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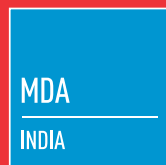


# THINK TECH THINK INNOVATION

New Business  
New Customers  
New Markets  
New Networks

## WIN INDIA – World of Industry

10 - 13 December 2014 | Pragati Maidan, New Delhi



Motion, Drive and Automation (Hydraulics & Pneumatics, Electro Mechanical Transmission)



Process and Factory Automation and Industrial Building Automation



Materials Handling/ Intralogistics, Storage Systems, Warehousing and Logistic Services



Paint & Coating Systems, Electroplating and Surface Engineering Techniques

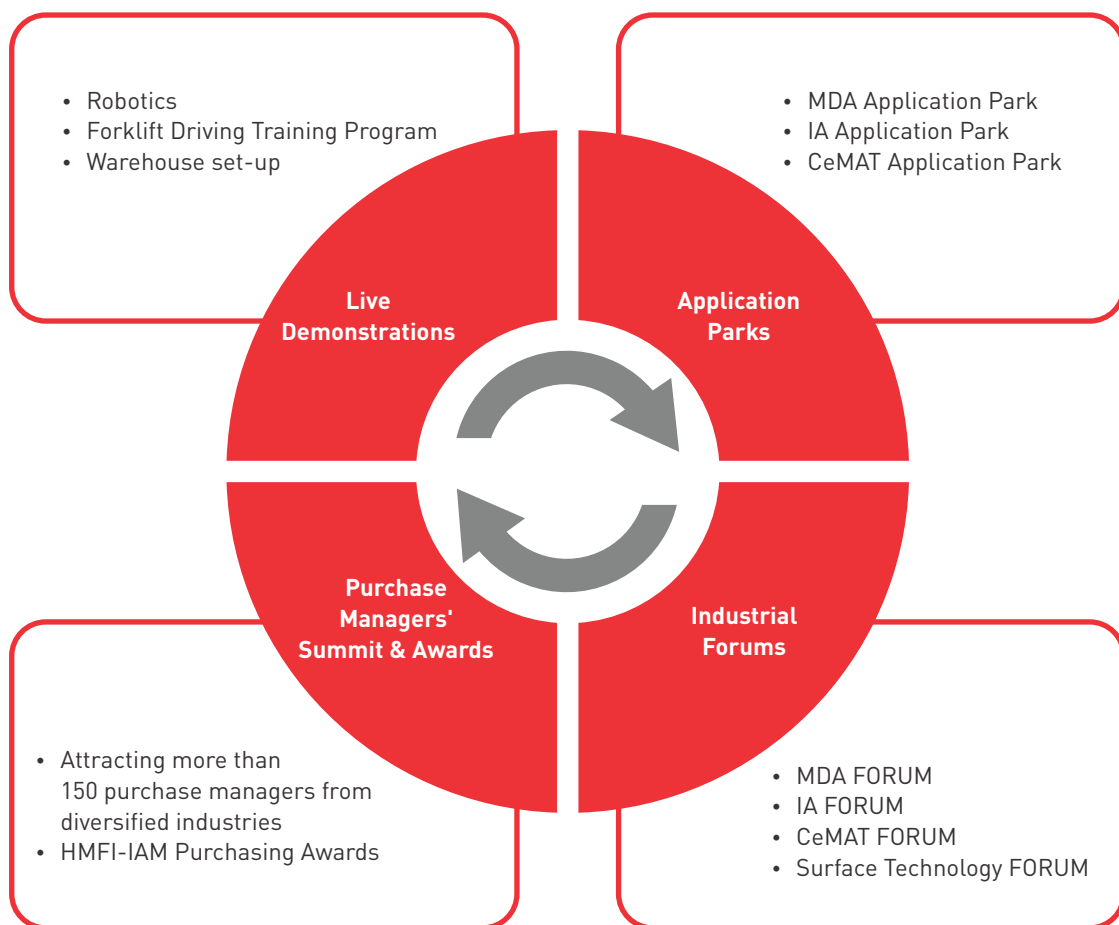


# WIN INDIA 2014

## 4 Industrial trade fairs. 1 location. Infinite Opportunities.

- Featuring 4 leading trade fairs under single umbrella brand, WIN INDIA 2014 will focus on core technology used by all manufacturing sectors.
- The best platform to launch your products and services to attract new business in new markets from new customers.
- Concurrent shows generate powerful synergies and increase visitor traffic at your booth ensuring significant ROI.
- Match and Meet Program will ensure you meet the right buyer and make your participation even more successful.
- An excellent networking opportunity to meet top decision makers from a broad spectrum of business sectors.

### Thematic Highlights:



WIN INDIA delivered all that was promised-meetings with important buyers, ample promotions, lively atmosphere & a smooth experience. I wish the team the best & look forward to join hands with them again in the coming years.

*Godrej* | MATERIAL HANDLING

We have had a successful show at WIN INDIA 2013. We had visits of good number of decision makers and potential customers with interesting projects. Needless to say, Festo SmartBird was the centre of attraction of the entire event.

**FESTO**



## Advantage New Delhi

Organised in the capital of India, New Delhi is home to decision makers for Govt procurements like Defence, Airlines, Railways, Public Sector Undertakings of Central and State Government. Proximity to Industrial Areas like Okhla Industrial Area, Noida Industrial Area, UPSIDC, Sikandrabad, Faridabad Industrial Area, Ghaziabad Industrial Area, Gurgaon, Ludhiana, Manesar, Jaipur(RIICO), Baddi, Integrated Industrial Estate - Uttrakhand, Haridwar.

Industrial sectors like Automotive, Auto parts and Component, Electronic and Electrical Goods, Engineering Goods, Mining Industry, Pharmaceutical, Agro and Food Processing Industry are present in Delhi NCR.

We'd like to wholeheartedly thank & congratulate MDA INDIA for having attracted the auto industry in such large numbers in spite of the slowdown that has hit the industry. It was encouraging to see the major players come out strongly against the prevalent market conditions & support our endeavour of innovation & development.



WIN INDIA is one of the leading shows for INDUSTRIAL AUTOMATION in India, it is fascinating to see new technologies at WIN INDIA. We are pleased with a trade fair & the connections we have made over the period of 4 days.



MDA  
INDIA

[www.mda-india.com](http://www.mda-india.com)

Joint organiser:



## Motion, Drive and Automation (Hydraulics & Pneumatics, Electro Mechanical Transmission)

### Exhibit Profile

- Linear Drives, Gears, Motors and Mechanical
- Bearings
- Hydraulics and Pneumatics
- Pumps and Valves, Pipes and Tubes
- Sealing Technology and Lubrication
- Production Equipment
- Services and Software for Drives, Gears, Hydraulics, Pneumatics
- Compressed Air and Vacuum Technology



# Industrial Automation

## INDIA

[www.ia-india.com](http://www.ia-india.com)

## Process and Factory Automation and Industrial Building Automation

### Exhibit Profile

- Industrial Automation Systems
- Assembly and Handling Systems, Linear Positioning Systems
- Robotics
- Sensors and Actuators
- Control Systems, PLC, SCADA, HMI
- Communication Systems – Field bus systems, Ethernet, Profibus
- Data Capturing and Identification Systems
- Electrical Systems
- Industrial IT and Software
- PLM, CAD, ERP
- Microsystems Technology
- Process Automation



# CeMAT

## INDIA

[www.cemat-india.com](http://www.cemat-india.com)

## Materials Handling/ Intralogistics, Storage Systems, Warehousing and Logistic Services

### Exhibit Profile

- Material Handling Equipments
- Cranes, Lifting Platforms, Access Platforms, Hoisting Gears
- Order picking and packaging equipment, transport services, loading equipment, contract logistics, telematics, financing, logistic real estates, logistic location
- Warehousing systems and equipments, factory equipment
- Complete Plant installation, systems and accessories, continuous handling systems, Robot logistics
- Logistic management, Auto ID systems, Software, Hardware, Services, e-logistics, Procurement
- Industrial trucks and accessories, Industrial tyres, Port Handling Equipment, Transport Systems

# Surface Technology

INDIA

www.surface-india.com

## Paint & Coating Systems, Electroplating and Surface Engineering Techniques

### Exhibit Profile

#### Cleaning and Pre-treatment

- Wet & Blast Cleaning
- Plasma Pre-treatment
- Sponge Cleaning
- Hydro Blasting
- Types of Abrasives

#### Electroplating / Anodizing

- Plant and equipment
- Chemical & electronic metal separation
- Industrial Applications & Automotive E-Coatings
- Anodizing Chemicals & systems

#### Other systems & Services

- Automation and Handling Systems
- Environmental protection and special-purpose plant

#### Industrial Plasma Coating

- PVD and CVD systems
- Ion plating
- Plasma Nitriding
- Thermal Spray : Arc, HVOF, Plasma and Cold Spray
- Activation of plastic surfaces

#### Paint Coatings

- Liquid and Powder Coatings
- Paints, Enamels, Plastic Coatings
- Industrial Paint-spraying installations
- Application of Paint Coatings
- Waterproofing Technology
- Fire-resistant, fire-retardant & intumescent coatings

#### Measuring, Testing and Analysis Equipment



## WIN INDIA 2014 : Marketing & Promotional Plan

### Phase 1: Feb - May

- Brand Positioning - WIN INDIA
- Reinforcing brand WIN INDIA
- Generating interest
- Reviving industrial relationships
- Identification of key influencers

### Phase 2: June - September

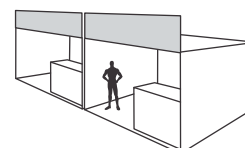
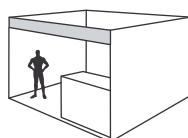
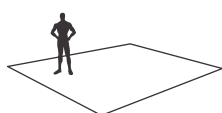
- Special tie-ups
- Awareness campaign for user industry group
- Dedicated call centre for visitor promotion
- Short listing of Hosted Buyers

### Phase 3: October - December

- Mass media promotional activity to create buzz
- Scheduling B2B meetings
- Personalized invitation activities

# Participation Charges

Stand Options	Raw Space	Shell Scheme	International Pavilion
Investment	Rs. 10,500/- per sq.m + Service Tax	Rs. 11,500/- per sq.m + Service Tax	Rs. 16,700/- per sq.m + Service Tax
Deliverables	Stand area (minimum 36 sq.m)	Stand area (minimum 9 sq.m) Back walls and side walls (white) Carpeting 1 reception desk 2 chairs 1 electric socket (220 V) 1 company sign (English) 4 spot lights (100 W)	Stand area (minimum 9 sq.m) Wall panels, Carpeting, 1 table, 4 chairs, 1 info counter, 4 spot lights (100 W), 1 electric socket (220 V), 1 company sign (English), 1 lockable cabinet with 2 shelves and a coat hanger, 1 waste paper basket Additional Services A service centre will provide the following services to all exhibitors at the group stand: <ul style="list-style-type: none"> <li>■ Information counter</li> <li>■ Contact person on site during the whole event</li> <li>■ Snacks and drinks</li> <li>■ Kitchen area</li> <li>■ Lounge area (tables and chairs)</li> </ul>



**Block your space now:**

**Registration Fees: Rs. 22,000 + Service Tax (Non-Refundable)**

**To get EARLY BIRD DISCOUNT of 5% book before 15th May 2014**

Send your enquiry to [sales@hmf-india.com](mailto:sales@hmf-india.com)

**WIN in ONE Package Rates: (with 5 Star Hotel accommodation)**

Package	12 sqm	15 sqm	21 sqm
Enhanced Built-up Booth	✓	✓	✓
5 Star Hotel accommodation for 2 people (Double Occupancy) for 5 nights	✓	✓	✓
Venue transfers	2 pax	2 pax	2 pax
Packed Lunch at the venue for 4 days	2 pax	2 pax	2 pax
B2B Meetings	✓	✓	✓
Exhibition Catalogue Advertisement	-	-	✓
Write-up in WIN Updates – Monthly Newsletter	50 words	100 words	100 words
Logo on Show Website	✓	✓	✓
Logo in Exhibition Catalogue	✓	✓	✓
<b>Cost (Inclusive of Registration fees and Service Tax)</b>	<b>Rs. 2,25,000</b>	<b>Rs. 2,60,000</b>	<b>Rs. 3,70,000</b>

**WIN in ONE Package Rates: (with Business Budget Hotel accommodation)**

Package	12 sqm	15 sqm	21 sqm
Enhanced Built-up Booth	✓	✓	✓
Business Budget Hotel accommodation for 2 people (Double Occupancy) for 5 nights	✓	✓	✓
Venue transfers	2 pax	2 pax	2 pax
Packed Lunch at the venue for 4 days	2 pax	2 pax	2 pax
B2B Meetings	✓	✓	✓
Exhibition Catalogue Advertisement	-	-	✓
Write-up in WIN Updates – Monthly Newsletter	50 words	100 words	100 words
Logo on Show Website	✓	✓	✓
Logo in Exhibition Catalogue	✓	✓	✓
<b>Cost (Inclusive of Registration fees and Service Tax)</b>	<b>Rs. 2,00,000</b>	<b>Rs. 2,35,000</b>	<b>Rs. 3,45,000</b>

**Free services for all exhibitors**

- Standard Catalogue entry
- Visitor Invitations
- Listing on the show website
- Individual support services provided by the organizers on site

# WIN INDIA 2013 – Visitor Analysis



11,374 VISITORS | 85% increase YoY

**93%**  
DECISION-MAKERS  
Senior Management,  
Engineers & Purchase Managers


**264 cr**  
Average PURCHASING  
POWER

**41%** visited  
looking for SPECIFIC  
REQUIREMENTS


**46%** can make  
RECOMMENDATIONS  
FOR SOURCING

Automotive Industry	24%
Mechanical & Plant Engineering	15%
Electrical and Industrial Engineering	13%
Logistics, Transportation & Warehousing	12%
Pharma, Chemical, Oil & Gas	10%
Machine Tool Industry, Sheet Metal Industry	9%
Other Manufacturing Industries	17%

Industrial Automation has been successful in getting us buyers who are serious about automating their manufacturing process & this has helped us immensely in meeting the right people at the exhibition. I congratulate the entire team for the stupendous success of the exhibition



WIN INDIA, whilst being an international show, managed to attract a sizeable number of buyers from the Delhi NCR & other industrial regions in North India. I was pleased to meet & interact with a number of local players who might be interested in a long term business relation with us.




## Target Visitor Profile for WIN INDIA 2014

Visitor Sectors	Visitor Profile
<ul style="list-style-type: none"> <li>■ Automotive Industry</li> <li>■ Construction Equipment Manufacturers</li> <li>■ Agriculture Equipment Manufacturers</li> <li>■ Retail, Consumer Durables and White Goods</li> <li>■ Defence and Aerospace Industry</li> <li>■ Machines and Machine tools</li> <li>■ Pharmaceuticals, Chemical and Process Industry</li> <li>■ Oil and Gas</li> </ul>	<ul style="list-style-type: none"> <li>■ Managing Directors</li> <li>■ CTOs / COOs / Directors</li> <li>■ General Managers</li> <li>■ Purchase Managers</li> <li>■ Design Engineers</li> <li>■ Production Managers</li> <li>■ Wholesalers</li> <li>■ Government Institutions</li> <li>■ System Integrators</li> <li>■ Software Engineers</li> <li>■ Consultants</li> <li>■ Service Providers</li> </ul>
<ul style="list-style-type: none"> <li>■ Solar and Wind Power Industry</li> <li>■ Electrical and Electronics</li> <li>■ Sheet Metal Industry and Fabricators</li> <li>■ Food Processing and Packaging Industries</li> <li>■ Ports, Railways, Airport Authorities</li> <li>■ Plastic and Rubber Industries</li> <li>■ Mining and Steel</li> <li>■ Infrastructure</li> <li>■ Services</li> </ul>	

CeMAT worldwide, is synonymous with Materials Handling & Intralogistics and we are happy to extend the global relationship we have with the brand to India. We strongly believe that CeMAT INDIA matches the standards set by the brand worldwide & extend our full support for future editions.



As an emerging company, WIN INDIA gave us the perfect stage to meet buyers who were looking for manufacturing solutions for their production lines. We look forward to continue this fruitful relationship in the coming years.





Deutsche Messe



Deutsche Messe  
Worldwide

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Supporting Partners:

