



भारत सरकार
GOVERNMENT OF INDIA
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES

supported by: Ministry of MSME,
Government of India under the
Procurement and Marketing
Support (PMS) Scheme



POST SHOW REPORT 2026

B2B EXHIBITION

17 | 18 | 19 | 20 JULY 2026



Gujarat University Convention
and Exhibition Centre Ahmedabad





17 | 18 | 19 | 20 JULY 2026

HOUSEWARES & HORECA EXHIBITION 2026

STAINLESS UTENSILS - PATA PATTI - COILS - SHEET - PIPE & TUBES

INTRODUCTION

Vibrant India 2026–Ahmedabad Edition is a premier B2B exhibition dedicated to the houseware, kitchenware, stainless steel, home appliances, and HORECA industries. The event served as a powerful platform for industry professionals to explore business opportunities, expand networks, and showcase innovative products.

DIGNITARIES & INAUGURATION

The exhibition was inaugurated by industry experts, trade representatives, and leading business owners, highlighting innovation and growth opportunities in the sector.

EXHIBITOR & VISITOR PROFILE

EXHIBITOR PARTICIPATION

Total Exhibitors / Stalls: 75 (40 MSME exhibitors)

VISITOR PROFILE

Dealers, distributors, wholesalers, corporate buyers, institutional buyers, importers, and exporters.

BUSINESS OUTCOME

Total Business Generated: 4.4 – 5 Crore (Approx.)
Event Scale: National Level

KEY ACHIEVEMENTS

Successful execution, strong participation, high-quality visitors, and significant business generation.

PARTICIPANT FEEDBACK

Participants appreciated the organization, quality buyers, and business opportunities.

MEDIA & PRESS COVERAGE

Covered by trade media, digital platforms, and industry publications.

CONCLUSION

The event concluded successfully, strengthening Vibrant India as a leading B2B platform in India.





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Vibrant India Exhibition MSME Event Report

About Vibrant India & the Recent Exhibition

Vibrant India is a leading B2B exhibition platform focused on promoting Indian manufacturers, MSMEs, traders, suppliers and emerging enterprises by connecting them with buyers, distributors, dealers, retailers and industry stakeholders from across India. With a strong focus on **Houseware, Kitchenware, Cookware, Home Appliances, HORECA and Stainless Steel**, Vibrant India provides participating businesses with opportunities for product showcasing, networking, market expansion and business development.

The recent **Vibrant India 2026 Exhibition**, held from **17–20 July 2026 at GUCEC, Ahmedabad, Gujarat**, successfully brought together manufacturers, MSMEs, buyers, distributors, traders and industry leaders on a common business platform. The four-day exhibition provided participating enterprises with significant market exposure, direct buyer interaction, B2B networking and opportunities for developing new business relationships.

1. Number of Total MSME Exhibitors Participated in the Event

A total of **40 MSME exhibitors** participated in the exhibition. These enterprises represented different product categories and used the Vibrant India platform to showcase their products, manufacturing capabilities and business potential to buyers, distributors, traders and other industry stakeholders.

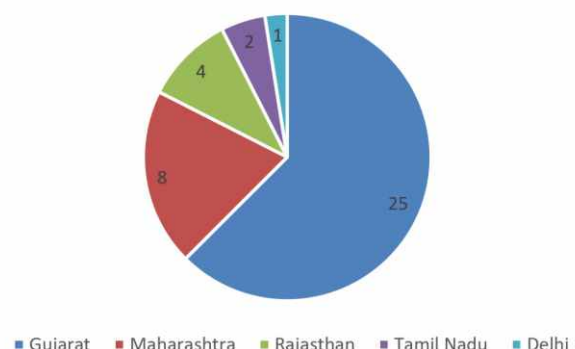
2. Number of PMS-Approved MSE Exhibitors Participated in the Event

More than **35 PMS-approved MSE exhibitors** participated in the event. Their participation provided them with valuable opportunities to enhance market visibility, establish new buyer connections, explore distribution opportunities and develop potential business partnerships.

3. States/Regions from Which MSEs Participated

The MSME participants represented **five states/regions across India**, with a total participation of **40 enterprises**. Gujarat recorded the highest participation with **25 MSMEs**, followed by **Maharashtra with 8**, **Rajasthan with 4**, **Tamil Nadu with 2** and **Delhi with 1**. The participation demonstrated a strong presence from Gujarat while also attracting enterprises from different parts of

Name and No. of States from where the MSME participated in the Event





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the country, strengthening the exhibition's inter-state business networking opportunities.

4. Number of Visitors at the Event

The exhibition attracted approximately **15,000+ visitors**, including trade buyers, distributors, dealers, retailers, manufacturers, suppliers, entrepreneurs and industry professionals. The strong visitor turnout provided participating MSMEs with extensive opportunities for direct business interaction, product promotion, lead generation and market development.

5. Total Business Generated During the Event

Based on business enquiries, orders, negotiations and potential commercial opportunities reported during the exhibition, the estimated business generated was approximately **₹4.4 crore to ₹5 crore**. In addition to immediate business, exhibitors also generated enquiries and prospective business relationships that may result in further commercial transactions after the exhibition.

8. Dignitaries Present at the Inauguration

The inauguration ceremony was attended by distinguished industry representatives and dignitaries, including **Shri Ashok Bhansal, Shri Narendra Diwakar, Shri Prakash Sanghvi, Shri Dhaval Jain and Shri Vijay Jain**. Their presence added significance to the opening ceremony and demonstrated strong industry support for the exhibition and its objective of promoting MSMEs and business development.



Photographs of the inauguration ceremony and dignitaries are enclosed separately as part of the event documentation.

9. Special Initiatives Undertaken During the Event

The exhibition was organised with a strong focus on **MSME promotion, B2B networking, buyer-seller interaction, product showcasing and market development**. Special efforts were made to facilitate direct interaction between participating MSMEs and manufacturers, distributors, dealers, traders, buyers and other relevant industry stakeholders.



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A major highlight was the visit of **Hon'ble Chief Minister of Gujarat, Shri Bhupendra Patel**, who visited the exhibition area and interacted directly with exhibitors at their stalls. During the visit, participating enterprises had an opportunity to showcase their products, explain their manufacturing capabilities and present their business activities.

The Hon'ble Chief Minister's interaction provided valuable encouragement and recognition to participating exhibitors and highlighted the important role of MSMEs, entrepreneurship and manufacturing in economic and industrial development.

The exhibition further facilitated:

- Direct interaction between MSMEs and potential buyers.
- B2B meetings with manufacturers, distributors, dealers, retailers and traders.
- Product showcasing and increased brand and market visibility.
- Opportunities for dealership and distribution network expansion.
- Development of new business partnerships and collaborations.
- Exchange of industry knowledge and market opportunities.
- Promotion of domestic manufacturing and Indian MSME capabilities.
- Lead generation and opportunities for future business conversion.

10. Remarkable Achievements During the Event

One of the most significant achievements of the exhibition was the visit of **Hon'ble Chief Minister of Gujarat, Shri Bhupendra Patel**. The Hon'ble Chief Minister visited exhibition stalls and personally interacted with exhibitors, giving participating enterprises an important opportunity to present their products, manufacturing capabilities and business activities.

His presence significantly enhanced the visibility and importance of the exhibition and provided encouragement to participating MSMEs and manufacturers.

Another important achievement was the successful creation of a focused **B2B ecosystem** bringing MSMEs, manufacturers, suppliers, traders, distributors, dealers and buyers together under one roof. Participating enterprises were able to showcase their products to a relevant audience, generate business enquiries, identify potential buyers, explore new markets and establish relationships for future business.

With **40 MSME participants, 35+ PMS-approved MSE exhibitors, approximately 15,000+ visitors and estimated business generation of ₹4.4–5 crore**, the exhibition demonstrated its effectiveness as a platform for MSME promotion, market access, networking and business development.

11. Feedback Report of Participating MSEs under the PMS Scheme

Feedback received from participating MSEs under the PMS Scheme was positive. Participating enterprises described their experience at the **Vibrant India Exhibition** as valuable and productive, particularly in terms of visitor interaction, product exposure, B2B networking and opportunities to connect with potential buyers and distributors.



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At least four participating MSEs reported that the exhibition provided them with a **great overall experience**, enabling them to showcase their products to a relevant business audience and generate useful enquiries and contacts. They appreciated the opportunity to interact directly with buyers, traders, distributors, manufacturers and other industry professionals.

The participating MSEs also expressed that such exhibitions are beneficial for MSMEs seeking greater market visibility, new customers, distribution opportunities and long-term business relationships. Overall feedback reflected satisfaction with the business exposure, networking opportunities and platform provided by Vibrant India.

12. Outcome of the Event/Exhibition

The **Vibrant India 2026 Exhibition** successfully achieved its objective of creating a focused business platform for MSMEs, manufacturers, suppliers, traders, distributors and buyers. The exhibition enabled participating enterprises to showcase their products and capabilities, establish direct connections with potential customers and business partners, explore new markets and generate meaningful business opportunities.

The event strengthened **B2B networking, buyer-seller connections, market visibility, dealership and distribution opportunities and future collaborations**. The participation of enterprises from multiple states, strong visitor turnout, estimated business generation of ₹4.4–5 crore and interaction of the Hon'ble Chief Minister with exhibitors further enhanced the impact of the event.

Overall, the exhibition contributed positively towards **MSME development, entrepreneurship, domestic manufacturing, market expansion and industrial networking**, while providing participating MSEs with a valuable platform for sustainable business growth and future commercial opportunities.



VIBRANT INDIA 2026 KEY HIGHLIGHTS



WHY EXHIBIT ?

- * The Vibrant India Exhibition 2026 provided exhibitors with an opportunity to showcase their latest innovations and products and connect with trade buyers from domestic and global markets during the four-day event.
- * Exhibitors were able to associate with new dealers, distributors, wholesalers, retailers, corporate and formal buyers, as well as overseas buyers, while strengthening relationships with existing customers.
- * The exhibition helped exhibitors build valuable trade relationships and identify better opportunities for product placement and orders.
- * Exhibitors benefited from receiving prompt market feedback and estimates on innovations, products, and pricing from wholesalers, merchants, and leading distributors.
- * The event provided insights into competitors' products, shapes, prices, consumer preferences, market segments, trends, innovations, and retail requirements.
- * Exhibitors were able to highlight their competitive advantages in terms of product features, costs, benefits, and design.
- * The exhibition attracted visitors from a wide range of sectors, creating opportunities for exhibitors to connect with diverse prospective buyers.
- * The event helped exhibitors build a strong database of prospective buyers and business contacts.

WHY VISIT ?

- * The exhibition provided visitors with an opportunity to explore a wide range of unique products and innovations and discover new suppliers for potential business opportunities.
- * Visitors were able to connect with innovative products from leading Indian and international brands and explore potential business benefits.
- * The exhibition brought together professionals and businesses with shared interests, creating valuable networking opportunities.
- * Visitors were able to identify new suppliers and explore opportunities to conduct business with existing suppliers in a competitive market environment.
- * The event enabled visitors to compare prices and product quality, helping them identify opportunities to improve their profit margins.
- * Visitors gained exposure to products from approximately 1,000 leading manufacturers and brands from across India and worldwide.
- * The exhibition facilitated direct connections between buyers and suppliers, enabling visitors to discuss and establish agreements suited to their purchasing requirements.

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



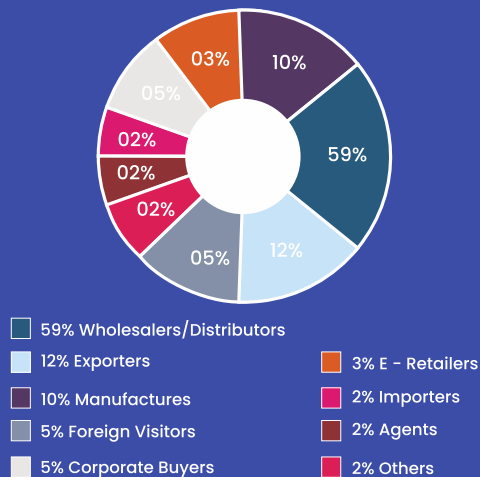
Twitter



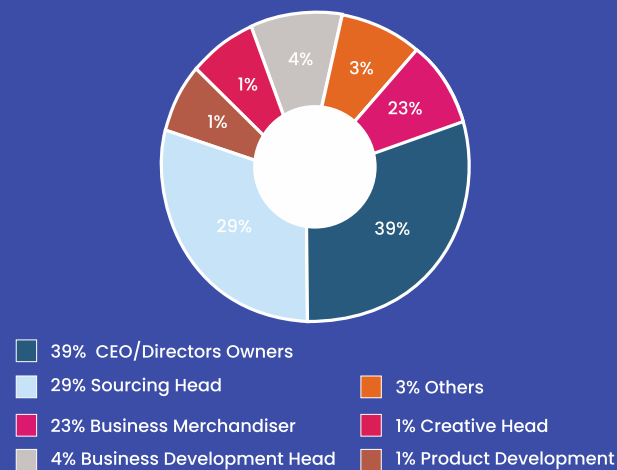
Linkedin



VISITORS BUSINESS PROFILE



VISITORS JOB PROFILE



VISITOR PROFILE

A diverse range of key buyers created the right balance.

Our visitors came from a wide range of sectors and represented the complete buying landscape. The expo welcomed leading department store buyers, multiples, buying groups, independent retailers, online retailers, interior designers, and contract buyers from across India and beyond. This diverse mix was carefully developed to create the right balance of visitors and exhibitors.

We focused on providing our visitors with a seamless and valuable experience through initiatives such as our matching programme, helping facilitate meaningful business connections and opportunities throughout the *VIBRANT INDIA 2026 Expo*.

The visitor segment was broadly divided into the following categories."





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More than 70% of exhibitors have already shown their interest in participating in Vibrant India 2027, and there is also a large number of visitors increasing every year.



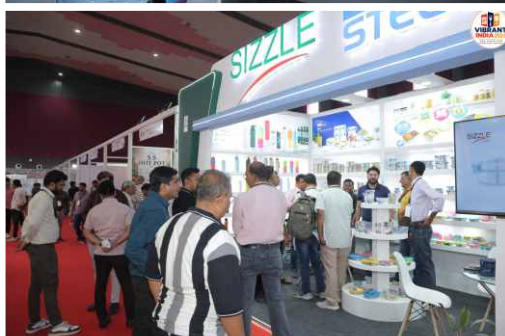


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GLIMPSES OF EXHIBITION





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GLIMPSES OF EXHIBITION





GLIMPSES OF EXHIBITION

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Glimpse of Our Past Exhibitions





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