



The Perfect Platform of Opportunities!



NEW DELHI

19 | 20 | 21 JULY 2024

📍 YASHOBHOOMI, DWARKA SECTOR - 25 **NEW DELHI, INDIA**

INDIA'S LARGEST & MOST COMPREHENSIVE

B2B EXHIBITION

- COMPLETE HOUSEWARES ■ KITCHENWARE ■ TABLEWARE ■ HOME APPLIANCES ■ GIFT & DECOR





VIBRANT INDIA 2024

A GATEWAY INTO INDIAN HOUSEWARE INDUSTRY

Vibrant India is an India's largest and comprehensive company which organized B2B exhibition for housewares, stainless steel, kitchenware, Home Appliances, Gifts and Décor industry to associate the Manufactures, Dealers, Hoteliers, Modern Retailers ,importers, suppliers Reseller & Corporates Buyer's

Vibrant India passionate about transforming ordinary moments into extraordinary experiences. We are organizing B2B Exhibition for origination of prime sourcing season for Indian Buyers. Our exhibition gets success by higher number of participants and visitors. Number of visitors is increasing by event by event. Our Exhibitors are highly satisfied by the management of the event. Today, Vibrant India became the most awaited annual meeting point for the brands & manufacture with national and international market. Where Resellers, Wholesalers, Retailers, Importer, suppliers, Dealers, Departmental store, Hoteliers restaurant, Exporter, overseas buyers , corporate gift buyers, catering companies, E-Commerce salers , Supermarket, Chain store purchasing manager , FMCG companies, Government institute, Manufacturers attending from nation and international market.

Since, 2015 our company is organizing event for the housewares, stainless steel, kitchenware, Home Appliances, Gifts and Décor industry. Today Vibrant India - 2023 attracted 26000(+28.9% over last year) high potential dealer and buyers from 350 cities and town across India 500 brands manufactures and importer from India and from different country showcase their products making India's largest fair for Indian kitchenware, Home appliance, House ware market. Over 90% of visitors 85% of exhibitors were highly satisfied and happy with the event and confirm their participation and visit for the most fascinating event for the next year.

India is expecting to be one of the top three economic power over next 10-15 year. Indian Economic growth & rising household income are expected up to the consumers spending according to US \$3.6 trillion by 2020. Kitchen application recorded the growth over 13% CAGR from 2011 to 2016 expected reach over 7 billion according to US Dollar (\$) by 2022 for the categories like Hobs, Blenders, Microwaves, Chimneys, Electric kettle, Cookers, Etc. for the double digit value growth is recorded. India's Robust economic growth and rising household incomes and assumed that it is increased by 4 trillion US Dollar (\$) for year 2025.

This year more than 800 local and global brand has showcase their product and prompt them at this exhibition. All visitors from India will get three days to showcase their product and new inventions and can find all the new range of products in all categories. There are a huge number of visitors from 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 visitor 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 2024 KEY HIGHLIGHTS



WHY EXHIBIT ?

- Vibrant India Exhibition is providing golden chance to showcase the new innovation and getting new trade buyers over from domestic and global market just within 3 days.
- You will associate with new dealers, distributors, wholesalers, retailers, corporate & formal buyer other than maintaining with the existing buyer.
- Build up trade relationships for the better book spot orders from merchants and zonal distributor.
- Benefit to get prompt estimate on innovation, products and price form the wholesaler, merchants and leading distributor better result.
- To get knowledge about competition market of different product, size, shape, price, consumer preference, segment, trending innovations and product need of retail's.
- Illustrate your competitive leads in terms of features, product cost, benefits & product design.
- High stride of visitors from various sectors.
- Make a strong database of prospective buyers.

WHY VISIT?

- Exhibitions offer a chance to explore a wide range of unique products and innovation meet new suppliers to make new business.
- Get connect with latest innovative products form Indian and international brands for the business benefits.
- Exhibitions bring together people with shared interests, making them excellent networking hubs.
- Search new suppliers to conduct business with current suppliers in competitive business environment.
- Compare prices, compare quality & increase profit margins.
- Experience and origin of product from about 1000 leading manufactures and brands from worldwide.
- Through one on one connection, alter your new agreement to suit your future purchasing needs.

COMMERCIAL

Participation Charges:

Exhibitor can book space under any of the following categories:

OPTION 1

- Raw Space** : Construct your booth (Land Only)
Booth Size : Minimum 18 sq. mtr. booths as per floor plan
Booth Charges : INR 11,000 + GST per sq. mtr. (Electricity Charges Extra)

OPTION 2

- Shell Scheme** : Ready Booth
Booth Size : Minimum 9 Sq. Mtr. Additional Space in multiples of 3 Sq. Meters
Standard Package: For every 9 Sq. Mtr. Booth incl. White Wall Panels, Fascia with company name, carpet, electricity socket (5 amp) , 1 Front Desk, 2 Folding Chairs, Waste basket, 3 Spotlights, 1 Kilowatt free Electricity. (Additional electricity will be chargeable)
Booth Charges : INR 12,000 + GST per sq. mtr. (Electricity Charges Extra)
Prime Location Charges Booth : Exhibitors can avail of Prime locations by paying the additional charges as under, (10% extra for 2 Side Open Booth | 12% extra for 3 Side Open | 15% extra for Island Booth)
Payment Schedule 50% On Confirmation | 30% before two months | Remaining 20% before 15 days
Electricity Charges All exhibitors have to pay electricity charges extra as per tariff given in the exhibitor's manual
G.S.T. Tax : GST applicable would be *18% on the above rates.
(GST. NO. 24A0KPD32617123)
Services & Facilities : Several of other facilities, services, extra fitting & furniture are offered by the organizers & their official service providers at extra cost. Details of these are listed in the exhibitor's manual, which will be sent after you confirm your booth space.
Security Deposit : Exhibitor are required to pay 5% of the booth value or minimum Rs.25,000/- (whichever is higher) as security deposit, along with their final payment.
Pending Dues, if any will be deducted by the organizer before refunding the same.

SPONSORSHIP OPPORTUNITIES:

Vibrant India offers stellar ways to help you achieve your branding goals and really stand out from others. Whether you are looking for to be recognized as a thought-leader or want to build up awareness of your brand, we are here to give you the best platform to do it. With a choice of sponsorship opportunities available, there is something to suit every business goal and we will work with you to offer unique, tailor-made packages that bring you additional success.

MAIN SPONSOR PRICE ₹NR 32,00,000/-

- One Complimentary stall of Bare Space 110 sqm. (two/three side open)
- Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor
- Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials
- Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.
- Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations
- Will be awarded with Main-Sponsor memento in award night stage.
- 4 Room Nights complimentary in any of the 5-7 Star Hotels, during the exhibition dates.
- Complimentary Two Page Colour Advertisement with company profile in the show catalogue.



CO-SPONSOR PRICE ₹NR 12,00,000/-

- One Complimentary stall of Bare Space 54 sqm. (two/three side open)
- Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor
- Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials
- Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.
- Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations
- Will be awarded with Co-Sponsor memento in award night stage.
- 4 Room Nights complimentary in any of the 4-5 Star Hotels, during the exhibition dates.
- Complimentary Two Page Colour Advertisement in the show catalogue.



GOLD SPONSOR PRICE ₹NR 6,50,000/-

- One Complimentary stall of Bare Space 36 sqm. (two/three side open)
- Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor
- Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials
- Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.
- Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations
- Will be awarded with Gold-Sponsor memento in award night stage.
- 3 Room Nights complimentary in any of the 3-4 Star Hotels, during the exhibition dates.
- Complimentary One Full Page Colour Advertisement in the show catalogue.



SILVER SPONSOR PRICE ₹NR 4,50,000/-

- One Complimentary stall of Bare Space 18 sqm. (two/three side open)
- Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor
- Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials
- Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.
- Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations
- Will be awarded with Silver-Sponsor memento in award night stage.
- Complimentary One Full Page Colour Advertisement in the show catalogue.



REGISTRATION SPONSORSHIP PRICE ₹NR 6,00,000/-

The privileges sponsorship option in the event that provides you a unique opportunity to greet the visitor just before he is ready for the exhibition visit. The registration area sponsor will enjoy below Benefits.

- One complimentary 09 sqm. Stall
- Exclusive branding rights in the registration area 50 % branding of the sponsors and 50 % of the organizers and exhibition.
- One Side branding on exhibition distribution 20000 non woven bags.
- Company's name and logo on 50,000 lanyards
- Complimentary Two Page Colour Advertisement in the show catalogue.
- Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor
- Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.
- Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations
- Will be awarded with Registration Partner memento in award night stage.
- 100% target audience reach through the registration counter
- Only one organization will be entertained for this sponsorship.



EXHIBITOR PRODUCT PROFILE

When it comes to completing your houseware collection, here is a comprehensive list of Essential Items you may consider:

HOTELWARE



FOOD AND BAKERY DISPLAY EQUIPMENT



FOOD AND BAKERY DISPLAY COMMERCIAL KITCHEN EQUIPMENT



OVEN/TANDOOR MANUFACTURERS

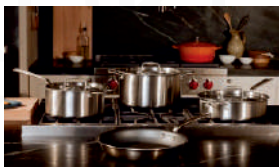


FAST FOOD KITCHEN EQUIPMENT



COMMERCIAL COFFEE MACHINES

KITCHEN ESSENTIALS



COOKWARE SET
(POTS, PANS, AND BAKING SHEETS)



UTENSILS (SPATULAS, LADLES,
WHISKS, TONGS, ETC.)



KNIVES AND CUTTING BOARD



MIXING BOWLS



MEASURING CUPS AND SPOONS



FOOD STORAGE CONTAINERS



BLENDER OR FOOD PROCESSOR



TOASTER OR TOASTER OVEN



COFFEE MAKER OR KETTLE



MICROWAVE OVEN

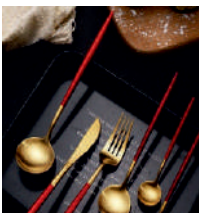
DINING & SERVING



DINNERWARE SET
(PLATES, BOWLS, AND MUGS)



GLASSWARE
(WATER GLASSES, WINE
GLASSES, AND TUMBLERS)



FLATWARE SET
(FORKS, KNIVES, AND
SPOONS)



SERVING DISHES
AND PLATTERS



SALAD BOWLS AND
SERVERS



PITCHER OR CARAFE



TABLECLOTH AND NAPKINS

FOOD PREPARATION



CUTTING BOARD SET
(DIFFERENT SIZES AND
MATERIALS)



MIXING BOWLS (VARIOUS SIZES)



COLANDER AND STRAINER



GRATER AND PEELER



CAN OPENER



KITCHEN SCALE

KITCHEN APPLIANCES



REFRIGERATOR



OVEN AND STOVE



DISHWASHER



MICROWAVE OVEN



FOOD PROCESSOR



BLENDER



STAND MIXER



SLOW COOKER OR PRESSURE COOKER



HAND MIXER



RICE COOKER

CLEANING & MAINTENANCE



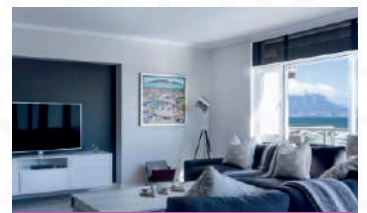
BROOM AND DUSTPAN



VACUUM CLEANER



MOP AND BUCKET



CLEANING SUPPLIES
(ALL-PURPOSE CLEANER, GLASS CLEANER, ETC.)



TRASH CANS AND RECYCLING BINS



LAUNDRY BASKET AND HAMPERS



IRON AND IRONING BOARD

BEDROOM & BATHROOM



BEDSHEETS AND
PILLOWCASES



PILLOWS AND BLANKETS



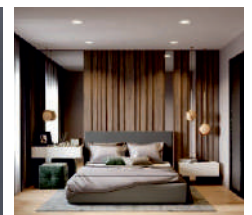
TOWELS AND WASHCLOTHS



SHOWER CURTAIN AND LINER



BATHROOM ACCESSORIES
(SOAP DISPENSER, TOOTHBRUSH
HOLDER, ETC.)



BEDROOM FURNITURE
(BED FRAME, MATTRESS,
DRESSER, ETC.)

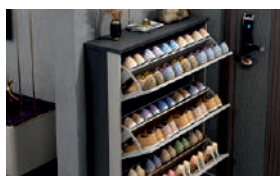
STORAGE & ORGANIZATION



STORAGE CONTAINERS
(PLASTIC, GLASS, OR METAL)



CLOSET ORGANIZERS



SHOE RACK OR SHOE ORGANIZER



HANGERS



DRAWER DIVIDERS

MISCELLANEOUS



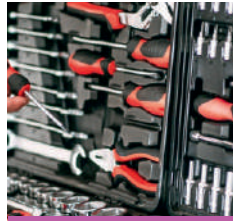
GARBAGE BAGS



BATTERIES



LIGHT BULBS



TOOL SET (SCREWDRIVER, HAMMER, PLIERS, ETC.)



FIRST AID KIT



FIRE EXTINGUISHER

COMPLETE HOUSEWARE & PLASTIC FURNITURE

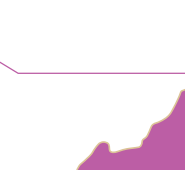
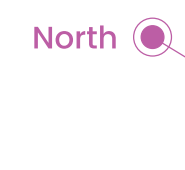
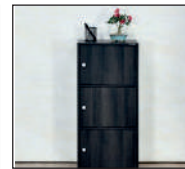
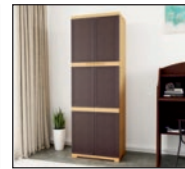
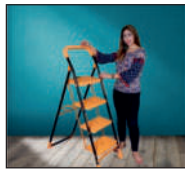
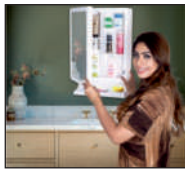
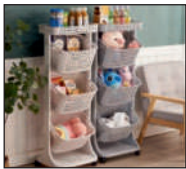
Ladders
Mirror Cabinets
Cloth Drying Stand
Shoe Rack
Iron Boards
Dustbins

Plastic Baskets
Kitchen Storage
Dish Drainer
Finish Chairs With Arm
Premium Sofa
Centre Tables & Trolleys

Chairs
Dining Tables
Blow Moulded-
Folding Tables
Kids Range
Plastic Cabinets

Chests of Drawers
Plastic Cabinets
Wardrobes
Entertainment Units
Book Cases & Shelves
Premium Plastic Gift Box

Packaging
Material Handling
Storage Products
Roto Moulded Pallets
Plastic Decor
BOOK CASES & SHELVES



North

Central

West

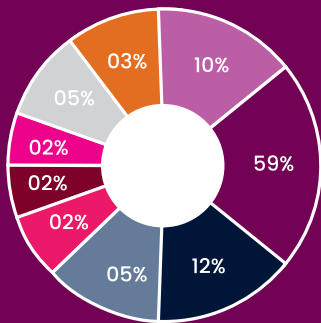
East

South

Regionwise

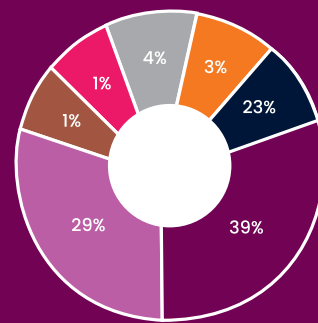
- North
- West
- South
- Central
- East

VISITORS BUSINESS PROFILE



- 59% Wholesalers/Distributors
- 12% Exporters
- 10% Manufacturers
- 5% Foreign Visitors
- 5% Corporate Buyers
- 3% E - Retailers
- 2% Importers
- 2% Agents
- 2% Others

VISITORS JOB PROFILE



- 39% CEO/Directors Owners
- 29% Sourcing Head
- 23% Business Merchandiser
- 4% Business Development Head
- 1% Product Development
- 1% Creative Head
- 3% Others

VISITOR PROFILE

A diverse range of key buyers create the right balance:

Our visitors come from a wide range of sectors and represent the whole buying landscape:

The very best department store buyers, multiples, buying groups, independent retailers, online retailers, interior designers and contract buyers, from across India and beyond. It's a diverse mix that we have carefully developed in order to achieve the right balance.

We really look after our visitors with initiatives like our matching programme, to help make the VIBRANT INDIA -2023 experience as positive, effortless and conducive to business as possible for everyone.

The visitor segment can broadly be divided in the following categories:

 Dealer/Distributor	 Departmental Store	 Independent Retailer	 Hoteliers & Restaurants
 Exporter	 Overseas Buyers	 Corporate Gift Buyers	 Catering Companies
 E-commerce / Online Media Retailer	 Supermarket / Hypermarket	 Chain Store Purchasing Manager	 FMCG Companies
 Government Institutes	 Manufacturers	 Importer	 Many more

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

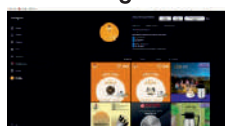
Whats App



Facebook



instagram



Twitter



Linkedin





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SECTOR - 25 NEW DELHI, INDIA

GLIMPSES OF EXHIBITION

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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