

POST-SHOW REPORT 2022

mediaexpo

MUMBAI

International exhibition on indoor & outdoor
advertising and signage solutions

Designed
for branding,
engineered to last.

12 - 13 - 14
MAY 2022


SHOW PROFILE

The 48th edition of Media Expo proved to be a resounding success highlighting the transition towards innovative, sustainable and eco-friendly advertising solutions. The key business event witnessed a variety of product launches and top innovations in indoor, OOH, print and signage advertising segments.

With product showcases from 127 exhibitors including 17% new participants on its show floors, the event garnered a record-breaking footfall of 13,199 visitors and buyers from 15 countries and 27 Indian states.

Date : 12 – 14 May 2022

Venue : Bombay Exhibition Centre, Goregaon

Organised by:
 messe frankfurt

SHOW STATISTICS



127
Exhibitors



13,199
Trade Visitors



9,200 sqm
Exhibition Area

EXHIBITOR OVERVIEW

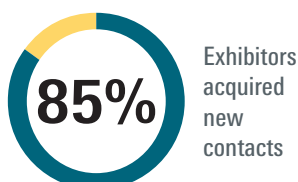
250+ Brands

17% New Entrants

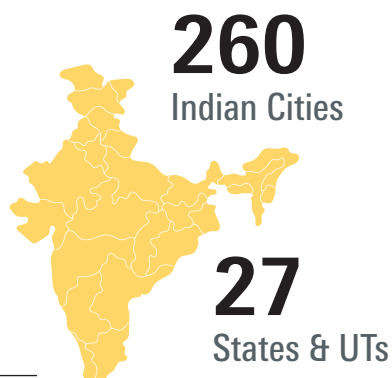
1000+ Products displayed

“It has been a great show for us. It was amazing to meet our old customers as well as connect with new buyers.”

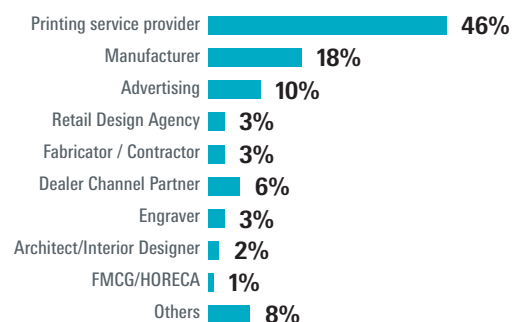
Mr Girvir Singh Negi
Owner, Negi Sign Systems & Supplies Co



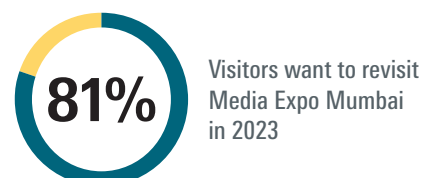
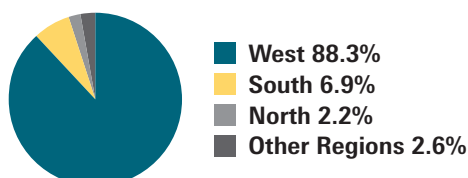
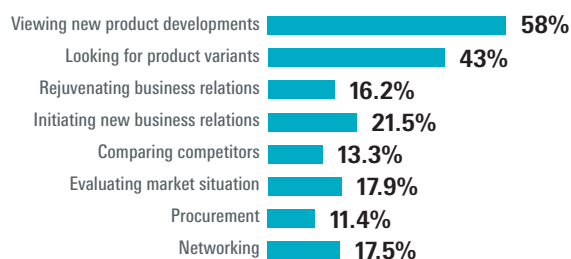
VISITOR OVERVIEW



Business nature of visitors



Business objectives of the visitors



Market Information

Indian Advertising Industry



Ad sales revenue grew by

14%

in 2021 to reach

INR 657 billion

Ad revenues across digital formats to rise by

19%

reaching

INR 254 billion

in 2022

Linear ad sales to grow by

13%

reaching

INR 499 billion

*Source: Magna Global Advertising Forecast

Indian Print Advertising Market

Spending on print media grew by

39%

to

INR 16,595 crore

in 2021 from



INR 11,925 crore

the previous year

*Source: Pitch Madison Advertising Outlook Report 2022

Television Partner

NEWS NATION

TESTIMONIALS AND FEEDBACK



Inaugurated by eminent dignitaries including advertising industry stalwarts

EXHIBITOR QUOTES



I am very happy that we decided to participate at Media Expo Mumbai. We have met different buyers and customers throughout the show days and plan to participate in the next edition as well.

Mr Karl Helfferich – Sales Director, Berger Textiles (Germany)



This our first time exhibiting at Media Expo Mumbai, I attended this event two years ago as a guest. It's been an amazing experience to finally be here as an exhibitor, lots of people converged at our stalls to see our products.

Mr Iain Wallace – Strategic Development Manager, Metamark (UK)



I have been a regular visitor of Media Expo and it is great to be back at the show. This year, I have given orders for several plotters and printing machineries which I found impressive.

Mr Subramaniam Pillai – Director, Laxmi Digital Prints and Solutions Pvt Ltd



This year the products were extraordinary. The variety of technologies displayed was great and I saw lots of new innovations as well.

Mr Suresh Naik – Graphic Designer (Jogeshwari area)

TOP PARTICIPATING BRANDS



Supported by



For more information,
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