



INDIA'S LARGEST &
MOST COMPREHENSIVE
B2B EXHIBITION

I believe that an art exhibition can be engaging, fun and deeply intellectually satisfying and serious. These are not contradictory concepts in art.



STAINLESS STEEL HOUSEWARE • KITCHENWARE
HOTELWARE • HOME APPLIANCES • GIFTS & DECOR

VIBRANT INDIA 2023
1 2 3
July 2023
Gyan Bhawan, Patna
The perfect platform of opportunities!

PATNA

VIBRANT INDIA 2023
14 15 16
July 2023
Pragati Maidan, New Delhi
The perfect platform of opportunities!

DELHI

VIBRANT INDIA 2024
14 15 16
February 2024
Nesco, Mumbai
The perfect platform of opportunities!

MUMBAI



70,000
SQ. FT. AREA



800+
EXHIBITORS &
BRANDS



50,000+
PRODUCTS



45,000
BUSINESS
VISITORS



16 Distinct
SECTIONS
HIGHLIGHTING
SPECIFIC PRODUCT
CATEGORIES



The perfect platform of opportunities!



The perfect platform of opportunities!



The perfect platform of opportunities!

VIBRANT INDIA 2023-24, A GATEWAY INTO INDIAN HOUSEWARE INDUSTRY.

Vibrant India is India's largest & most comprehensive B2B Exhibition for Stainless Steel Houseware, Kitchenware, Home Appliances, Gifts & Décor industry to associates it's Manufacturers, Importers, Suppliers, Resellers, Dealers, Hoteliers, Modern Retails & Corporate Buyer's.



Vibrant India Scheduled at the beginning of the prime sourcing season for Indian buyers. With growing number of trade visitors & exhibitors every years. Today, Vibrant India became most awaited annual meeting point for brands & manufacturer with Indian retailer, importers, distributor, wholesalers and institute buyers. Vibrant India – 2022 attracted 26000 (+28.9 % over last year) high potential dealer and trade buyer from 350 cities and towns across India, 500 Manufacture, brands and importer from India & other countries showcase their products, making it the largest fair for Indian kitchenware, Home appliance, house ware market. Over 90 % Visitors & 85% Exhibitors were happy with the show & confirm their participation for the next year.

India is expected to be one of the top three economic powers over the next 10-15 years. India's Economic growth & rising household incomes are expected to increase consumer spending to US \$3.6 trillion by 2020. Kitchen appliances recorded a growth of over 13% CAGR from 2011-16 and is projected to reach over US \$7 billion by 2022 with categories like Hobs, Blenders, Microwaves, Chimneys, Electric Kettles, Cookers, Etc. , recording double digit value growth. India's robust economic growth and rising household income is expected to increase consumer spending to US \$4 trillion by 2025.

This year more than 800 local and global brands can showcase and promote their product at this exhibition. Visitors from all across India will get three-day opportunity to bring in their innovations and a new range of products in all the categories. There are a huge number of visitors from a variety of sectors present in order to take advantage of the more market landscape of demand and supply available to them. The approximate number of visitors at this exhibition is around 38,000 to 40,000.

OBJECTIVE

The fundamental goal of our association is to construct tremendous network amongst manufacturers, brands, importers, exporters, distributors from India & other Countries for presenting their product range, new innovation & latest collection to trade buyers not only of India but also of whole world. Our exhibition provides worthwhile platform for Indian manufacturers, brands, importers & exporters to disclose marvelous innovations & new collection to Indian retailers, wholesalers, importers, distributors, trade representatives, stockiest, hotelier, e-commerce buyer, institutional buyers & chain store from all over the country.



VIBRANT INDIA 2023-24 KEY HIGHLIGHTS



800+ Exhibitors
& Brands



30000+ Products



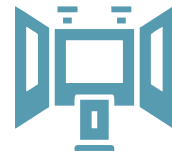
40,000 Approx.
Business Visitors



12 Countries Overseas
Participation



Patna, Delhi & Mumbai



11th Annual Edition+



70,000 Sq. Feet



Separate Country
Pavilion



Award Ceremony

Why Exhibit?

- Opportunity to present your products innovations and new range to trade buyer from across the country within just 3 days.
- Connects you with new dealers, distributors, wholesalers, retailers, corporate & Institutional buyers besides nurturing the existing.
- Strengthen trade relationships and opportunity to book spot orders from retailers and regional distributors.
- Get instant feedback on products, prices and innovations from leading distributor, wholesaler and retailers.
- Analyse the competition by knowing of different market segments, trends, consumer preferences and retailer's needs.
- Showcase your competitive advantage in terms of product design, features, benefits and costs.
- High footfall of visitors from various sectors
- Built a database of potential buyers.

Why Visit?

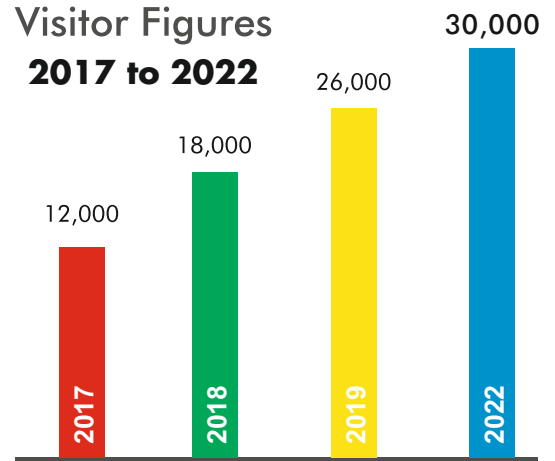
- The place to see new products, new innovations, new suppliers and make new business!
- See and feel the latest, innovative products from Indian and international brands.
- Find many new suppliers and transact business with current suppliers in a competitive business environment.
- Compare prices, Compare quality & Increase profit margins.
- Experience and source products from about 1000 leading manufacturers, brands, importers, wholesalers, service providers from India and the world over.
- Through face-to-face contact, tailor your new agreements to suit your future purchasing needs.



Vibrant india 2022 AT A GLANCE



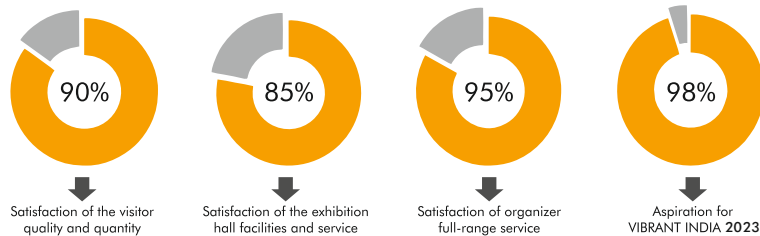
Visitor Figures 2017 to 2022



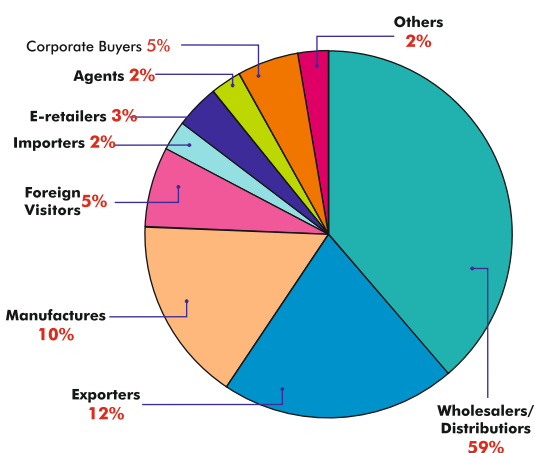
REGIONWISE VISITORS:

North India - 55%
West India - 12%
South India - 18%
East India - 6%
International - 9%

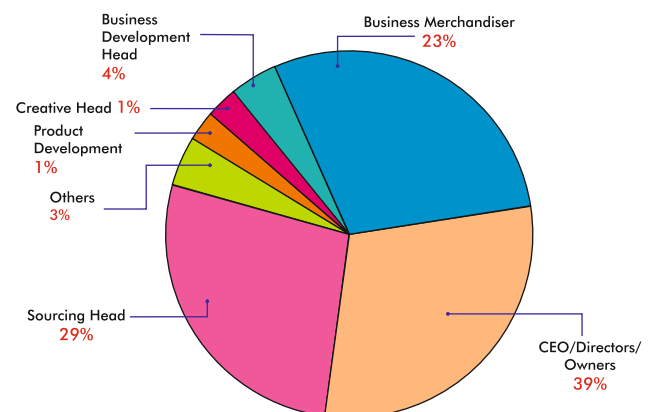
EXHIBITOR FEEDBACK



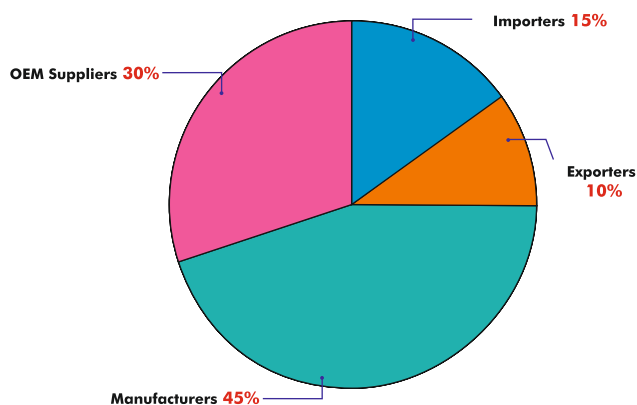
VISITORS BUSINESS PROFILE



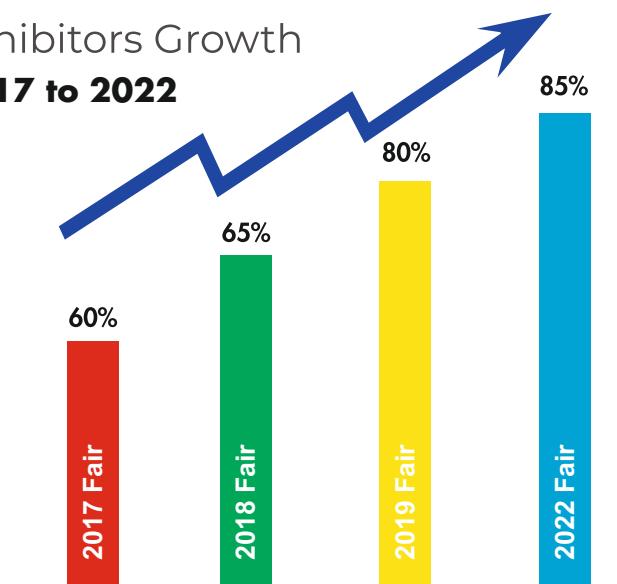
VISITORS JOB PROFILE



Exhibitors Business Profile



Exhibitors Growth 2017 to 2022



SHOW PROMOTION

ELECTRONIC MEDIA

Cable ads



Cinema Slides



Television coverage



Radio announcements



Internet



PRINT MEDIA

Invitation Cards



Brochures & Flyers



Consumer Magazines



OUTDOOR PUBLICITY

Hoardings & Kiosks

Banners

Over Road Signage

Public Utilities

Bus Panels & Bus Shelters

Auto Rickshaws & Car banners

Umbrellas

Walking Balloons

Human Banners



OTHER MEDIUMS

Telemarketing



SMS Campaign



Direct Mailers



E-Mail Blasts



Web Promotions



Personal Invitations



SOCIAL MEDIA

Whats App



Facebook



Instagram



Twitter



LinkedIn



GLIMPSES OF 2023 (MUMBAI)

Book your Prime Space Now

More than 70% of exhibitors have already shown their interest in participating Vibrant India 2023, also there's a large numbers of visitors increasing every years..





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