

ACMA automechanika

NEW DELHI

India's Leading International Trade Fair for the Automotive Industry
targeting Trade Visitors from India

www.acma-automechanika.in

India's first and only trade fair dedicated to the automotive aftermarket

- 4 days: 26 February – 1 March 2015
- 16000 sq mts exhibition space & 12,861 visitors
- 265 domestic & 171 international exhibiting companies from 17 countries
- Foreign contingents from Brazil, China, Germany, Hungary, Indonesia, Italy, Japan, Korea, Malaysia, Poland, Spain, Taiwan, Thailand, the UAE, the UK and the USA
- 7 exclusive pavilions: China, Germany, Korea, Taiwan, Thailand and the UK

POST SHOW REPORT 2015

ACMA



messe frankfurt

Speeding towards growth

India's automotive aftermarket is growing and so is its most important industry forum. The exhibition which featured a total of 436 exhibiting companies from 17 countries offered industry players a credible business platform to present their products, brands and services to over 12,861 business visitors from India, Asia, Europe and other regions.

In addition to a twofold increase in space, ACMA Automechanika New Delhi 2015 marked a 60% increase in the number of exhibitors, 39% increase in international participation and a 58% increase in business visitors. The international marketplace was a

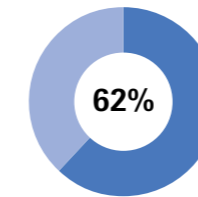
true representation of the latest products in mobility, vehicle maintenance and up-keep and saw over 20 companies unveiling new products and component for the aftermarket in the region.

Several networking initiatives such as the Business Conclave on Opportunities & Challenges before Indian Auto Components Industry, the first ACMA Global MSME Summit, as well as ACMA's 'Asli Naqli' Pavilion and Messe Frankfurt's against Copying campaigns elevated the significance of the trade fair to a source of quality networking and practical learning.

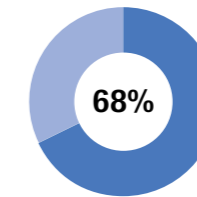
Maximising Mileage

Using robust marketing strategies while constantly finding innovative ways to penetrate deep into the target market, the organisers maximised the reach of the event among the right segment of visitors.

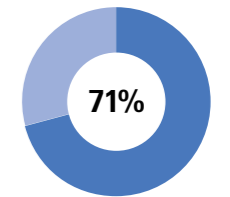
The result: A successful turnout with more than 72% professionals from the top management and decision-making levels.



exhibitors expect to close business post-fair



exhibitors acquired new contacts through the show



exhibitors successfully reached their target visitor groups



ACMA Automechanika New Delhi is a very important platform for the auto ancillary aftermarket.

- Shrimati Yashodhara Raje Scindia, Hon'ble Minister of Commerce, Industries and Employment, Madhya Pradesh

When two great brands like ACMA and Automechanika come together, it makes a much bigger brand.

- Mr. Ashok Taneja, Managing Director & CEO, Shriram Pistons & Rings

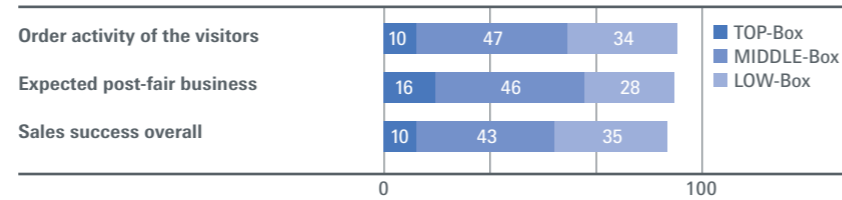




Exhibitor sales success

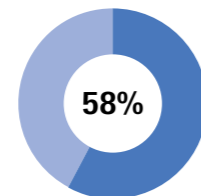
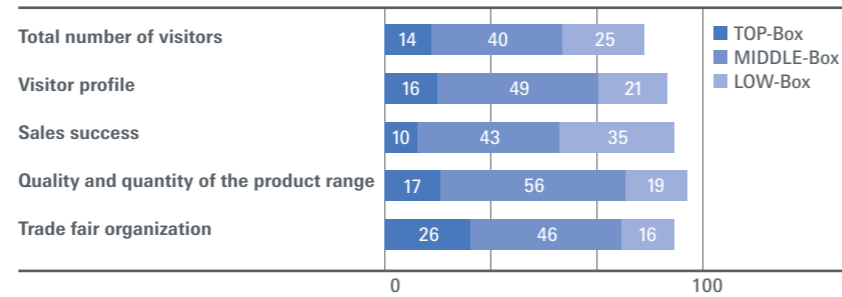
Assessment of the visitor profile

Exhibitors at ACMA Automechanika New Delhi 2015

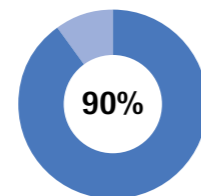


Overall assessment

Exhibitors at ACMA Automechanika New Delhi 2015



58% exhibitors ranked ACMA Automechanika New Delhi as the #1 industry trade fair in the country



90% exhibitors said they would consider participating again

What our exhibitors had to say



We have chosen ACMA Automechanika New Delhi as a platform to showcase our three products categories – Parts, Bytes and Services – to the Indian Aftermarket and we find that the Visitor response is amazing and like never before.

– Mr. Guenter Weber, Regional President, Automotive Aftermarkets, Bosch Limited.

The show has been a success for us! Many exhibitors seemed to have closed deals and received orders on the first day itself and we are sure that with this enthusiastic response, we will be able to bring even more exhibitors to the show next year.

– Mr. Nattawat Bunworaset, Founder/President, Thai Auto Parts Aftermarket Association

ACMA Automechanika New Delhi has been an excellent platform to meet the aftermarket industry, expose our product range and engage with clients. We met several potential suppliers and distributors and can say that we achieved our target at this exhibition

– Gautam Khanduja, Managing Director, Mansons Group

We were displaying transmission products that are already being used in BMW cars. The response in this edition has been quite encouraging and has gone further up from the debut edition. We held several official meetings with decision makers during the fair and the promising response has made us consider continuing participation for the next edition.

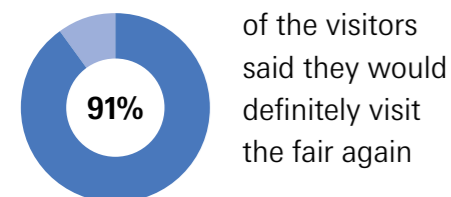
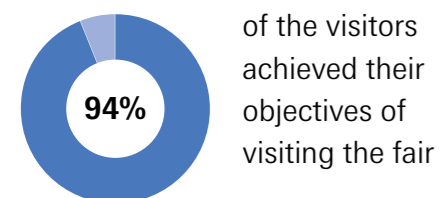
– Mr. Vijay D. Khorgade, General Manager, ZF India Pvt. Ltd.



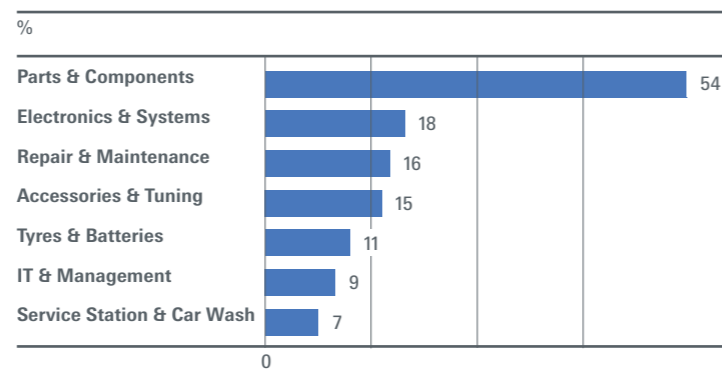


Steering towards new markets

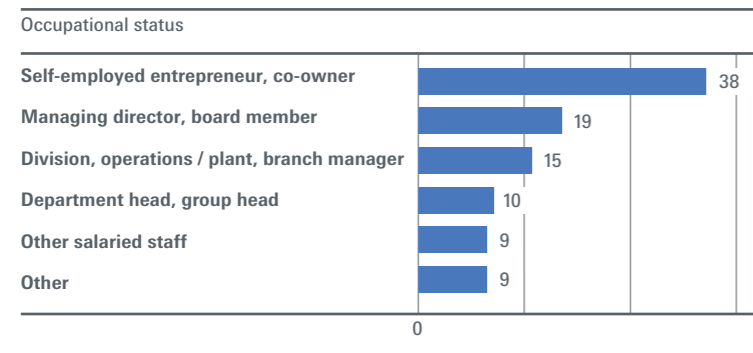
Impressed with the high level of internationality at the fair, visitors at ACMA Automechanika New Delhi unanimously agreed that this was the best place to learn about industry opportunities and procure genuine auto-parts, core component technologies and high-performance aftermarket products from world-leading manufacturers and suppliers across the globe.



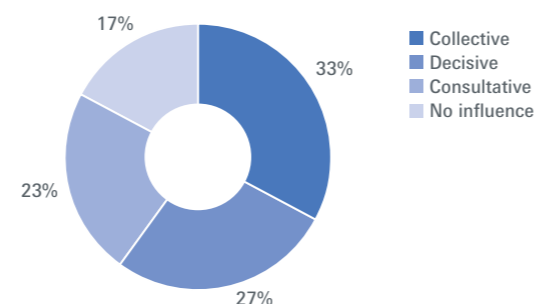
Visitor interest in product range



Quality of visitors



Influence on purchasing / procurement decisions



Visitor Quotes



The biggest asset of ACMA Automechanika New Delhi is the genuine customers that walk in the doors.

– Mr Joginder Singh Sethi, Hon'able General Secretary, Delhi Motor Traders' Association, Delhi

ACMA Automechanika New Delhi facilitates a nexus between OEM's and distributors and opens up a channel to compare products and Accessories from India and many other international countries.

– Nitin Chavan, DGM, Strategic Sourcing, Mahindra and Mahindra, Mumbai

The Automechanika always presents new technology for OE's to source from. We can say that we have found companies at the show for our requirements and gained a new perspective on industry

– Umesh Beriwal, General Manager, Purchase and Internal Logistics, Eicher Tractors, Madhya Pradesh

The International Standards of a show like ACMA Automechanika New Delhi is amazing. We are definite that we will close deals worth 20-30,000 USD here given the quality of the exhibitors that are presenting their brand in the Indian Aftermarket.

– Mohd. Ibrahim, Ghaznain Tractor Ltd, Afghanistan

ACMA Automechanika New Delhi is a must visit for everyone in the Automotive Industry. The industry wants to create new products and this is the place to see the revolution happen!

– Mukesh Chadha, Founder, Devaa Products



We would like to thank all those who supported ACMA Automechanika New Delhi 2015

Platinum Partner:



Gold Partners:



Silver Partner:



Bronze Partners:



Lanyard Partner:



Association Support:



Media Partners:



Contact

Mr Niladri Mallick
Senior Director – Automotive Component
Manufacturers Association of India

Tel: +91 11 2616 0315
Email: niladri.mallick@acma.in

Mr Sagar Nanal
Project Head – ACMA Automechanika New Delhi
Messe Frankfurt Trade Fairs India Pvt. Ltd.

Tel: +91 22 6144 5955
Email: sagar.nanal@india.messefrankfurt.com

See you at New Delhi, March 2017