

# About the show organisers

## Background information on the 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 upgradation, 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.acmainfo.com](http://www.acmainfo.com)

## Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary numbers 2017

For more information, please visit our website at:  
[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

## Our contact details

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

For ACMA members

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For International and others

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Group Exhibition Head (Mobility & Technology fairs)

Messe Frankfurt Trade Fairs India Pvt. Ltd.

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Subject to change, information as of Jan 2018

# ACMA automechanika NEW DELHI



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

14 – 17 February 2019

Pragati Maidan, New Delhi

[www.acma-automechanika.in](http://www.acma-automechanika.in)



messe frankfurt

ACMA



# New edition looks to embrace the industry's promising potential

India's leading international trade fair for the automotive service industry, ACMA Automechanika New Delhi, will enter its 2019 edition with the same level of ambition as the country's promising automotive industry. Every year, the event which covers different aspects of the automotive aftermarket, helps exhibitors and visitors to successfully conduct business, network and collaborate.

The last edition housed 552 exhibitors who served 15,150 international and national visitors.

80%

of exhibitors achieved their objectives of participation

74%

of exhibitors met relevant visitors at the show

62%

of exhibitors expect to close sales, post fair

Over the four-day show, we engaged with at least 500 visitors such as key garage owners. Our objectives of participation were to meet with customers and to educate them about the right tools and its procurement and how we as a global company, add value to the Indian customers. The organisers have done well with getting the right audience to the show. We do not want to miss out an opportunity like this to display our brands and products.

*Mr S. Siva Arvinth*

General Manager – Sales & Operations  
Schaeffler India Automotive Aftermarket





# Comprehensive display of innovations

The show represents six aftermarket categories which allow innumerable sellers to conduct business in a focused environment.

- Parts & Components
- Electronics & Systems
- Accessories & Customising
- Repair & Maintenance
- Dealer & Workshop Management
- Car Wash, Care & Reconditioning
- Alternative Drive Systems & Digital Solutions
- REIFEN / Tires

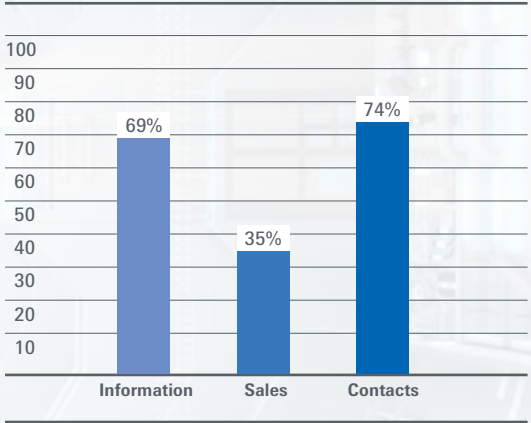
84%

exhibitors said they will participate in the 2019 edition

“It is a good platform to meet with quality business visitors. We will want to be part of the coming editions of ACMA Automechanika New Delhi.”

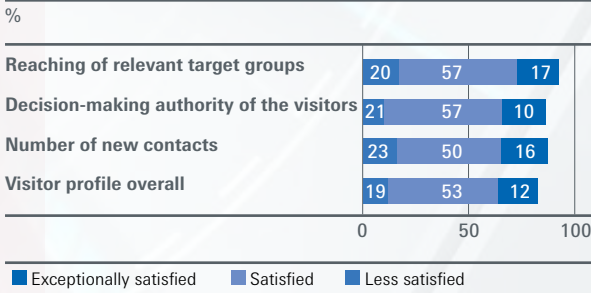
Mr Arvind Choudhary  
Managing Director  
Ample Auto Tech Pvt Ltd

Objectives of trade fair participation\*



\*the total may not equal to 100% due to multiple selections

Assessment of the visitor profile\*



\*the total may not equal to 100% due to multiple selections



# Accelerate market penetration with the right visitor profile

Participation in ACMA Automechanika New Delhi guarantees you the opportunity to meet with high quality clients from domestic and international automotive markets. In fact, 76% visitors comprise of top management professionals. With a year on year increase in numbers, the fair is the go-to place to connect with a high calibre of visitors in large volumes.

### Industry:

- 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

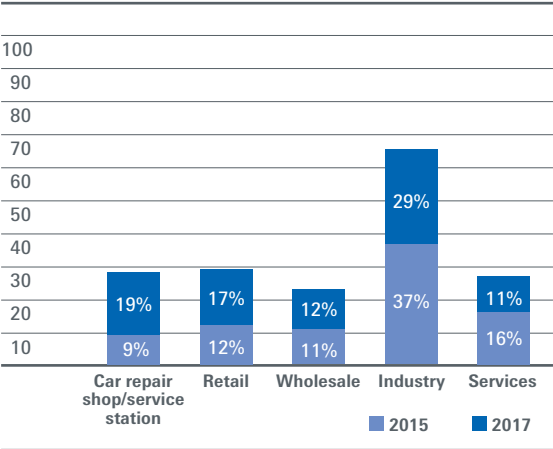
### Business nature:

- Wholesalers
- Distributors
- Traders

### Professional / business title:

- Manufacturers
- Company owners
- Managers

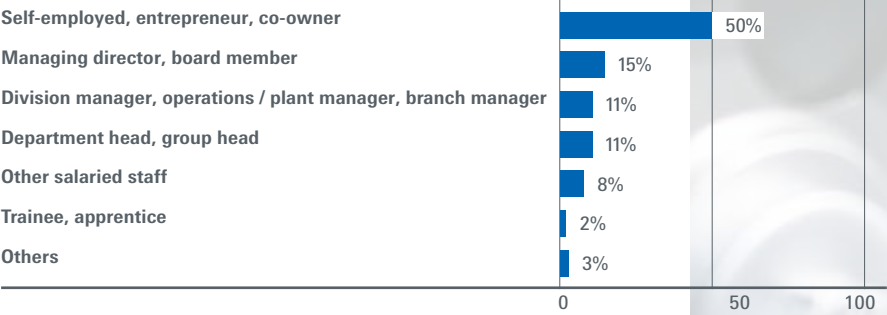
### Business sectors of the companies\*



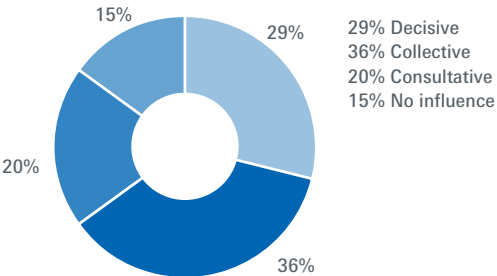
\* the total may not equal to 100% due to multiple selections

### Quality of visitor

#### Occupational Status



### Influence on purchasing / procurement decisions



“ACMA Automechanika New Delhi has an international presence and offers multiple sourcing options especially from international companies. The show allows you to witness many product launches. I will definitely consider visiting the next edition.”

**Mr Prashant Kumar**  
Manager - Business Development  
Automotive Engineering Services  
TÜV SÜD South Asia

“This is my first visit to ACMA Automechanika New Delhi. My purpose of visiting the show was to update myself with new technologies and seeing brands selling automotive parts. I will definitely visit the next edition.”

**Mr Vikrantt Mohan**  
President  
All India Automobile Workshops Association

**96%**

of visitors achieved their purpose of visiting the show

**95%**

of visitors were content with the product range displayed

**92%**

of visitors will visit ACMA Automechanika New Delhi 2019

**79%**

of visitors ranked ACMA Automechanika New Delhi as the No. 1 trade fair in India



## Strengthen your presence with targeted marketing

ACMA Automechanika New Delhi works with multiple international and domestic media to reach out to the relevant buyers from the most lucrative markets. Traditional and new age marketing mediums will get you the most of your investment in the show.

Increase the visits to your booth with pre-show and onsite sponsorships options

Fortnightly e-newsletters, SMS and other marketing tools to share show related news

Direct mailing and phone calling to our aftermarket database

Promotion across Automechanika's global networks

Website, social media and mobile network engagement

Personalised invitations to your wish list of buyers

## Increase your ROI with supporting events

We have designed a number of special events to make the show a must visit. These include:

- Technical seminars to pull in high profile delegates who are eager to discover the current and imminent trends of the industry
- The business matchmaking programme which will help you screen and pre-schedule meetings with new and existing clients
- Feature your product at new product display zone to give our attendees a glimpse of the new technologies available





**ACMA**  
**automechanika**  
NEW DELHI

Concurrent Events

Product Display

Speakers

Visitors

Inauguration

International presence