

Organised by



An **International Show**
for the Growth of **India's**
Tyre Industry



7 **8** **9**
September 2022

Hall No. 7, 8, 9, 10, 11 & 12
Pragati Maidan, New Delhi



www.indiatyretechexpo.com



INDIA TYRE SHOW

2022

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2022
Expected

Top brands

150+

Exhibitors

200+

Visitors

8,000+

Despite the two pandemic years, India's tyre market has been growing at a CAGR of 3.6 per cent from 2021 and has been projected to do so till 2026. The growth is driven by the rising automotive industry.

Today's tyre technology not only minimises the wear and tear of the vehicle but also improves the fuel economy. While the surging demand for lightweight vehicles and passenger cars has been propelling the growth of the tyre market in India, the considerable growth in the electric vehicle market and commercial vehicles are also adding to its growth rate.

The key players of the tyre industry have been launching efficient products backed by advanced technology, making tyres more superior and durable. Smart tyre technology provides high resistance to cuts and punctures, and improves wet performance, braking performance, and heavy handling by multiple drivers. The development of such innovative products is expected to fuel the market growth for tyres in the coming years.

About the Show

M7 Creations organises India Tyre Tech Expo 2022 this September to facilitate the stakeholders of the industry. The expo is where you can connect with automobile sector manufacturers, suppliers, distributors, OEMs and members of the allied industry. The event is the aptest platform to learn about the latest opportunities in the market, and the updated trends in the industry. This international trade show will focus on the major developments in the tyre industry and will bring together under one roof significant solutions and innovative technologies for all types of vehicles.

The three-day event offers an exclusive opportunity for manufacturers, suppliers, distributors, OEMs and members of the allied industry to showcase their latest products, advanced technology, and innovations, develop their business and distribution network, and also expand into new markets. The show provides the chance to source products and solutions from across the globe.

Exhibitor Benefits

- Have cost-effect access to over 150 top brands
- Exhibit your latest and innovative products and services, future technologies to over 8,000 enthused audience
- Launch new products and services
- With the entire tyre community under one roof, it will help to gauge instant market reactions and feedback on the latest products and services
- Can engage directly with a large gathering of industry buyers and investors, and can build strategic business alliances
- Unrivalled networking and business matchmaking opportunity with industry professionals from across the globe
- Can elevate the market position and intensify brand visibility instantly

Don't miss the opportunity to showcase your brand, products and services as a leader within the industry.

Exhibitors Profile

- Tyre and tubes manufacturers and suppliers
- Rubber manufacturers and suppliers
- Tyre making machinery manufacturers and suppliers
- Raw material manufacturers
- Raw material, latex suppliers
- Testing equipment
- Tyre parts manufacturers
- Wheels/rims manufacturers

Visitors Profile

- Leading manufacturers
- OEMs
- Distributors
- Tyre retailer
- Personnel from automotive and transportation
- Fleet solutions providers
- Rubber manufacturers, suppliers and accessories manufacturers
- Fabricators
- Fleet owners
- Lubricant manufacturers and suppliers
- Equipment manufacturers and suppliers
- Tyre accessories distributors, dealers, retailers
- Trade associations / service organisations
- Insurance companies
- Logistics companies
- Management, technical, production, sales, marketing and purchasing departments

How We Attract Visitors

- Promotion is done through various media partners like Tradeindia, Tender 247.com, 10 Times, Four Square Media, Alibaba.com and Trade4India.com
- We promote through Radio FM, different print media, online portals, and industry magazines
- Our media partner also does promotions for us
- We also promote through e-mailer campaigns, SMS to the industry data, more than 1 lakh hard copy invitations to the industry, telephonic invitations
- Promotions via social media platforms and through PR agency
- We market through Big Buyer Program
- Promotion is done through industry associations
- Promotion of the show is done in industrial clusters through ATL (above the line marketing) and BTL (below the line marketing,) activities. These activities entail mass media methods to target a wider audience. We also target a small but specific industrial group.

Exhibit Space Cost



- **Shell Space Rate:**
INR 16,000 / sqm
(Minimum booth: 9 sqm)
- **Raw Space Booth:**
INR 15,000 / sqm
(Minimum 18 sqm)

Sponsorship

- **Platinum Sponsorship:**
INR 25,00,000
- **Gold Sponsorship:**
INR 15,00,000
- **Silver Sponsorship:**
INR 10,00,000
- **Dinner Sponsorship:**
INR 10,00,000
- **Lanyard & Badge:**
INR 5,00,000
- **Bag Partner:**
INR 3,00,000

*GST applicable on above rates

Co-Located Shows



For Booth Booking &
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