

THE BRANDS BUSINESS EXPO

India's Largest Branded Products Expo



— Event Solutions —
A VIES EXHIBITIONS PVT LTD Initiative

Where Brands Meet Business

The **Brands Business Expo** is India's dedicated business platform for established and emerging brands looking to expand through distributors, dealers, retailers, corporate buyers, franchise partners, institutions, and consumers.

Unlike traditional industry-specific exhibitions, this expo brings together leading brands from multiple product categories under one roof, creating a complete business ecosystem for brand expansion, networking, and market growth.

Whether your objective is to build a stronger distribution network, generate B2B leads, launch new products, explore franchise opportunities, secure corporate gifting orders, or strengthen retail presence, **The Brands Business Expo** is designed to help brands achieve measurable business outcomes.



One Platform
Multiple Industries
One Destination



Real Business Connections
Meet the Right
Buyers & Partners



Expand Your Brand
Grow Your Network
Increase Your Sales



Maximize Opportunities
B2B, Retail, Franchise
Corporate & More



EVENT DATES
10 to 12 Apr 2027



VENUE
GUCEC - Gujarat University
Exhibition Centre,
Ahmedabad, Gujarat



EXPECTED VISITORS
15,000+ Trade Visitors
From Multiple Cities



EXHIBITORS
100+ Leading Brands
From 10+ Industries

10+ INDUSTRIES, COUNTLESS OPPORTUNITIES



Electronics
& Gadgets



Fashion &
Apparel



Footwear



Furniture &
Home Décor



Sports &
Fitness



Automobiles &
Accessories



Home &
Kitchen



Beauty &
Personal Care



Food &
Beverages



Health &
Wellness



Toys &
Kids Products



& Many
More



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WHY PARTICIPATE?

Participating brands gain access to thousands of qualified business visitors actively looking for new products, business partnerships, and sourcing opportunities.



EXPAND YOUR DISTRIBUTION NETWORK

Meet dealers, distributors, wholesalers, stockists, and channel partners from across India.



GENERATE HIGH-QUALITY B2B LEADS

Connect with retailers, modern trade buyers, supermarkets, institutional purchasers, hospitality buyers, and procurement professionals.



BUILD FRANCHISE NETWORKS

Meet entrepreneurs looking to invest in franchise and dealership opportunities.



RETAIL EXPANSION

Introduce your products to retailers, e-commerce sellers, and multi-brand outlets.



CORPORATE & INSTITUTIONAL SALES

Meet HR teams, procurement managers, educational institutions, government departments, and corporate gifting buyers.



LAUNCH NEW PRODUCTS

Showcase innovations directly to your target market and receive immediate business enquiries.



STRENGTHEN BRAND VISIBILITY

Increase awareness through exhibition branding, digital campaigns, media coverage, networking sessions, and business matchmaking.



BUSINESS OPPORTUNITIES



FRANCHISE
DEVELOPMENT



B2B BUSINESS
EXPANSION



RETAIL & DISTRIBUTION
GROWTH



CORPORATE GIFTING &
BULK PROCUREMENT

The expo is designed around four major business objectives:

Every visitor entering the exhibition is connected to one or more of these business opportunities.



PRODUCT CATEGORIES

Brands from 10+ major industries will participate, including:

- Electronics & Gadgets
- Furniture & Home Décor
- Luggage & Travel
- Home Appliances
- Fashion & Apparel
- Beauty & Personal Care
- Sports & Fitness
- Automobiles & Accessories
- Footwear
- Healthcare & Wellness
- Toys & Kids Products
- Industrial & Commercial Products
- Food & Beverages
- Office Supplies & Stationery
- Education & Learning
- ...and many more branded product categories.
- Home & Kitchen
- Corporate Gifts
- Lifestyle Products



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WHO WILL VISIT?

BUSINESS VISITORS



DEALERS & DISTRIBUTORS

Looking for new products and strong brand partnerships.



WHOLESALE & STOCKISTS

Sourcing a wide range of branded products for their markets.



RETAILERS & E-COMMERCE SELLERS

Expanding product range to meet customer demand.



FRANCHISE INVESTORS & CHAIN OWNERS

Exploring business opportunities and franchise partnerships.



IMPORTERS & EXPORTERS

Building global connections and discovering export opportunities.



CORPORATE BUYERS & PROCUREMENT TEAMS

Sourcing for offices, institutions, events and large-scale requirements.



HOSPITALITY & INSTITUTIONAL BUYERS

Hotels, restaurants, hospitals, schools and other institutions.



GOVERNMENT & PUBLIC SECTOR BUYERS

Departments and organizations looking for quality products.



STARTUPS, ENTREPRENEURS & TRADERS

Discovering innovative products to grow their businesses.

CONSUMER VISITORS



BRAND-CONSCIOUS BUYERS

Looking for the best brands, quality and latest trends.



FAMILIES

Exploring a wide variety of products for home and lifestyle.



ENTREPRENEURS

Finding new ideas, products and business opportunities.



STARTUPS

Exploring innovative products and potential partnerships.



BUSINESS OWNERS

Sourcing quality products for their businesses and outlets.



WHY EXHIBITORS MEET THE RIGHT VISITORS



TARGETED AUDIENCE

Meet visitors who are actively looking for quality products and business partnerships.



QUALITY MEETINGS

Connect with serious buyers, decision makers and industry professionals.



BETTER BUSINESS

Generate leads, strengthen networks and increase sales opportunities.



WIDER REACH

Interact with visitors from multiple cities and diverse industries.



LONG-TERM RELATIONSHIPS

Build strong and lasting relationships with buyers and partners.



BRAND GROWTH

Increase brand visibility and establish a strong market presence.



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★ WHY THIS EXPO IS DIFFERENT

Instead of focusing on a single industry, The Brands Business Expo creates one destination where businesses can discover branded products across multiple sectors.

Visitors can explore brands for:



BUSINESS EXPANSION

Discover new products and solutions to grow your business.



RETAIL BUYING

Source the latest and most in-demand branded products.



FRANCHISE OPPORTUNITIES

Find reliable franchise and partnership opportunities.



CORPORATE GIFTING

Explore premium gifting solutions for every occasion.



PERSONAL PURCHASING

Shop quality products for personal and lifestyle needs.



This wider business ecosystem increases visitor engagement while creating more sales opportunities for participating brands.

WHAT MAKES US UNIQUE



MULTI-INDUSTRY PLATFORM

One expo, multiple industries and endless opportunities.



100+ LEADING BRANDS

Top brands across 10+ major industries under one roof.



15,000+ QUALIFIED VISITORS

Visitors from multiple cities with strong buying intent.



BUSINESS NETWORKING & PARTNERSHIPS

Meet decision makers, build partnerships, and grow together.



INNOVATION & NEW LAUNCHES

Be the first to explore innovative products and technologies.



POWERFUL BRAND EXPOSURE

Maximize visibility and connect with the right audience.



NOT JUST AN EXHIBITION,
BUT A COMPLETE BUSINESS ECOSYSTEM



MORE BRANDS

MORE VISITORS

MORE BUSINESS



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BRINGING BUSINESS. THROUGH ENTERTAINMENT.

A Unique Advantage for Our Partners & Exhibitors

We are hosting 2 Famous Gujarati Singers for 2 spectacular musical nights exclusively in the Auditorium.

This one-of-a-kind entertainment initiative will attract massive footfall, create excitement, extend visitor stay and drive more business opportunities for our partners and exhibitors.



Event Solutions

A VIES EXHIBITIONS PVT LTD Initiative



2 FAMOUS GUJARATI SINGERS

2 UNFORGETTABLE NIGHTS • 1 POWERFUL BUSINESS IMPACT

TICKET PRICE

₹1100/-
PER PERSON

ONE TICKET. THREE POWERFUL BENEFITS.



+



+



MUSICAL NIGHT ACCESS
IN THE AUDITORIUM

FULL ACCESS TO THE
EXPO (ALL DAYS)

₹1100/-* VALUE TO
SHOP ANY PRODUCT
FROM OUR EXHIBITORS



MORE FOOTFALL.
MORE ENGAGEMENT.
MORE BUSINESS
FOR YOU.

HOW THIS BENEFITS OUR PARTNERS & EXHIBITORS



HIGHER FOOTFALL & VISIBILITY

Musical nights will attract a large audience, increasing overall footfall at the expo and your booth.



QUALITY LEADS & BUYERS

More visitors mean more potential buyers for your products and services across multiple days.



EXTENDED VISITOR ENGAGEMENT

Entertainment keeps visitors engaged longer, giving you more time to showcase and convert.



BOOST IN SALES OPPORTUNITIES

Visitors have ₹1100/- value to shop from exhibitors, directly benefiting your business.



BRAND ASSOCIATION & RECALL

Your brand is associated with a premium experience, enhancing recall and trust.



STRONG ROI FOR OUR PARTNERS

More visibility, more engagement and more sales – delivering maximum return on your participation.

WHY PARTNER WITH THIS INITIATIVE?

- ✓ Be part of an innovative approach that combines business with entertainment.
- ✓ Gain premium brand visibility before, during and after the event.
- ✓ Position your brand as a supporter of unique experiences.
- ✓ Network with more visitors, industry leaders and business decision-makers.
- ✓ Stand out from the competition and maximize your business potential.



ENTERTAINMENT
ATTRACTS PEOPLE.
ENGAGEMENT CREATES OPPORTUNITIES.
OPPORTUNITIES DRIVE BUSINESS.

TOGETHER, LET'S CREATE
AN UNFORGETTABLE EXPERIENCE
THAT DELIVERS REAL RESULTS!



PARTNER WITH US & LEVERAGE THIS POWERFUL PLATFORM TO GROW YOUR BRAND,
GENERATE QUALITY LEADS & MAXIMIZE YOUR BUSINESS.



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PRODUCT CATEGORIES

Brands from 10+ major industries will participate, including:



ELECTRONICS & GADGETS

Latest consumer electronics, smart gadgets, and innovative devices.



FASHION & APPAREL

Trendy clothing, footwear, and accessories for all.



FOOTWEAR

Wide range of casual, formal, sports, and lifestyle footwear.



FOOD & BEVERAGES

Packaged foods, beverages, snacks, and gourmet essentials.



HOME & KITCHEN

Kitchenware, cookware, utensils, and home essentials.



FURNITURE & HOME DÉCOR

Modern furniture, décor items, and interior solutions.



CORPORATE GIFTS

Premium corporate gifting solutions and customized items.



LUGGAGE & TRAVEL

Stylish luggage, backpacks and travel accessories.



SPORTS & FITNESS

Fitness equipment, sports gear, and wellness products.



TOYS & KIDS PRODUCTS

Educational toys, games, and kids' essentials.



EDUCATION & LEARNING

Books, learning tools, and educational solutions.



HOME APPLIANCES

Innovative home appliances for a smarter lifestyle.



BEAUTY & PERSONAL CARE

Skincare, haircare, cosmetics, and personal care items.



HEALTHCARE & WELLNESS

Healthcare products, wellness solutions, and medical devices.



OFFICE SUPPLIES & STATIONERY

Office essentials, stationery, and organizational tools.



AUTOMOBILES & ACCESSORIES

Auto accessories, parts, and car care products.



INDUSTRIAL & COMMERCIAL PRODUCTS

Industrial equipment, tools, and commercial solutions.

...and many more branded product categories.



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MARKETING & PROMOTION

A Comprehensive Marketing Plan to Maximize Reach

We will leverage multiple channels and targeted strategies to ensure **maximum visibility**, **strong engagement**, and **the highest footfall** from across the country.

OUR MARKETING CHANNELS



DIGITAL MARKETING

Targeted campaigns on Google, Facebook, Instagram, LinkedIn, and YouTube to reach the right audience.



SOCIAL MEDIA PROMOTIONS

Regular updates, engaging content, and paid promotions to build awareness and drive registrations.



EMAIL MARKETING

Bulk emails and personalized invitations sent to our vast database of buyers, distributors & industry professionals.



INDUSTRY ASSOCIATIONS & PARTNERSHIPS

Collaboration with leading industry associations, chambers, and trade bodies to promote the expo.



DEALER & DISTRIBUTOR OUTREACH

Direct outreach to dealers, distributors, wholesalers, retailers, and franchise networks across India.



RETAILER NETWORKS

Promoting through retail networks, business groups, and market associations across Tier 1, 2 & 3 cities.



PRINT & OUTDOOR ADVERTISING

Newspaper ads, magazines, hoardings, banners, standees, and outdoor branding in key locations.



PR & MEDIA COVERAGE

Press releases, media partnerships, news coverage, and interviews in leading publications and portals.



EVENT INVITATIONS

Personalized invitations to corporate buyers, institutions, procurement teams, and trade visitors.



BUSINESS NETWORK PROMOTIONS

Utilizing our strong business network, past visitor base, exhibitor referrals, and word-of-mouth promotions.



TARGETED PROMOTION FOR MAXIMUM IMPACT

- ✓ Promoting across 570+ Cities in India
- ✓ Special focus on business hubs, industrial areas, and retail markets
- ✓ Multi-language promotions for wider reach
- ✓ Continuous updates and reminders leading up to the event



WHO WE WILL REACH

- ✓ Dealers & Distributors
- ✓ Wholesalers & Stockists
- ✓ Retailers & Shop Owners
- ✓ E-commerce Sellers
- ✓ Franchise Owners
- ✓ Corporate Buyers
- ✓ Procurement Managers
- ✓ Hospitality Buyers
- ✓ Importers & Exporters
- ✓ Government Buyers
- ✓ Institutional Buyers
- ✓ Entrepreneurs & Startups
- ✓ Interior Designers
- ✓ Architects
- ✓ Business Consultants
- ✓ And Many More



STRONG MARKETING. WIDER REACH. MAXIMUM FOOTFALL. **GREATER BUSINESS.**



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LET'S BUILD YOUR NEXT GROWTH *Story!*

The Brands Business Expo is more than an exhibition – it's the launchpad for your brand's success. Together, let's create opportunities, build connections, and achieve remarkable growth.



Your Brand.
Our Platform.
Unlimited Possibilities.

WHY EXHIBIT WITH US?



GROW YOUR BUSINESS

Meet thousands of qualified buyers and expand your market reach.



STRONG BUSINESS NETWORK

Connect with dealers, distributors, retailers, investors and industry leaders.



MAXIMUM BRAND EXPOSURE

Benefit from extensive marketing, media coverage and digital promotion.



BUILD LASTING PARTNERSHIPS

Strengthen relationships and create valuable partnerships for long-term growth.



SHOWCASE & LAUNCH

Introduce new products, services and innovations to the right audience.



BETTER ROI

Generate quality leads, boost sales and maximize your return on investment.



LET'S GROW TOGETHER!

Be a part of India's biggest branded products business platform.

**BOOK YOUR SPACE
TODAY!**



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