

Presented by:



13 14 15
JUNE 2024
Hall 1, Bombay Exhibition Center
Goregaon (E), Mumbai, India

SHAPING THE FUTURE OF **RETAIL**



Expo | Convention | Awards | VM Challenge

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Key Highlights



100+
Exhibitors



6000+
Visitors



250+
Delegates



8000+ sqm
Exhibition Space



40+
Speakers



6+
Countries

Why Exhibit?

- Only Exhibition for Retail Design and In-store solution providers in India and the Asia Pacific Region.
- Emerging opportunities in new age offerings in all domains of the Retail industry, more specifically Retail Tech, Digital Signage, Printing and other new retail design segments.
- An established platform for exhibitors to get associated and network with top most brands and vice-versa.
- High-level onsite engagement for exhibitors and visitors through allied events – Convention, VM&RD Retail Design Awards, VM Challenge.
- Allied events are equally engaging for exhibitors as well as for the buyer's segment.
- Well connected to retailers and brands from the Asia Pacific Region.

Retail Sector contributes 10% to India's GDP

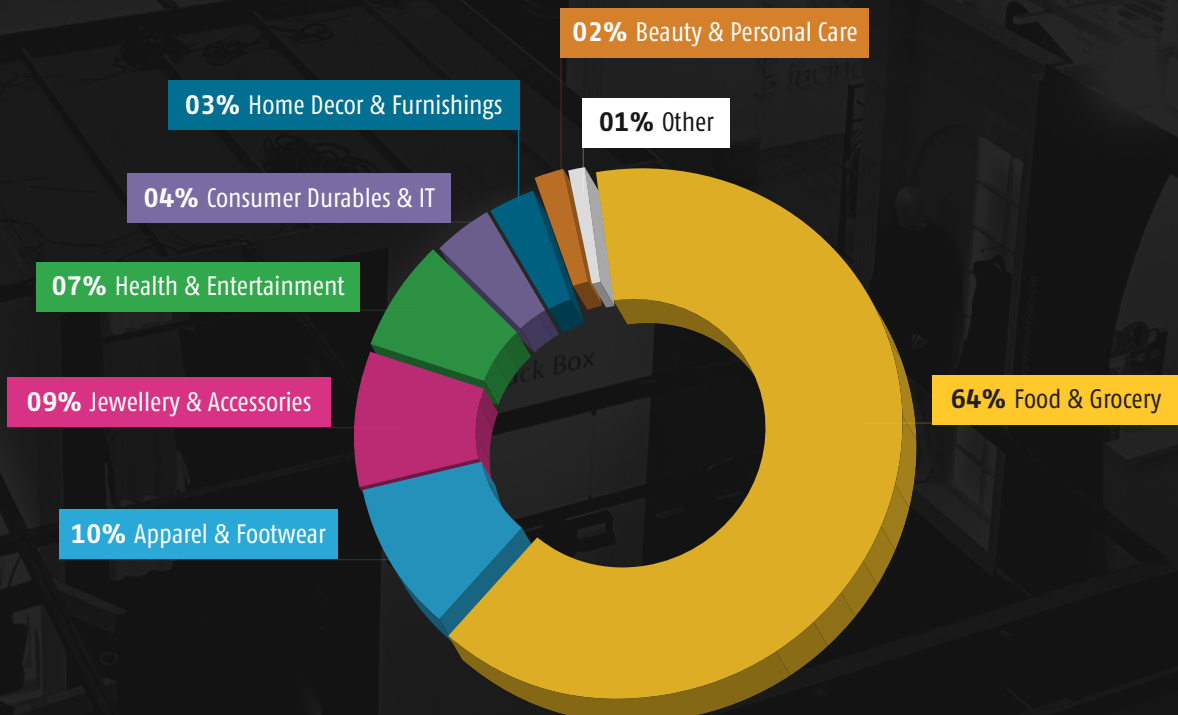
Future Growth Projection : 9%-10% in the next 5 years

Market Share : Unorganised – 88%, Organised – 9%, E-Tail – 3%

Retail Sector contributes 8% to Total Employment

Source: www.investyadnya.in

Analysis of Retail Sector in India



Source: www.investyadnya.in

Segment-wise Contribution in Organized Retail

Convention

The 2-day convention features over 40+ leading professionals as speakers from India and overseas who will be sharing latest trends in retailing and design and how it impacts the retail ecosystem of the end consumer, the retailer and the service provider.

The convention plays the role of a converging platform for the key stakeholders of retail experience, brands, retailers, service providers and suppliers to be inspired, informed and ideate to stay relevant and win in the evolving marketplace today.

The Convention is scheduled on 13-14 June 2024 at Bombay Exhibition Centre, Mumbai, India.



VM&RD Retail Design Awards

The only award in India recognising the Retail Design, Visual Merchandising and Manufacturing Talent from India. Top Retail Design, Visual Merchandising and Manufacturing Talent from India compete in 12 Store Design Categories and 10 Special Categories. The 14th edition of the popular awards had 300 entries across 22 award categories.

The winners for 15th Edition will be announced on 14th June 2024 at Bombay Exhibition Centre, Mumbai, India.



VM CHALLENGE

VM Challenge is the one-of-a-kind Window Display contest for the VM Community. Generally the biggest crowd puller and talk-of-the-town amongst the visual merchandising community of Indian Retail, the event takes place on the first day afternoon of the In-Store Asia event.

Only Conference delegates can take part in VM Challenge. VM Challenge is scheduled on 13th June 2024 at Bombay Exhibition Centre, Mumbai, India.



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

Retail Design

- | 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



Startup

- | AI & VR
- | Digital Signage
- | Retail Software Solutions
- | AV Tech Solutions
- | CRM Solutions
- | Design Software
- | Integrated Solutions

BRAND MARKETERS

(FMCG, CDIT, and Lifestyle & Apparel)

- | Marketing Directors
- | Senior Management Marketing
- | Marketing Managers
- | Trade Marketing Managers
- | Modern Trade Team
- | Brand / Product Team
- | Communication Managers
- | Project Managers
- | Promotion Managers
- | Purchase Managers
- | Shopper Marketing Team
- | Visual Merchandisers
- | Regional / Area / Sales Managers
- | Retail Marketing Managers

RETAILERS

(Organized/Independent/Traditional Retail)

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

ADVERTISING, SHOPPER MARKETING & MEDIA AGENCY

- | Business Directors
- | Creative Directors
- | Account Management Team
- | Print Production Managers
- | Graphic Designers
- | Media Supervisors/ Media Planners
- | Media Buyers

SERVICE PROVIDERS

(Organized/Independent/Traditional Retail)

- | Retail Software Designers
- | Furniture Designers
- | Graphic Designers
- | Interior Designers
- | Shop Build Contractors
- | Shop fit-out Contractors
- | Retail Designers
- | Retail Consultants
- | Architects

At In-store Asia, we met a lot of our old customers, new customers. We displayed the product in the real format, the way it's going to look in the store, which makes our story more compelling for the customer because they now actually have the touch and feel of the product itself. So, some of the customers who we were trying to break through earlier, here we were able to convince them to trial out our products in their upcoming store.

Sanket Rambhia, Director - Xtreme Media

This is the only platform for India and it's a great platform. Experience is nice. People know about it. We've always been here and the perfect place for us to showcase, for us to launch. This year we launched all our four patented products, the first time at the Expo. The footfall that we got here was precisely what we were looking at.

Harsh Mohunta, Managing Director - Classic Display Systems
Raj Nandan, Director - Classic Display Systems

We got quite a few and interesting walk-ins into our stalls. We are very happy that we exhibited at In-store Asia, and there was a lot to learn from others installations as well. Overall, it was a very good experience. We have already decided that we will be coming back again next year; in a better, more planned way, taking into account our learnings from this edition.

Saurabh Sameer, Director - Custom Technologies

In-store is very close to my heart. I have been associated with In-store Asia since the very beginning and there has been no edition when I have not participated. I feel In-store Asia is about social interaction, like meeting people whom we have not met in a long time. At the show we have launched in store signage products in collaboration with a Turkish company. These have been liked a lot, specifically by the visual merchandisers from different brands and various categories in retail sector.

Shreesh Sharma, Founder & Director - GKW Retail Solutions Private Limited

A good round of knowledge was given through the convention and a lot of new participants came over for the exhibition part. We witnessed a steady flow of visitors, both corporate and architects at the show. Three days of excellent experience. Satisfied and looking forward to continue the relationship with the team.

Satvinder Singh, Managing Director - Satin Neo Dimensions Private Limited

We have been part of In-store Asia for a very long period of time, and it has been always a good platform to generate new business. It is also like a community to us because most of the people in the retail industry know us and this is the place where we can meet, greet and take the business forward. We got really good leads.

Kishan Dave, Regional Head - Focus Lighting & Fixtures Private Limited



**For more information, please contact:
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