

**ACMA**  
**automechanika**  
NEW DELHI

1 – 3 February 2024  
Pragati Maidan, New Delhi

# Foremost aftermarket trade fair for the Indian subcontinent





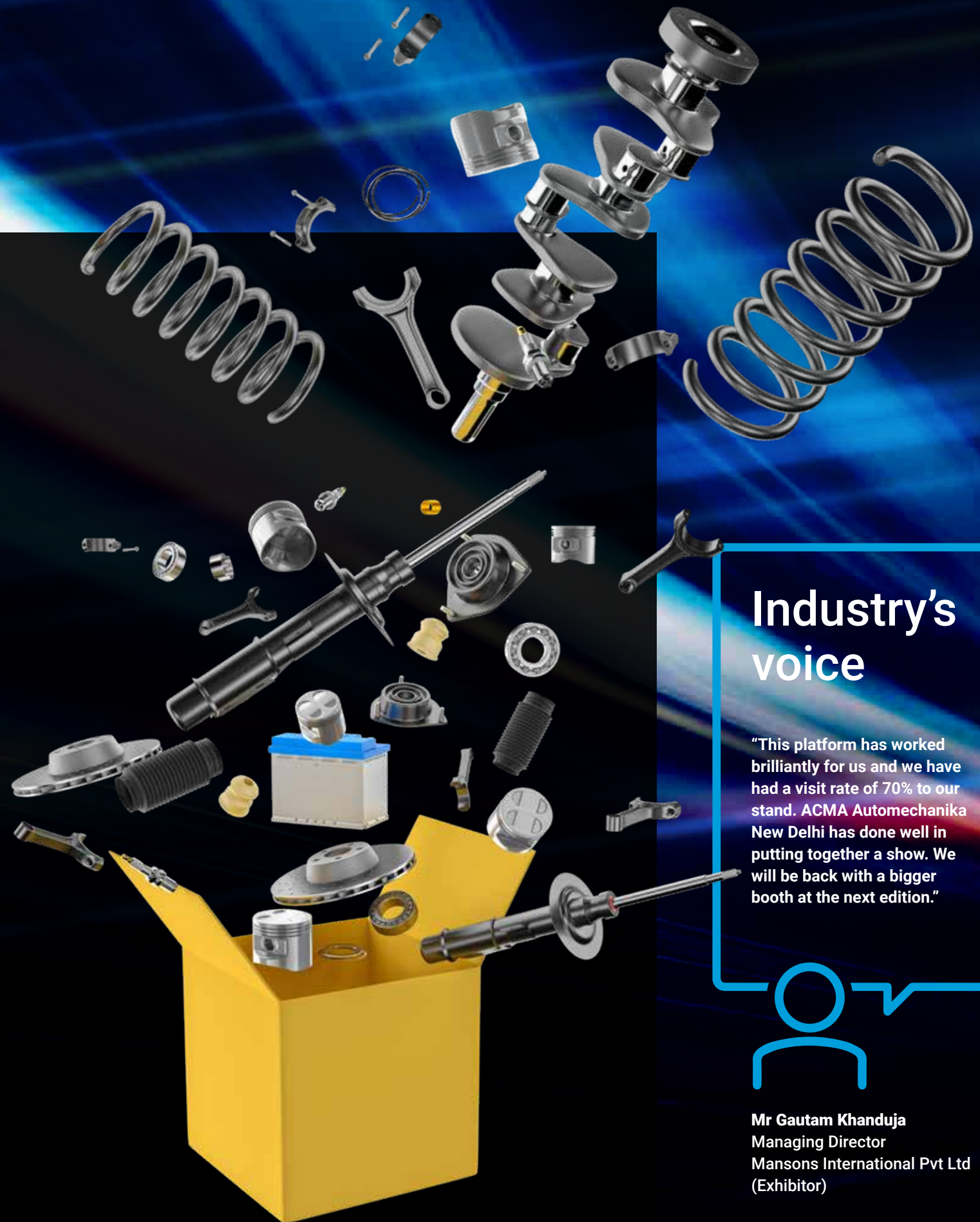
# Re-ignite aftermarket growth

## India's leading international trade fair for the automotive service industry targeting trade visitors from the Indian Subcontinent

ACMA Automechanika New Delhi will help your business reconnect in-person with top automotive buyers in 2024! Since the show's genesis, it has always aimed at creating a focused aftermarket marketplace for new business and networking opportunities.

The 5th edition will reaffirm itself by driving new prospects thus contributing to the USD 56.5 billion Indian auto component industry. In fact, the last physical expo definitely meant business with 80% of its exhibitors meeting their relevant target audience.

If you are a business looking at meeting new buyers, expanding to new markets or building a presence in India and its neighbouring regions, this is the most lucrative sales and marketing tool for you!



## Industry's voice

"This platform has worked brilliantly for us and we have had a visit rate of 70% to our stand. ACMA Automechanika New Delhi has done well in putting together a show. We will be back with a bigger booth at the next edition."



**Mr Gautam Khanduja**  
Managing Director  
Mansons International Pvt Ltd  
(Exhibitor)



# The last edition's positive highlights

**20,000+**  
square metres  
of exhibiting space

**515**  
exhibitors from  
**16**  
countries and  
regions

**13,200+**  
visitors from  
**42**  
countries and  
regions

## Exhibitor satisfaction index



**87%**

of the exhibitors  
will participate in  
the next edition



**83%**

exhibitors  
were satisfied with  
the overall show



**80%**

exhibitors  
met their  
target visitors

## Visitor satisfaction index



**82%**

of visitors consider  
the show an  
important trade fair



**91%**

visitors achieved  
their show objectives



**79%**

visitors belonged  
to top management  
job profiles



**82%**

visitors were looking  
to purchase and  
build contacts

\*As per 2019 show figures

## Benefit from uninterrupted auto component and aftermarket growth

Fuelled by the government led, Automotive Mission Plan 2026, the auto industry is expected to contribute over 12% to India's GDP and will provide 65+ million jobs. With copious planned opportunities and investments that will support SMEs and the Make in India initiative, this is the right time for international and domestic players to bring forth their innovations and invest in India which will strengthen their global brand presence. Here's why you should exhibit in the 2024 edition and put India on your business' roadmap

## Expected market growth (2026)

### Overall Indian market

Auto industry

to reach **USD 300 billion**

Aftermarket

to reach **USD 32 billion**

### Imports & Exports

Auto component imports to rise to nearly

**USD 23~28 billion**

Auto component exports are expected to grow and reach

**USD 30 billion**

Auto components industry exports to grow

**5 times**  
in next **10 years**

### Factors which will lead to growth

- Prolonged usage of vehicles and increased demand in second hand vehicles fuel aftermarket growth
- Introduction of new sales channels like e-retailing and multi brand outlets will also help this sector



# Discover the aftermarket value chain here

We have optimised our product categories which will adapt to new technologies and innovations in the ever-evolving aftermarket industry

## Focus segments of the upcoming expo



Two wheelers



Passenger vehicles



Commercial vehicles

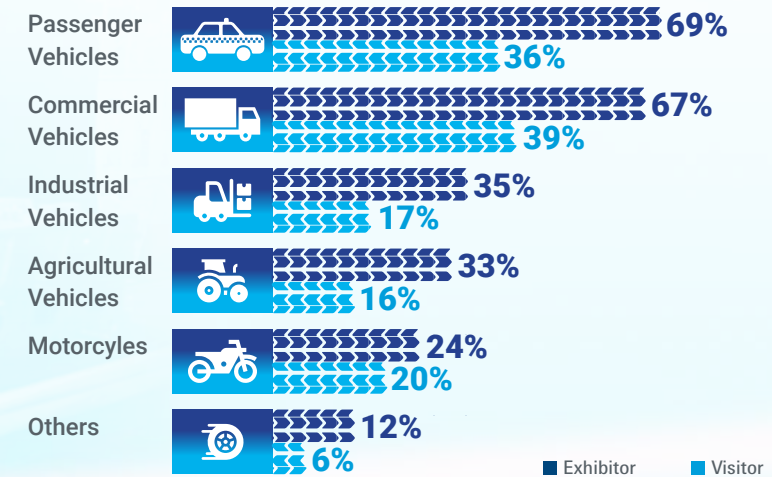


Agricultural vehicles

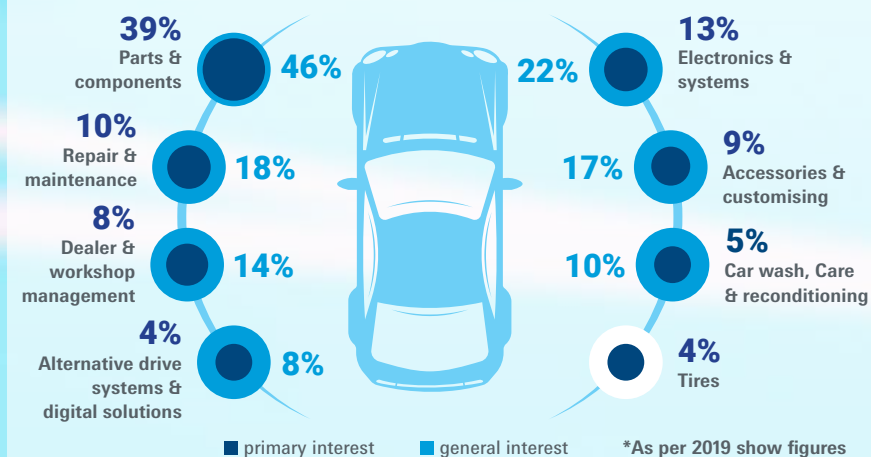


## We showcase solutions for these sectors

### Product segmentation



## Industry demands

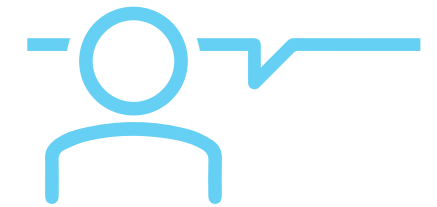


## Does your business match with our exhibitor profile?

- Parts & components
- Electronics & connectivity
- Accessories & customising
- Diagnostics & repair
- Dealer & workshop management
- Car wash & care
- Alternative drive systems & fuels
- Tires & wheels
- Body & paint
- Mobility as a service & autonomous driving

## Hear from our past participants

"ACMA Automechanika New Delhi is a very good platform for presenting and promoting our brand. Our primary focus was to enhance our brand presence through the showcase of new product launches and our existing product line. The visitors are very business focused and we will make sure that we are here every year."



**Mr Ajay Seth**  
VP International Business  
Elofic industries Ltd  
(Exhibitor)

"We have been participating in ACMA Automechanika New Delhi since the first edition and we have seen the show develop in terms of getting quality customers discussing business. We have received better footfall this year. It is a great platform to present our product portfolio and our technology to the vast amounts of customers here."



**Mr Vijay Khorgade**  
General Manager and Head  
ZF Aftermarket India  
(Exhibitor)

# Meet relevant buyers from the Indian subcontinent

## Industry

- ▣ Spare parts and accessories
- ▣ Car repair shops
- ▣ Service stations
- ▣ Production of vehicle fittings (OEM)
- ▣ Fleet management
- ▣ Organisations / associations
- ▣ Garage equipment and tools
- ▣ Government officials / public authorities

## Business nature

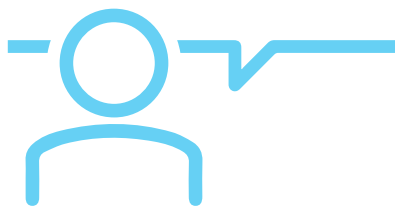
- ▣ Wholesalers
- ▣ Distributors
- ▣ Traders

## Profession / business

- ▣ Manufacturers
- ▣ Company owners
- ▣ Managers

# Visitors share their reviews

"I love to visit ACMA Automechanika New Delhi because you end up meeting tier I, II and III suppliers under one roof. I am happy to see that some of the technologies and accessories that were exported earlier are now being localised. I saw some new innovations in accessories here which have potential. We have had discussions with those suppliers and will proceed further."



**Mr S.K. Mahindru**  
Sr VP  
Maruti Suzuki  
(Visitor)

"ACMA Automechanika New Delhi is a relevant platform to meet many companies under a single roof – something which is otherwise difficult to achieve. There are a lot of unknown opportunities that have come up and it has been a great learning experience. I plan to visit the next edition."



**Mr Kunal Singh**  
Head (Business Development)  
Mahindra CIE Automotive Ltd  
(Gears Division)  
(Visitor)

# Double your brand exposure with our focused marketing

As an exhibitor, you will be able to enjoy our premium promotional services before and during the show which will help you generate more leads for your business.



Access the Exhibitor Marketing Toolbox, using which you can customise the event collaterals to promote your participation at the show



Bring your brand to the forefront with our digital marketing campaigns like video bytes and exhibitor interviews



Tap into our well-connected audience through social media, event newsletters and direct mailing initiatives



Connect with industry recognised trade associations who have a rich database of dealers and distributors

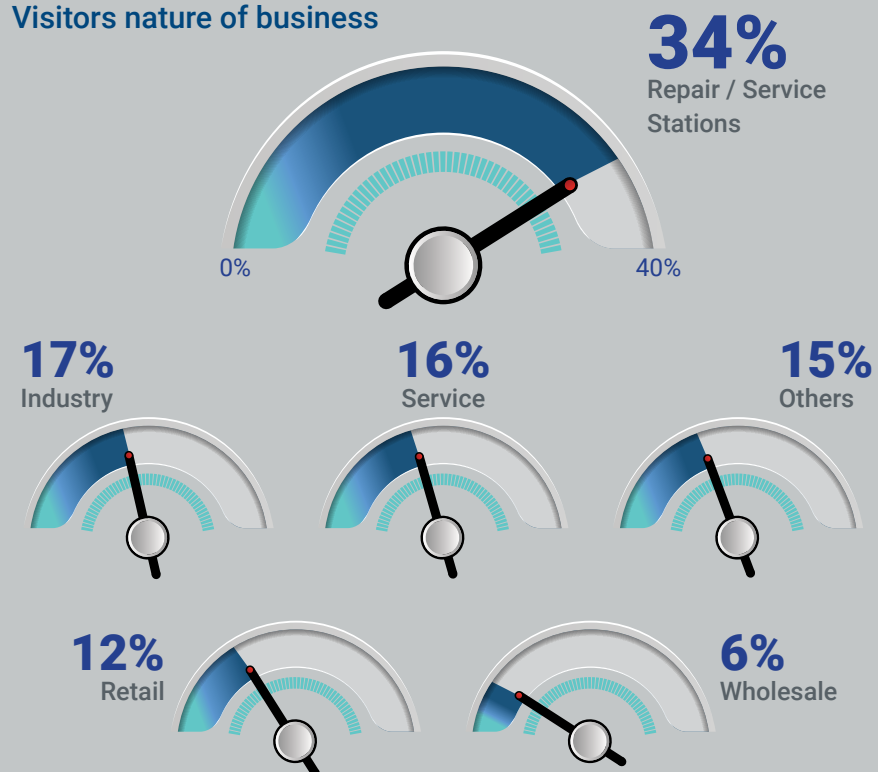


Get promoted across borders via our strong international presence

Note:  
For sponsorship opportunities, please contact our sales team

# Customers who visited us

Visitors nature of business



# Global trade fairs and events





## Participation details

### Raw space (min. 21 sqm)

Ideal for your own designer stall! Exhibitors can fabricate and design their stand design, subject to organiser's approval. Power supply will be charged separately

### Shell scheme (min. 9 sqm)

Shell scheme booth includes wall to wall carpets, octomom partitions, fascia board with company name, spot lights, one counter, one table, three chairs, one power socket and a waste bin

**Contact us to reserve a premium booth now**

## Organisers background information

### Messe Frankfurt Trade Fairs India Pvt Ltd

A subsidiary of Messe Frankfurt Exhibition GmbH, one of the largest event organisers in the world, Messe Frankfurt Trade Fairs India Pvt Ltd has a background of colossal experience of the international exhibition and conference industry and expertise in trade-fair marketing. Operational for over 20 years in India, Messe Frankfurt holds a portfolio of over 20 prestigious trade fair brands and over 30 conferences establishing itself as the country's most professional and leading trade fair and conference organiser.

With offices in Mumbai and Delhi, a dedicated workforce of over 100+ serve the B2B markets of the Indian sub-continent across various genres such as automotive, automation, lighting, technology, textiles, consumer goods, entertainment, media and creative industries. Messe Frankfurt India also promotes Indian brands in countries across the globe through its International Sales Division, enabling its Indian customers to create a global presence through the Messe Frankfurt trade fair network worldwide.

More than networking and sourcing arenas, events 'Made by Messe Frankfurt' in India are characterised by its knowledge platforms, through conferences, seminars, industry initiatives and CSR activities, making them the most trusted trade platforms.

For more information, please visit our website at: [www.in.messefrankfurt.com](http://www.in.messefrankfurt.com)

### The Automotive Component Manufacturers Association of India (ACMA)

The Automotive Component Manufacturers Association of India (ACMA), the apex body represents the interest of the Indian Auto Component Industry. Its membership of over 800 manufacturers contributes to more than 85 per cent of the auto component industry's turnover in the organized sector. ACMA's charter is to develop a globally competitive Indian Auto Component Industry & strengthen its role in national economic development and also to promote business through international alliances. The automotive value chain which spans across different geographies of the country, is a large, integrated and complex network of OEMs and suppliers.

ACMA's active involvement in the trade promotion, technology up-gradation, quality enhancement and collection & dissemination of information has made it a vital catalyst for the component industry's development in India. Its other activities include participation in global linkages and competitiveness enhancements.

ACMA is also well represented on a number of panels, committees and councils of the Government of India through which it helps in the formulation of policies and regulations pertaining to the Indian automotive industry .

For exchange of information & for co-operation in trade matters, ACMA has signed MoUs with 31 global counterparts.

For more information, please visit ACMA Website : [www.acma.in](http://www.acma.in)

## Contact us today

### For ACMA members

Automotive Component Manufacturers Association of India  
Mr Lokesh Raina (Dy. Executive Director)  
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[lokesh.raina@acma.in](mailto:lokesh.raina@acma.in)

### For International and Others

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Connect with us

