



in-store asia

Inspiration. Innovation. Transformation.

***The Largest Event in Indian Sub-continent for Retail Experience
Design, Shopper Marketing & Retail Solution Providers' Community***

03 04 05 MARCH 2022

Hall 4, Bombay Exhibition Center, Goregaon (East), Mumbai, India

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KEY HIGHLIGHTS 2019



**+7000
VISITORS**



**+120
EXHIBITORS**

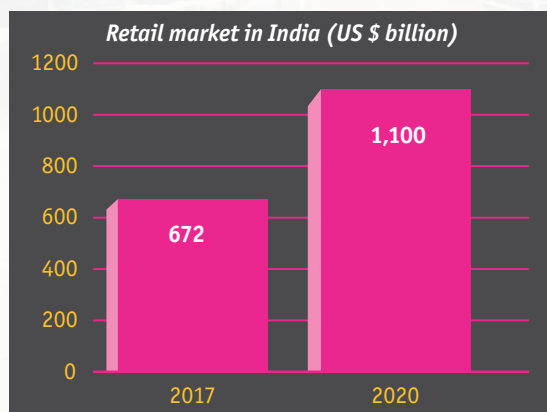


**+11
COUNTRIES**



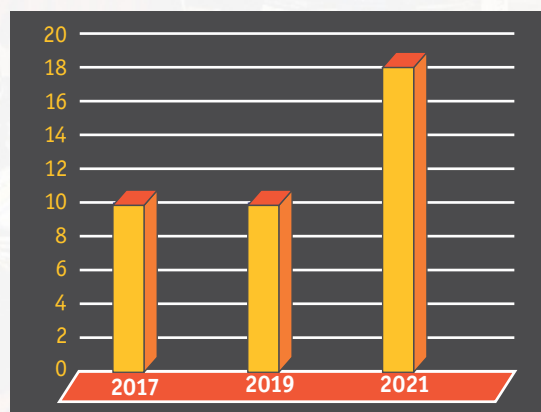
**+12,000 (sqm)
EXHIBITION SPACE**

Indian Retail Market - Analysis



Source: IBEF

Organized Retail Penetration



Source: The Hindu

EXHIBITOR PROFILE

POP DISPLAY

- POP Design Services
- Permanent Displays
- Temporary Displays
 - Corrugated POP Display
 - Inflatables
 - Kiosks
- Modular Display Systems
- Advertising Scroller



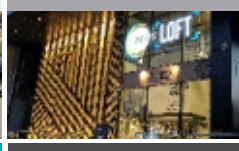
VM & RETAIL FIXTURES

- Store Fixtures
- Lighting Fixtures
- Display Props
- Mannequins
- Display Forms
 - Hangers
- Interior build materials
- Specialty fittings
- Retail Refrigeration



SIGNAGE & GRAPHICS

- Speciality Signage
- Engraved Signs
- Routed Signs
- Neon Signs
- In-store Graphics & Printing
- In-store Sign Holder Systems
 - Trivision
- LEDs Signage



DYNAMIC ENVIRONMENT

- Info Tech solutions
- Digital Signage
- Signage Software Solutions
- Hardware Providers
 - Digital Content Solutions
- Network Operators
- Integrated Solutions



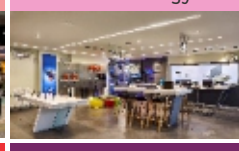
DESIGNER PAVILION

- Store Design
 - Visual Merchandising Design
- Lighting Design
- Shopper Marketing Design
- Integrated Design
- Communication Design



RETAIL TECH

- Security & Loss Prevention
- Retail Software Solutions
- Retail Tech Hardware
 - AV Tech Solutions
 - CRM Solutions
 - RFID & Beacons
 - Design Software
 - Imaging Technology



VISITOR PROFILE

BRAND MARKETERS (FMCG, CDT, and Lifestyle & Apparel)

- Marketing Director
- Senior Management Marketing
- Marketing Managers
- Trade Marketing Manager
- Brand / Product Team
- Communication Manager
- Project Manager
- Promotion Manager
- Shopper Marketing Team
- Purchase Manager
- Visual Merchandiser
- Regional / Area / Sales Manager
- Modern Trade Team
- Retail Marketing Manager

ADVERTISING, SHOPPER MARKETING & MEDIA AGENCY

- Business Directors
- Creative Director
- Account Management Team
- Print Production Manager
- Graphic Designer
- Media Supervisor/ Media Planner
- Media Buyer

RETAILERS (Organized / Independent/Traditional Retail)

- Online and Offline retailers
- Owners, CEOs & Business Heads
- Brand Heads & Team
- Store Development Head & Team
- Project Head & Team
- Merchandising Head
- Category Manager
- Marketing Head & Team
- VM Head & Team
- Procurement Head & Team

SERVICE PROVIDERS

- Retail Designer
- Retail Consultant
- Architect
- Interior Designer
- Shop Build Contractor
- Shop fit-out Contractor
- Retail Software Designer
- Furniture Designers
- Graphic Designer

Exhibitor Testimonials

“This year it has been a successful show. Overall experience is very good, client footfall is also great. We got very good response from international presence as well. It's a great show & we look forward to participate next year also”. **Ravi Malla, Renam Retail**

“Since beginning we have been associated with ISA & VMRD Awards this year it has been a great experience. We met various designers, retailers who were looking for solution providers like us. We look forward to the upcoming edition of ISA & VMRD”. **Rahul Bahl, HG Graphics**

“We are electrical solution provider under one umbrella. We are coming up with some upgraded lighting application for Retail vertical. Our experience of exhibiting at ISA 2019 has been great. Visitors have appreciated our exhibits. We look forward to the coming editions of ISA and will try to bring upgraded solutions every year”. **Amit Verma, HPL Electric & Power Ltd.**

“I am very happy that we participated at ISA 2019. This is the first time we have participated in this show and our experience has been awesome”. **Sudhir Balakrishnan, Gibam India Pvt. Ltd.**

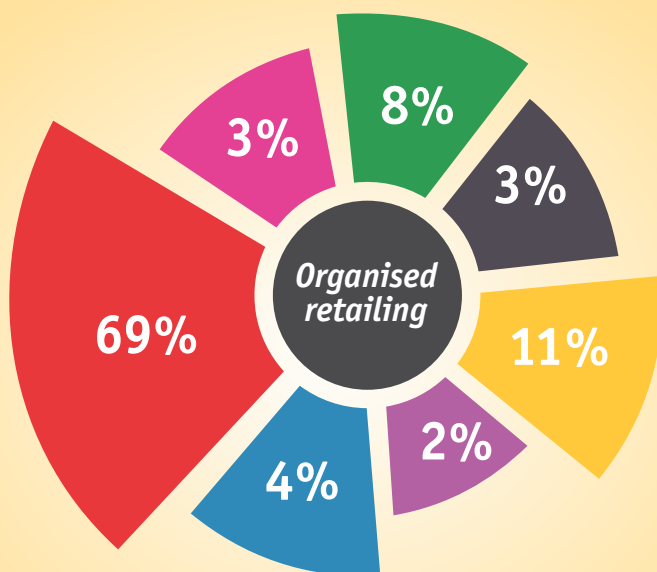
“This is our second participation at ISA. It is a very focused exhibition. Whole Retail industry comes to witness the solutions. We are planning to participate in a bigger way next year”. **Haresh Panchani, JN Lighting LLP**

“Our experience of participating at Isa has been very good. Visitors that have been coming are very focused and it has been very useful for us. We look forward to good conversions. Good show!” **Mahavir Nardekar, Instor by Kider India**

“We have been participating in all the editions of ISA. This year we made a lot of difference in terms of telling that we are coming in to corrugation by making this corrugated train. It is honored to be permanently displayed at the railway museum. ISA always gives us extra mileage in terms of clientele. We are happy to be a part of ISA”. **Amit Shah, Spectrum Scan**

“We have 20 years' experience in outdoor lighting. 8 months back we ventured into Retail lighting. Visitors at ISA liked our mock-ups & innovations. It has been a great experience. We look forward to it in future”. **Manoj Kasera, Argo Lighting**

Segment wise contribution in organised retailing



- Clothing
- Home Décor & Furnishing
- Footwear
- Consumer & Durables IT
- Beauty Personal Care
- Food & Beverage
- Others

Source: IBEF

CO-LOCATED EVENTS 2019

CONVENTION THEME: INSPIRATION & INFORMATION FOR NEW AGE RETAILING

40+ speakers | 276+ delegates

Topics for Discussion

- Retail Research
- Visual Merchandising
- Shopper Marketing
- Retail Development Commerce
- Retail Design
- Design Innovations
- Design inspirations
- Business Excellence



VM & RD RETAIL DESIGN AWARDS

**Categories 22 | Entries 321
Awards 66**

- Most prestigious event for retail design community in Indian Retail industry.
- Top Retail Design, Visual Merchandising and Manufacturing talent from India compete across the categories
- Entries are judged by a Jury Panel comprising of some of very reputed names both nationally and globally in the retail industry,
- Judging is done using a specially designed digital platform that handles hi-res images and videos.
- System enables a scoring system that ensures consistency and correctness in judging process.

VM CHALLENGE

**Participating visual merchandisers 42
Participating brands 30**

- Most prestigious one of a kind window display for the VM community.
- Top Visual Merchandisers from renowned brands and companies compete in this contest.
- Time frame of 60 minutes and on the spot brief is given to complete the window display.
- Judging is done by special Jury comprising of some of the global experts in retail design fraternity



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