

POST SHOW REPORT 2021

mediaexpo NEW DELHI

International exhibition on indoor & outdoor
advertising and signage solutions

It's all about
BRANDING

18 19 20

NOV 2021

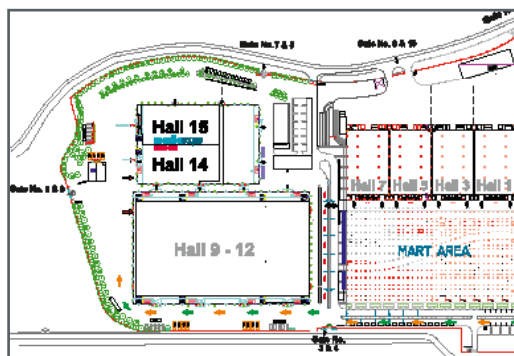
Show Profile

Media Expo New Delhi 2021 succeeded in re-connecting industries and supporting business recovery in indoor & OOH advertising, print media and signage segment.

Apart from showcasing industry's latest products, the trade fair enabled businesses to fortify their supplier networks, forge new alliances in business, and exchange technical know-hows.

Edition	: 47th
Date	: 18 – 20 November 2021
Venue	: India Exposition Mart Ltd (IEML), Greater Noida
Organiser	: Messe Frankfurt Trade Fairs India Pvt Ltd
Total Gross Sqm	: 6000
Brands	: 100+
Visitors	: 5,834

2021 Venue Map



100+
Brands

6000
sq mts gross space

20
New Entrants

5,834
Visitors

Show Highlights

- 100+ brands on the showfloor
- New product launches from top companies
- Live display of the latest advertising solutions
- Secure in-person business interactions

Supporting associations



Television Partner



Lanyard partner



Outdoor partner



Market Information

Indian Advertising Industry

After steep 12.9% decline in 2020, advertising spend in India is forecasted to grow at

10.8%
in 2021 to reach
\$9 billion



Indian advertising market will recover to pre-pandemic levels by 2022, growing at

12.4%



Digital signage market

India's Digital Signage Market is projected to grow at a CAGR of

15.1%

during 2019 – 2025



Print Media

Print advertising experienced a decline because of pandemic, however it continues to show great potential in the future

Global Print Advertising Market is set to reach

USD 67.3 Billion

mark by 2026



OOH advertising industry

Global OOH segment is expected to grow by

6.5%

in 2021 to



USD 55.03 billion

powered by surging DOOH

Industry Speaks

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Attending a physical event after a gap of almost 3 years was like a breath of fresh air. Media Expo New Delhi brought back the most essential element of our lives which is - human connect. It has given the industry a fertile platform to talk, bond, discuss, strategize and feel reality once again; which was severely missed. More than anything, it gives hope that very soon, exciting things are coming our way.

Mr Vinod Vittoba

Director,
Association for PRINT
Technologies
(formerly NPES)



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The overwhelming crowd and response from the visitors has been extremely impressive throughout the show days. For a company like us who have been into business since the last two years in India, Media Expo has given us the bandwidth to interact with customers along with the opportunity to increase our brand visibility.

Mr Raunak Kumath

General Manager,
Orafol India



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There could not have been a better platform than Media Expo to display our newly launched 4th generation latex printers, for the first time in India. It is really exciting to have our first-physical interaction with our industry partners, customers and 'who's who' of the industry after a long time.

Mr Vitesh Sharma

Country Manager,
Large Format
Production Business,
HP India



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The show has been really fantastic and there has been a huge turn-around in audiences and visitors. This year, we showcased our new technology of UV printing machines and eco-solvent printing through Vulcan Prime and Soniq HQ Plus, which will enable businesses to move towards sustainable printing and neutralising the carbon footprint. I look forward to the next edition in Mumbai.

Mr Smarth Bansal

GM Product / Brand
Management,
ColorJet



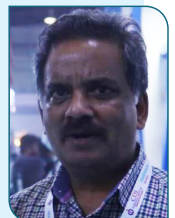
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As the first exhibition after lockdown, Media Expo has exceeded my expectations. We got exactly what we were looking for from this exhibition and it was worth it. We were also pleased to see 'Make in India' products at the stalls. We not only want to visit, but will also be looking forward to participate in the next exhibition.

Mr Rajashekhar

Daytech Displays: (Business Visitor)



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For more information, contact us at:

Samson Simon | Tel+ 98116 53863
samson.simon@india.messefrankfurt.com

Ruhi Shaikh | Tel+ 91 8828396822
ruhi.shaikh@india.messefrankfurt.com