



WHERE  
**NEXT-GEN**  
INNOVATORS REIMAGINE INDIA'S  
**TRANSFORMATION**

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**infocomm**  
**INDIA**

**18 – 20 September 2018**  
Bombay Exhibition Centre, Mumbai



## SHAPING THE WORLD'S FASTEST-GROWING ECONOMY

One of the youngest, most populous and fastest-growing countries in the world, India is in the midst of a nation-wide transformation to become a digitally-empowered nation. InfoComm India 2018, the premier exhibition platform for Professional AudioVisual (Pro-AV) and Experiential Communications technologies in India, is where innovators for the future can gather to shape this change and reap business benefits from future growth.

### Booming Business Potential

India is the fastest-growing economy in the world.

It grew by 7 percent in 2016 and will likely maintain a yearly growth-rate of more than 7 percent through 2019.

Its growth prospects are fueled by the fact that it will be the world's most populous country by 2020, making it the world's largest market for global manufacturers and service providers. Unlike other developed economies, it will also be a young population, as more than 50 percent are below 25

years old. A huge base of young, English-speaking, skilled workers is a boon to drive consumption and eventually, the economy.

Furthermore, 590 million people in India are expected to live in urban cities by 2030. Urbanization presents a goldmine of opportunities for industries to find smarter ways to manage complexities and improve the quality of life.



### Concerted Nation-wide Push

To facilitate this economic growth, the Indian government has liberalized the foreign direct investments regime, giving foreign investors unrestricted access to many industry sectors.

This has contributed to a significant jump in India's 'Ease of Doing Business' World Bank ranking since 2015. The country was one of the Top 10 improvers in the 2017 assessment as it leapt up over 30 notches, and it demonstrated dramatic upward shifts in areas including best practices in business regulation.

The rankings demonstrate India's consistent effort to become the preferred place to do business globally. Major national initiatives which support India's transformation such as Make in India, Smart City and Digital India have been put in place and will require immense technological expertise in the near future.



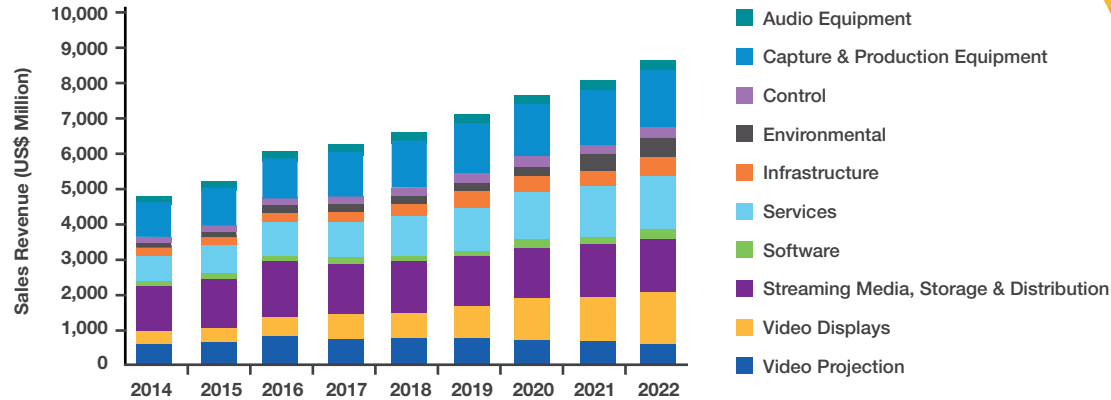


## Racing Ahead in Technology<sup>1</sup>

In 2016, the Indian Subcontinent AV market generated \$6 billion, making it the third-largest market in the Asia-Pacific region, behind China's and Japan's. It is anticipated that the Indian Subcontinent will overtake the Japanese market in 2018, claim the region's number-two AV spot, and continue growing to \$8.6 billion by 2022. Indeed, the India Subcontinent AV market is growing more aggressively than any of the other Asian sub-regions and is on an accelerating path due to the region's robust growth and well-developed media sector. This success is projected to persist beyond 2022.

### Sales Revenue Forecast by Segment - Indian Subcontinent

<sup>1</sup>Reproduced from AVIXA 2017 AV Industry Outlook and Trends Analysis



That sense of optimism has pervaded the ground, as the 2017 edition of InfoComm India attracted a record number of visitors, many hunting for new technologies. These included government officials who required AV technologies to generate requirements for a growing number of public works projects, educational institutions and town planners seeking top-notch conference facilities or equipment for auditoriums, Smart City planners searching for solutions to digitalize their city, a burgeoning number of companies seeking security solutions, and many others from a diverse range of vertical industries.




## TESTIMONIALS

# A PLATFORM FOR SUCCESS

### ESTABLISHED REPUTATION

As the only dedicated trade show for Professional AudioVisual (Pro-AV) and Experiential Communications technologies in India, InfoComm India is regarded as the show of choice in the industry and attracts exhibitors from over 20 countries.

“ InfoComm India has gained a position of being the largest AV show in India and a platform for networking of manufacturers, distributors, consultants as well as system integrators. InfoComm is a place to learn about emerging technologies for AV and IT. ”



**Exhibitor Aruna Chaudhary,**  
Product Marketing Manager,  
Display Solutions Business  
Unit, Delta Electronics  
India Pvt. Ltd.

Since its inception in 2013, InfoComm India has drawn increasing numbers of enthusiastic exhibitors, hosted buyers and visitors over the last five years. Hear from them as to why they keep coming back.

### LARGE, GOOD QUALITY CROWD

Attendance numbers have risen every year. In 2017, the number of unique visitors jumped 16 percent to 8,162. Beyond numbers, the visitors, from AV channel and IT re-sellers to end-users along the entire value chain, are genuinely keen on checking out how new technologies can make a difference to them.

**Exhibitor Prashant Govindan,**  
Senior Director,  
Harman Professional Solutions,  
India Operations,  
Engineering-R&D



“ The Show has worked very well for us over the last three years primarily because it brings all the stake holders in the AV value chain together – from the integrators to the consultants, influencers, buyers, Government officials and the manufacturers. The amount of traffic on the Show has been incredible. ”

“ Our city has qualified for the Smart City and we are looking for smart solutions for our city. It has been a very informative and educative experience to see on display some of the latest technologies in the AV domain by some of the biggest players in this segment. The Show has given us a platform to learn new AV concepts from experts and enable us to plan our Smart City concept by incorporating these technologies and provide better services to the city residents. ”

**Visitor Sunil Jyoti,**  
Mayor,  
Municipal Corporation,  
Jalandhar

## LAUNCHPAD FOR NEW PRODUCTS

Over 94 new-to-India products were launched at InfoComm India 2017. New exhibitors are also drawn to the show every year. In 2017, 52 out of 200 exhibitors were first-timers.

“ This was our first participation at InfoComm India, it took us a while to decide but I am glad we did, and on hindsight wished we participated earlier. We were at the show to showcase our new Made-In-India products including large format displays. The quality of visitors we met at the event and the opportunities to network with the industry were fantastic! This show has also provided us with an ideal platform to promote our products to a diverse range of end users. We really look forward to participating at InfoComm India 2018 on a much bigger scale. ”



**Exhibitor Sunil Kherra,**  
Managing Director, Aero Digital



## PROSPECTS FOR FUTURE BUSINESS

After the handshakes, demonstrations and pitches, what results after the InfoComm India event itself are concrete partnerships, collaborations and new business opportunities.

“ We have had more new clients and end-users coming by this year than previous years. We have been talking about many new projects and new potential partners to work with. It had been pretty much non-stop at our booth, with lots of partners and new projects online. ”

**Exhibitor Michael Braithwaite**  
Senior Vice President,  
ClearOne



## EFFECTIVE MANAGEMENT

InfoComm India is a high-quality, well-managed exhibition.



**Exhibitor Mahesh Kumar Soni,**  
National Business Manager,  
BenQ India

“ A lot of promotion had been done for inviting the end-customers and not just the channels and the AVSI community. Logistics and other operations were very well-managed. ”



# 2017 VISITOR PROFILE

Total Visitor Attendance:

## 8,162

(16% increase over 2016's visitor attendance)



Returned Visitors  
from InfoComm India 2016:

## 25%

## AV CHANNEL

### 38%

AV Consultant	27%
AV System Integrator	34%
Manufacturer of AV Equipment, Systems & Solutions	11%
Manufacturers' Representative (Distributor, Dealer)	16%
Rental/Staging Contractor	8%
Others	5%

## IT CHANNEL

### 21%

IT Systems Design & Installation	59%
Manufacturers' Representative (Distributor, Dealer)	28%
IT Manufacturer	13%

## VERTICAL MARKET END-USERS

### 41%

Broadcasting/ Telecommunications	15%
Business/Corporate	15%
Defence	3%
Education	10%
Entertainment & Leisure	8%
Finance & Banking	4%
Government	5%
Healthcare	3%
Hospitality	4%
Media/Advertising	7%
Meetings/Events/ Conventions	6%
Museum	1%
Real Estate Development / Architecture / M&E Consultancy / Facility Management	4%
Retail	4%
Security	4%
Transportation	2%
Worship	2%
Others	3%

## BEST-IN-CLASS TECHNOLOGIES UNDER ONE ROOF

Leading solutions providers and equipment suppliers are increasingly recognizing that InfoComm India is the best platform for them to unveil and display an end-to-end spectrum of technologies.



## INSPIRING BUSINESSES ACROSS ALL INDUSTRIES

End-users and decision makers from industry and government gather to gain insights into new innovations, market trends and industry development, and source for new technologies that can give them a competitive edge.

## PARTICIPATION RATES

	MEMBER (USD per sqm)		NON-MEMBER (USD per sqm)	
	Raw Space (Min 18 sqm)	Shell Scheme	Raw Space (Min 18 sqm)	Shell Scheme
<b>Standard Rate</b>	<b>315</b>	<b>345</b>	<b>325</b>	<b>355</b>
<b>Loyalty Rate</b> (Applicable only to InfoComm India 2017 exhibitors)	<b>285</b>	<b>315</b>	<b>295</b>	<b>325</b>
<b>Double Storey Surcharge</b> (Minimum 120 sqm contracted floor space. 2nd-level build-up must not exceed 40% of the contracted floor space)			<b>150</b>	

## EXHIBITOR PROFILE

### MANUFACTURERS, SUPPLIERS & DISTRIBUTORS OF

- 3D Technology
- Acoustic Products
- Amplifiers & Mixers
- AR / VR
- Architectural Lighting
- Assistive Listening
- Associations, Publication & Information Services
- Audience Response Systems
- Audio Speakers
- Audio Technologies
- Audio Visual Technologies
- Audio, Video, Data Conferencing Equipment & Technology
- AV Furniture
- AV Lifts
- AV Software
- Cable, Connectors & Switchers
- Command & Control Systems
- Consoles
- Control/Interfacing/Distribution Systems & Technologies
- Digital Signage
- Display & Monitors
- Home Networking & Automation
- Home Theatre Technologies
- Information Communications Technology
- Interactive Whiteboards & Visualisers
- IoT
- Language Interpretation Systems
- Lighting & Studio Support Systems
- Power Distribution & Supplies
- Presentation & Training Aids
- Projection Screens & Mediums
- Projector Lenses & Accessories
- Projectors
- Public Address (PA), Paging, Background Music Systems
- Racks & Mounting Systems
- Signal Management & Processing
- Simulation Systems
- Streaming & Media Storage and Distribution
- Systems Integration
- Test & Measurement Equipment
- Truss, Rigging & Accessories
- Video Production Equipment & Accessories
- Wireless AV Systems

# infocomm INDIA

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## SHOW ORGANIZER

InfoCommAsia is the Asia-Pacific regional subsidiary of AVIXA, the international trade association of the professional AudioVisual and Integrated Experience industry. It extends its influence through three marquee shows:

■ **InfoComm India**  
infocomm-india.com

■ **Beijing InfoComm China**  
infocomm-china.com

■ **Chengdu InfoComm China**  
chengdu.infocomm-china.com

## BOOK A BOOTH

Showcase your solutions, launch new-to-India products and network with those who are seeking solutions to shape the transformation of one of the most exciting markets in the world today. Be a Next-Gen Innovator with vision. Reserve your space in India's foremost Pro-AV and Integrated Experience Technology show today.

Organized by:

## infocommAsia

A project of:



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