

POST-SHOW REPORT 2023

mediaexpo

MUMBAI

International exhibition on indoor & outdoor advertising and signage solutions

02 – 03 – 04
March 2023

SHOW PROFILE

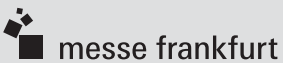
The 50th edition of Media Expo proved to be a resounding success highlighting the transition towards innovative, sustainable and eco-friendly advertising solutions. The key business event witnessed a variety of product launches and top innovations in indoor, OOH, print and signage advertising segments.

With product showcases from 178 exhibitors including 17% new participants on its show floors, the event garnered a record-breaking footfall of 19,056 visitors and buyers from 25 countries and 30 Indian states and UTs.

Date : 02 – 04 March 2023

Venue : Bombay Exhibition Centre, Goregaon

Organised by:



SHOW STATISTICS



178

Exhibiting Brands



19,056

Trade Visitors



11,718 sqm

Exhibition Area

EXHIBITOR OVERVIEW

250+ Brands to explore

17% New Entrants

500+ Products displayed

As evolution is one of the most crucial factors in every business, we as manufacturers see Media Expo platform as one crucial platform connecting innovation with technology.

Mr. Naran Karotra – Business Partner, Shreeji International

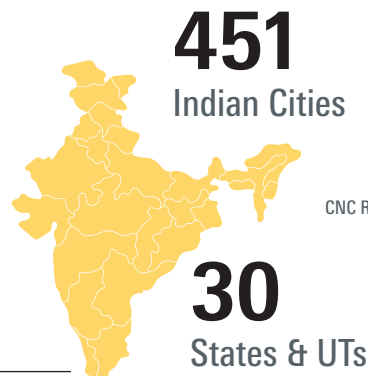
99%

Exhibitors acquired New Contacts at the fair

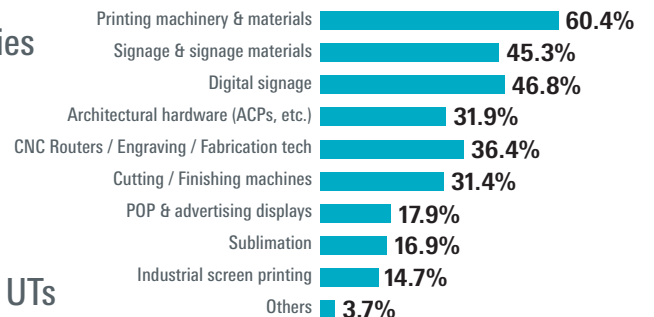
98%

Exhibitors were satisfied with their participation at the fair

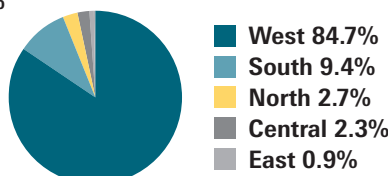
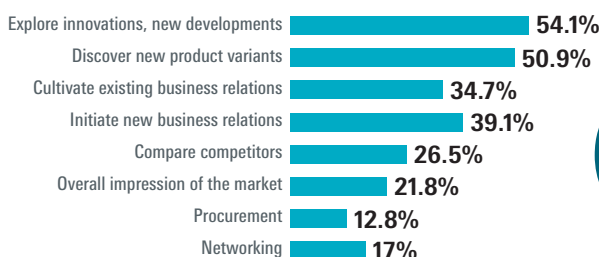
VISITOR OVERVIEW



Business nature of visitors



Business objectives of the visitors



97%

Visitors want to revisit Media Expo Mumbai in 2024

FEATURED ZONE

screen print INDIA industrial



SHOW HIGHLIGHTS

- Featured Zone: Screen Print India – Industrial – showcasing the industrial screen-printing segment encompassing a variety of functional and industrial applications
- 'Industrial Print Excellence Awards – 2023' (IPEA) which celebrated established and emerging brands steering innovation across the industrial screen-printing segment
- Panel discussion and workshop, 'Simplifying Colours', on colour management
- Panel discussion, 'Future of Industrial Screen Printing in India' discussing opportunities and scope for Industrial Printing in India'

Market Information

Indian Digital Signage Market

Valued at
USD 604.8 billion

Expected to exhibit a
CAGR of 15.2%
over the forecast period (2021-2028)

Source: Indian Digital Signage Systems Market analysis

Indian Advertising Industry

Indian advertising market
expects to reach
INR 1,272 billion
by 2027

With a growth rate
CAGR of 11.3%
during 2022-2027

Source: Indian Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

Indian Print Advertising Market

Print advertising segment is projected to reach
USD 2.37 billion
in 2023

In the print advertising segment, the number of readers is expected to amount to
219.4m
users by 2027

Average ad spending per reader in the newspaper advertising segment is projected to amount to
USD 9.63 billion
in 2023

Source: Advertising and Media Market insights (Print Advertising India)

EXHIBITOR QUOTES

During Media Expo, Mumbai, we launched two printers and visitors were impressed with the print quality, features and productivity of these printers. We had a busy three days. There were targeted visitors who were looking for new solutions. Overall the show was successful and we had good leads to follow up.

Mr. Sanjay Bindroo – Vice President – Sales, Arrow Digital Private Limited

Media Expo's 50th edition was a real true-blue event in the making. With a record-breaking footfall, we were elated with the tremendous response from the visiting potentials. Skytek has gained lot of mileage from Media Expo and closed some great deals at the show.

Mr. Santosh Nair – Group Director and CEO, Skytek Group

VISITOR QUOTES

I have been to several exhibitions to explore signage solutions, but nothing beats Media Expo. This show will give you a range of quality choices to explore around signages and outdoors advertising.

Mr. Sapan Joshi – Director, Flying Colors

Media Expo 2023 has to a great extent promoted the "Make in India" initiative and other eco-friendly products. Many exhibitors are taking the initiative to innovate environment friendly and easy to use products.

Mr. Manu Chulet – Executive Partner, Sign-Up Green

TOP PARTICIPATING BRANDS



Supported by



MSME
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Associate Partner – Industrial
Print Excellence Awards



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