

## Pre-event press release

### **electronica India and productronica India 2025: India's Powerplay in Electronics, set to propel the future of electronics manufacturing**

- Marking the event's biggest international participation to date, the edition brings together 6,000+ global brands from over 50 countries, featuring pavilions from Germany, Japan, Taiwan, and more.
- A dynamic meeting ground for collaboration and innovation spanning Start-Up and SME zones, conferences, podcasts, forums, and buyer-seller programs.
- Cricket icon Rohit Sharma leads the campaign, embodying India's spirit of innovation, teamwork, and emerging global leadership in electronics.

India is steadily strengthening its position in the global electronics landscape, moving from being a participant to becoming a key driver of innovation and manufacturing. This momentum comes to life at the co-located trade fairs, **electronica India and productronica India**, returning to the Bangalore International Exhibition Centre (BIEC) from **17-19 September 2025**.

This year's edition reflects the scale of India's electronics growth journey. Spread across **60,000 square meters**, the fairs will feature **6,000+ global brands** and participation from **50+ countries**. From semiconductor design and embedded systems to electronic components and production technologies, the platform will spotlight innovations driving electric mobility, smart displays, and Industry 4.0, reinforcing India's growing role in global electronics manufacturing.

In a move that links national pride with technological prowess, cricket icon **Rohit Sharma** has been named the face of the event, embodying the theme, "**India's Powerplay in Electronics**." It's a fitting analogy—Sharma's leadership, innovation, and teamwork on the field resonate with the very ethos driving India's electronics sector.

**Bhupinder Singh, President IMEA, Messe München and CEO, Messe Muenchen India,**

said:

*"These trade fairs underscore India's global ambitions in electronics manufacturing. This year marks a record international participation for the event, with representation from over 50 countries and dedicated pavilions from Germany, Japan, Taiwan, and more. The platform brings together industry leaders, policymakers, and innovators to advance design-led innovation and modern manufacturing. With Rohit Sharma as the face of this edition, they embody the scale, energy, and vision driving India's Powerplay in Electronics."*

**Dr. Reinhard Pfeiffer, CEO of Messe München,** added: *"The significance of these trade fairs lies in uniting every layer of the electronics ecosystem—from global industry leaders to agile start-ups, from government stakeholders to academia. Hosting this convergence in Bengaluru underscores India's fast rise as a key technology hub and its growing influence on global innovation trends. For Messe München, this edition represents a milestone in our mission to foster cross-border collaboration and create a truly global platform for innovation and growth."*

The event's gravitas is underscored by powerful alliances with Government of Karnataka as State Partner and support from premier industry associations including the Electronic Industries Association of India (ELCINA), India Cellular & Electronics Association (ICEA), Electronics City Association of

India (ELCIA), Consortium of Electronic Industries in Karnataka (CLIK), Taiwan Printed Circuits Association (TPCA), Korea Printed Circuits Association (KPCA) and Global Industry Association (GEA) ---other association names.

**Rajoo Goel, Secretary General of ELCINA**, underscores, *“What excites us is the balance between today’s opportunities and tomorrow’s vision. With pioneering start-ups, global pavilions, semiconductor design focus, extensive representation of components and materials value chain as well as buyers and sellers converging, these trade fairs reflect the fast maturity of our industry. ELCINA is proud to partner in building an ecosystem where policy, innovation, and collaboration come together—and where India’s electronics manufacturing is stepping into genuine global leadership.”*

At the heart of this year’s buzz are 18 pioneering start-ups, backed by the Government of Karnataka and Startup Karnataka, unveiling breakthrough innovations across the electronics value chain and highlighting India’s deep-tech and semiconductor strength. Adding momentum, the India Semiconductor Conclave will convene global leaders and policymakers to drive India’s design-led chip-making ambitions onto the world stage.

Karnataka Innovation and Technology Society expressed pride in supporting electronica India and productronica India 2025 in Bengaluru. This support underscores Karnataka’s commitment to advancing a design-led and manufacturing-led future in electronics and semiconductors. By fostering innovation, attracting global investments, and empowering start-ups, the state continues to create an environment where technology thrives, talent flourishes, and India strengthens its position as a global leader in electronics.

electronica India and productronica India 2025 will go beyond traditional displays with:

- Innovation Forum – spotlighting breakthrough ideas in sustainability, Japanese tech trends, asset tracking, e-tolling, and future navigation.
- Buyer–Seller Forum – driving 2,000+ structured meetings with procurement leaders from Honda, Pricol, BHEL, BEL, Lava, Foxconn, and more across PSUs, automotive, consumer electronics, mobility, and industrial sectors.
- Industry-led Conferences – a series of focused forums including the CEO Forum, eFuture, eMobility, Capital Goods & Automation, India PCB Tech, and the India Semiconductor Conclave.
- Live Podcast Series – featuring conversations with industry thought leaders and innovators, adding dialogue to the show floor.

Together, these programmes blend demonstration, deal-making, and dialogue—underscoring India’s Powerplay in Electronics as it ignites Bengaluru.

### **Event at a Glance:**

electronica India and productronica India 2025 will take place from September 17–19, 2025, at the Bangalore International Exhibition Centre (BIEC), Bengaluru. Business visitors can register online for free at <https://electronica-india.com/en/trade-fair/tickets/>. This seamless registration process enables trade visitors to skip queues onsite by printing their badges in advance, ensuring more efficient and worthwhile networking and business engagement.

### **About Messe Muenchen India**

Established in 2007 as a wholly owned subsidiary of Messe München GmbH, **Messe Muenchen India** is one of the leading B2B trade fair organizers in the IMEA (India, Middle East & Africa) region. The company brings together global and regional stakeholders through high-impact trade shows across key industry verticals. Its diverse portfolio includes events such as electronica India, productronica India, bauma CONEXPO INDIA, Gujarat CONEX, IFAT India, IFAT Africa, analytica Lab India in Mumbai & Hyderabad, analytica Lab Africa, SmartTech Asia, Laser World of Photonics India, The smarter E India, air cargo India, air cargo Africa, transport logistic Africa, PackMach Asia Expo, Pharma Pro&Pack Expo – Hyderabad, drinktec India, Indian Ceramics Asia, World Tea & Coffee Expo and transport logistic India. With its expansive reach and deep industry networks, Messe Muenchen India serves as a strategic platform for enabling business growth, investment, innovation, and cross-border collaboration across some of the most dynamic markets in the world.

### **About Messe München GmbH**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT and electronica. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.