

## ILLUSTRIOUS INDORE

6 - 9 January 2011  
Poddar Plaza, Near Gandhi Hall

**A**cknowledged as the commercial capital of Madhya Pradesh and the centre point of the country, Indore is a large manufacturing and logistics hub. Categories like automotive, chemicals, plastics & polymers, electrical, machine tools, switchgears, motors etc. make the Madhya Pradesh SMEs roar. Engineering Expo is Madhya Pradesh's largest and the most awaited industrial event. The show plays a strategic role in the growth of the industry in this region.

### Exhibition USP

- A complete SME show for the manufacturing industry
- A preferred destination for buying & selling, networking, tie-ups & exchange of ideas towards growth
- The vast product profiling of the show makes it a perfect multi-purpose networking platform
- 360° marketing leaves no stone unturned to reach out to the buyers

### Highlights of 2010-11

- 270+ Exhibitors
- 11159+ Visitors
- 5288+ Leads Generated
- ₹42 cr+ Business Transacted
- 79000 kg+ Machinery Moved in
- 1669+ Products / Services Displayed

### Exhibitor Categories

- Automation
- Electrical & Electronics
- Hydraulics & Pneumatics
- Instrumentation
- IT Products & Services
- Machine Tools & Accessories
- Material Handling Equipment
- Plastics & Packaging
- Process Plant Machinery & Eqpt

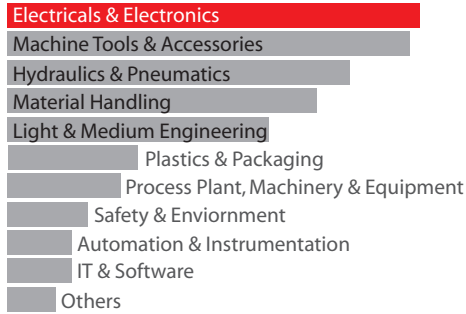
### Visitor Categories

- Auto component & ancillary
- Auto OEs
- Chemical Industries
- Engineering & construction
- Extrusion technology
- FMCG
- Food Processing
- IT & allied services
- Logistics & material handling
- Pharmaceutical Industries
- Power transmission & equipment
- Rubber & rubber products
- Steel melting & rolling
- Textile & textile equipment

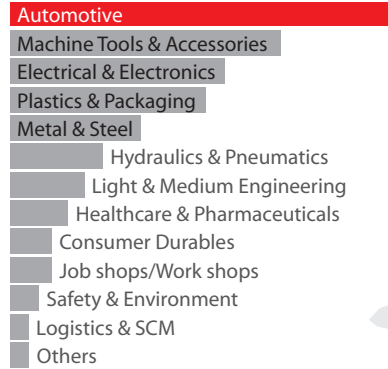


# Industry Wise Analysis 2010-11

## Exhibitors Profile

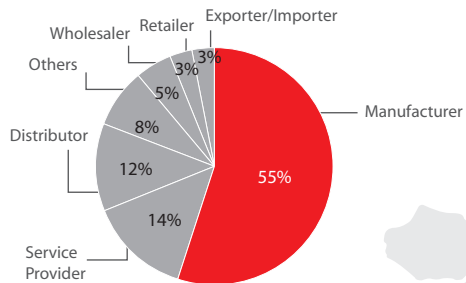


## Visitors Profile

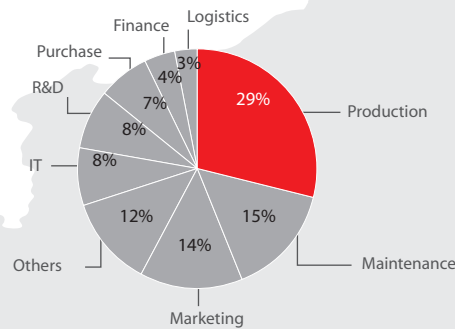


# Visitor Analysis 2010-11

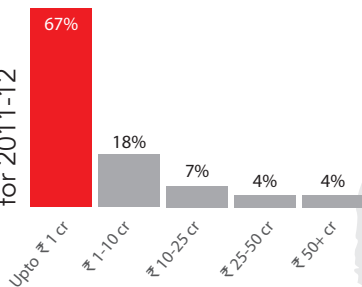
## Line Of Business



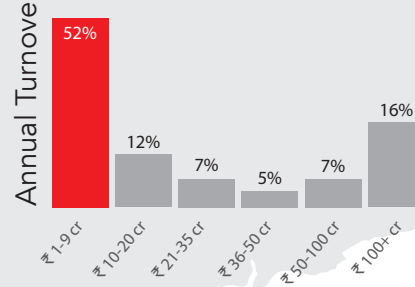
## Department



## Proposed Investment in Plant & Machinery for 2011-12



## Annual Turnover



# Marketing Vehicles

## Direct Mailer



## Websites & Online



## Invitation



## Telecom



## Brochure



## Multi-city PR Campaign



## Magazine Advertisement



## TV Commercials & Tickers



## Press



## Outdoor



## Stall Rates

• Shell : ₹ 6500/- • Bare: ₹ 6000/- \*Taxes extra, as applicable

## Contact

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