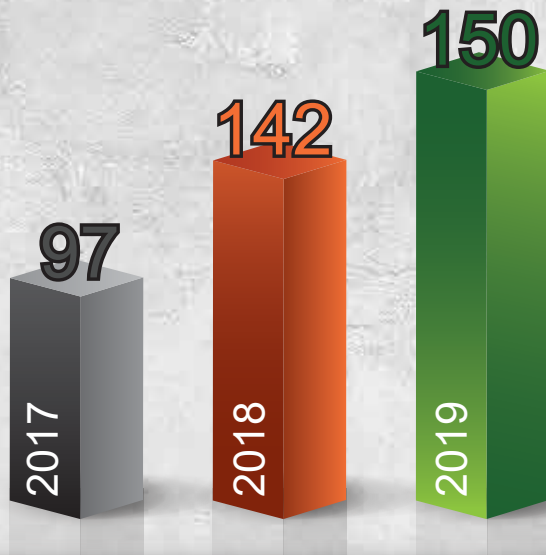


# BRINGING **NEW** STRENGTH TO YOUR BUSINESS

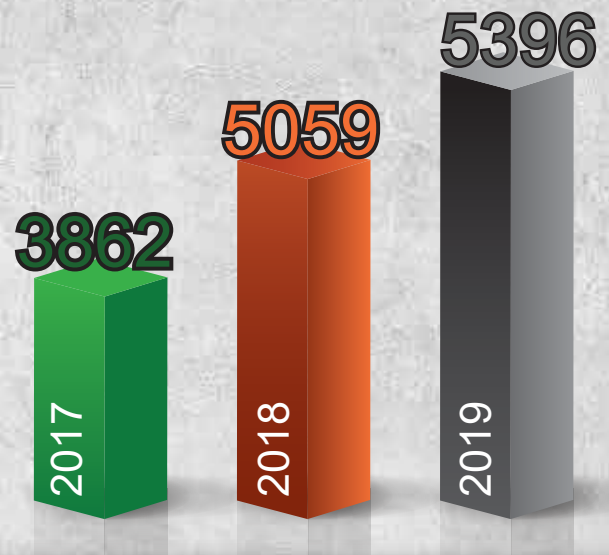


## ABOUT PAST EDITIONS

### GROWTH IN EXHIBITORS IN LAST THREE EDITIONS



### GROWTH IN VISITORS IN LAST THREE EDITIONS



is now



and in 2019 was voted as the most relevant exhibition in core construction & infrastructure sector by its visitors.

## DOMESTIC & INTERNATIONAL BRANDS





## EXHIBITORS SPEAK

I see that there are many national & International buyers, technical people coming to this show. Marketing our product in this exhibition is a great advantage to my company hence I shifted from visitor to exhibitor. My objectives are to explore new markets that I have not explored before, meeting new clients & Potential buyers understanding the industry's capacity.

**Keyur Khatiwala,**  
Director  
K2P Industries India.

Our participation with this event has been over 3-4 years and I am happy to share that our scale has improved and we have also had a positive response in the footfalls from customers and the relevant set of customers have been coming to our stalls and we have had a good exposure in the market. I would say it is well organized and appreciate the efforts put by the organizers.

**Deepak Vadehra**  
Sales and Marketing  
AJAX Engineering Pvt Ltd.

Actually this is not our first time here. We like the great arrangement here. the visitors have been good we have received potential customers. We are happy here and will be back again and again in the coming years.

**Mao Baoya**  
Sales Manager  
Sichuan Tongzhou Chemical  
technologu Co Ltd, (China)

## VISITORS SPEAK

Infrastructure sector is quiet bullish. Infrastructure industry is related to economy as a whole. As economy is growing so the Infrastructure spending & Concrete sector is also growing. Concrete Show India is a platform where people from different sectors get together. They exchange their knowledge and experience in areas of technology, application, equipments, skills. Platforms like Concrete Show India give you the status of the industry, technology. It is a very important platform where large no. Of people from various walks of life come together and they exchange their views which leads to advancements of industry and sector as a whole

**Shri Nagendranath Sinha,**  
Chairman, NHAI

This show has been doing well from last 7 years and creating an impact in the industry by connecting all the stakeholders under one roof. Everywhere we're able to find new players of the industry participating here, which has helped us in growing our business over the years. Great effort by whole team of UBM and terrific show that should be attended who wants to grow with and in this industry.

**Dr. Keshav Tayade,**  
Head Quality Assurance ,  
Jt General manager,  
Maharashtra Metro Rail Corporation Ltd

One of the main significant benefits is that you have a large number of different types of products, people technical knowledge pace companies that are coming together which would not typically no happen in other conferences or shows. There is a comprehensive focus as even within the concrete section have a different types of companies coming together.

**Yogini Deshpande,**  
Director, Renuka Consultants



## ABOUT WORLD OF CONCRETE INDIA



Global footprint  
USA, China, Europe,  
North America & Indonesia



A more powerful platform  
for Indian infrastructure  
& real estate industry.

## ATTRACTION AT WORLD OF CONCRETE INDIA

1

Focused expo for  
infrastructure  
& real estate sector

2

Contractors'  
Lounge

3

MSME Focused  
Seminar

4

Demo-zones  
& Launchpads

5

Conference, Workshops  
& Education Programs

6

B2B & B2G Meetings

## FOCUSED PRODUCT SEGMENTS



Construction  
Equipment,  
Tools,  
Instruments



Construction  
Chemicals &  
Safety  
Equipment



RMC &  
Pre-Cast  
Concrete



Formwork &  
Scaffolding



BIMs & IT  
Solutions

## VISITOR PROFILES



Procurement &  
Material  
Management



QA & QC



Project  
management



Design and Planning  
Professionals



Engineering  
and Maintenance



Civil Contractors



Structural  
Consultants



Architects



Consultants



## MARKETING & PROMOTION

### SMS



### On-Ground Activations



### Invites



### Newspaper Ads



### Trade Magazines



### EDM



### Tele Calling



### Social Media



### In-land letter



## BRAND VISIBILITY SOLUTIONS

Increase competitive advantage of your brand amongst well-curated target group from construction & infrastructure industry.



**Industry Newsletter**  
Each targeting 100,000+ industry professionals



**E-Conference**  
Each targeting 1000-5000 professionals



**Customers Email Campaigns**  
To market products & services to well qualified database



**Webinars**  
Each targeting 200-500 professionals



**Event Website**  
Promoting through banner ads, etc.





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