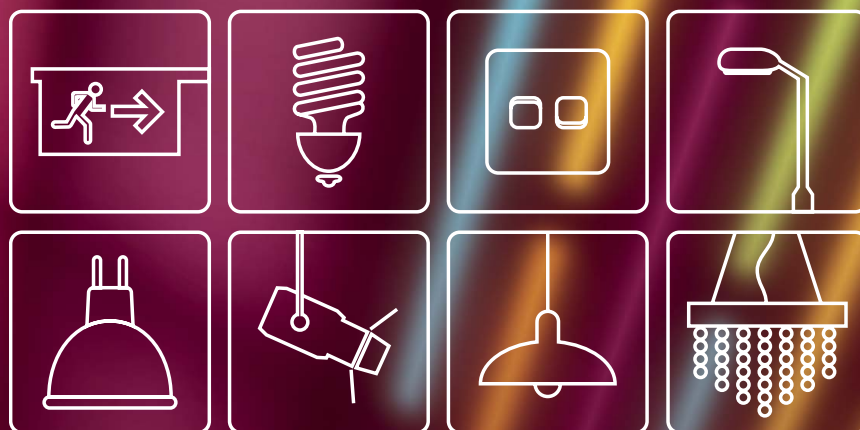


light

INDIA

5 – 8 October 2012
Pragati Maidan
New Delhi, India



Featuring green lighting technology
www.light-india.in

Introducing Light India, the new dynamic lighting show for India

About Light India

Electric Lamp & Component Manufacturers' Association of India (ELCOMA), the apex body of lighting industry in India has partnered with the leading global exhibition organiser Messe Frankfurt to bring in an international lighting exhibition - Light India 2012. Messe Frankfurt is the organiser of these highly respected industry shows:

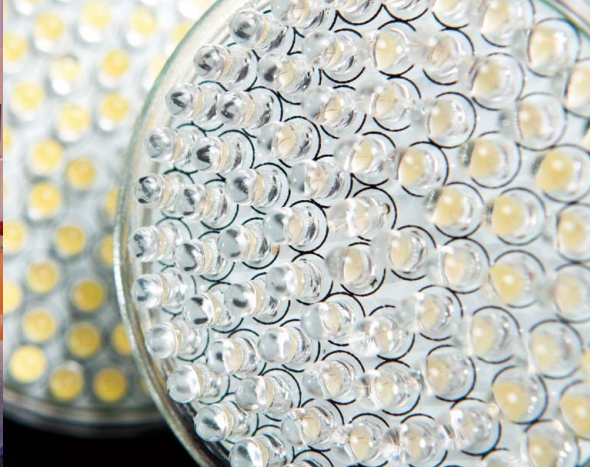
- The bi-annual Light+Building held in Frankfurt, which is the world's biggest trade fair for lighting and intelligent buildings
- The Guangzhou International Lighting Exhibition held annually in Guangzhou, China which is Asia's biggest and most comprehensive lighting forum
- The Guangzhou Electrical Building Technology held annually in Guangzhou, China

- The annual Light Middle East held in Dubai, United Arab Emirates
- The bi-annual BIEL Light+Building held in Buenos Aires, Argentina

The new dynamic Light India 2012 will be a comprehensive international lighting trade fair on a large exhibitor and visitor scale never seen before in India. It will support the Indian lighting industry which is seeing an incredible technological advancement in products and services as well as being a buoyant market for lighting products. In addition, India's construction boom and industrial development are presenting a great opportunity for lighting manufacturers benefit by taking part in the exhibition.

Why it makes good business sense to exhibit in India

- Light India is India's largest business to business lighting event covering a gross area of 16000 sqm bringing together the entire lighting industry spectrum.
- It gives an opportunity for business prospects to do one to one networking with the stake holders.
- With the support of BEE, the Ministry of Power, CPWD, the Council of Architecture, Builders Association of India, Global Lamp Forum and Asia Lighting Compact, Light India is the platform to interact with the bulk buying government and private agency decision makers.
- With its international connection, Light India participants will have a unique opportunity to update themselves with the latest products, technologies, trends and services from across the globe.
- A large contingent of international lighting fraternity will visit the show which will open doors for export possibilities.
- Light India is backed by a professional promotional strategy aimed at international and domestic markets to give extra market visibility for exhibitors and high visitor attendance at the show.
- Light India gives Indian & global manufacturers an opportunity to gain extra visibility by showcasing their product portfolios.



Exhibitor profile

Light India will offer a comprehensive trade and marketing platform in these categories:

- Electric lamps
- LED lighting products
- Compact fluorescent lamps (CFL)
- Architectural lighting
- Decorative lighting
- Commercial lighting
- Residential lighting
- Electronic & intelligent lighting
- Landscape & garden lighting
- Street & stadium lighting
- Stage & studio lighting
- Public & flood lighting
- Light fitting accessories
- Switches and wire & cables
- Energy saving equipment
- Automotive lighting & miniature lamps
- Renewable energy
- Off-grid lighting

Meet your target market at the show

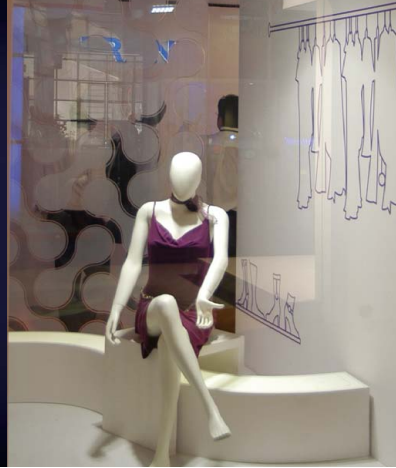
Light India 2012 is an opportunity for demand and supply agencies to interact with each other under one roof by attracting these qualified professionals:

- Architects
- Interior designers
- Lighting designers
- Lighting engineers
- Construction companies
- Real estate companies, builders & land developers
- Central Public Works Department
- Public Works Department
- Municipalities
- ESCOS (Energy Service Companies)
- Hotel industry
- Automobile industry
- Officials from the Ministries of Railways, Defence, Rural & Urban Development
- Industry Associations
- Delegates from trade commissions and foreign missions
- Trade delegations
- Dealers & distributors

Technical seminar offers added show value

The event will host a three-day technical seminar focusing on emerging new technologies and applications such as energy-saving and green lighting technologies. Some of the world's leading experts and specialists will deliver Technical Papers on subjects most relevant

to Lighting technology and application. Recommendations made by experts during the seminar will form White Papers which will be submitted to the government for decision making and future policy guidelines.



Promotional strategy offers extra show and exhibitor visibility

Light India 2012 is using a promotional strategy for increased show and exhibitor visibility in international and domestic markets.

- Worldwide promotion through our international partners
- Global promotion through international trade associations
- Press conferences and media coverage in trade magazines and journals, electronic media and newspapers
- Global print advertising
- Newspapers advertising in India's National Mainliners and Vernaculars
- Electronic media advertising
- Road Shows
- Special TV and radio "Talk Shows" about Light India 2012 through Ministry of Power (BEE)
- Meetings with Embassies of various countries to invite stake holders of Lighting Industry in their countries.
- Direct mail and invitations to an extensive data base of industry professionals
- Invitations through various Ministries to bulk buyers in government and private agencies
- International and domestic promotional e-mail campaigns
- Light India 2012 will be linked with most of the major international and domestic internet trade portals
- SMS campaign to target government authorities and other stake holders in lighting Industry.

Overview of the lighting industry in India

During the last seven decades, India's lighting industry has transitioned from being an importer of finished products, to assembling components to a self sufficient producer of lighting systems.

India's lighting industry currently has a turnover of USD 1.8 billion and is growing between 10-12% per annum. The local market is truly international offering a full range of products and systems as the Indian government has adopted a liberalised economic policy which offers consumers global product choices. Local lighting packages include a large percentage of locally manufactured and assembled products as well as imported products, components and materials. The import of lighting products is

estimated at more than USD 18 million per year, growing at 15%. In addition, duties are declining and new technologies are being encouraged.

The Indian lighting industry welcomes international competition and has upgraded its quality standards using international technology, joint venture cooperation, trading and exporting. As India is one of the world's fastest growing economies with a GDP growth of around 8%, the years ahead are more promising for the lighting industry, especially with an increased surge in CFL, LED, HID and lighting fixture products due to consumer awareness of energy efficient lighting.

Sponsorship and advertising opportunities will raise your profile

Reinforce your visibility at Light India 2012 by taking advantage of the show's sponsorship and advertising opportunities. It will raise your profile and help to solidify existing and potential business relationships and alliances, reinforcing your leadership status. You can advertise in the show catalogue or in the

members' directory which is a comprehensive reference book used by the lighting industry. For sponsorship opportunities, please contact the show organisers.

Show Extravaganza

There will be laser shows, gala dinner, dance and theme shows to entertain the visitors



Show Details

Date
5 – 8 October 2012

Venue
Hall Nos 8 –12 A
Pragati Maidan
New Delhi, India

Pragati Maidan is strategically located in the centre of Delhi and enjoys good connectivity with Delhi's airports and railway stations and is easily accessible using State Road Transport and Metro Railways. There is also on-site parking for more than 6,000 cars. Pragati Maidan is the only venue in Delhi equipped with international exhibition and conference facilities. Additionally, it offers an uninterrupted power supply and broadband and Wi Fi facilities.

Participation details

Raw space
Rs. 9000/- per sqm (min. 36 sqm)
Ideal for your own designer stall. Exhibitors can fabricate and design their stand design, subject to organiser's approval. Power supply is charged separately.

Shell scheme
Rs. 10000/- per sqm (min. 9/12 sqm)
Shell scheme booth includes wall carpets, Octonorm partitions, fascia board with company name, spot lights, one counter, two chairs, one power socket (5 amp) and a waste paper bin.

Additional services
The following services are available through our associates at an extra charge:

- Forwarding and handling of exhibits
- Stand design and presentation
- Accommodation and travel assistance
- Security surveillance
- Business centre facilities
- Interpreters
- Temporary booth staff

About the show organisers

Electric Lamp and Component Manufacturers' Association of India (ELCOMA)
ELCOMA was founded 40 years back is the Apex Body of Lighting Manufacturers in India. It has played a pioneering role in bringing lighting manufacturers in India together and develop the industry to advance the interest and progress of lighting products in India.

ELCOMA has been involved in all the government activities relating to lighting such as energy saving, environmental protection, technical standards, awareness programmes etc. With its changing role, ELCOMA has been a member of several government committees, panels and task forces to assist in formulating technical standards on various subjects like Energy Efficiency, Environment etc.

As an exclusive representative of the lighting industry, ELCOMA has always acted as an important link to support, promote and develop cooperation among electric lamps and components manufacturers and to further facilitate the overall interests of its members who are drawn from large, medium and small industry segments.

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Messe Frankfurt
Messe Frankfurt is Germany's leading trade fair organiser, with 448.3 million euros in sales and more than 1,600 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 87 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

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