

# POST SHOW REPORT



06 07 08

APRIL 2026

Bangalore International  
Exhibition Center, INDIA

**International Exhibition on  
Warehousing Storage,  
Material Handling,  
Logistics & Supply Chain**



## ➤ INTRODUCTION

Media Day Marketing is a Hyderabad-based leading B2B event organizing firm with a management team of marketing professionals having over 20 years of hands-on experience. We specialize in handling successful events in various sectors, including:



Automotive



Food processing



Dairy



Renewable energy



Poultry



Cyber Security



E-mobility



Logistics and warehousing



Construction



Smart technology



Paper Industry



Recycling and  
Waste Management

Our events aim to connect stakeholders, including manufacturers, suppliers, distributors, OEMs, and members of the allied industry. We provide a meeting platform for the international community and Indian stakeholders to establish business communication and fulfill their demands.





**Mission:** TO Create world class business platforms that connect industries, foster innovations, and accelerate sustainable growth across India's most dynamic sectors.



**Vision:** To be among the leading Exhibition Platforms in the Warehouse Logistics and Material Handling Sector

## Why Industry leaders choose us



### 360 Exhibition Management

End to end execution covering sales strategy, integrated marketing campaigns, seamless logistics coordination and comprehensive PR Management.



### Industry Expertise & networks

Deep sector knowledge backed by strategic partnerships with industry associations, government bodies and leading corporations across India.



### Extensive Business Database

Access to a robust network of qualified exhibitors, buyers, and visitors spanning multiple industries and regions throughout India.



### Proven Track Record

Successfully delivered impactful exhibitions at premier venues consistently exceeding client expectations.



## **ABOUT THE EXPO**

Warehouse Logistics & Material Handling Expo is a premier three-day event that gathers industry professionals, service providers, machinery and equipment manufacturers, technology innovators, and related stakeholders.

This unique platform will facilitate networking, knowledge sharing, and business opportunities in the Indian Warehouse Logistics & Material Handling ultimately benefiting all participants.

This Expo serves as a significant platform, connecting the latest Warehouse Logistics & Material Handling technologies with Industry players and professionals. It facilitates interactive sessions, enabling better understanding of buyer-seller requirements and fostering awareness among all end-user segments. This event promotes networking and knowledge-sharing opportunities within the industry.



## INAUGURATION SCHEDULE

### A COMING-TOGETHER OF LEADERS

The inaugural session opened with the traditional ribbon-cutting and lamp-lighting ceremony, bringing together an extraordinary line-up of dignitaries from government, industry, and policy. The event was formally inaugurated by Shri Sunil Kukreja Honorable President of Association for Information Technology – Bengaluru who joined as Chief Guest and shared his perspective on the road ahead for Indian Warehouse and Logistics Industry.

The ceremony also featured addresses from Shri Ramesh Shivanna, Chairman of the PEERRI–Chronic Foundation, who delivered the Welcome Address; Shri A C Eswar Secretary of KRESMA, who offered his observations on the state of the industry; and Shri Venkatesh C and Shri K. R. Venkatesh Gowda, representing the Federation of All India Vyapar Mandal speaking to the ground realities of India's fast-growing Warehouse and Logistics Market.



## THE INAUGURATION WAS DONE IN THE PRESENCE OF

Shri Danappa D.P. President Peenya Industries Association,  
 Shri Rajashree Iyer Secretary General KASSIA,  
 Shri Madhav R Badsheshi, President Consortium of Electronic Industries of Karnataka,  
 Shri Venkatesh - Karnataka State Director Federation of All India Vyapar Mandal,  
 Ms Asha N.R. President Association of Women Entrepreneurs of Karnataka,  
 Shri Satish Rao Vice President Association of Information technology  
 Shri Ketan B Shah Secretary Association of Information technology  
 Shri Ajay Singhi Joint Secretary, Association of Information technology  
 Shri Subrahmanya S Hegde, Association of Information technology  
 Shri Ramesh Sivanna President PEERI  
 Shri A C Eswar - Secretary KRESMA



## ➤ KEY HIGHLIGHTS OF THE EXPO

- A platform for industry leaders to deliberate on the future of Warehouse Logistics and Material Handling Industry.
- Seminars, workshops, and panel discussions with experts from government, academia, consulting, and industry.
- Showcasing of innovations, technologies, and sustainable solutions.
- Business-to-business (B2B) and business-to-consumer (B2C) networking opportunities.
- A unified space to explore trends, products, and partnerships.
- Direct engagement opportunities with prospective clients and collaborators.

The expo showcased the complete range of technology and products ranging across the Warehouse, Logistics and Material Handling industry and has been an excellent one stop destination to explore new business tie ups, engage with the industry experts and find future business partners.



## GLIMPSES OF THE EVENTS



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## VISITOR TURN OUT

The event has seen about 9000 visitors which included the Business Heads of Many companies, Ecommerce companies, Distributors, Business Owners, manufacturers, logistics material providers and end users and has been very successful and well accepted by the industry.

### Visitor Profile



Logistics and  
 Supply Chain Managers



Warehouse  
 Managers



Procurement  
 Specialists



Inventory  
 Controllers



Freight  
 Forwarders



Entrepreneurs



Government  
 Authorities



Professionals



Store  
 Managers



Suppliers and  
 Distributors



Media Houses



Press

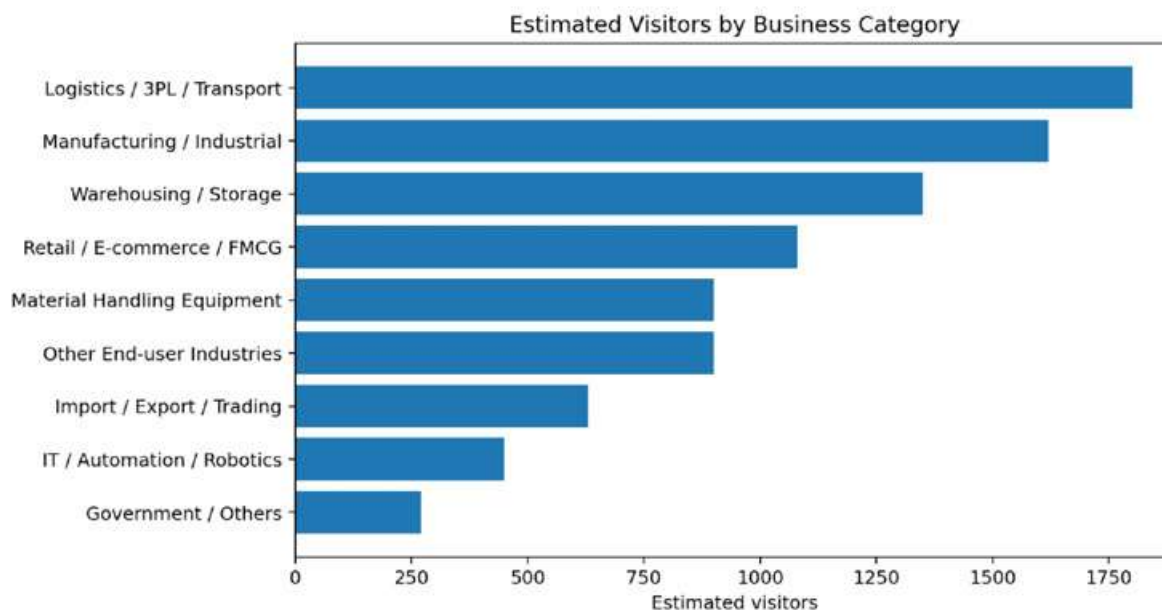


## VISITOR DEMOGRAPHIC & BUSINESS PROFILE

### 1. Visitor profile by business category

| Visitor category                               | Estimated share | Visitors     |
|------------------------------------------------|-----------------|--------------|
| Logistics, 3PL/4PL & transport companies       | 20%             | 1,800        |
| Manufacturing & industrial companies           | 18%             | 1,620        |
| Warehousing, storage & distribution            | 15%             | 1,350        |
| Retail, e-commerce & FMCG                      | 12%             | 1,080        |
| Material handling & equipment businesses       | 10%             | 900          |
| Automotive, pharma, food & other end users     | 10%             | 900          |
| Importers, exporters, traders & distributors   | 7%              | 630          |
| IT, automation, robotics & technology          | 5%              | 450          |
| Government, consultants, institutions & others | 3%              | 270          |
| <b>Total</b>                                   | <b>100%</b>     | <b>9,000</b> |

**Interpretation:** The model emphasizes direct users and buyers of warehousing, transport, industrial and material-handling solutions. Categories are treated as mutually exclusive for this estimate, although real businesses may operate across multiple sectors.



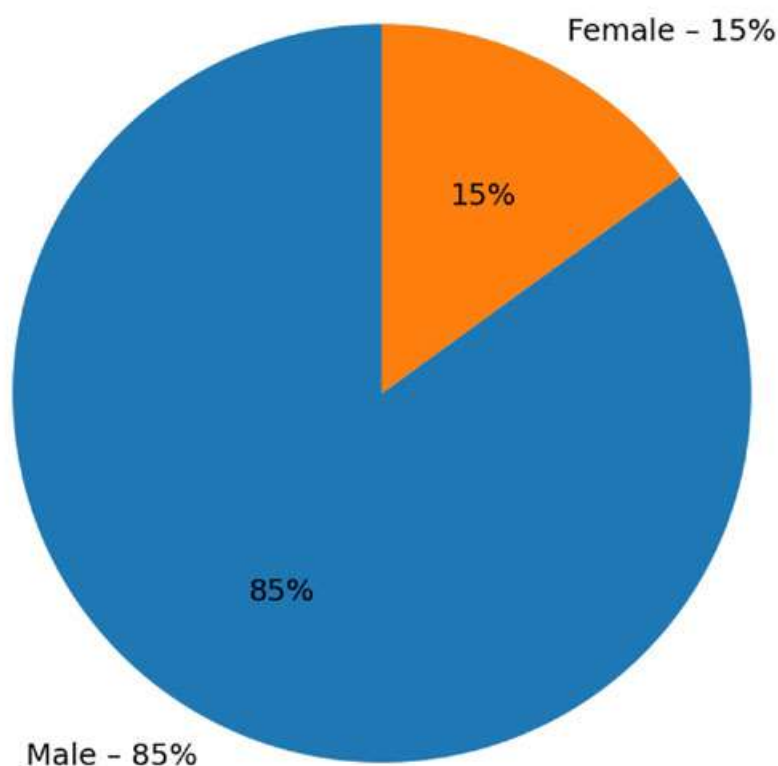


## VISITOR DEMOGRAPHIC & BUSINESS PROFILE

### 2. Visitor profile by gender

| Gender | Estimated share | Visitors |
|--------|-----------------|----------|
| Male   | 85%             | 7,650    |
| Female | 15%             | 1,350    |
| Total  | 100%            | 9,000    |

Estimated Visitor Distribution by Gender



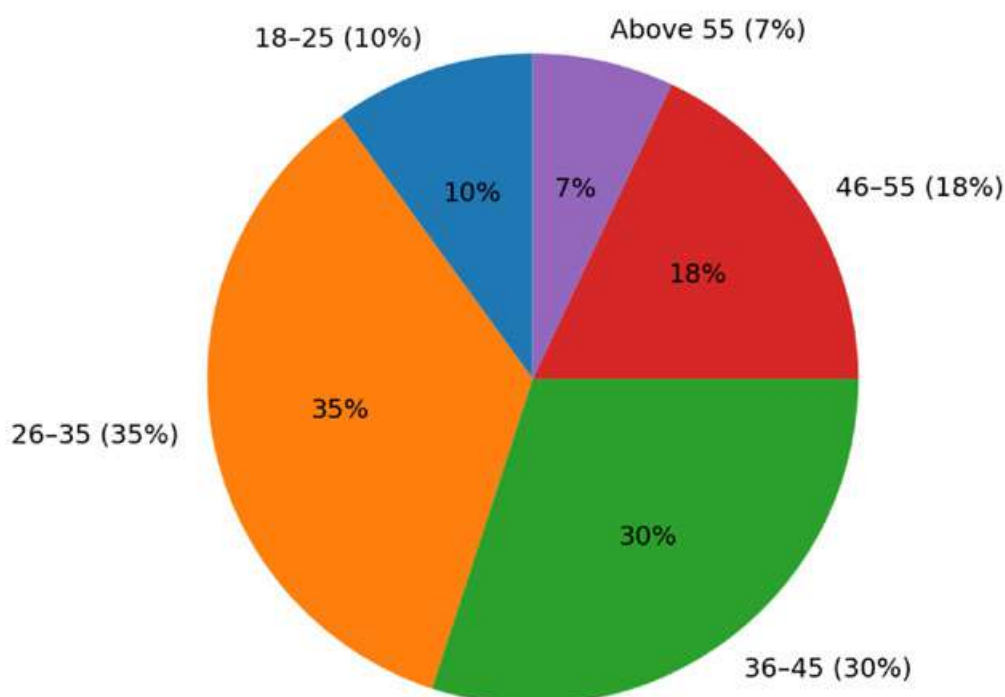
### 3. Visitor profile by age group

| Age group      | Estimated share | Visitors |
|----------------|-----------------|----------|
| 18-25 years    | 10%             | 900      |
| 26-35 years    | 35%             | 3,150    |
| 36-45 years    | 30%             | 2,700    |
| 46-55 years    | 18%             | 1,620    |
| Above 55 years | 7%              | 630      |
| Total          | 100%            | 9,000    |



## VISITOR DEMOGRAPHIC & BUSINESS PROFILE

Estimated Visitor Distribution by Age



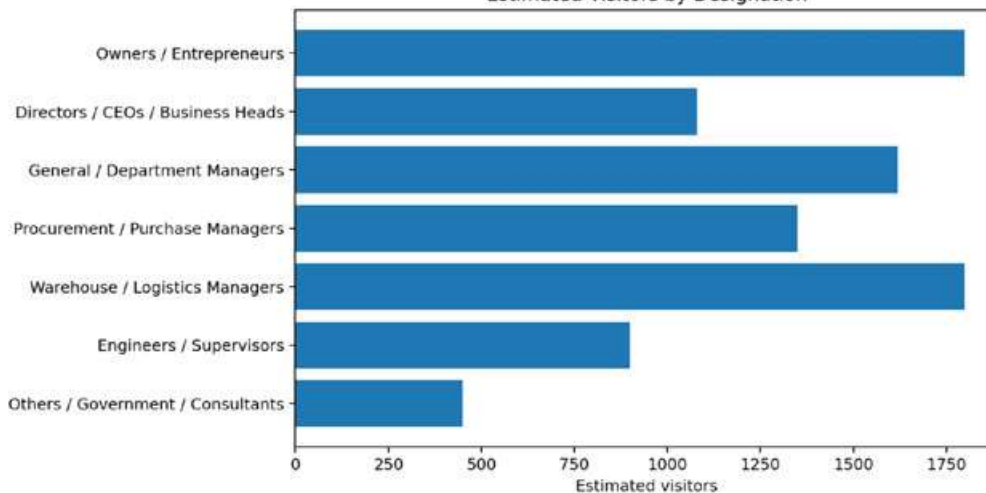
### 4. Visitor profile by designation

| Designation                                      | Estimated share | Visitors     |
|--------------------------------------------------|-----------------|--------------|
| Owners, promoters & entrepreneurs                | 20%             | 1,800        |
| Directors, CEOs & business heads                 | 12%             | 1,080        |
| General managers & department heads              | 18%             | 1,620        |
| Procurement & purchase managers                  | 15%             | 1,350        |
| Warehouse, logistics & supply-chain managers     | 20%             | 1,800        |
| Engineers, supervisors & technical professionals | 10%             | 900          |
| Others, government & consultants                 | 5%              | 450          |
| <b>Total</b>                                     | <b>100%</b>     | <b>9,000</b> |



## VISITOR DEMOGRAPHIC & BUSINESS PROFILE

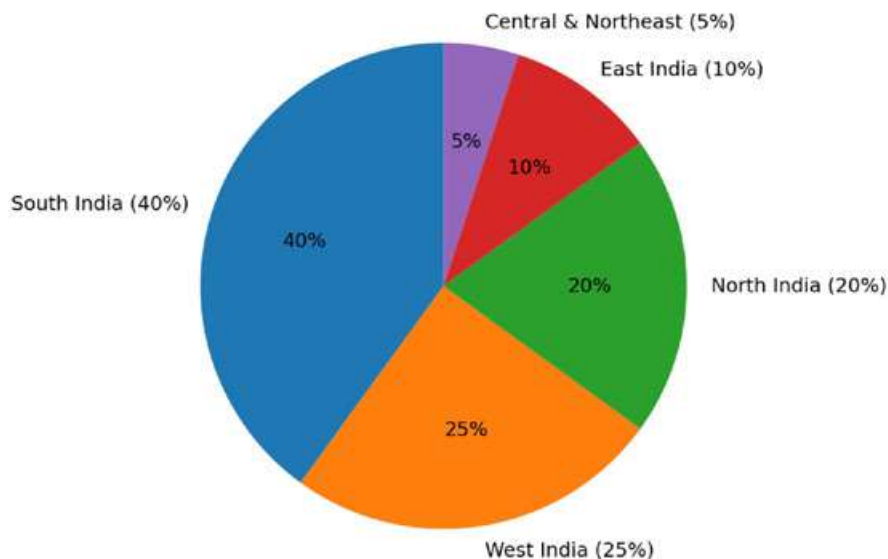
Estimated Visitors by Designation



### 5. Visitor profile by geographical origin

| Region                    | Estimated share | Visitors |
|---------------------------|-----------------|----------|
| South India               | 40%             | 3,600    |
| West India                | 25%             | 2,250    |
| North India               | 20%             | 1,800    |
| East India                | 10%             | 900      |
| Central & Northeast India | 5%              | 450      |
| Total                     | 100%            | 9,000    |

Illustrative Visitor Distribution by Region





## WHAT THEY SAID



It has been a good opportunity for us to explore the Renewable Energy Sector in the state and connect with equipment manufacturers and OEMs from various parts of the country here.

★★★★★

**Somanath Kattimani**

KANT LOGISTICS



This event has been very useful for connecting with the booming Logistics & Warehouse sector in a Mega city like Bangalore which is one of the largest concentration point for warehousing and Material Handling in the state.

★★★★★

**Overhead Cranes & Material Handling**



The Exhibition was a good experience for us. Nice effort by the organizing team.

★★★★★

**Forcelift Material Movements**



The event provided us with a good platform for fulfilling our logistics requirements.

★★★★★

**Shri Surendra Kumar**

Managing Director - Neutech



This a very good opportunity for connecting the Industry with the logistic sector.

★★★★★

**Shri Danappa D P.**

President Peenya Industries Association, Bangalore



Logistics plays a very important role for our industry to flourish and this event in Bangalore has been very successful in brining all the stake holders under one roof. It was a much needed event in Bangalore.

★★★★★

**Shri Venkatesh**

Karnataka State Director Federation of All India Vyapar Mandal

## PROMOTION OF THE EVENT

### Meetings with Relevant Association

In person meetings with Presidents and members of various associations in this sector. Invitation to members of the association informing the usefulness of the event with a request to all members to attend the expo as it will be beneficial to them.

### Promotion through Associations/ Chambers of Commerce

Meetings with State Chamber of Commerce and Industry about this event with a request to share the details with their members also.

### Advertisements in Newspapers

Advertisements are being released in all Major Newspapers The Hindu, Times of India, Economic Times, Business Line, Financial Express in the region and regional papers like Vijay Karnataka, Praja Vani, Deccan Herald. This will give a good coverage to the event



### Advertisements in Magazines

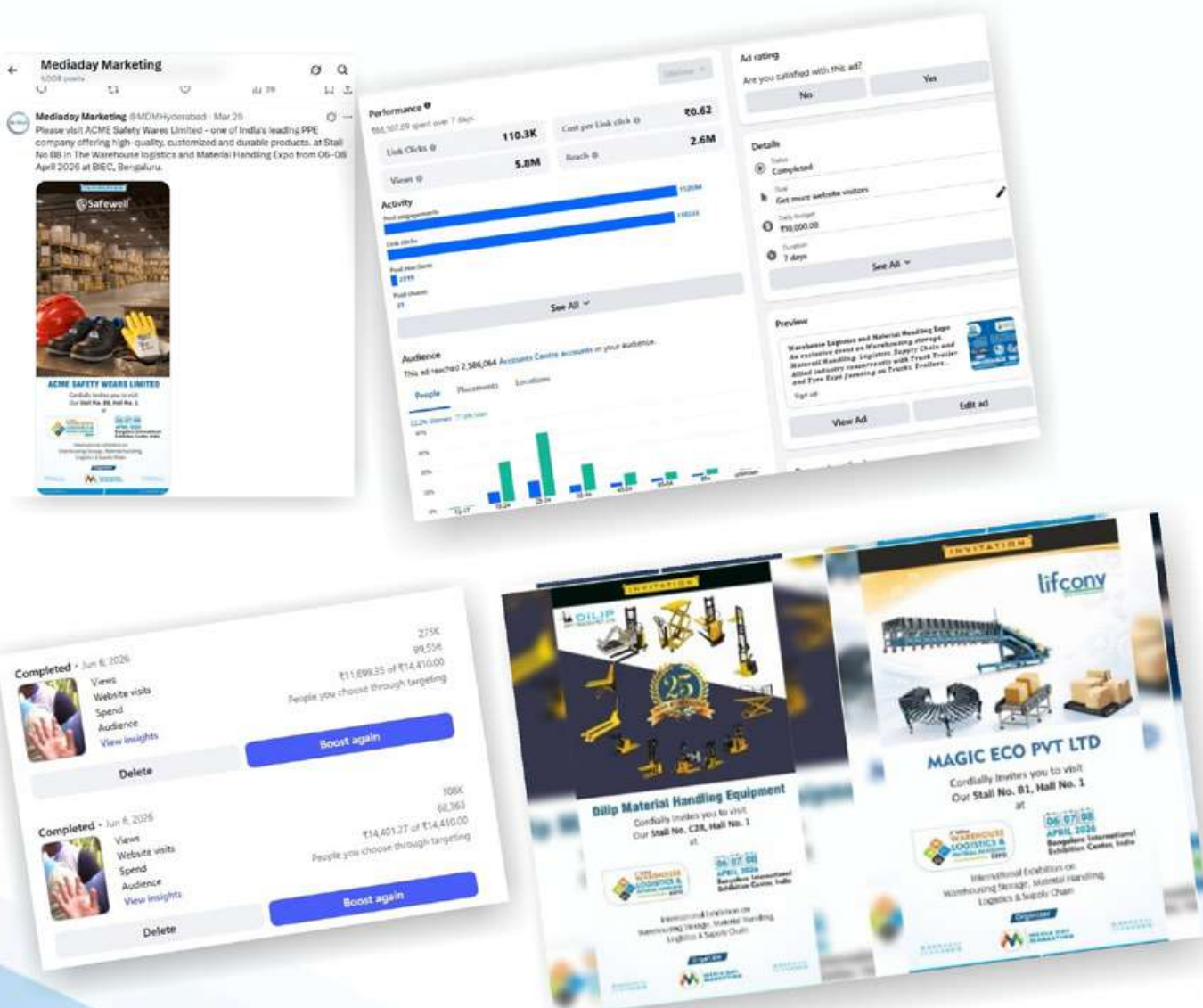
Advertisements are being released in various magazines to give more coverage to the event



## PROMOTION OF THE EVENT

### Promotion in Social Media

The event is being promoted on social media platforms such as Facebook, Instagram, Share chat YouTube advertisement, LinkedIn and Twitter.



## PROMOTION OF THE EVENT

### Promotion on Moving Media

We plan to hire about 3000 Auto rickshaws on which promotion is being done, along with this we have identified about 15 bus routes on which promotion on buses is being done in a phased manner. Tricycle advertisement will also be done



### Promotion through Radio FM and TV

We plan to promote the event during the last week on Radio FM as well as run advertisement in the local TV Channels.

### Out Door Promotion

We have identified a few prominent locations in the city where hoardings are being placed for greater visibility of the event.



### Other activities taken up

- Customized mailers sent on a regular basis on behalf of the exhibitors
- Promotion of the expo through Google Ads,
- True caller Promotion
- Promotion on online event listing platforms
- Promotion on social media sites
- Whatsapp messages in various business Groups

## THE ROAD AHEAD

Based on the inputs that we have received from the exhibitors as well as the visitors who have been part of the event, the event is being well received by the industry so with an intention to better project the event and increase the reach, the 3rd edition will be held in 2027 at BIEC, Bangalore.

International Exhibition on  
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Organizer



Supported by



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Exhibition Center, INDIA

Organized By



MEDIA DAY  
MARKETING

Media Partners



## EVENTS BY MEDIA DAY



MEDIA DAY  
MARKETING

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