



For Immediate Release

Engineering Expo to generate business worth Rs 125 cr this fiscal

Every speck adds to the spectacle, and in business and economy every spike in the profit graph of an individual business entity helps India Inc inch closer to its goal of achieving 8 per cent growth rate. Engineering Expo, an established trade event, is organised by Infomedia 18, the publishing arm of Network 18 group. Belonging to one of the biggest media conglomerate, this trade show for engineering and manufacturing sector is armed with 8 years of its enriching existence in multiple locations across India. Withstanding economic turmoil, Engineering Expo 2009–10, with renewed vigour and competency, is all set to contribute its humble share towards revitalising the health of Indian Inc. Having generated business of more than 100 crore last fiscal, the expo is expected to generate Rs 125 crore worth business in the financial year 2009–10. More than 1000 companies are expected to participate nationally, and it is all set to attract one-lakh footfalls by way of visitors from domestic and overseas markets.

In this day and age of constant economic upheaval, apart from past performance, it is the customers' testimony and confidence that demarcates between tall claims and realistic projections, when it comes to future prospects. Himanshu Budhia, CEO, MMP filtration avers, "We would like to use the Engineering Expo platform to identify new industrial applications for our products, to meet our regular clients and introduce new products to them. The expo would provide an ideal opportunity to meet new clients from known industries". Gopi Kannan, Deputy Manager, ELGI Equipments Ltd who participated in the expo last year gives a very fresh perspective, he says, "Engineering expo facilitates penetration into new regions, as generally, all engineering exhibitions are held at metro cities, whereas this exhibition focuses on smaller cities that are industrially developed".

This year the Engineering Expo will be held in four cities across the country – Pune, Ahmedabad, Indore and Chennai. **The Expo will be held at Pune from November 20 to 23, 2009; Ahmedabad from December 18 – 22, 2009; Indore from January 15 – 18, 2010; and Chennai in March 2010.** All large, medium and small industries from the manufacturing and services sector will be showcasing their latest products and technology here. Leading engineering companies such as HAAS, Jyoti CNC, CRI Pumps, Aroma, ELECON, Marshall Machines, IGUS, PMT, Schmalz, Pidilite, Autonics Corporation, Hindustan Motor comprise the esteemed exhibitors list at the expo. The exhibition will have pavilions dedicated to machine tools and accessories, process machinery and equipment, electrical and electronics, hydraulics and pneumatics, automation and instrumentation, packaging and auxiliaries, IT products and services, safety and environment, general engineering, material handling



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ENGINEERING EXPO

India's Premier Industrial Trade Fair

equipment, logistics, testing and measuring equipment, banking and finance services, pipes tubes fittings and welding equipment and accessories.

“Engineering Expo is a platform that brings together participants from the entire manufacturing sphere. Acting as a one-stop-shop, this show immensely benefits visitors like us and the entire manufacturing fraternity”, K Anil Kumar, Deputy Manger, BPCL asserts. Engineering Expo is designed to facilitate direct networking between entrepreneurs and customers, and to provide customers with high-quality products that suit their needs. John Koch, Technical Consultant, Glitsch India Ltd agrees as he states, “The products that have been displayed in the Expo are of highly superior quality. I am happy to be here as not only the exhibitors but also the visitors are from a technical and senior management background”. Such testimonies verify the fact that engineering expo is beneficial to customers and exhibitors alike.

It is said that manufacturers should look at the downturn as an opportunity in disguise and come up with new products and services keeping in mind the needs of a customer. The current economic situation presents an ideal opportunity for manufacturers to rethink, relook and reinvent their current practices and come up with new engineering solutions that fit the bill of a customer. Engineering expo provides such an opportunity and platform to exhibitors. Being promoted by stalwarts like CNBC TV 18 and CNBC AWAZ and the variety of niche b2b magazines, spanning across the manufacturing sector, Engineering Expo is all set to instil confidence and create exuberance amongst the visitors and exhibitors alike.

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