

India Expo Centre & Mart

...An amalgamation of business barons

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Dr. Rakesh Kumar, Chairman, India Expo Centre & Mart

“As we embark on a new year, I am thrilled to share the exciting developments and visionary initiatives that have taken root within our community at India Expo Centre & Mart.

The seeds of our vision to transform the Mart into a year-round sourcing destination were sown long ago, and it brings me immense pride to witness the fervour and commitment displayed by our young manufacturers and entrepreneurs in bringing this vision to life. The zeal required to execute such an ambitious plan is now evident, and I commend each one of mart owner for their unwavering dedication.

In the dynamic landscape of trade and commerce, it is imperative that we showcase our products in a manner that captivates our audience and keeps them coming back. The need of the hour is to establish our Mart as a place where people can converge at any time, meeting all their diverse needs and demands. I am pleased to note that, to a certain extent, we have achieved this goal. In recent days, a few Mart owners have taken the bold step of opening their marts on a daily basis, and this number is steadily increasing, which is a promising trend. Together, we can position India Expo Centre & Mart as not just a symbol of trade but as a beacon of dynamic and continuous engagement.

Wishing you all a year filled with growth, prosperity, and unparalleled success.”

Paving Path Relentlessly for a Better Tomorrow

A new strategic journey that started 18 years ago is now taking a new turn to establish the India Expo Centre and Mart beyond an integrated Convention Centre. It is now poised to be recognized as a one-stop sourcing solution as the 900 top manufacturers, retailers, suppliers, and exporters of different brands that have already made their name globally are coming together to replenish the Mart with their exquisite products.

In the suburbs of Greater Noida, India Expo Centre and Mart is known as a prominent MICE destination in India that is situated at the most embossed location of Greater Noida and easily accessible by road, air, and metro, which makes it even more appealing for traders, manufacturers, and buyers to throng at for procurement and sourcing. All

900 Mart owners have chosen this place as the destination for selling their stuff, and the past year has been a testament to their collective resilience, dedication, and unwavering commitment to excellence.

At the very beginning of 2024, the unwavering enthusiasm of young mart owners and entrepreneurs was unveiled when they formed a vision group and came up with an action plan that was shared to make the mart a hub of year-round activities to attract international and domestic buyers, both B2B and B2C. This came after immense brainstorming and meetings with the other mart owners over the past months, culminating with the last meeting on December 21, 2023.





Sudeep Sarcar, CEO, India Expo Centre and Mart: "The transformation of the venue goes beyond its role as a host for international exhibitions. As envisioned, it has a much higher potential to become one of the standalone sourcing hubs not just across the country but also across the globe. It is home to 900+ Mart owners, who are adept at fulfilling a wide range of demands and providing customized products throughout the year. These owners not only offer product diversity but also extend logistic and transportation assistance, setting them apart from conventional manufacturers and exporters. This transformation marks a significant shift for the venue, positioning it as a dynamic and integrated sourcing destination and reshaping its identity on the world stage."

A Visionary Journey Unveiled *for 2024*



With the commencement of a new year, India Expo Centre & Mart is determined to shape the future of Mart with renewed resilience. This entails the opening of 900 marts, each showcasing the finest products from across the country. These products, crafted with divine precision and centuries-old craftsmanship passed down from one generation to another, embody a distinct creativity within their respective niches. Furthermore, all these marts operate from factories that adhere to compliance standards, ensuring their capability to fulfil orders of any size.

The strategic opening pattern discussed in the meeting reflects our commitment to providing a consistent and reliable platform for showcasing exceptional products, fostering growth, and meeting the diverse needs of our valued customers. We look forward to the success and prosperity that this innovative approach will bring to India Expo Centre & Mart in the coming year.



“ Testimonials



Vivek Vikas, MD, Vijay Design Inspirations Pvt. Ltd. & Convenor, Mart Promotion Committee, Mart no. A 03 / 28-36

"We have seen the Mart establishing through good times and bad times. Now, the best time is coming when we all are coming together to take things forward in a very optimistic manner. We are uplifting Mart from its whole look and the energy. Mart owners as a whole are coming up with new visions and strategies. The major buyers feel comfortable buying from the marts because they know that the exporters present in the Mart are stable and will remain there for the next show as well and if they have any issues, they'll find the quick solutions. Hence, the level of their confidence in Mart owners is much higher than the other manufacturers, exporters and suppliers in the temporary area. We just need to enhance that experience & services that we've been giving. Let's come together to shape the Mart as year-round sourcing hub."

Vikas Bhardwaj, MD, Deluxe Exports India & Co-convenor, Mart Promotion Committee, Mart no. B 04 / 06

"India Expo Mart is one of the top world-class venues in India and holds both Indian and international exhibitions throughout the year. Buyers from all over the world visit Expo Mart not only at the IHGF Delhi Fairs but also throughout the year, apart from regular visits. Chairman IEML Dr. Rakesh Kumar is the guiding force behind Team Mart Promotion Committee and Team Mart Vision 2024 to ensure that more and more activities and events are organized exclusively in Mart Area to bring about a quantum jump in footfall in Mart Area and increase revenue of Mart Owners. With the active support of all Mart owners and Team IEML, we will achieve the vision as per Mart Calendar 2024."



CP Sharma, Director, Garud Fabs LLP. & Co-convenor, Mart Promotion Committee, Mart no. C 08 / 40-42

"IEML have stated best marketing for us, now it is responsibility of mart owners to open mart and show their interest and potential both in establishing this mart as year-round sourcing hub. A mart calendar has been released in the last meeting at India Expo Centre and Mart. With our new objective, we all must grab this opportunity to display our best products as per declared calendar. Our collective vision is not only to enhance our exports but also contribute to revenue growth and further elevate the Mart's reputation."

Prince Malik, CEO, Osyrus Overseas & Co-convenor, Mart Promotion Committee, Mart no. A 10 / 33-37

"It was great meeting on 21st December, 2023 with prominent mart owners fusion of both experience and young brigade under dynamic leadership of Dr. Rakesh Kumar, Chairman IEML. With a vision map in hand, it will be a great year in expo mart in terms of activities with B2B, B2C and E-commerce shows. For the very first-time marts are going to remain open on the fixed days as marked in calendar. Wholesale and retail shows are also lined up during April, Diwali and Christmas time to tap the domestic customers as well. So, let's join hands to make it most successful year for trade, mart owners and a whole new vistas & activities bring footfall and additional business for everyone."



Sheikh Aarif, Owner, Famous Art and Antiques Int'l & Co-convenor, Mart Promotion Committee, Mart no. A 08 / 15-19

"I've witnessed this mart growing for over a decade and now when I compare before and after, it looks like a paradigm shift, that has brought global recognition to the mart. This place has seen a huge development in the able leadership of Chairman IEML, Dr. Rakesh Kumar. The craftsmanship of Mart owners are now well recognised across the world. I want to thank my fellow Mart promotion committee members who worked so hard during last few months to provide such a great vision to us for showcasing our potential."

Rahul Agarwal, Director, Laaj International & Co-convenor, Mart Promotion Committee, Mart no. C 05 / 02-06

"We all must understand that IEML and Mart owners are the same team. So, we are all integral parts of IEML, and I have realised this myself in the last few months. Now, I am enjoying interaction with the IEML support team and management. As a result, my team is also inspired, and we have launched our domestic brand too. We are now working successfully with Amazon, Flipkart etc. We see this as a separate arm of business and it's the future too. I also got an opportunity to work with the Mart Promotion Committee with like minded Exporters from our fraternity and feel there are a lot of unexplored opportunities at our mart. I'd rather call this a gold mine that we are sleeping on, so wake up!!!"



Presenting the roadmap for Mart to thrive as an integrated hub for sourcing and procurement

Throughout the last year, the shared expedition of our group has been characterized by resilience, dedication, and an unyielding dedication to excellence. This serves as proof of the equal contributions made by every member within our community. The series of meetings with mart owners, reached its zenith on December 21, 2023. In these deliberations, the Vision Group, comprised of dynamic young mart owner entrepreneurs, has successfully crafted the Action Plan for 2024. This strategic plan aims to transform our marts into vibrant year-round hubs,

strategically positioned to attract both international and domestic buyers in the B2B and B2C spheres. The details of the Action Plan – 2024 have already been shared with you, and your active participation and support are pivotal in realizing the ambitious goals outlined in our plan. Together, the mart owners would make 2024 a year of unparalleled success for the mart community. Beginning with the implementation of the Action Plan 2024 a calendar has been issued for opening the marts mandatorily.



Aditya Vikas Aggarwal, Owner, Vikas Exports & Member, Mart Vision Group, Mart no. D 04 / 35

IEML showrooms have undeniably become a pivotal asset for our business growth. The potential of IEML showrooms goes beyond the initial success. It serves as a dynamic year-round business hub, a nexus for networking and collaboration. With the influx of Lacs of B2B trade visitors annually, the opportunities for client acquisition are immense. The strategic alignment with planned activities like mart days and strategic market week shows adds a layer of phenomenal business prospects.

Mohd. Ijlal Shamsi, Owner, Paramount Home Collections Pvt. Ltd & Member, Mart Vision Group, Mart no. D 05 / 12-18

We are working towards our vision and mission to make 2024 onwards our IEML a very happening place and thriving for all types of business activities. As we know "When the going gets tough so the tough gets going!". We must use every opportunity to keep the Business going on and thrive on every opportunity which knocks very softly at our business doors. Business models continuously evolve. With our road map for 2024, we all must proceed with participating in Mart & Markets days. Let's not leave any opportunity being given to us.



The Action Plan on Ground

Mart Days Calendar 2024

Under a new vision and an optimistic approach, all the marts are set to open on the last Monday and Tuesday of every month, a decision made during the Vision Group meeting. The calendar for 2024 has been established and will be disseminated across various channels to inform B2B buyers. This will enable them to plan their

visits during the designated Mart Open Days. If a particular month coincides with festivals that may impact movement, the days will be adjusted accordingly and clearly communicated. This allows our stakeholders to make informed decisions about their engagement with the Mart throughout the year.

Month	Date		Day	
January	29/01/2024	30/01/2024	Monday	Tuesday
February	26/2/2024	27/2/2024	Monday	Tuesday
March	18/3/2024	19/3/2024	Monday	Tuesday
April	29/4/2024	30/4/2024	Monday	Tuesday
May	27/5/2024	28/5/2024	Monday	Tuesday
June	24/6/2024	25/6/2024	Monday	Tuesday
July	29/7/2024	30/7/2024	Monday	Tuesday
August	26/8/2024	27/8/2024	Monday	Tuesday
September	29/9/2024	30/9/2024	Monday	Tuesday
October	-	-	-	-
November	25/11/2024	26/11/2024	Monday	Tuesday
December	29/12/2024	30/12/2024	Monday	Tuesday



Ravindra Sharan, Owner, Artifacts India & Member, Mart Vision Group, Mart no. B 07/22-24

We are set to embark on a new journey at the mart in the guidance of our omnipresent Chairman, Dr. Rakesh Kumar, his ever-willing team and the new resolve by the Mart owners to try out the different strategies to not just get the footfall of the foreign buyers and the buying agents, but also succeed in the B2B, B2C, Cash and Carry, Wholesale and Retail segments. The specific time bound calendar has been designed for the multi-pronged strategy. Now we need the support and patience of the Mart Community.

Vineet Agarwal, Ganpatiji Exports Creation & Member, Mart Vision Group, Mart No. C 06 / 45-51

There is an urgent need to change with times and offer our vast range of handicraft, furniture and textile products to the Lifestyle Retailers, Interior Designers, Small Retailers in Domestic Markets as well as International Markets in B2B and B2C modes by opening our Marts. Mart owners start making small quantity of goods as ready stock. A good variety of product under one dedicated space will benefit mart owners in earning better profit margin and increase business turnover.



B2B Markets in Expo Mart

Scheduled for April 2024, B2B Markets will consist of the India International Textiles and Furniture Market, the India International Home and Houseware Market, and the India International Gifts Show – Corporate and Social Gifting

Solutions. These markets aim to draw in both international and domestic B2B buyers, with extensive promotion across various channels to ensure a wide audience.

MONTH	DATES & DAYS	MARKETS	CATEGORY
APRIL	20th-22nd (Saturday, Sunday, & Monday)	India International Textiles and Furniture Market	B2B Market (Vertical 1)
		India International Home & Houseware Market	B2B Market (Vertical 2)
		India International Gift Show – Corporate and Social Gifting Solutions	B2B Show
	20th – 21st (Saturday & Sunday)	Cross Border Ecommerce Conclave, Tabletop Participation, Conference, Round Table, and Handholding for Cross-border E-commerce Enthusiasts	Conclave

In alignment with our commitment to facilitating substantial market events and fostering a collaborative atmosphere, we are thrilled to announce the Cross-Border E-commerce Conclave scheduled for April 2024 in the mart premises. This strategic conclave is set to coincide with the dates of our major Market events, creating a synergistic platform for community interaction, networking, and the cultivation of impactful partnerships. Designed to

complement the market activities, the conclave aims to explore and capitalize on the vast opportunities presented by cross-border e-commerce. This convergence of market events and the conclave is poised to enhance the overall experience for participants, providing a comprehensive and dynamic environment that fosters both business growth and global connections.



Piyush Bhawalpuria, A.M. Glass International & Member, Mart Vision Group, Mart – A 09/45-47

Under the able leadership of Dr. Rakesh Kumar mart owners came together to decide on a strategic approach towards enhancing mart's global business presence and stature. The decisions announced at December 21, 2023 meeting, signify a commendable stride towards solidifying IEM's position as a dynamic Global Business Centre. The introduction of Mart Days Calendar 2024, demonstrates our farsightedness. The B2B textile, furniture, home and international gifts markets scheduled for April 2024, showcase IEM's commitment towards exploring untapped potential and capitalising on every opportunity.

Mayank Jain, Owner, Basant Mart & Member & Mart Vision Group, Mart no. C 03 / 17-33

We have 900 mart owners who deal in Home décor, Textiles, Handicrafts, Jewellery, Furniture etc. and have been connected to mart for last several years. Now, India Expo Centre and Mart has become the Centre point to organise international exhibitions. This place has gradually grown up with the exhibitions in past years, but we display our products throughout the year, those are manufactured at our own factories. We don't need to wait for the fair to take place to connect or deal with our buyers. The vision provided by Mart committee is outstanding because it will further establish mart as a year-round sourcing hub.



B2B Markets: Agenda for Mart promotion

1

The Expo Mart Sourcing initiatives will align with concurrent events and international shows such as the Canton Fair 2024 from April 20th to 22nd, 2024. Seizing this opportunity allows us to attract foreign buyers who are already attending these events, making our market weeks a convenient inclusion in their scheduled visits.

2

Taking one step further IEML has decided to offer complimentary hotel accommodations and airport transfers for international buyers who confirm their attendance at the mentioned markets. All the Mart owners on floors 1, 2, and 3 will be allocated a 12-square-meter space in the ground floor exhibition halls at a significantly subsidized cost.

3

To enhance the promotion of mart products, vignettes will be made available to mart owners. These vignettes will be strategically positioned in the main foyer on the ground floor in front of the exhibition halls. The allocation of vignettes on a shelf basis or full vignettes will be offered on a paid basis.

B2B Events and Shows Organised by IEML/EPCH

MONTH	DATES	FAIR/MARKETS	CATEGORY
February	6th – 10th February 2024	IHGF Delhi Fair-Spring 2024	B2B Show
June	24th – 26th June 2024	IFJAS	B2B Show
August	3rd – 6th August 2024	India International Hospitality Expo together with Ten Décor Asia /Catering Asia	B2B Show
	3rd – 6th August 2024	Ayuryog Expo	B2B/B2C Show
September	25th – 29th September 2024	UP International Trade Show	B2B/B2C Show
October	16th – 20th October 2024	IHGF Delhi Fair-Autumn 2024	B2B Show

Other Events at IEML– Retail Opportunities During Jan–Mar, 2024

MONTH	DATES	THIRD PARTY FAIRS
January	8th – 10th January 2024	Indus Food
February	14th – 16th February 2024	ISF 2024 (Indian Surface Finishing 2024)
	15th – 17th February 2024	Acrex
	22nd – 24th February 2024	Satte
	22nd-24th Feb.2024	Horticulture Expo 2024
March	28th February – 1st March 2024	LogiMAT India 2024
	14th – 17th March 2024	Intrapac India 2024

About INDIA EXPO CENTRE & MART



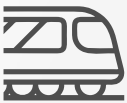
**25 minutes from
New Delhi**



**60 minutes from IGI Airport
20 minutes from proposed
Jewar Airport**



**40 minutes from Hazrat
Nizamuddin Railway Station**



**A city very well connected
with Delhi NCR through
Metro**

- One of the world's leading integrated marts, exhibition and convention centres.
- National Tourism Award for being 'Best Alone Convention Centre in India' by Ministry of Tourism, Government of India.
- In-House integrated services for a phenomenal experience and ease of doing business
- Ability to organize events of any scale with flexibility
- Track record of two successful decades in organizing world class exhibitions and events

ULTIMATE SOURCING BEGINS HERE..

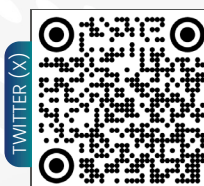
INDIA EXPO CENTRE & MART



900+ Permanent Marts
14 Product Categories
(Over **2000** product lines)



Please scan our social media
QR codes for more information
about our events, shows and
other B2B & B2C opportunities



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