

Preliminary data, Subject to change
(March 2018)

14-16 MARCH 2019

Hall 1, Bombay Convention & Exhibition Centre
Goregaon (East), Mumbai, India

Exhibitors total 150

Exhibitors by origin

India	133
Other countries/regions	17
Number of countries	06

Visitors total 7579

Visitors by origin

India	7,431
Other countries/regions	148
Number of countries	20

Origin of the visitors

India	98%
Other countries	2%

India

West India	69%
North India	14%
South India	12%
East India	5%

Countries of origin (Top 10)*

China	45%
UAE	12%
USA	10%
Singapore	5%
Bangladesh	5%
Italy	3%
Oman	3%
Portugal	3%
UK	3%
Malaysia	3%

Decision-making powers

Make the decision	21%
Participate in decision making	30%
Advisory role	29%
No participation	20%

Business Sectors

Retail 64%

- Fashion and apparel retail	19%
- Supermarket/Hypermarket/ Warehouse store	7%
- Convenience store/Community store	8%
- Other food retail	7%
- Pharmacy/Cosmetic stores	2%
- Shopping mall/Department stores	2%
- Outlet/Discounter/Factory stores	3%
- Furniture warehouse/Hardware store	5%
- Specialized store	3%
- Wholesales	2%
- Restaurants and bars/Hospitality and hotel business/Catering	4%
- Automatic vending station	2%

Industry 17%

Services 16%

Others 3%

Responsibility

Business/company/plant management	12%
Research and development, design	11%
Manufacture, production, quality control	10%
Information and communication technology	9%
E-commerce	8%
Internal auditing, security	3%
Sales, distribution	13%
Marketing, advertising, PR	12%
Purchasing/procurement	6%
Logistics: material management, warehouse, transport	1%
Business development	3%
Visual merchandising	4%
Shop-building, shop-fitting, shop design	7%
Human Resources, Administration	1%

Occupational position

Independent entrepreneur, co-owner, freelance employee	16%
Managing director, board member, head of an authority	14%
Area, operations, plant, branch manager, of ce head	22%
Department head/group leader	26%
Employee, civil servant, specialist	12%
Lecturer, teacher	1%
Trainee	1%
Student	1%
Other occupational status	7%

Interest in product ranges

(Several answers possible)

Store fittings, fixtures	23%
Architecture/Store design	20%
Lighting	12%
Refrigeration units, cooling systems, cooling logistics	5%
Visual Marketing/visual Merchandising	13%
Sales promotion, POS marketing	12%
Information technology	6%
Security technology	5%
Trade fair construction, design, events	4%

New suppliers were found

(Basis: Visitors looking for new suppliers and business partners)

Yes	53%
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Overall assessment

Satisfied	97%
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Recommendation of in-store asia

Yes	95%
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* All Foreign Visitors