



**20 – 23 August 2015**  
**Pragati Maidan, New Delhi**

The Indian Machine Tool Manufacturers Association (IMTMA) organized two new machine tool shows focusing on the northern and western regions. The first ever Delhi Machine Tool Expo was held at Pragati Maidan, New Delhi, from 20 – 23 August 2015 covering an area of about 10,000 sq.mts. This was followed by the first edition of the Ahmedabad Machine Tool Expo at Mahatma Mandir, Gandhinagar, from 24 – 27 September 2015. Both these shows primarily focused on the requirements of the regional markets.

## **DELHI MACHINE TOOL EXPO 2015**

The machine tool expo in Delhi held over a period of 4 days attracted a footfall of about 13,500 visitors. The exhibition had around 220 exhibitors displaying over 200 machines from 9 countries with group participation from 3 countries (China, Taiwan and the United States of America) in 4 exhibition halls.



The exhibition was inaugurated in the presence of the Chief Guests, Mr. Ambuj Sharma, Additional Secretary Department of Heavy Industry, Ministry of Heavy Industries and Public Enterprises, Government of India and Mr. Ramesh Suri, President – Auto Components Manufacturers’ Association of India & Chairman, Subros Limited.

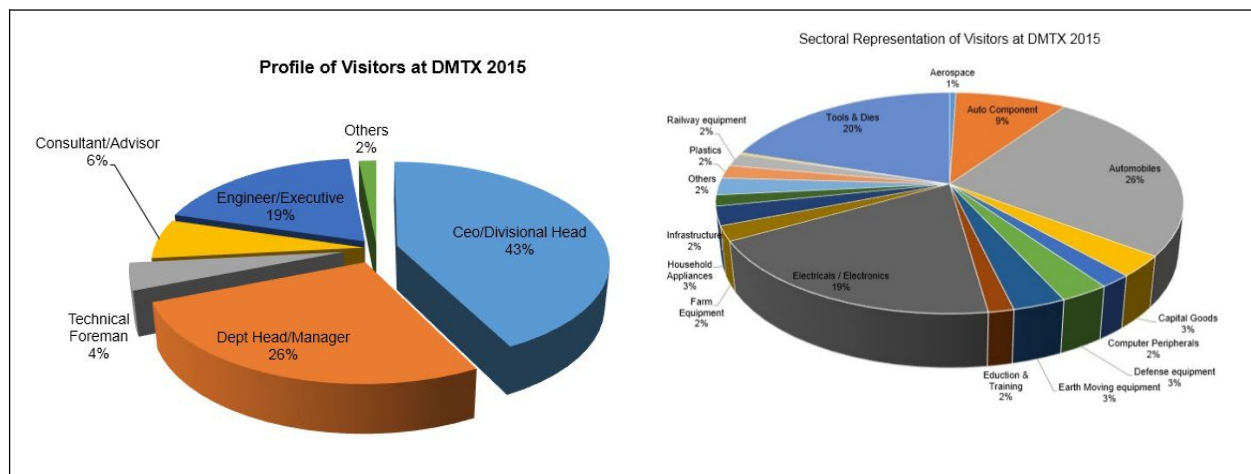
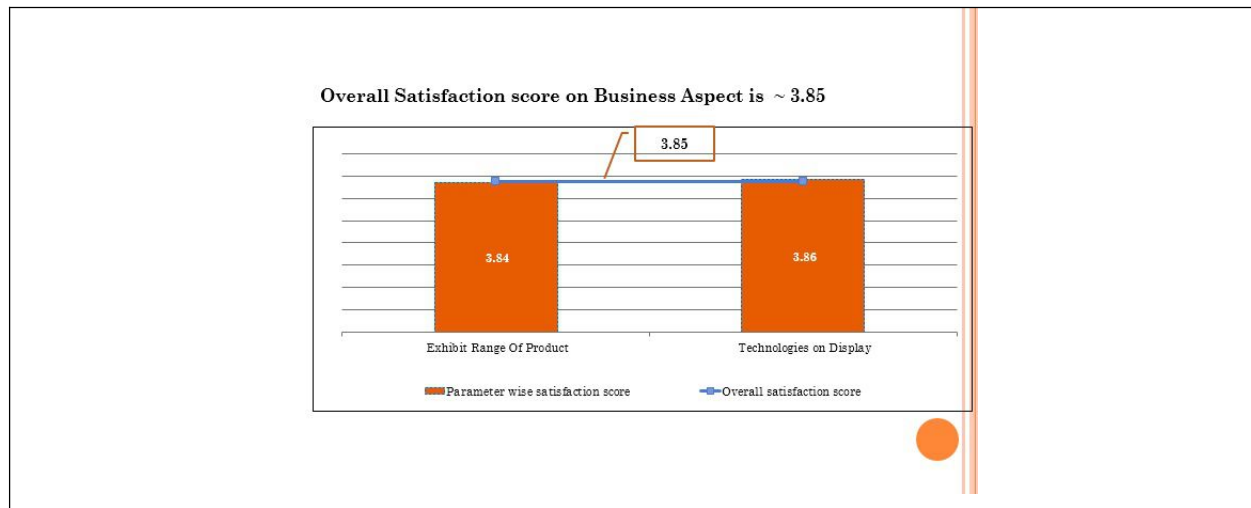
The show had the presence of more than 70 industry delegations representing various industry sectors such as automobile, aerospace, defence, electrical and electronics, and many others.



### Outline of the Exhibition

Organizer	Indian Machine Tool Manufacturers’ Association
Venue	Pragati Maidan, New Delhi
Number of Exhibitors	220 (180 Indian and 40 overseas)
Number of Visitors	13,000
Net Exhibit Space	10,000 sq.mts. gross
Participating Countries	China, Germany, India, Italy, Japan, Korea, Taiwan, UK and USA
Group Participation	China, Taiwan and USA
Total Delegations	70
Trade Delegations	Public Sector: Hindustan Aeronautics Limited and Indian Railways  Private Companies: Hero Motors, Tata Motors, Bajaj Auto, Maruti Suzuki, Honda Cars and Scooters, Harley Davidson, Shriram Pistons, Havells India, and Kalyani Forge, and many more (List Illustrative)

# Visitor Analysis



## Exhibitor Analysis



## Expressions

### What Exhibitors had to Say:

- “The Delhi Machine Tool Expo will help the whole machine tool industry. It has given industries based in this part of the region an opportunity to showcase their products to customers. There was a fair amount of visitors. IMTMA has done a fantastic job. We will participate again.”  
Vigel
- “The main reason for us to participate was primarily due to the IMTMA brand. We work together with the team that organizes IMTEX. North and west regions of India are industrial hubs. This gives us leverage to participate. The show brought us closer to our customers and we hope that it grows bigger. There is a need to be active in regional shows in addition to IMTEX.”  
Arun Mahajan, AMT
- “After a long time there is a good show in Delhi. I must congratulate IMTMA. They have done a good job. It was well advertised in Ludhiana and other regions in the north. The response on the first day itself was fantastic. Organizing regional shows ensure local participation. There is an enthusiasm in the market. I met a lot of customers.”  
Indraneel Bhattacharya, Lakshmi Machine Works

- “We saw some interesting customers walking into our stall. IMTMA has done a lot of marketing for this event. It was a good initiative by IMTMA to organize a regional show in Delhi. It brought a lot of customers from the states of Punjab and Himachal Pradesh. There is good participation from big OEMs. The show is an opportunity for customers to walk in and see what is happening in the industry, what is the latest in technology and learn about the latest innovations. In this expo we are demonstrating additive manufacturing and 3D printing.”  
Sanjay Sangham, Renishaw
- “Exhibitions such as these are very good for the industry. Customers get to see many new machines. There is lots of technical information under one roof. The Delhi Machine Tool Expo has been a great platform to understand new advancements in technology happening in the industry. Often we only hear or read about the technology advancements but the demonstrations given at this exhibition has helped us understand the technology and align it with our business.”  
K.S. Malik, Honda Cars
- “We have a good customer base in the north and the response was much more than what we expected. We met a lot of important people including decision makers. The show has helped us in getting more business. We will definitely come back for this show in future.”  
S.K. Saha, Electro Pneumatics
- “The show has attracted a lot of regional customers. All the top machine tool builders have participated. This event will promote the machine tool industry as a whole.”  
Exhibitor from Batliboi

#### Some Quotes from Visitors:

- “The show was very well planned, very well laid out and very informative. I saw many things new that I was not aware of. I got exposure to some new technologies which I couldn’t visualize earlier. I am the end consumer of these machines and am trying to purchase certain machines. Usually I keep travelling to a number of nations to purchase but fortunately this time around the show being held in Delhi has saved my travel time. I am looking forward to purchase a few machines.”
- “These kinds of shows are important. Customers come to know of the various products that are coming up in the market. It increases our engineering knowledge. We are happy to visit the show.”
- “The expo was very beneficial for the machine tool industry based in northern regions of India. There are a number of small scale industries in the north and this show at Delhi have given them an opportunity to witness many new technologies under one roof. These industries can adopt the new technologies demonstrated at this show.”

- “The best part of the show is that you have a direct exposure with the people and the industry. We come to see the various technologies coming in to India, the upcoming start-ups, the new things coming into the market, and the various countries that are coming in to India in the various parameters of manufacturing. We were glad to see this all under one roof at the Delhi Machine Tool Expo.”

Yojit Voghra

### **Media Coverage**

- [Delhi Machine Tool Expo 2015 - Big focus on regional manufacturing](#) (The Machinist; 30 June 2015).
- [Machine Tools Expo](#) (MTLEXS.com; 20 August 2015).
- [IMTMA hosts the First Edition of Delhi Machine Tool Expo: Big Focus on Regional Manufacturing](#) (Auto News Press; 20 August 2015).
- [IMTMA hosts Delhi Machine Tool Expo 2015, prime focus on regional manufacturing](#) (Economic Times; 21 August 2015).
- [IMTMA hosts the First Edition of Delhi Machine Tool Expo: Big Focus on Regional Manufacturing](#) (MFG Tech Update.com; 21 August 2015).
- [IMTMA hosts Delhi Machine Tool Expo 2015, Prime Focus on Regional Manufacturing](#) (Headlines Today; 21 August 2015).

Delhi Machine Tool Expo 2017 will be held from 10 to 13 August 2017 at Pragati Maidan, New Delhi.