo 2024 was successfully organized by Grama Bharathi Natural Farmers Producer Co Ltd (GBNFPCL) on March 16-17, at the HITEX Exhibition Centre, Hyderabad. The event redefined agricultural exhibitions, prioritizing farmers as key exhibitors, championing sustainable practices, and empowering rural communities.



gardening, food processing, marketing, soil health management, and environment-friendly practices addressed the audience at the expo.

To this end, Reddy stressed, "Our goal is to double farmers' income by equipping them with skills in food processing, packaging, and market access through individual efforts or their Farmer Producer Organizations (FPOs/FPCs)."

A Win-Win Formula

The event stood out among agricultural exhibitions due to its unique approach. "Unlike other traditional expos that focus on farmers and treat them as consumers, the Grama Bharathi Kisan Expo prioritizes farmers as their first exhib-

All image source: HITEX



Speakers
18

Exhibitors
100

Visitors
8000



itors. This inclusive approach enabled farmers to showcase their produce directly to consumers seeking authentic, chemical-free options,” explained Reddy.

Speaking on the benefits of participating in the expo, Reddy said that the exhibitors get a platform to interact with potential customers. Elaborating on Grama Bharathi’s contribution to the agricultural sector, Reddy explained that the orga-

nization works directly with over 70 FPOs, representing more than 35,000 farmers across Telangana.” Further, he elaborated, “Our extensive experience in interacting with farmers through training, events, and meetings at the farm level provides progressive exhibitors with access to a valuable and established farmer base. This creates a win-win situation for both exhibitors and farmers.”

Talking about the expo’s fo-



“Our extensive experience in interacting with farmers through training, events, and meetings at the farm level provides progressive exhibitors with access to a valuable and established farmer base. This creates a win-win situation for both exhibitors and farmers.”

Karun Reddy
Convenor
Grama Bharathi Natural
Farmers Producer Co Ltd



cus on facilitating FPOs, Reddy pointed out, “We empower FPOs with the latest Artificial Intelligence (AI), Satellite, and Mobile-based technologies to facilitate faster information dissemination and real-time crop health management, along with insights into preventive action. This involves direct interaction with technology companies and experts, minimizing delays and equipping farmers with timely knowledge.”

Exhibits and Profile at Display

The expo featured the latest advancements in agri-inputs, food processing, and the entire ecosystem, fostering a space for farmers, consumers, and stakeholders in the agricultural sector. The product profile was diverse, ranging from:

Electric Equipment - spray pumps, and drones

Water Management Systems - sprinklers, hydroponics, and drip irrigation





Agri-inputs - seeds, bio-fertilizers, bio-pesticides, and growth promoters
Weed and pest management - mulching sheets, tillers, solar traps, biological traps
Post-harvest machines
Food processing, packaging, logistics, and marketing solutions
Cutting-edge innovations - AI-based technologies, drones, e-commerce platforms, nutraceuticals, and forest-based products

Speakers of repute were invited to share their expertise on various agricultural methods and have direct interaction with farmers on practical aspects. Subject matter experts on the topics of methods of intercropping, terrace gardening, food processing, marketing, soil health management, and eco-friendly practices addressed the audience.





various chemical-free farming
tical knowledge and adoption.
cropping, integrated farming,
management, and environment-
e at the expo.

The expo also witnessed the presence of MSMEs and Start-ups from the food industry.

Paving the Way for a Better Future

The event's success reflected the organization's ongoing efforts, supported by the farmer community. In this context, Reddy averred, "Our goal is to help farmers sell their produce

at higher prices by adopting the best practices; minimize middlemen and enable direct consumer sales (wherever possible); connect consumers with farmers to increase the understanding and appreciation for genuine organic/natural production methods; and encourage more farmers to adopt chemical-free practices as consumer demand rises." **POV**



Helping People Go Places



FTCCI THMMICEE Committee at Paryatak Bhavan – Plaza with The Telangana Government Tourism Department

In frame: Ms. Rakhi Kankaria, Chairperson, THMMICEE, FTCCI, Mr. Ashish Kumar, Advisor, THMMICEE, FTCCI, Mr. Anindya Acharya, Committee Member, THMMICEE, FTCCI; and Mr. Akhilesh Washikar, Committee Member, THMMICEE, FTCCI.

The FTCCI Experiential Tourism MICE - ETM Conclave 2024 aims to revolutionize traditional conferences by offering an immersive platform for forging meaningful connections, fostering creativity, and driving transformative thinking within the experiential tourism industry. Through its insightful seminar and conference sessions, the event, organized by the Federa-

tion of Telangana Chambers of Commerce & Industry under the aegis of the Telangana Government Tourism Department, is slated to provide a unique forum for academia, tourism industry players, government representatives, and esteemed industry players to actively exchange cutting-edge research and industrial case studies.

The event speakers, ranging from industry titans to gov-



All image source: FTCCI

With transformative initiatives that can reshape and empower the travel and tourism sector, the FTCCI Experiential Tourism MICE Conclave - ETM Conclave 2024 is all set to take place at the Hyderabad International Convention Centre from July 29-30, 2024. Organized by the Federation of Telangana Chambers of Commerce & Industry - FTCCI, the event promises to be a hub of opportunities and a conducive platform for exchanging ideas.

ernment officials, airline executives, and educationalists, will be deliberating on various facets of the travel and tourism landscape. Serving as a converging point for dedicated travel professionals, FTCCI ETM Conclave 2024 will provide an opportunity for them to explore new ventures, innovations, trends, and avenues for sustainable growth. It aims to set a stage that not only educates but also inspires, energizes, and creates a positive

change for the experiential tourism industry and global MICE industry.

"Organizing the inaugural FTCCI ETM Conclave 2024 marks a pivotal moment in our commitment to fortify the ties within the Tourism, MICE, Medical Tourism, Weddings, and Film Production sectors worldwide," said Meela Jayadev, President, FTCCI & Director, Sudhakar Polymers.

Underscoring the significance of the event, Rakhi Kankaria,



FTCCI THMMICEE Leadership met Principal Secretary Madam Sailaja Ramaier.

In frame: Ms. Shailaja Ramaier, IAS, Principal Secretary, Tourism Department, Telangana Government; Ms. Rakhi Kankaria, Chairperson, THMMICEE, FTCCI; Mr. Ashish Kumar, Advisor, THMMICEE, FTCCI; Mr. Anindya Acharya, Committee Member, THMMICEE, FTCCI; Mr. B.V.B. Chary, Committee Member, THMMICEE, FTCCI; and Mr. Mohanlal Jain, Co-Chair, THMMICEE, FTCCI.

Chairperson, THMMICEE Committee, FTCCI & Director, Rachnoutsav Events, said, "We are proud to present the 1st edition of FTCCI ETM Conclave 2024, which has already garnered recognition as one of the premier events for the Tourism, MICE, Medical Tourism, Weddings, and Film Production sectors globally."

"With the debut of the FTCCI ETM Conclave 24', we embark on a journey towards redefining industry standards and fostering unprecedented collaborations," expressed Rajeev Bansal, Director, iCONEX, the company that will be managing the event.

FTCCI ETM Conclave 24' Highlights

Hosting over 100 exhibitors, more than 500 participating companies, and over 100 invited buyers, this year's FTCCI ETM Conclave 24' comprises road shows, press meets, audio-visual presentations, government interactions, curated speaker sessions, B2B meetings, travel agents & tour operators meets,

cultural performances, 6 FAM tours, and panel sessions. It will feature 10 State Tourism Boards, 10 International Tourism Boards, DMCs, Medical Tourism Pavilions, Wedding Tourism Pavilions, Travel Media and Tech Pavilions, Hotels & Resorts, Private Charter Pavilions, Experiential Zones.

The 6 FAM Trips include: Religious FAM Trip, Heritage FAM Trip, Hyderabad FAM Trip. Hotel & Convention FAM Trip, Medical FAM



In frame Ms. Rakhi Kankaria - Chairperson THMMICEE, FTCCI; Mr. Meela Jayadev, President THMMICEE, FTCCI; Mr. Abhimanyu Singhal - Senior Vice President FTCCI and Mr. Ashish Kumar, Advisor THMMICEE, FTCCI



FTCCI THMMICEE committee with Mr. J. Krishna Rao, Minister for Tourism and Culture, Government of Telengana

In frame: Mr. J. Krishna Rao, Minister for Tourism & Culture, Telengana; Ms. Rakhi Kankaria, Chairperson, THMMICEE, FTCCI; Mr. B.V.B. Chary, Committee Member, THMMICEE, FTCCI; Mr. Gowra Srinivas Advisor, THMMICEE, FTCCI and Mr. Seshasayee Katamaraju, Committee Member, THMMICEE, FTCCI.



... FTCCI; Mr. Vijay Mohan Raj - President FTCCI; Mr. Suresh Kumar ... nyu Singh, Consultant Member,

Trip, and Textile FAM Trip.

With a comprehensive showcase of MICE, Tourism, Weddings, Medical Tourism, and Film Locations, the event offers an exclusive chance for the delegates and participants to immerse themselves in a myriad of destinations, services, and attractions featured.

Industry experts will be deliberating on the recent trends in the industry during the interactive sessions and panel discussions, making the event an ideal place to connect with key stakeholders and decision-makers and expand one's network. Additionally, Global Destination Partnerships will lead to enhancing international connections.

A dedicated hosted buyer program will also be featured for pre-qualified buyers.

Participants at the FTCCI ETM Conclave 24' can engage with exhibitors from varied industry verticals such as Food Packaging, Leisure Tourism, Medical Tourism, Adventure Tourism, Film Tourism, Hospitality, Airlines, Heritage

Properties, Event Management, Destination Management Companies, Hotels And Resorts, Airlines, Insurance Companies, Tour Operators, International Tourism Boards, Film Production Houses, Cruises, Standalone Properties, and Wedding Planning.

Participating tourism sectors include Destination Management Companies; Travel, Tourism & Airlines Professionals; Travel Food Packaging Agencies; Travel Baggage Companies; Travel Gadgets; Medical Wellness Tourism; Sports Tourism; Travel Media; Tour Operators; Tourism Authority; Travel Industry IT & Authority; Heritage Conservation Architects; Travel & Tour Associations; Tourist Organizations; Airlines; Airports; Private Charter Planes; Meet & Greet Airport Services; Trending Technology AI & Virtual Reality; Hotels; Hotel Associations; Holiday Camps; Tourism Policy Makers; Railways; Cruises & Sea Ferries; Inland Waterways; Port Authority; Car Rental Companies; AutoCar & Coach Companies;

SPA Professionals; Golf Clubs; PCO/Event Organizers; and Travel Consultants.

The two-day B2B Meet has been organized with the view to expand business opportunities, foster global linkages, develop strategic partnerships, and explore potentially rewarding ventures.

The primary objective of the FTCCI ETM Conclave 24' is to enhance Telangana's tourism potential, foster relationships, establish business contacts, and facilitate joint ventures.

Telangana Government Tourism Department

The vision of the Telangana Government Tourism Department is to transform the state into a premier tourist destination known for its rich cultural heritage, vibrant festivals, diverse landscapes, and world-class hospitality. Through strategic initiatives and partnerships, the department aims to promote sustainable tourism, empower local communities, preserve historical sites, and showcase Telangana's unique identity to the world.

By leveraging technology and innovation, the government envisions creating memorable experiences for visitors while fostering economic growth and preserving the natural environment for future generations.

The department is committed to showcasing Telangana's rich history and cultural heritage, including its architectural marvels, ancient monuments, and traditional arts and crafts. Efforts are directed towards preserving and promoting these cultural assets to attract domestic and international tourists.

Recognizing the importance of environmental conservation, the department emphasizes sustainable tourism practices. Efforts are directed toward minimizing the environmental impact of tourism activities, promoting responsible travel behavior, and preserving the natural beauty and biodiversity of Telangana's landscapes.

Knowing the Organizer FTCCI

The Federation of Telangana Chambers of Commerce and Industry - FTCCI, the Telangana State Chamber, has been consistently growing for the last 106 years in our ever-emerging society. It has been bringing in the change by being the change as an organization. It has been leading the business community towards sustainable economic growth and advocating a pro-business climate. With the primary function of playing an active role in the economic development of the Telangana State, the Federation liaises between Trade, Industry, and the Government.

FTCCI, with its THMMICEE - Tourism Hospitality Media MICE Entertainment and Events Committee, plays a pivotal role in promoting and developing tourism and related industry in the region.

Role of iCONEX

The FTCCI ETM Conclave 24' is managed by iCONEX, an international specialist in organizing conferences, events, seminars, workshops, and training programs. The organization pursues business objectives towards the promotion and facilitation of tools and technologies for a resilient and sustainable future.

The company creates platforms for promoting awareness, policy advocacy, and business development by connecting stakeholders and communities from various sectors such as health, safety, environment, energy, and technology, all contributing towards the sustainable development of society.

iCONEX has a presence in different regions of the world like the Middle East, Asia Pacific, Europe, USA, and India. It is exclusively dedicated to promoting a paradigm shift for a sustainable future, technology intervention, and connecting stakeholders from different industries since 2013. **POV**



Organised By



Federation of Telangana
Chambers of Commerce & Industry

Under the aegis of



Government
of Telangana



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THE HEART OF THE DECCAN

Experiential Tourism MICE Conclave 2024

THE HEART OF THE DECCAN

Registration &
Participation



FAM TRIPS

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CONCLAVE

29-30 JULY
2024

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The Art of Designing Events



All image source: HITEX

In the bustling events and exhibitions industry, UV Enterprises stands out for its innovative and reliable services. Founded over a decade ago, the company has become a trusted name in stall designing, fabrication, and branding, serving clients in Hyderabad, Bangalore, and Mumbai.



The professional journey of Vijay Shekhar Adari, Founder, UV Enterprises, began at Pico Global Services Ltd, a Singapore-based company in Hyderabad, where he cultivated expertise in stall fitting and branding. Armed with six years of invaluable experience, he ventured into entrepreneurship, kickstarting the beginning of UV Exhibition.

Over the years, the company has expanded its footprint and garnered a reputation for excellence, thanks to Adari’s commitment to quality and customer satisfaction. “Within the event industry, networking and word-of-mouth recommendations have also played a pivotal role in fostering the growth of my business,” he further states.

Earning a Reputation

From local events in Hyderabad to nationwide exhibitions, the company has established itself as a reliable partner in the events and exhibition sector. Adari affirms its reputation by elaborating, “We bring a wealth of experience and expertise to the table, en-

suring seamless execution and eye-catching results for every project we undertake.”

With years of experience comes the ability to deliver exceptional results tailored to each client’s unique vision and requirements. “Whether it’s creating immersive brand experiences, maximizing visual impact through creative stall designs, or delivering top-notch fabrication solutions, UV Enterprises remains at the forefront of driving positive change and making meaningful contributions to the event market,” he shares. The company’s commitment to excellence, combined with a customer-centric approach, has achieved the status of reliability and innovation within the industry.

Unmatched Services and Offerings

The company’s impact on the event market is profound, offering end-to-end solutions for stall designing, fabrication, branding, and installation. Adari enthusiastically lists the company’s extensive services, “Our core services encompass stall fabrication and production, including a wide array of

“ Whether it's creating immersive brand experiences, maximizing visual impact through creative stall designs, or delivering top-notch fabrication solutions, UV Enterprises remains at the forefront of driving positive change and making meaningful contributions to the event market in Hyderabad/Telangana and across India.”

Vijay Shekhar Adari
Founder
UV Enterprises

tasks such as stall designing/branding/fascia nameboard designing, installing lighting, wiring, carpeting, and designing shelf cupboards.”

The company also handles layout arrangements. This includes arranging round tables and chairs, arranging backdrops and standees, preparing

reception tables with branding, organizing TV and furniture setups, designing conference stages, and branding podiums.

Looking back on past projects, Adari applauds HITEX for its professional excellence, high standards, and meticulous maintenance in executing remarkable events. UV Enterprises' association with HITEX Exhibition Centre is long and works closely to make events hosted at HITEX successful. To name a few recent shows like Kisan Expo, CREDAI, DERMA-CON, Medically, RenewX India, Acetech, Dairy Industry Conference (DIC), Beautech, Gifts & Stationery India (GSI), and FAMDENT, the company has provided its services.

Strong Teams Deliver Strong Results

What sets the company apart is its commitment to timely delivery, use of high-quality materials, and skilled workforce. These strengths ensure that every project undertaken exceeds expectations, leaving clients delighted and coming



UV Enterprises stands out as a sought-after partner for exhibition stall setup at the renowned HITEX Exhibition Center. Its impact on the event market is profound, offering end-to-end solutions for stall designing, fabrication, branding, and installation.

back for more. Adari shares, "Notably, many clients from HI-TEX have sought my services for their exhibition stall/booth setup requirements at the HI-TEX venue."

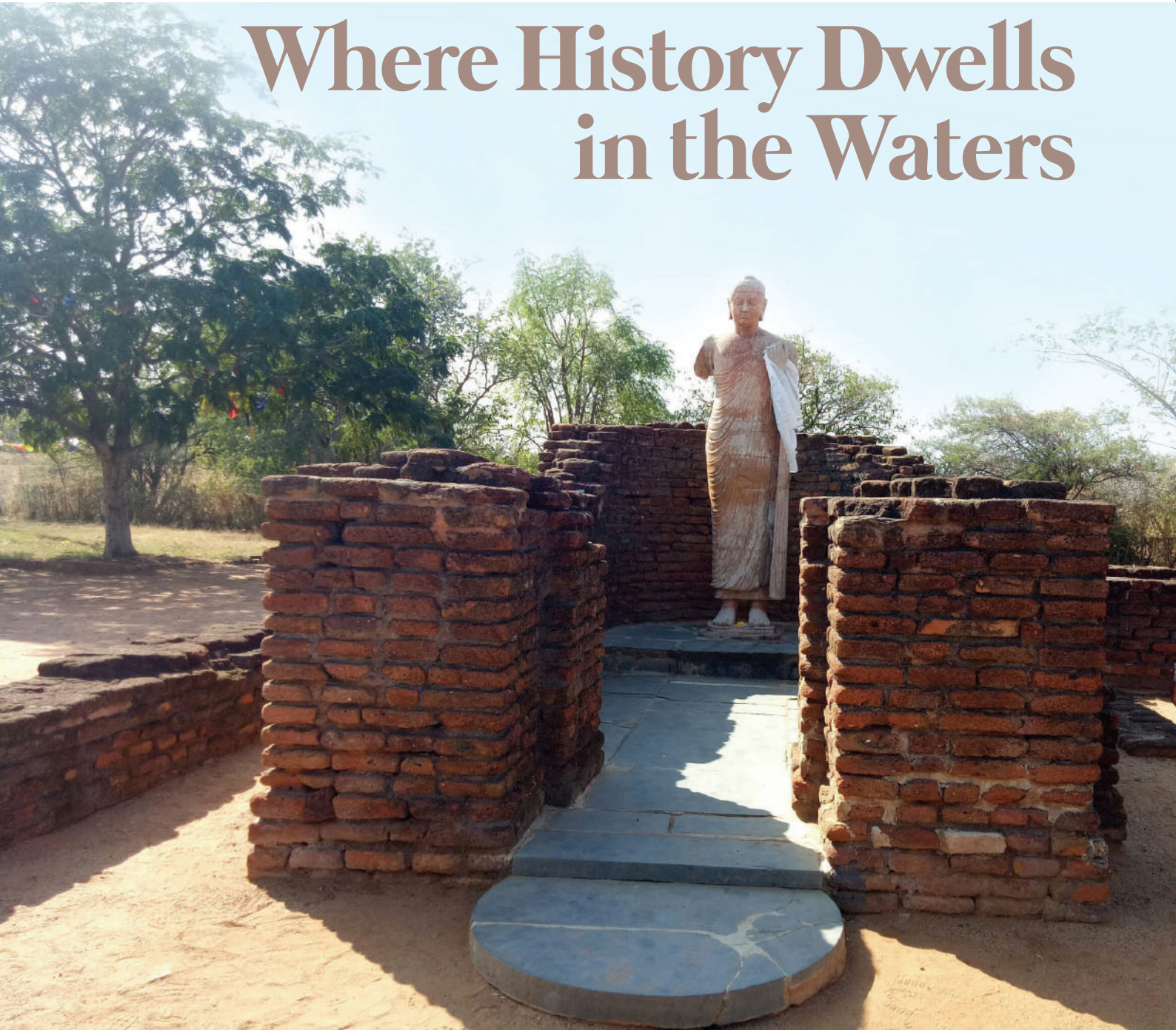
To produce stellar results, Adari emphasizes prioritizing a positive environment where team members feel valued and motivated. He states, "This includes ensuring timely payment, providing meals (tea/snacks/lunch/dinner), offering bonuses for extra working hours, and approving leave requests whenever needed." By ensuring that its workforce remains dedicated and efficient, UV Enterprises is bestowed with the ability to create memorable experiences and offer exceptional client services.

With a focus on innovation and a relentless pursuit of excellence, UV Enterprises sets the stage for a future where stellar event experiences become the norm. Inspiring industry-wide admiration, setting new benchmarks, and persistently striving to push boundaries, the company has contributed to the overall growth and development of the event and exhibition sector in India.

POV



Where History Dwells in the Waters



Nestled amidst the lush landscapes of Telangana, Nagarjuna Sagar beckons with a symphony of nature's wonders and the echoes of ancient history. A short drive from Hyderabad is more than just a town; it's an experience waiting to unfold, offering a perfect blend of serenity, adventure, and cultural richness for adventure seekers and nature enthusiasts.

Imagine a canvas painted with hues of emerald-green, where the whispering breeze carries the scent of blooming flora and the melodious chirping of birds. Nagarjuna Sagar, with its tranquil ambience and breathtaking scenery, offers a respite from the hustle and bustle of city life.

An ideal spot for those seeking solace in nature's embrace or a delightful picnic among abundant greenery. Whether travelers are on a quest for scenic vistas, serene boat rides, or simply a quiet spot to unwind, this destination promises to delight their senses and rejuvenate their spirits.

Nagarjuna Sagar Dam: Architectural Marvel

The essence of the town lies beyond its natural beauty, encompassing sites of historical and architectural marvels. At the heart of the town lies the majestic Nagarjuna Sagar Dam, one of the finest masonries in India. Built across the sacred Krishna River, this colossal structure serves as a lifeline for irrigation and offers breathtaking views of cascading waters emerging from 26 flood gates during the monsoon, creating a spectacle that leaves onlookers in awe.

Nagarjuna Sagar Lake: A Serene Retreat

As travelers explore further, they will come across the tranquil waters of Nagarjuna Sagar Lake, a sprawling expanse of quietude behind the dam. Here, families can embark on a leisurely boat ride or find a peaceful spot along the shore to lounge and soak in the picturesque surroundings. The setting sun casts a golden glow over the lake, creating a scene that's perfect for capturing memories.

Nagarjuna Konda: Island of Ruins

The town will urge travelers to venture further towards the ancient island of Nagarjuna Kon-

da. Its name was derived from 'Nagarjuna', a Buddhist Monk and 'Konda', meaning hill. Accessible by boat in the center of Nagarjuna Sagar Lake, the waters guard the remnants of an ancient Buddhist civilization, mostly submerged under the lake formed by the dam. Visitors can explore the ruins of monasteries, amphitheaters, and universities, where each stone bears witness to a rich tapestry of culture and spirituality.

Adventure and Discovery Awaits

Adventurers can trek to the beautiful Ethipothala Waterfall, where 70 ft of high cascading waters create a symphony of nature's melody.

Close to the town is Nagarjuna Srisailem Tiger Reserve, the

Distance from HITEC
184-211 Km

Travel Time
3-4 hrs

largest tiger reserve in India, also known as the Srisailem Wildlife Sanctuary. Families can marvel at the diverse flora and fauna, home to various exotic animals and reptiles. For those who wish to immerse themselves in the wilderness, there are guesthouses and cottages available for overnight stays near the reserve.

Dhamma Nagarjuna is a meditation center focused on Vipassana, a form of meditation seeking deep inner peace. Surrounded by idyllic gardens and overlooking the pristine waters of Nagarjuna Sagar Lake, it's a place for quiet reflection. To enroll in the teachings of Buddha at this center, visitors should make sure to apply for the courses in advance.

Local Flavours, Quaint Eateries

No journey is complete without indulging in the local flavors and delicacies. Travelers can indulge in authentic cuisine at quaint eateries offering delectable dishes that promise to satiate their hunger without breaking the bank.

Words from the town's folk praise the culinary delights at Hotel Siddhartha, renowned for its scrumptious biryani. TSTDC Haritha Vijay Vihar offers both North Indian and South Indian specialties, and Youth Hostel Family Restaurant & Canteen is a homely spot known for its pocket-friendly and delicious meals.

Tips For the Journey

Reaching the town is a breeze, with well-connected roads and rail networks from major cities like Hyderabad. Travelers will find themselves embarking on a journey of 184-211 km, from HITEC Exhibition Centre, taking 3-4 hours by road. Visitors can choose private transportation, like rental cars, which offer a more convenient and flexible travel experience.

Public transportation is also available, with the nearest railway station to the exhibition center being HITEC City MMTS Railway Station and the closest railway to the town being Macherala Railway Station. Dressing appropriately for the hot and humid weather and wearing comfortable footwear for exploring are recommended. Essentials like water, snacks, and an umbrella for the unpredictable monsoon showers are must-haves.

A Hidden Gem Awaits

Nagarjuna Sagar is not just a destination; it's a journey of discovery and wonder. From the awe-inspiring sight of the dam, the serene boat ride, the traces of history at Nagarjuna Konda, to the tranquil moments at the meditation center, this town promises an unforgettable experience for every visitor.



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