

ACMA **automechanika** NEW DELHI

India's leading international trade fair for the
automotive service industry targeting trade
visitors from the Indian subcontinent

22 – 25 April 2021

Pragati Maidan, New Delhi
www.acmaautomechanikaindia.com



messe frankfurt

ACMA

Automotive Component Manufacturers Association of India

Discover your next business prospect

ACMA Automechanika New Delhi has recorded success over its last four editions facilitating a conducive business environment for the automotive aftermarket industry. The best brands, innovations, technology, all gather together on a single platform for four business days.

With strong industry support from global exhibitors, visitors and industry stewards, the fair offers unparalleled opportunities to refresh your professional network introduce your products to new markets, interact with decision makers and much more!

Take the opportunity to connect your technologies to your target audience directly and open up future sales markets!

The last edition meant business*!

20,033

square metres of
exhibiting space

515

exhibitors from
16 international
contingents

13,267

visitors from
42 countries

*2019 show figures



Fuel your business with new growth avenues

Changing trends have driven us to optimise our product categories to address the complete value chain of the aftermarket. Along with passenger vehicles, the forthcoming edition will widen its aftermarket focus to two wheelers, commercial vehicles and agricultural vehicles. Browse through our exhibitor profile to learn more!

Exhibitor profile



- Parts & Components
- Electronics & Connectivity
- Accessories & Customising
- Diagnostics & Repair



- Dealer & Workshop Management
- Car Wash & Care
- Alternative Drive Systems & Fuels

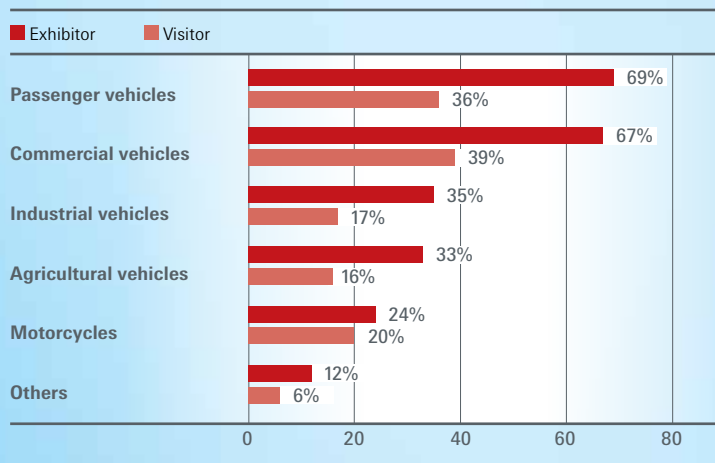


- Tyres and Wheels
- Body & Paint
- Mobility as a Service & Autonomous Driving

This platform has worked brilliantly for us and we have had a visit rate of 70% to our stand. ACMA Automechanika New Delhi has done well in putting together a show. We will be back with a bigger booth in the next edition.

Gautam Khanduja, Managing Director, Mansons International Pvt Ltd (Exhibitor)

Product segmentation



We have been participating in ACMA Automechanika New Delhi since the first edition and we have seen the show develop in terms of getting quality customers discussing business. We have received better footfalls this year. It is a great platform to present our product portfolio and our technology to the vast amounts of customers here.

Vijay Khorgade, General Manager and Head, ZF Aftermarket India (Exhibitor)



87%
of the exhibitors
will consider
participating in
the next edition



83%
exhibitors
were satisfied
with the
overall show



80%
exhibitors met
their targeted
visitor groups

Interested in meeting 12,000+ key buyers?

The leading aftermarket fair will allow you to meet with top decision makers from India and its neighboring countries, connecting you with quality trade visitors who are looking to widen their sourcing portfolios.

Visitor profile:

Designation:

- Spare parts and accessories
- Car repair shops
- Service stations
- Production of vehicle fittings (OEM)
- Fleet management
- Organisations / associations
- Garage equipment and tools
- Government officials / public authorities

Business nature:

- Wholesalers
- Distributors
- Traders

Profession / business title:

- Manufacturers
- Company owners
- Managers

82%

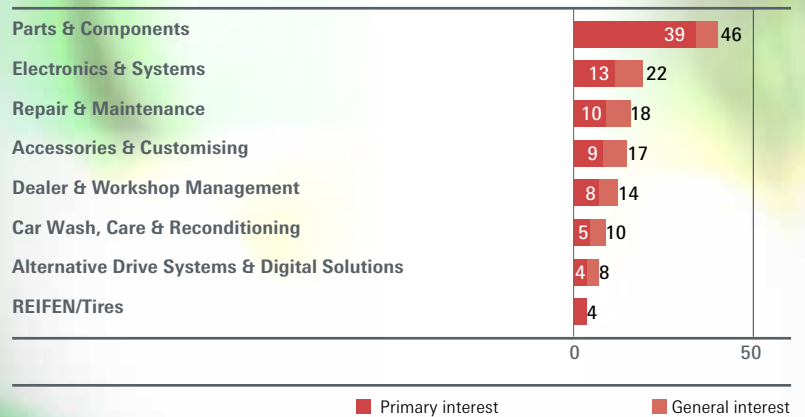
of visitors consider the show an important trade fair

97%

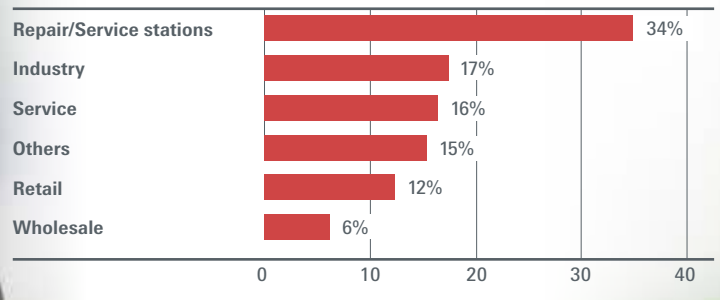
of visitors achieved their objective of visiting the show



Visitors' product range of interest



Visitors' nature of business



I love to visit ACMA Automechanika New Delhi because you end up meeting tier I, II and III suppliers under one roof. I am happy to see that some of the technologies and accessories that were exported earlier are now being localised. I saw some new innovations in accessories here which have potential. We have had discussions with those suppliers and will proceed further.

*S.K. Mahindru,
Sr VP, Maruti Suzuki (Visitor)*

ACMA Automechanika New Delhi is a relevant platform to meet many companies on a single platform which would have been difficult to meet otherwise. There are a lot of unknown opportunities that have come up and it has been a great learning experience. I plan to visit the next edition in 2021.

*Kunal Singh,
Head (Business Development),
Mahindra CIE Automotive Ltd
(Gears Division) (Visitor)*

Focused campaigns to pull in more visitors

Through a mix of traditional and digital marketing channels the show will pull in a wide set of visitors that will help you increase the number of conversions at your booth.

Connect with leading trade associations

Auto branding Newsletter / SMS / WhatsApp

Special invites Print advertisements **Hoarding**

On-ground activity **International marketing**

Social media to spread brand awareness

Personalised invites with customised details



Global trade fairs and events



Show information

ACMA Automechanika New Delhi
22 – 25 April 2021
Pragati Maidan, New Delhi

Participation details

Raw space

(min. 24 sqm)

Ideal for your own designer stall! Exhibitors can fabricate and design their stand design, subject to organiser's approval. Power supply will be charged separately.

Shell scheme

(min. 9 sqm)

Shell scheme booth includes wall to wall carpets, octonorm partitions, fascia board with company name, spot lights, one counter, one table, three chairs, one power socket and a waste paper bin.

For sponsorship opportunities, please contact our sales team

Stay Connected :





Glimpses of our 2019 edition



mechanika





About the show organisers

Background information on Automotive Component Manufacturers Association of India (ACMA)

The Automotive Component Manufacturers Association of India (ACMA) is the nodal agency for the Indian Auto Component Industry. Its active involvement in trade promotion, technology up-gradation, quality enhancement and collection and dissemination of information has made it a vital catalyst for this industry's development. Its other activities include participation in international trade fairs, sending trade delegations overseas and bringing out publications on various subjects related to the automotive industry.

ACMA is represented on a number of panels, committees and councils of the Government of India through which it helps in the formulation of policies pertaining to the Indian automotive industry.

For more information, please visit our website at: www.acma.in

Background information on Messe Frankfurt

A subsidiary of Messe Frankfurt Exhibition GmbH, one of the largest event organisers in the world, Messe Frankfurt Trade Fairs India Pvt Ltd has a background of colossal experience of the international exhibition and conference industry and expertise in trade-fair marketing. Operational for over 15 years in India, Messe Frankfurt holds a portfolio of 22 prestigious trade fair brands and over 35 conferences establishing itself as the country's most professional and leading trade fair and conference organiser. With offices in Mumbai and Delhi, a dedicated workforce of over 100 serves the B2B markets of the Indian sub-continent across various genres such as automotive, automation, lighting, technology and production, textiles, consumer goods, entertainment, media and creative industries and environment technology. Messe Frankfurt India also promotes Indian brands in countries across the globe through its International Sales Division, enabling its Indian customers to create a global presence through the Messe Frankfurt trade fair network worldwide. Its in-house stand construction division offers specialised stand-build and branding services to all Indian exhibitors participating in Messe Frankfurt shows internationally. More than networking and sourcing arenas, events 'Made by Messe Frankfurt' in India are characterised by its knowledge platforms, through conferences, seminars, industry initiatives and CSR activities, making them the most trusted trade platforms.

For more information, please visit our website at: www.messefrankfurt.com

*preliminary numbers (2015)

Our contact details

To know more about ACMA Automechanika New Delhi and the opportunities entailed, please feel free to contact us today.

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