



# RISE OF NEW INDIA

IN THE WORLD'S FASTEST-GROWING  
MAJOR ECONOMY, NOW IS THE TIME  
FOR PRO-AV AND INTEGRATED  
EXPERIENCE SOLUTIONS PROVIDERS  
TO JOIN THE ASCENT.

**infocomm**  
**INDIA**

**18 – 20 September 2019**  
Bombay Exhibition Centre, Mumbai

[www.infocomm-india.com](http://www.infocomm-india.com)

“

**India is now the land of reform,  
perform and transform. We are  
poised for record economic growth.”**

India Hon'ble Prime Minister Mr Narendra Modi

August 2018, during his Independence Day speech

In January 2018, India Hon'ble Prime Minister Mr Narendra Modi coined the term New India.

Nine months later in October 2018, Ranil Salgado, the International Monetary Fund's mission chief for India, likened the \$2.6 trillion economy to an elephant starting to run.

Both men are describing the same thing: A country which has made a remarkable transformation over the last few years from one which is seen as risky, into one which is solidly backed by sound macro-economics, political stability and a regulatory framework that supports investment.

Now is the time for companies to enter the pro-business Indian market.

OND THE BOX

THE BOX

VIA CONNECT PLUS

Simultaneous Web & onscreen Presentation & Collaboration

MANAGE YOUR  
DEPLOYMENT

18th Dec 2018

KRAMER WORK  
MEETING ROOM SOLUTIONS

ENERGY AWARENESS  
MANAGING ADAPTIVE  
FUTURE CONSTRUCTION  
GROWTH FROM THE  
GREAT ADVERSE



# SPRINGBOARD FOR SUCCESS

India has one of the most dynamic, emerging and exciting markets in the world. About 65% of the 1.3 billion-strong population is below the age of 35. In place to become the world's most populous country by 2020, many of its people are increasingly urbanized.

What has galvanized the market in recent years is ambitious, sustained development plans for economic reform.

In the last four years, India has doubled the pace of construction of the highways, quadrupled the construction of new houses in the villages, reached new records in the production of mobile phones, established new Institutes of Management, Technology and Medical Science, while tier-2 and tier-3 cities are being flooded with start-up enterprises.

**The International Monetary Fund forecasts that India's economy is poised to grow by 7.3% in the 2018-2019 fiscal year. This makes India the world's fastest-growing major economy, with a growth rate which beats China's 6.6%.**

In fact, India is the third largest start-up base in the world with over 4,750 technology start-ups.

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This growth is driven by both robust private consumption, and the strength of investments.

Data from the World Bank shows that private investments in India is expected to grow by 8.8% in FY 2018-19 to overtake private consumption growth of 7.4%, and thereby drive the growth in India's gross domestic product (GDP) in FY 2018-19.

# AV IMPACT

With national initiatives like Make In India, Smart City and Digital India, there is an increasing demand for high-quality cutting-edge Pro-AV and Integrated Experience Solutions.

The Indian AV industry is projected to grow 7% every year until 2022. It is anticipated that the Indian Subcontinent will overtake the Japanese market in 2018 and continue growing to \$8.6 billion by 2022.

Sectors which are driving India's AV growth include the corporate sector - mainly international software and financial institutions making big cities like Bangalore their technology hubs and who demand world-class AV experiences - hospitality, education, and many others.

The AV companies that can ride on the rise of New India would be those which pro-actively grab the opportunities via networking platforms like InfoComm India, and then work with their clients to effectively guide their technology transformations.





# INFOCOMM INDIA: STILL SOARING TO NEW HEIGHTS



Since the first InfoComm India in 2013, the annual show has grown from strength-to-strength.

In September 2018, the show's 6<sup>th</sup> edition broke new records as nearly 10,000 unique visitors - a 21% increase over the previous year - was registered.

Amongst over 200 exhibiting companies from over 20 countries, many chose the InfoComm India platform to launch new technologies and solutions. In 2018, 84 new products were introduced to the India market.

At the Summit, nearly 3,000 people attended over 45 knowledge-sharing sessions.

Here is what exhibitors and visitors said about their experiences at InfoComm India 2018:

“ The show size, participants and visitor profile has improved tremendously, and it is now a complete show in the field of AV integration. The ROI is definitely met. The show gives us the opportunity to network with customers, partners and OEM's and it also enables us to do good business throughout the year. ”



**Exhibitor Sanjeev Bhasin**  
Managing Director  
CEEEO



**Exhibitor Harish V Nair**  
Marketing Lead  
Professional Solutions  
Harman

“ We have been a part of InfoComm since the inception of the Show. The Show has been getting better with every passing year in the way things are organized. There is a lot of facilitation and amenities available this year that shows a singular vision of InfoComm team to better this Show year on year. ”

“ We have been frequent visitors to InfoComm India and this time I have found some outstanding products that have great relevance to the immersive experiences that we do. The whole place has a festive atmosphere, and it is always a pleasure to visit the show. ”

**Visitor Vamshi Krishna**  
Regional Business Head  
Brightstar



**Visitor Sunil Srivastava**  
Advisor  
Cyber Crime Help Line LLP



“ We see a close connect between professional AV domain and cyber security, which is why we are here to explore the possibilities of spreading awareness. ”



# 2018

## VISITOR PROFILE

Total Visitor Attendance:

**9,902** unique visitors

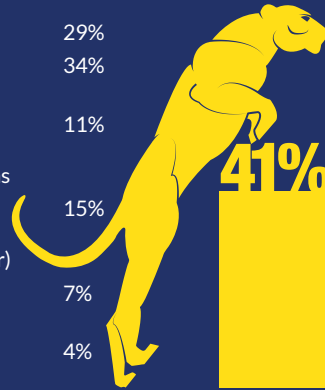
(21% increase over last year's visitor attendance)

Repeat Visitorship from InfoComm India 2017:

**10%**

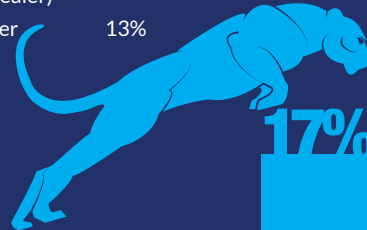
## AV CHANNEL

|   |     |
|---|-----|
| AV Consultant                                       | 29% |
| AV System Integrator                                | 34% |
| Manufacturer of AV Equipment, Systems & Solutions   | 11% |
| Manufacturers' Representative (Distributor, Dealer) | 15% |
| Rental/Staging Contractor                           | 7%  |
| Others  | 4%  |



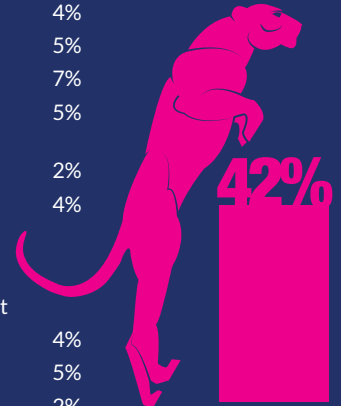
## IT CHANNEL

|   |     |
|---|-----|
| IT Systems Design & Installation                    | 61% |
| Manufacturers' Representative (Distributor, Dealer) | 26% |
| IT Manufacturer                                     | 13% |



## VERTICAL MARKET END-USERS

|  |     |
|--|-----|
| Broadcasting/ Telecommunications   | 14% |
| Business/Corporate   | 13% |
| Defence  | 3%  |
| Education  | 10% |
| Entertainment & Leisure  | 8%  |
| Finance & Banking  | 4%  |
| Government   | 6%  |
| Healthcare   | 4%  |
| Hospitality  | 5%  |
| Media/Advertising  | 7%  |
| Meetings/Events/ Conventions   | 5%  |
| Museum   | 2%  |
| Real Estate Development / Architecture / M&E Consultancy / Facility Management | 4%  |
| Retail   | 4%  |
| Security   | 5%  |
| Transportation   | 2%  |
| Worship  | 1%  |
| Others   | 3%  |



# BOOK A BOOTH

The companies that can ride on the rise of New India would be those which pro-actively enter the market, grab the opportunities, and then work with their clients to effectively guide their technology transformations.

Secure your share of the flourishing market in New India. Book a booth in InfoComm India 2019 today.

## PARTICIPATION RATES

|   | MEMBER (USD per sqm)      |                 | NON-MEMBER (USD per sqm)  |                 |
|---|---------------------------|-----------------|---------------------------|-----------------|
|   | Raw Space<br>(Min 18 sqm) | Shell<br>Scheme | Raw Space<br>(Min 18 sqm) | Shell<br>Scheme |
| <b>Standard Rate</b>  | <b>315</b>                | <b>345</b>      | <b>325</b>                | <b>355</b>      |
| <b>Loyalty Rate</b><br>(Applicable only to InfoComm India 2018 exhibitors)  | <b>285</b>                | <b>315</b>      | <b>295</b>                | <b>325</b>      |
| <b>Double Storey Surcharge</b><br>(Minimum 120sqm contracted floor space.<br>2nd-level build-up must not exceed 40%<br>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 System

# infocomm INDIA

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## SHOW ORGANIZER

InfoCommAsia Pte Ltd extends its influence through four marquee shows: Beijing InfoComm China, Chengdu InfoComm China, InfoComm India and InfoComm Southeast Asia. Together, the shows give industry players direct access to key Professional AudioVisual (Pro-AV) and Integrated Experience Technology markets, enabling them to tap into the vast potential. China, being the world's largest Pro-AV market, offers a wealth of opportunities. India, with its digital and smart-city milieu, is a hotbed of innovative ideas, while the Southeast Asia market is brimming with potential. Additional information is available at:

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

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

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

■ **InfoComm Southeast Asia**  
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Organized by:

## infocommAsia

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