

Press

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Final Report

Light India
Pragati Maidan, New Delhi, India
5 – 8 October 2012

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Light India concluded with a strong commitment to energy-efficient lighting in India

Fair received wide praise from both exhibitors and visitors

Being the first joint exhibition between ELCOMA and Messe Frankfurt, Light India was organized from 5th - 8th October 2012 at Pragati Maidan, New Delhi, with strong support from the Ministry of Power, Bureau of Energy Efficiency (BEE), Builders Association of India, Council of Architecture, Central Public Works Department (CPWD) and Global Lighting Association (GLA).

With an emphasis on green and energy efficient lighting technology, the exhibition played host to 187 exhibitors from China, Germany, India, Italy and the USA. The show was spread across six halls covering an area of 13,800 sqm, and attracted 16,486 visitors which exceeded exhibitors' expectation in terms of visitor quality.

Mr. Raj Manek, Managing Director, Messe Frankfurt Trade Fairs India said: "My interaction with the fair's attendees made it clear that Messe Frankfurt has established what is bound to become one of the most influential fairs for India's lighting industry. We have already received exhibitor interest for participating in the next edition in 2014."

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Some of the world's largest and most influential lighting firms exhibited at Light India with the goal of showcasing their energy-efficient lighting solutions to India's consumer, commercial and

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industrial buyers. Major exhibiting brands included Bajaj Electricals, Crompton Greaves, Fiem, HPL, Phillips and Osram amongst others.

Most companies exhibiting in Light India came with an objective to either announce their entry into a particular segment or to launch their new product line. **Photoquip**, a leader in the photography lighting sector, picked Light India as a platform to announce their entry into the Indian LED industry by launching the brand “Corvi”, **Mr Vimal Soni**, Director of Corvi, said: “We met traders and corporates that were keen on our patented LED products. Our participation at Light India has enabled us to build business contacts and we have also made some lucrative business deals already.”

On similar lines, Wipro Lighting, which belongs to the USD 1.48 billion Wipro Limited, made a comeback after 16 years in the exhibition industry by exhibiting at Light India. **Mr Shailesh Tokekar**, Group Manager of Marketing at Wipro exclaimed: “We are showcasing a product that is designed by the celebrated French designer Mr Michel Tortel. Our goal is to export our products to the Middle East and Africa. A lot of plans are in the finalisation stage and that’s why Light India seemed to be the best platform to meet key clients and communicate with consumers from different fields.”

Light India also played host to numerous international lighting majors from China, Italy, Germany and USA. One such exhibitor was Odelic Co Ltd which is a Japanese firm with over 60 years of experience in lighting product manufacturing. They came to the debut fair to showcase their range of lighting products, targeted at high-end residential and commercial property customers. **Mr Norihito Aoki**, Global Sales Manager noted: “Light India has been a great fair as it has allowed us to see great growth potential for our company in the Indian market. With the advice of one of our visitors, we’re going to start looking into the possibility of exporting our parts from Japan to India and have the final product assembled locally.”

Both domestic and international exhibitors were pleased with the ‘deals’ they managed to sign during the exhibition. **Mr Lawrence Lin**, General Manager at MLS Company Ltd which is a leading manufacturer in LED components and packaging from China,

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commented: "India has a huge demand for lighting and is a fairly new market. Visitor feedback was encouraging and we are estimating a growth of 15 – 20% for our company from the Indian market."

Mr Shashank Gupta, Export Manager at Zen Litzz, a home décor lighting and chandelier manufacturer was very ecstatic with the visitor response. He exclaimed: "We are very happy with the visitor flow, so much so that we are in the midst of discussing a deal worth USD 100,000. I am definitely looking forward to the next edition and wish to applaud Messe Frankfurt and ELCOMA for this great platform they have established."

For exhibitors, one of the biggest benefits for attending Light India was their opportunity to meet visitors who were already well informed on the latest lighting products and knew what kind of solutions they were looking for. Angstrom is a leading developer and one of the largest manufacturers of integrated circuits in Russia. **Mr Vladimir Kanunnikov**, Foreign Market Senior Sales Manager at the Russian microelectronics flagship organisation visited the show because he considers India as a lucrative market for LEDs. He noted: "We are very happy with the show and think that it gave us an opportunity to meet with major industry players and gauge market opportunities. We definitely look forward to exhibiting at the 2014 show."

Light India saw a lot of business visitors who came with the intention to sign deals for fulfilling their requirements at their workplace or businesses. **Mr Siddhant Gupta**, CEO of Saen Saara Luxury Hotels also agreed and added: "I liked the show because it allows me to understand the technology, the price-ranges as well as meet the manufacturers of the products and learn about their services all at one place. This platform makes communication easy. We can see the products and engage in discussions to sign deals with the suppliers."

Many visitors who attended the fair, made the most of a platform like such to close profitable businesses. **Mr R Parkash**, who is the Managing Director of Gognachi Systems from Washington, USA, exclaimed: "The show was excellent! We visited companies exhibiting LEDs that we want to import to USA and Canada. We

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have evaluated a few companies and may finalise a few deals while we're here too. We would be more than happy to visit the fair again in 2014."

Light India also witnessed visitors from associations in the lighting industry. **Mr Vipin Agarwal**, President of the Noida Electrical Traders Association expressed: "The exhibition is a perfect place to have an understanding of what international and domestic lighting companies are doing. A trader can understand the quality of his product in comparison to others. I am very happy with the show and I think that Light India should change from being a biennial show to an annual event."

Agreeing with Mr. Agarwal, **Mr Manoj Goyal** of Ronak Industries, Daman said: "Light India has placed forward a variety of fittings and components. It is very well planned and has a lot of international exhibitors. The standard of the show with Messe Frankfurt in the picture has risen. The fair is a good place to network and is very well organised."

The two-day seminar at Light India also served as a catalyst for sharing market trends and introducing major industry players' future plans. Contributions were made from both international and domestic industry professionals. **Mr Hemanta Deka**, Manager of Electrical Department, Numaligarh Refinery Ltd., Assam, who attended the fair as a visitor as well as a delegate aimed to enhance his knowledge about the latest trends in lighting within the international community concluded "I was highly impressed with the advancement of technology showcased at the fair and I am keen on incorporating the innovative lighting applications in the renovation of our three million ton oil refinery. The seminar was technical and for an industrial user like me, it was very interesting. It helped in increasing my technical efficiency."

Whereas, **Ms Shashikala Ranasinghe**, Lighting consultant and Designer of Electroplastic Engineering Company (Pvt.) Ltd, from Sri Lanka, also attended the seminar and emphasised on the simplicity of the language and approach of the speakers. She mentioned: "I particularly liked the seminars easy-to-understand approach for attendees not fully knowledgeable on all industry terms." Additionally, **Mr Sudhir Mishra**, Chief Operating Officer of NTL

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Electronics India Ltd, Uttar Pradesh exclaimed: "The seminar was very informative. It gave us very good insight into what companies are doing in terms of carbon reduction as well as technologies in LEDs and CFLs. It was very well organised, the presentations were crisp, succinct and served as an informative platform."

The next Light India will be held in 2014 autumn, please visit www.light-india.in or email info@india.messefrankfurt.com for more details.

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 467.5 million euros in sales and 1,725 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 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 2011, Messe Frankfurt organised 100 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

Background information on Electric Lamps & Components Manufacturers Association of India (ELCOMA)

The association which was founded 40 years is the Apex Body of Lighting Manufacturers in India. It has played a pioneering role in bringing Indian lighting manufacturers together and developing the industry.

ELCOMA has been involved in government activities relating to lighting such as energy saving, environmental protection, technical standards and awareness programmes. With its changing role, ELCOMA has been a member of several government committees, panels and task forces to assist in formulating technical standards for various subjects such as energy efficiency and environment. As an exclusive representative of the lighting industry, ELCOMA has always acted as an important link to support, promote and develop cooperation among electric lamp and component manufacturers and to facilitate the overall interests of its members who are drawn from large, medium and small industry segments.