

POST-SHOW REPORT 2024

mediaexpo MUMBAI



SHOW PROFILE

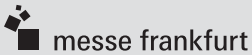
India's leading 'branding show' Media Expo's 52nd edition held in Mumbai 2024 witnessed a dynamic convergence of the industry leaders and professionals along with a remarkable display of product innovation and technologies in indoor and outdoor advertising, branding and signage segments. Offering a superlative experience to the exhibitors and visitors alike, the event resulted in a strong turnout of 14,941 professionals from the industry. Besides highlighting the growth potential of India's advertising sector, innovations, technologies and trends, the event emphasized on discussing the sustainable solutions.

The success of Media Expo Mumbai 2024 sets a promising precedent for the future editions with the next coming up in New Delhi from 12-14 September 2024 at Pragati Maidan. Growing from strength to strength, Media Expo will expand its footprint in Chennai by launching its premier edition in the city co-located with PrintExpo in 2025.

Date : 9 – 11 May 2024

Venue : Bombay Exhibition Centre, Mumbai

Organised by:



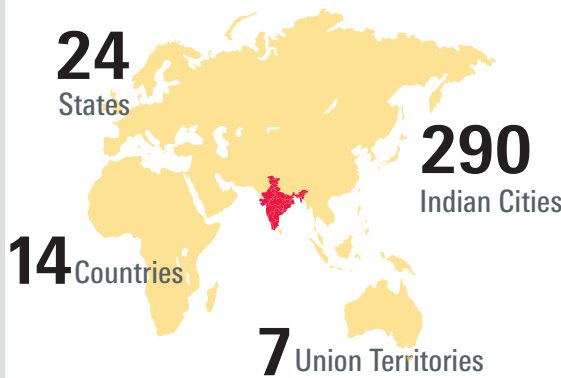
SHOW STATISTICS



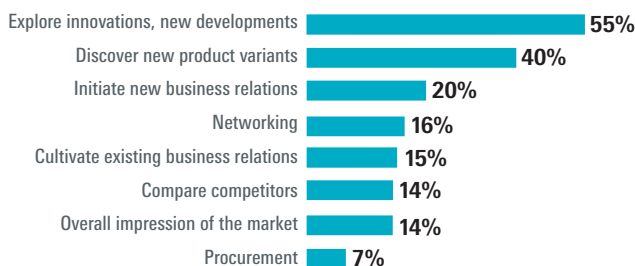
EXHIBITOR OVERVIEW



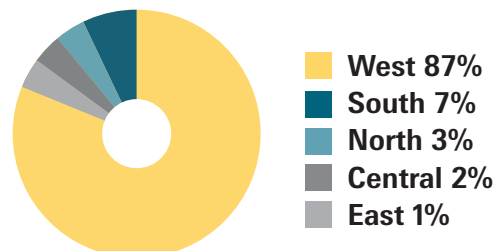
VISITOR OVERVIEW



Business objectives of the visitors



Region-wise segregation and summary



VISITOR TESTIMONIALS



Mr Praveen Vadhera
CEO
Indian Outdoor Advertising
Association (IOAA)

We expect a rapid growth in this industry in the next five years and hopefully it will enjoy a larger share of the media spend. The primary role played by Media Expo is bringing together the entire industry on one platform. It is my first year at this show and it has been a very positive experience. With this association we are working on the possibilities in further strengthening the relation.



Mr Krishna Iyer
Director Marketing
Mullen Lowe Lintas Group

Outdoor and signage advertising is helping advertisers in delivering the messages of our brands to a wider audience. A forum like Media Expo opens the doors to various opportunities that exist and help people adopt new trends, technologies and new products that are available in the market. Messe Frankfurt India has played a very crucial role in bringing the people together at such a large-scale on regular basis. We are thankful to the team for bringing Media Expo to us.



Mr Jahan Mehta
Chief Growth Officer
OAP Media Pvt Ltd

There is so much happening in the printing industry. I enjoy being the part of such shows as we get to see new solutions, we learnt so much on sustainability. It is a great initiative taken up by Media Expo. I wish them all the best.



Mr Manoj Tripathi
Assistant Manager
Technical - Services-
Pigments, Pidilite

I came to know about the Media Expo show, I visited the stalls of printing inks to learn about the eco-solvent printing, applications for indoor and outdoor, various types of machines. It was a very nice event organised by Messe Frankfurt India. I am happy that I attended this event and got to learn and understand so much about printing. Media Expo is a good platform for all the people associated with printing industries.

EXHIBITOR TESTIMONIALS

We introduced our new product to the Indian market through Media Expo. We believe in strong potential of the Indian market and therefore, we have brought our newly launched product to be showcased here. We are also happy to endorse Media Expo as a perfect exhibition platform and it has become like a tradition for us to participate in both the Mumbai and New Delhi editions of Media Expo to meet our partners and end-customers.

We launched multiple products and we are very happy with the responses from the visitors. We have participated in many other exhibitions but we have always experienced that at this show relevant clients are visiting our stall, probably this is because Media Expo marketing has been done excellently. We are getting a very good brand visibility and coverage. We thank Media Expo for this.

We are happy to exhibit at Media Expo. We regularly participate in both Mumbai and New Delhi editions of Media Expo. This time we are given the opportunity to do presentations on our newly launched flagship printers: UC JV330-160/130 and UJV100-160pLUS. For us, the Indian market holds a very big potential and our association with Media Expo is an opportunity to display our products to the Indian customers. It is one of the most important exhibitions for us as we are able to expand our business further and one that we will continue attending.



Mr Pavel Kuzmenko
Sales Director
EMEA Emerging Countries,
Roland dg North Europe



Mr Manish Taneja
Director, Wyte India



Mr Kenichiro (Ken) Seki
Managing Director
Mimaki India Pvt Ltd

CHIEF GUEST



Mr Pawan Bansal
Chairman,
Indian Outdoor
Advertising Association

Out-of-home advertising industry in India is close to about Rs 4,500 Cr and contributes 4% to the advertising expense. It is growing in double digits and the future of this industry looks bright with the evolution of the technologies. With the ubiquity of sustainability, Media Expo is contributing and will continue to contribute in a significant way to educate this industry on how to use sustainable products to protect the environment.

SUPPORTING ASSOCIATIONS



MEDIA PARTNERS



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