

# GIFTS WORLD expo

24 25 26

JULY, 2025

Bharat Mandapam,  
(Pragati Maidan), New Delhi

India's Largest Exhibition  
for **GIFTS SOURCING**



Supporting Association



Partner Association



## Key Highlights

### What 2025 has in store?



**650+**  
Exhibitors



**4000+**  
Brands



**30,000+**  
Products



**33,000+**  
Visitors



**3,50,000+**  
Sq Ft Show Area

### What 2024 Unfolded?



**600+**  
Exhibitors



**3500+**  
Brands



**30,000+**  
Products



**31,495+** Visitors from 550 Indian cities & 24 countries



**DELHI**, the capital of India, presents a compelling market for Gifts World Expo

## ● Thriving Corporate Sector

### Headquarters and Offices:

Delhi is home to numerous multinational companies, government offices, and startups, creating a significant demand for corporate gifting and promotional items.

### Business Events:

The city hosts a wide range of business conferences, trade shows, and exhibitions, providing opportunities for promotional product distribution.

## ● Large Consumer Base

### Diverse Population:

Delhi's diverse population, including a growing middle class, offers a vast market for gifting products catering to various tastes and preferences.

### Festivals and Occasions:

The city celebrates numerous festivals and occasions, such as Diwali, Holi, and Raksha Bandhan, which drive gift-giving traditions.

## ● Government Initiatives:

### Focus on SMEs:

The government's emphasis on promoting small and medium enterprises (SMEs) can benefit from the networking opportunities provided by Gifts World Expo.

### Public Sector Procurement:

Delhi's government departments and public sector undertakings often require promotional items, creating a steady demand.

## ● Strategic Location:

### National Capital:

As the national capital, Delhi enjoys a strategic location, making it accessible to businesses and buyers from across India.

## ● Emerging Trends In Gifting

### Personalized and Customized Gifts:

The growing trend of personalized and customized gifts aligns well with the offerings at Gifts World Expo.

### Sustainable and Eco-friendly Products:

There's an increasing demand for sustainable and eco-friendly gifting options, which can be showcased at the expo.

**DELHI, THE HUB FOR  
GIFTING INDUSTRY IN INDIA**



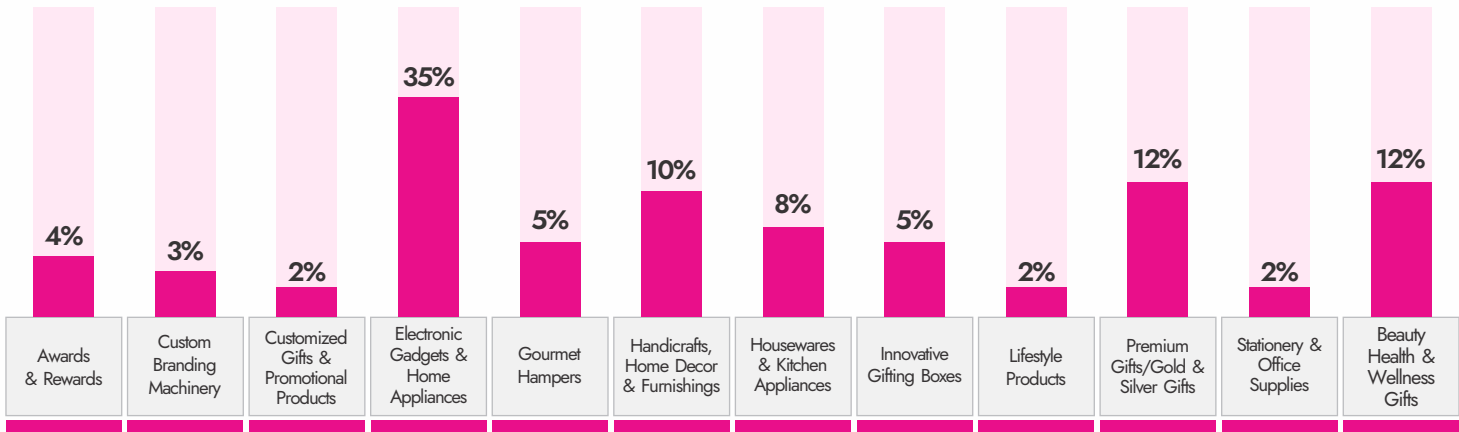
# Exhibitors' Statistics & Analysis

## Driving Factors for Exhibitors:

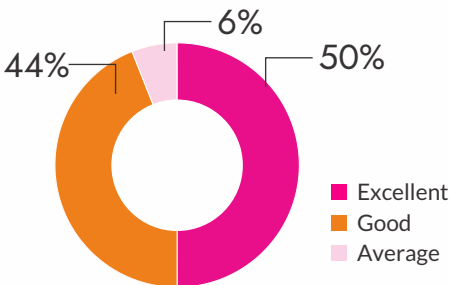


600 Companies Showcased More Than 30,000 Products at the Comprehensive Show!

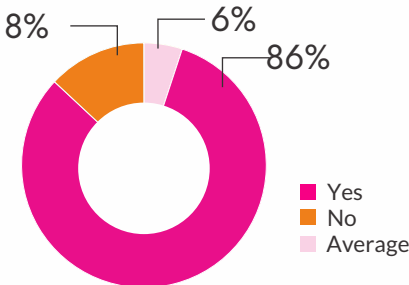
## Representation from Different Segments (in %age)



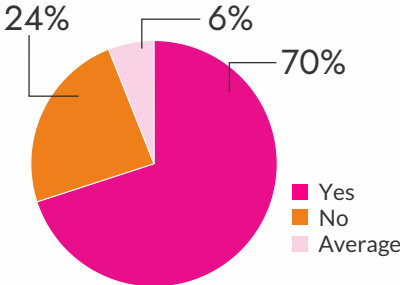
What was your overall impression of Gifts World Expo 2024



Did the event meet your primary objective ?



Did sales lead generated during the exhibition match your expectations?





## SOME OF OUR PARTICIPATING COMPANIES

Supporting Association



Partner Association



# First-Time Exhibitors At Delhi Edition

With a growth rate of 33% every year, the expo is becoming bigger & better. Every edition has new add-ons and onboarding brands to bring in diversity.

## Check out the 25th edition's brand additions:

- 7 BAZAARI
- ABROSAA
- ADAIR DUTT
- ADIDAS
- AESTHETIC
- ALA CARD
- ALPHA SCALES
- ALVARO
- AMARESHAN GIFTX
- AMAZON
- AP EXIM
- ARSIAN ORGANIC
- AS INTERNATIONAL
- ASHPVEDA
- AVS PACKAGING PVT. LTD.
- AYUSH GIFTS MART
- BALAJI ENTERPRISES
- BASTAR ARTS
- BELLA CASA
- BGL BAGS
- BOXGLEE CANDLE & FRAGRANCE CO.
- BRAWNY BEAR NUTRITION
- BRDG GROUP
- BRITTON
- BROWNS AND MORE
- BUGATTI
- BY ADAB
- CAREVEGO
- CASLAY
- COLORBAR COSMETICS
- COMPANY NAME
- COOKWELL
- CRAFT ENTERPRISES
- CURIO GROUP
- DIAMOND PRODUCTS
- DIAMOND QUARTZ
- DIGITAL DISTRIBUTION
- DIVINE COPPER
- DIVINE DIVINITY
- DNV CREATIONS
- DONATO
- DYNA WRITING
- ECO TASAR SILK
- ECOSAVE
- GIFTY HOME FASHION
- GIRLFRIEND BAG FACTORY
- GOBRIO NUTS
- GT GLOBAL
- GUPTA EXPORT
- HAFELE INDIA
- HANSIKA ENTERPRISES
- HARDSODA
- HIMALAYAN PINE CO
- HOPE HUB CORPORATE GIFTING
- HOTEON TRADING
- HOUSE OF CUTLERY
- IMPRESSION MACHINERY INDIA PVT LTD
- INN - II VENTURES
- INSTA GIFTS INDIA
- INSTAFIT
- IRYA GIFT / TGF
- ISVARA
- JRV & BSOUL
- JYOTI WATERPROOF
- KABAN INDUSTRIES
- KAINAAT DESIGNS
- KANAK HADICRAFTS
- KANGARO
- KAVED ESSENTIALS
- KENY PLASTIC INDUSTRIES
- KIESHA
- KRANATH KREATIONS
- KRYPTON
- LEGEND PENS
- LIVPURE
- LOGAM INDIA
- LUGGERO
- METASHOT
- METERIQUE
- MILESTONE
- MOTIVATIONAL GIFTS
- MUNCHFIT
- NAMHYA FOODS
- NATURAL CONSUMER CARE
- NAVNEET EDUCATION
- NISAAR BRANDS BEAUTY PVT. LTD.
- NWI
- OGO NUTS
- PAC MY PRODUCT
- PANKHUDIYAN
- PENTEL
- PHILIPS LIGHTING
- PILOT
- PLASTICO IMPEX
- POPLI BRASS
- PREMIER TEA
- PROFFITTO INTERNATIONAL
- QUBA
- RAM-AYANA
- RANGOLI FURNISHING
- RARE RABBIT
- RED RIBBONS GIFTING
- REEBOK / MONTE CARLO/ REID & TAYLOR
- RENEE COSMETICS
- ROSE AND WILLOW
- ROYAL DRY FRUIT
- S.L. INDUSTRIES
- SAFINA TABLE WARES
- SAMURAI EXPORTS
- SAVON WHOLESALE
- SHANTI TROPHIES
- SHIVAY INTERNATIONAL
- SIGNORWARE
- SIMPLY SCRIBBLE
- SOWL ETRADERS
- STAR ENTERPRISES
- STUBBORN FACTORY
- STUTI
- SUGANDH LOK
- SUPER MUNCHIES
- TAROOB
- TECMAC SOLUTION
- TEXEL
- THE LOVE CO.
- TULSI NUTS & DRY FRUITS
- TURTLE
- UNINOX HOUSEWARE
- VASYERP
- VGR INDIA OFFICIAL PRIVATE LIMITED
- VINCY
- VJ & SONS
- VOLT
- VRIKSHA
- WHITESQUARE INT.
- WINNERS CHOICE
- WOYO
- ZANIBO



## Visitors' Profile

Decision makers from Pharma,  
Software, FMCG & other sectors

Distributors / Resellers & Agents

Wholesalers & Importers

Government Agency Buyers

Gifting Industry Professionals

Decision makers from  
Multinational Companies

Event Companies

Hospitals and Health Care Sector

Hospitality Sector

Corporate Brand & Product Managers

Gift Stores

Departmental stores

Home & Lifestyle Stores

Media, Promotions & Marketing Agencies

Super Markets

Overseas Buyers & many more ...

## Key Corporate Visitations

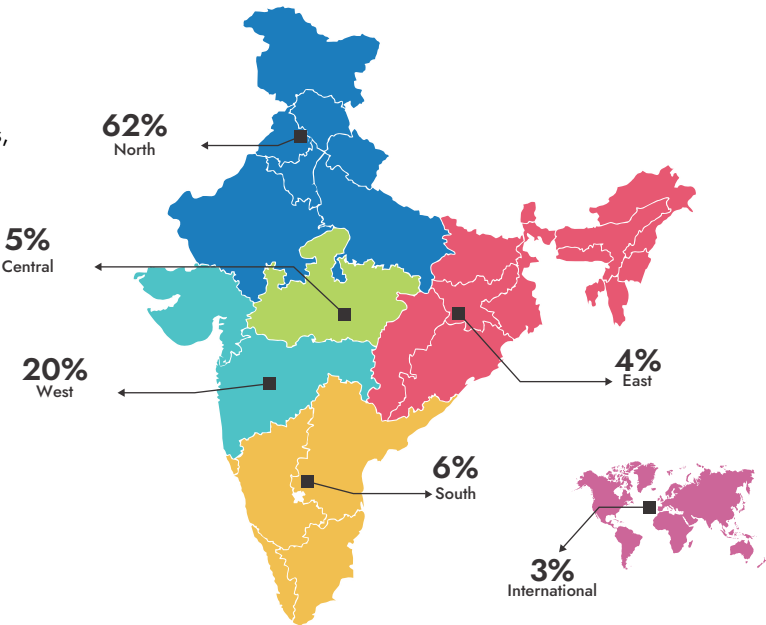
The Show this year witnessed more corporate visitors over the previous year who walked-in to explore and source gifting items. Most of the visitations reported from **Retail, Banking, Fashion, Pharma, Hospitality, Automobiles** and **FMCG** industries. Some of the corporate visitors, who thronged the floor, included:

- ACCENTURE
- ACL FOODS LIMITED
- AKG INDUSTRIES
- AKUMS DRUGS & PHARMACEUTICALS LTD.
- AMERICAN EXPRESS INDIA
- APOLLO TYRES
- ASC GROUP
- AVON
- BAJAJ ELECTRICALS LIMITED
- BCC FUBA INDIA LIMITED
- BHARAT ELECTRONICS LIMITED
- BHARTI AIRTEL
- BIKANERVALA FOODS PVT LTD
- BLINKIT
- BMRA
- BRIGHT MINDS EDUCATION PRIVATE LIMITED
- BRITANNIA INDS.
- CADENCE DESIGN SYSTEMS INDIA
- CAIRN INDIA
- CANARA BANK
- CANON INDIA PVT LTD
- CELLO WORLD LTD
- CENTURY PLYBOARDS INDIA LIMITED
- DABUR INDIA LIMITED
- DELOITTE
- DLF INDIA
- DOVOY CHEMICAL INDIA PVT. LTD
- DS GROUP
- DTTDC
- EICHER MOTORS
- ERICSSON
- ESCORTS FARIDABAD
- FABINDIA LTD
- FAIR EXPORTS INDIA PVT LTD (LULU GROUP)
- GREENLAM INDUSTRIES LTD
- GREENPLY INDUSTRIES LTD
- HAMILTON SCIENCES PVT. LTD
- HCL TECHNOLOGIES
- HDFC MUTUAL FUNDS
- HERO MOTO CORP LTD
- INDIAN RAILWAYS
- INDOSPIRIT BEVERAGES PRIVATE LIMITED
- IOL CHEMICALS AND PHARMACEUTICALS LIMITED
- JBM AUTO LTD
- JINDAL STEEL & POWER
- JK CEMENT LTD
- JK PAPER LTD
- JK TYRE
- JP INDUSTRIES
- JYOTI CNC AUTOMATION LIMITED
- KEI INDUSTRIES LIMITED
- KITCHENS PRIDE INDUSTRIES
- KOTAK BANK
- KPMG
- LARSEN & TOUBRO
- LAXCON STEELS LTD
- LG ELECTRONICS INDIA PVT LTD
- LIC
- LUTHRA GROUP
- MARRIOTT HOTELS INDIA PVT. LTD.
- MARUTI SUZUKI
- MAXICON PHARMACEUTICALS PVT LTD
- MBD GROUP
- MEDIPLUS INDIA LTD
- MOGLIX
- MONTE CARLO FASHIONS LIMITED
- MOTHERSON SUMI SYSTEMS
- MOTTOS INDIA
- NAASA GROUP
- NHIDCL
- NORDIC FORMULATIONS PRIVATE LIMITED
- OBEROI GROUP
- OKAYA POWER PVT LTD
- PANACEA BIOTEC PHARMA LIMITED
- PAYTM
- PERNOD RICARD INDIA
- PFLANZE PHARMA PVT. LTD.
- PIDILITE INDUSTRIES LTD
- RADISSON HOTEL GROUP
- RAILTEL CORPORATION OF INDIA LTD
- REDNIX PHARMA PVT LTD
- RELIANCE RETAIL LIMITED
- RITA INFRASTRUCTURE PVT.LTD.
- RPSG GROUP
- RSPL LIMITED
- SAS INSTITUTE INDIA PVT. LTD.
- SOMFY INDIA PVT. LTD.
- SONICO PAPER INDUSTRIES
- SPAR GEO INFRA PVT LTD
- SURYA ROSHNI LTD
- TCS
- TOYENBEE PHARMA PVT LTD
- ULTRATECH CEMENT LIMITED
- VANDE BHARAT GROUP CO. LTD.
- VARUN BEVERAGES LTD.
- VIEGA INDIA PVT LTD
- VMART RETAIL LIMITED
- VMVS NEXGEN PHARMARIE INDIA PVT. LTD.
- WEMBRACE BIOPHARMA PVT LTD
- ZOMATO
- AND MANY MORE.....

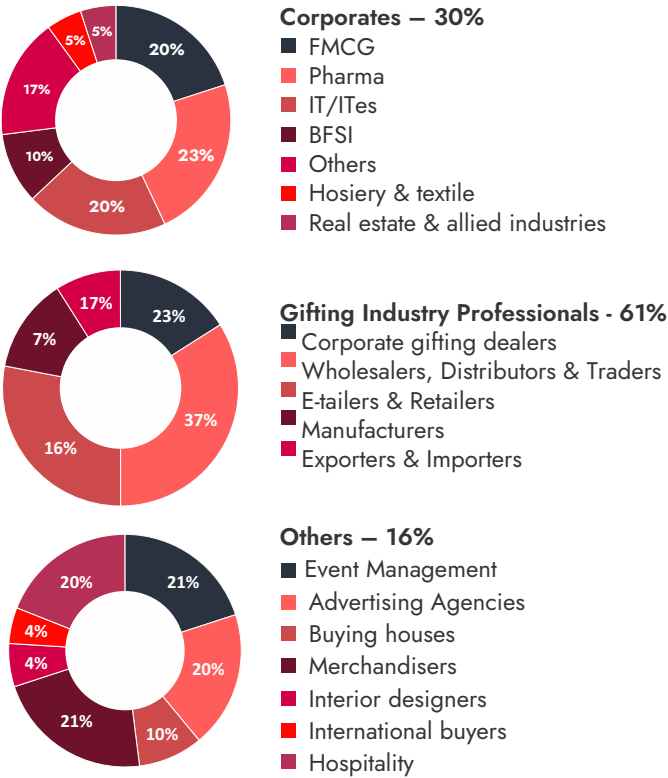
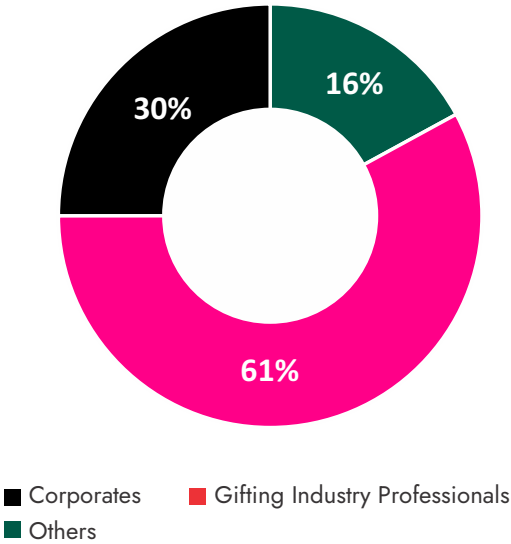


# Visitors' Statistics & Analysis

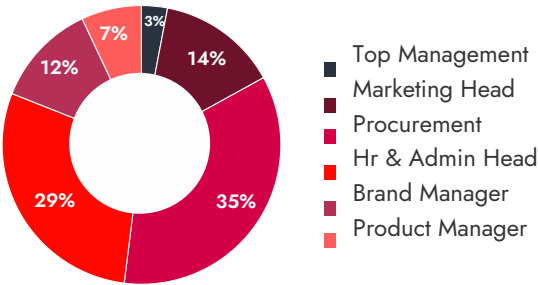
A staggering number of 31495 visitors from 550 cities, 24 countries, 31 States & Union territories and 5 continents flocked to the venue.



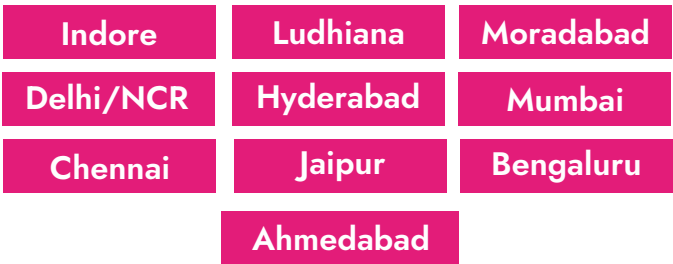
## Breakdown of visitors:



## Position-wise Visitors from Corporate Sector



## Top 10 Visiting Cities



## Visitor Testimonials



### Mayank Newar

M3M EXIM

I visited Gifts Expo, which has always been a great experience. Just like every year, this event offers a great networking opportunity. I manufacture trolley suitcases, which we provide to our clients for gifting and promotional purposes. I got the chance to meet many clients and explore

opportunities to expand my business. I liked the event; I come here every year. This time, there are even more stalls and visitors compared to previous years. It's an excellent place for collaboration and meeting people. Since I manufacture trolley suitcases, a popular gift item, it benefited me. There are at least 25 stalls dedicated to trolley suitcases, and I got to meet all of them and showcase our product qualities. It's an excellent place for collaboration. Thank you!



### Shivangi Sharma

CMO - PrintBriix

Hi, I am Shivangi Sharma, CMO of PrintBriix and the Operations Head. At Gifts World Expo, we have the opportunity to explore so many brands under one roof. When it comes to corporate gifting, we have a wide variety to choose from, where we can place bulk orders. Similarly, if I talk about

home decoration, there are numerous stalls offering a wide range of décor items, all under one roof. For kids, several eco-friendly stalls offer various sustainable products. Everything from gifts for children, such as pens, sketch pens, and other stationery items, is available here. Gifts World Expo, I believe, brings together vendors from various cities across India, all under one roof, making it easy to connect with them.



### Jasleen Kapany

Founder & Chief Executive Officer  
Dekon & Design

Hi, I am Jasline, the founder of a startup called I'M DEKOR & DESIGN. I'm here at the Gifts World Expo in New Delhi, India, at Pragati Maidan, and it has been a fantastic experience. There's so much exciting stuff to see, with a lot of

creativity and design representations by designers, business owners, and manufacturers. It's truly a one-stop shop. This exhibition has helped me grasp the collections and offerings worldwide. Overall, it was an excellent show, and I wish the organisers all the best!



### Dawinder Pal

Business Head & Group Marketing Head  
House Of Veda

I am Dawinder Pal, Business Head & Group Marketing Head at House Of Veda. We've come to Gifts World Expo as visitors this time, not as exhibitors. It has been an excellent fair. I've been attending for the last two years, and since we do a lot of

corporate gifting, this platform provides exposure to many artisans and various gifts. Exhibitors showcase their entire range, and we gain many valuable insights here.

It's been a great help, and we are also looking forward to attending the expo next year, with plans to participate and exhibit ourselves. The expo's initiative is excellent, and they should continue to scale it up to the next level. People from different parts of the country—like Mumbai, Bangalore, Hyderabad, and even smaller places like Sangli—come here to exhibit. The products showcased have great potential, and many corporations are interested in this kind of exhibition.



### Sikandar Shaikh

Roshan Leather

Overall, it was a good experience at Gifts World Expo. The crowd this time is better compared to last time, with many new exhibitors showcasing new products. The vendors are benefiting from this, and the crowd is quite good. The organizers have done extensive advertising, which has

effectively reached people, resulting in a larger turnout. Their promotion has been really strong, which is why the experience has been great. Kudos to the organizing team. Thank you!



### Manya Gaba

Founder & CEO  
Send my Feelings

Managing all the stalls on such a large platform is challenging, but the team has done an excellent job. This is a great way to facilitate business transfers, as people can meet each other and expand to other cities. The management is impressive, and we've had a positive experience here. It was very good, thank you!



### Raghav Mahajan

Partner, Sales & Marketing  
Trajectory Marketing LLP

Hi guys, I am Raghav Mahajan, the co-founder of Trajectory Marketing LLP. We are India's leading travel product brand, and I came here to see what kinds of brands are selling these types of travel products. Overall, the experience has been

good, with lots of brands and stands available. The great thing is that most of them are manufacturers, and the quality of the products I saw is good. I found some potential suppliers to provide me with goods. This is my first time here, and I believe I will definitely be returning next year. Not only did I find suppliers, but I also connected with some potential clients, which was an added bonus. You come here looking for vendors and end up gaining clients as well. I believe this is not just a place to find suppliers, but also an opportunity to engage with a large community. It's about building long-term relationships and understanding the overall industry. All in all, it was a great experience.



## Exclusive ATTRACTIONS at 2024 Edition



### Startup & Innovation Zone

Start-Up & Innovation Zone featured visionary creators like BGifts, Neesh Perfumes, Hamper Box Company, Arsian Organic, Magic Box, and Bharti Bundle of Joy, showcasing innovative products that offered a glimpse into the future of gifting.

### Sustainability Product Zone

Sustainable Products Zone introduced eco-friendly and socially responsible gifts, featuring brands like Bliss Packaging Co, 24 NUTS, Pashtush, Power Plus, Two Brothers Organic Farms, Ugao, CamPure, Ashpveda, B-Gifts, Skullcandy, and HelpUsGreen, promoting conscious consumption.



### Trending Products Showcase

Located prominently at the front of the exhibition hall, the Trending Products Showcase brought attention to the latest trends, with brands like Kalash, Smiisenses, Gifts Mart, Pinnacle Enterprises, Power Plus & Castilo, and Mutha Impex.



### Stationery Pavilion

Stationery Pavilion showcased the latest trends and innovations in stationery and office supplies, with Luxor, Link, Flair, Pilot, William Pen, Mokoba and Kangaroo offering unique gifting solutions.



### Gift Talks

3 days of Panel Discussions, Conferences and Workshops with Industry Professionals, highlighted across key themes AI and AR Technology Integration, Partnership Selection and Business Conversations, Design and Trends Collaboration.



### Visitor Rejuvenation Zone

Immersive experience in a world of fun and relaxation, designed to enrich your exhibition visit. Visitors engaged in interactive gaming areas, unwinded with delicious treats at the café, captured memorable moments at the selfie booth and marvelled at the incredible Living Statue artist.





# Key Exhibit Segments

- **CUSTOMIZED GIFTS & PROMOTIONAL PRODUCTS**
- **BEAUTY HEALTH & WELLNESS GIFTS**
- **GOURMET HAMPERS**
- **ELECTRONIC GADGETS & HOME APPLIANCES**
- **AWARDS & REWARDS**
- **HANDICRAFTS, HOME DECOR & FURNISHINGS**
- **HOUSEWARES & KITCHEN APPLIANCES**
- **STATIONERY & OFFICE SUPPLIES**
- **INNOVATIVE GIFTING BOXES**
- **PREMIUM GIFTS / GOLD & SILVER GIFTS**
- **LUXURY GIFTS & LIFESTYLE PRODUCTS**
- **CUSTOM BRANDING MACHINERY**

# Gifts By Occasion

- **CORPORATE GIFTS & PROMOTIONS**
- **CELEBRATION & FESTIVE GIFTS**
- SPECIAL FOCUS

**WEDDING GIFTS**
- **DIWALI GIFTS**
- **REWARDS & INCENTIVES**
- **BIRTHDAY GIFTS**
- **MICE GIFTS**
- **WEDDING GIFTS**
- **NEW YEAR GIFTS**

# Exhibitor Testimonials



**Anurag Gupta**  
Business Development Manager  
Philips/ Lumileds

I take care of the business development vertical at Philips Automotive Lighting. We started participating in this expo in 2022. We joined as an experiment and planned to assess our experience after one year. We received an excellent response in 2022, participated again in 2023, and now it's 2024. We plan to continue participating in the coming years to explore more opportunities in this business vertical. In 2025, we will be showcasing more products as gifting solutions. We look forward to the next edition and hope for fruitful business through this expo.



**Rakesh Kumar Jha**  
Senior General Manager  
Hawkins Cookers Limited

I have been working with this company for the last 19 years, handling corporate gifting. This is my first time at the Gifts World Expo, and you won't believe it—I've exhausted my supply of visiting cards. I carried over 300 cards and am now short of them. People are still visiting, and I'm not sure how I will manage until tomorrow. It is a very good exhibition; I have received a lot of feedback and leads, and I hope it will generate significant business for my company. Thank you so much for organizing such a wonderful event and gathering. We have had a fantastic experience so far.





### Kapil Dhal

Head Institutional Sales  
4700 BC

We are a gourmet gifting brand offering 40+ flavours of popcorn, chocolates, coated nuts, and various gift boxes. We are present across PVRs, export to nine different countries, and work with all major brands in India. We've been participating in the Gifts World Expo, which has always been a good experience. This time, we've seen a significant increase in footfall and received good queries. We look forward to converting these queries into business. The focus here was to make more clients and partners; I believe we've achieved that. The footfall has improved, with people coming from all over India. I hope for good business in the year ahead.



### Mahaveer Mutha

Director  
Mutha Impex

We represent a brand called Active and deal in corporate gifting. Participating in the Gifts World Expo has been highly beneficial. We've been participating for the past three years and have consistently seen good profit and footfall. Every year, this expo proves to be one of the best gift expos in India. We've had excellent customer relationships and have never seen such a high footfall at a show in India. We can establish great connections with our customers.



### Anmol Manuj Goel

Power Plus/ Anmol Enterprises

Participating in the Gifts World Expo was an excellent experience. On day one, we distributed about 2,000 catalogues and showcased all our new products. Power Plus has been a leading name in quality corporate gifts for 30 years. We will be participating in the next edition as well. We were a sponsor this year and will continue



### Rakesh Jain

Managing Director  
Curio Group

I started our family company 27 years ago. We are into home décor, artefacts, and many indoor application products. We are thrilled to participate here and would like to continue. I am thankful to the organisation for the way they have conducted this fair. Next month, we will also be at Gifts World Expo Bangalore.



### Rahul Gupta

Founder  
Pinnacle Enterprises

We are the exclusive distributors for brands like Benetton, Wildcraft, Tommy Hilfiger, Fabcare, and GAS. We are the sole stockists for the entire North India for B2B. We also provide end-to-end corporate gifting solutions to significant clients, serving over 200 corporate clients and 2,000+ resellers. Participating in the Gifts World Expo has been quite interesting. I'd like to mention that we were the title sponsor for this year's event, which was a great honour. We are grateful to Gifts World Expo for providing such an excellent opportunity. It has given us significant exposure in the gifting world. We received many leads and new corporate clients and established a pan-India presence through the expo. On behalf of my entire Pinnacle team, I'd like to thank Gifts World Expo for this excellent opportunity. We've been exhibiting at Gifts World Expo for the last five years, and I recommend that every brand and corporate B2B player participate to gain market exposure. We also look forward to exhibiting and being the title sponsor next year.



### Sakshi Saxena

Corporate Sales Manager  
Assembly

Our experience at the Gifts World Expo has been incredible. The crowd, the massive exposure, the feedback, and the overall experience have been tremendous. This is our first time here, and it certainly won't be our last. The entire coordination was amazing and smooth, and we had a lot of fun. We look forward to participating in another booth soon.



### Saleheen Ansari

Marketing Manager  
Linc Limited

Linc Limited is a 45-year-old company specializing in writing instruments. Our portfolio has around four brands: Linc, Pentonic, DELI, and Uniball. This is the second time we have participated in the Gifts World Expo. We have had dealers and distributors coming around, and we are receiving new leads with a good conversion rate. It's a great platform to connect with new people, distributors, and business associates. We plan to exhibit again next time.



### Suhaib Naeem

National Category Manager  
Hafele India

This is our first year participating in the Gifts World Expo. We are showcasing our range of small appliances, including toasters, kettles, grillers, and the newly launched air fryer and coffee machine. The response has been phenomenally good. We've seen a lot of footfall and numerous business-to-business inquiries. We are overwhelmed by the interest from corporates and dealers involved in institutional buying and sales. We look forward to participating in the Bangalore edition in August. It's been a great experience overall.



### Vinie Desai

Business Marketing & Project Manager  
Ruchoks

We are participating in the Gifts World Expo Delhi for the second year, and the response has been incredible. Since we started yesterday, there has been continuous footfall, and we are thrilled about the opportunities we're receiving. We recently launched our Diwali collection at this exhibition, and the response has been excellent. We will also participate in the upcoming show in Bangalore. Our association with Gifts World Expo has been amazing, and the footfall has been remarkable. We have received various queries catering to different industries, from retail to corporate to pharma. We look forward to a successful gifting season this



### Surinder Bhogal

Regional Sales Manager  
Flair

Our company has been around for 67 years and represents various brands, including Pierre Cardin, HAUSER, Flair Creative, and Zoon. We recently launched our houseware division. This is our first time participating in the Gifts World Expo, and the response has been so overwhelming that we could barely manage it. We have received numerous deals and continue to see customers arriving. Looking ahead, we will definitely participate in future expos.

## Show Promotions

### Social Media Marketing Campaigns

Harnessing the power of social media, we seamlessly connect with our target audience to maximise exposure and engagement for Gifts World Expo. By leveraging advanced data analytics, we target key demographics, fostering exceptional participation in our event.

#### Email Marketing (EDMs)



#### Whatsapp



#### SMS



### Trade Magazines & Association Newsletters

We implement strategic placements in leading trade magazines and association newsletters, capturing the attention of the gifting and promotional solution sectors with engaging and market-specific content.



### Press Releases

We generate significant buzz and secure optimal visibility for Gifts World Expo through authoritative press releases. These releases are distributed across several media channels to create substantial networking opportunities and elevate business prospects for all participants.



### RSVP Activities

Our tele-calling strategy involves directly reaching key industry leaders and influencers throughout India. This method, supported by comprehensive data analysis, ensures the promotional messages reach the right audience.





# Advertising & Promotion Through Various Mediums

## Newspapers:

We execute a dual-format advertising strategy in industry-specific newspapers throughout India, opting for both print and digital formats. This includes leading English and regional language publications to ensure extensive reach to our target audience.



## TV:

Through strategic partnerships with prominent Indian television channels, we broadcast compelling advertisements that engage a broad audience, enhancing the visibility and impact of Gifts World Expo.



## Radio:

Our targeted radio promotions on industry-specific channels further extend our reach, engaging listeners across various regions and increasing awareness about the event.



## Invitation/Flyer Distribution

### Wholesale Markets & Shops:

Pamphlets and leaflets are strategically distributed in high-traffic areas such as wholesale markets, manufacturing units, and leading fashion districts. This distribution maximises visibility and attracts potential exhibitors and visitors to Gifts World



### Printed Invitations & VIP Invites:

Custom-designed invitations are sent to key industry stakeholders and VIPs to verify their presence and active participation in the event.



## Outdoor Promotions

### Billboards/LED Screens:

We place billboards and LED screens in high-traffic areas across major Indian cities, making sure there is extensive exposure and visibility for Gifts World Expo among our target



### Posted in Public Areas:

Eye-catching posters are strategically placed in prominent public spaces to generate widespread interest and awareness about the event.



## Transit Media:

Transport banners on buses, metro trains, and autos effectively disseminate event information, assuring broad reach and visibility throughout urban centres.



## Society Lift Branding:

Through Society Lift Branding, we create targeted awareness for Gifts World Expo in elevator spaces, ensuring maximum visibility and exposure.







# GLIMPSES OF 2024













# Venue & Rates

## BHARAT MANDAPAM (PRAGATI MAIDAN), NEW DELHI, INDIA

Booking rates under different schemes:

### STANDARD PRICES

BARE SPACE : US\$ 300 PER SQ MTR.

SHELL SCHEME : US\$ 325 PER SQ MTR.

**Note:** GST @ 18% EXTRA TO BE LEVIED ON ALL BOOKINGS

**One-time exhibitor registration fee: Rs.2000 at the time of booking.**

(Mandatory Charge for Listing on Event Mobile App)

Payment Schedule:

50% at the time of booking & balance 50% at least two months prior to the show.

All payments to be made by DD/Cheques in favour of MEX Exhibitions Pvt. Ltd.

Details for bank transfer of payments:

Beneficiary : MEX EXHIBITIONS PVT. LTD.

Bank : RBL BANK LTD.

Beneficiary A/C No. : 609000810004

IFSC Code for

NEFT / RTGS : RATN0000141

Branch : Ground Floor, M-6, Hauz Khas, New Delhi-110016, Delhi, India

Shell Scheme Booth: (Inclusions for every 9sqm area) Prefabricated octanorm stall

Note: The organiser reserves the right to modify the floorplan under circumstances beyond their control.



	Stall Carpet		1 Reception Table		3 LED Spot Lights		1 Plug Point
	Fascia Lettering		2 Folding Chairs		1 Waste Bin		

## About the Organiser

**MEX Exhibitions Pvt. Ltd.** is an international exhibition company with a strong presence of over four decades in the advertising industry, **over 27 years in publishing & 20 years in exhibitions**. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over **India, Dubai, Canada, Singapore and Thailand**.

Organised by:



**MEX Exhibitions Pvt. Ltd.**

**Head Office:**

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Email: [info@mexexhibits.com](mailto:info@mexexhibits.com)



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