

# POST-SHOW REPORT 2022



## SHOW PROFILE

Rounding up its 49th edition at India Exposition Mart Limited, Greater Noida, Media Expo recorded massive business success. The exhibitors expressed high levels of trade optimism, confirming multiple on-site deals and potential business closures expected in the coming months. This edition, the statements speak for themselves!

With product showcases from 132 exhibitors including 17% new participants on its show floors, the event came to a resounding conclusion, recording a footfall of 11,338 trade visitors and buyers from 17 countries, 29 Indian states and 5 union territories.

**Edition** : 49<sup>th</sup>

**Date** : 01 – 03 September 2022

**Venue** : India Exposition Mart Limited, Greater Noida

## SHOW STATISTICS



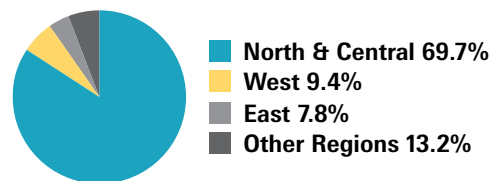
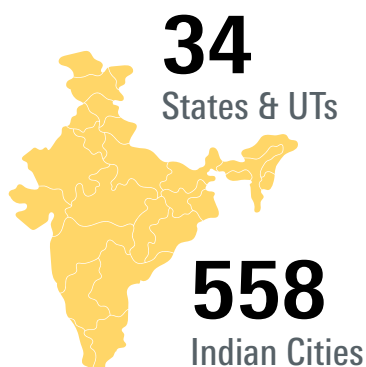
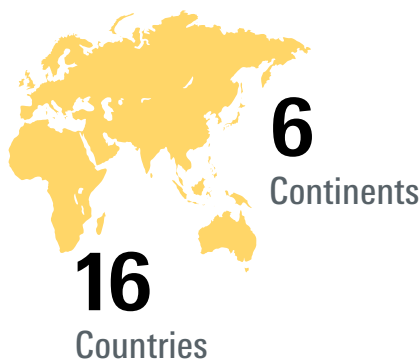
## EXHIBITOR OVERVIEW



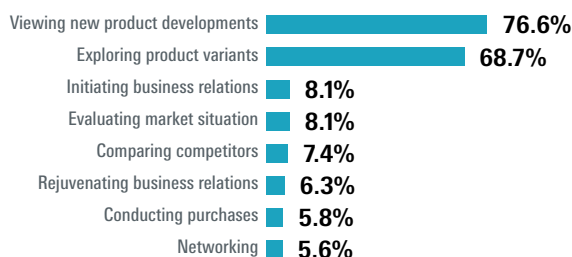
We closed 52 deals and garnered business worth INR 2.5 crores (USD 313 thousand) in just three days at Media Expo!

**Mr. Mitesh Purohit** – Director, Umpire Technologies

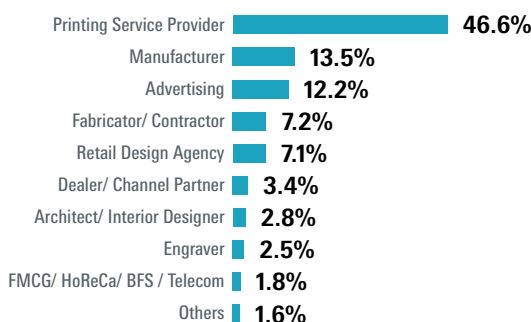
## VISITOR OVERVIEW



### Business objectives of the visitors



### Business nature of the visitors



## Market Information

### INDIAN MEDIA & ENTERTAINMENT INDUSTRY

Traditional media contributed

**68%**

of the sectoral revenues of  
**USD 21.5 billion**

in 2021, with a

**16.4%**

year-on-year growth rate



Projected to reach  
**USD 30.9 billion**

by 2024, growing at a

CAGR of **11%**



\*Source: FICCI-EY report

### INDIAN ADVERTISING INDUSTRY

Ad revenues across digital formats to rise by

**19%**

reaching

**INR 3.18 billion**

in 2022



Linear ad sales to grow by

**13%**

reaching

**INR 6 billion**



\*Source: Magna Global Advertising Forecast

### INDIAN PRINT ADVERTISING MARKET

Spending on print media grew by

**39%**

to

**USD 2 billion**

in 2021 from

**USD 1.4 billion**

the previous year

\*Source: Pitch Madison Advertising Outlook Report 2022



### INDIAN DIGITAL SIGNAGE MARKET

Pegged at

**USD 23.7 billion**

in 2021



Expected to reach

**USD 30.6 billion**

by 2023



\*Source: Indian Digital Signage Market (2022 -2028), 6W Research

## EXHIBITOR QUOTES

“ We never anticipated so many inquiries and meeting customers from across India including the North East as well as Nepal, Mauritius, and even Andaman & Nicobar! We generated over 50 major leads and expect good business in coming months.

**Mr. Kamalesh Pawaskar**  
Business Head - POSM, Shrinivas Papers Pvt Ltd

“ Our participation has allowed us to understand market needs and the pain-points of the signage industry players which is what led to the development of our new launch – India’s very first service portal for the signage industry called ENGIGO. We generated business worth INR 2.5 crores (USD 313,000) in this edition.

**Mr. Santosh Nair**  
Group Director & CEO of Skytek India

“ We met buyers from across India and closed about 12 deals including some for our newly launched hybrid UV printer, generating business worth INR 1.5 crore (USD 188 thousand).

**Mr. Yatinsinh Vaghela**  
Managing Director, Lisco Systems Pvt Ltd

## VISITOR QUOTES

“ A visit to Media Expo allows me to learn about recent launches and technological upgrades of multiple brands easily at one go. It surely provides good exposure. I believe every media and outdoor ad industry professional should visit this show.

**Mr. Vedant Mittal**  
National Head, Traditional Project & Operations, Times OOH

“ I always find new machines and technologies at Media Expo in every visit and end up closing a deal. This year, we have purchased a UV-based machine. This show is very important for our industry and acts as a channel to connect with sector players to explore latest product developments.

**Mr. Shailesh Mahajan**  
Proprietor, Mahajan Arts

“ Our experience was excellent. We met manufacturers that we intended to meet and spotted products which we were looking for. In fact, we have booked 3 – 4 machines already.

**Mr. Manmeet Singh**  
Owner, Framing House

## TOP PARTICIPATING BRANDS



and many more...

### Supporting Associations



### Television Partners



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