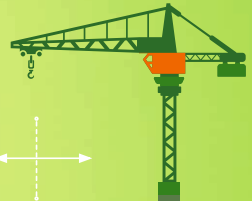


# Charting India's Infrastructure Growth Journey for Viksit Bharat



**CONFERENCE  
BROCHURE**

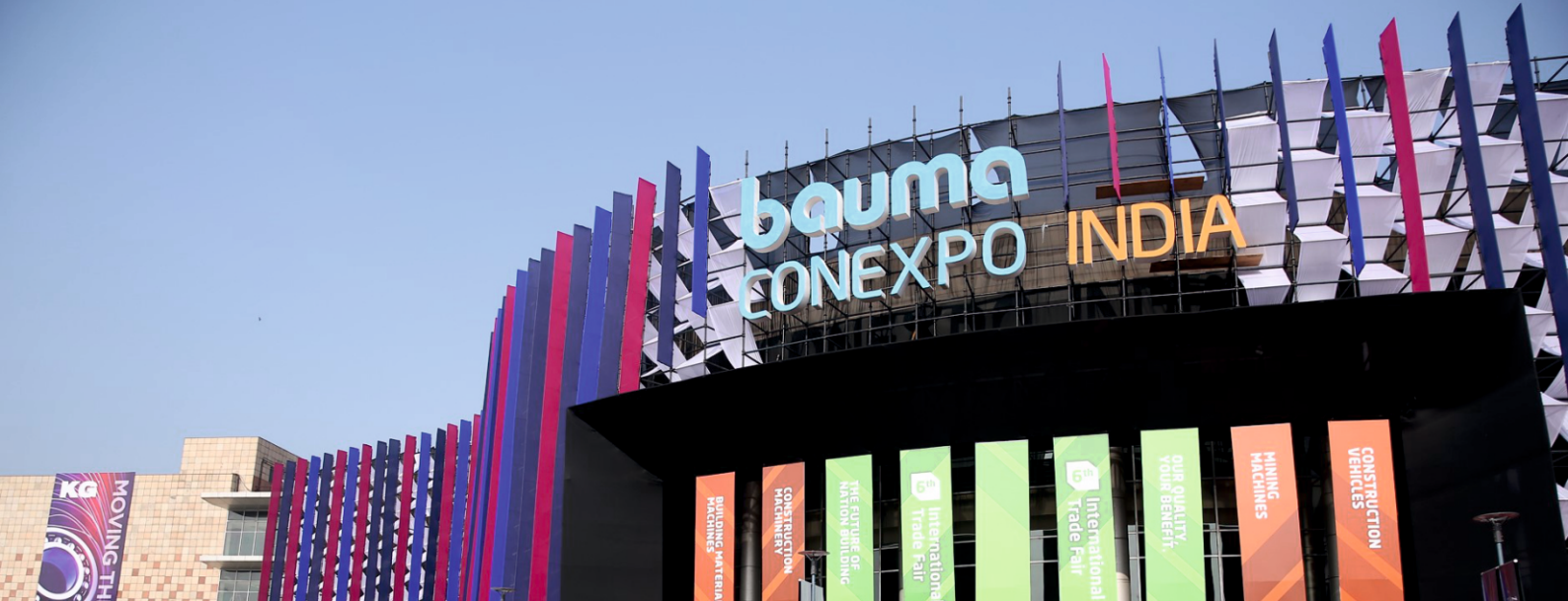


International Trade Fair for Construction Machinery,  
Building Material Machines, Mining Machines and Construction Vehicles.

# bauma CONEXPO INDIA

**11** Dec. - **14** Dec. 2024

India Expo Centre, Greater Noida / Delhi NCR



## Two days of learning from the leaders

India's infrastructure development is poised for unparalleled growth, driven by the Government's investments worth over \$1.4 trillion planned under the National Infrastructure Pipeline (NIP). The country's ambitious development goals aim to enhance India's global competitiveness, thus paving the way to achieve developed country status through the Honorable Prime Minister's vision of Viksit Bharat 2047.

In keeping with this bold vision, our conference sessions under the theme of 'Charting India's Infrastructure Growth Journey for Viksit Bharat' will bring together industry leaders, policymakers, and innovators to address critical issues and unlock the construction ecosystem's true potential. The thought-provoking panel discussions explore topics like harnessing the power of digital technologies, achieving sustainable construction practices, navigating the evolving policy landscape, and much more.

## Why attend this conference?

The bauma CONEXPO INDIA conference presents a unique opportunity to be a part of India's exciting infrastructure growth story. Here's why you cannot afford to miss these sessions:



**Connect with key industry leaders** - Network with industry leaders, policymakers, decision-makers, and potential business partners.



**Deep dive into the policy landscape** - Gain insights on policy support for construction growth, aligning contractor interests for efficient project delivery, and unlocking India's \$1 trillion construction market potential.



**Embrace the power of digital transformation** - Gain insights into how digital technologies and automation are revolutionizing construction operations, ensuring efficiency and productivity gains.



**Promote sustainability** - Learn from industry leaders about green technologies for construction equipment (CE) manufacturing, green building practices, and the role of green financing in achieving net zero goals.



**Boost manufacturing prowess** - Explore 'Make in India' strategies within CE manufacturing, and discover the roadmap to achieve global competitiveness.

# Conference schedule

The 2024 conference program promises a dynamic and enriching experience:

## Day 1

Wednesday, 11th December 2024		
Time	Panel discussion 1	Panel discussion 2
10.30 am to 11.45 am	Policy support for the growth of the Indian construction industry	Aligning contractors' interests for efficient project delivery
12.00 noon to 1.15 pm	Strategies to achieve India's \$1trillion potential in the construction market	Power of digital technologies to transform construction operations
2.00 pm to 3.15 pm	Learning from the leaders: Green technologies for CE manufacturing	How can EPC firms benefit from adopting green building methods?

\* Timings are provisionally confirmed & subject to revision.

## Day 2

Thursday, 12th December 2024		
Time	Panel discussion 1	Panel discussion 2
10.30 am to 11.45 am	Make in India for CE manufacturing: Roadmap to become globally competitive	Debunking construction myths through lean methods and latest technologies
12.00 noon to 1.15 pm	Road to Net Zero: Role of green financing in India's construction industry	How will M-Sand change the way India thinks about construction?
2.00 pm to 3.15 pm	Skill development for the construction industry: Bridging gaps & gauging future demand	

\* Timings are provisionally confirmed & subject to revision.



# Speaker profiles

- **Policymakers from**
  - Ministry of Commerce and Industry
  - Ministry of Road Transport and Highways
  - Ministry of Environment, Forest and Climate Change
  - Ministry of Labour and Employment
  - Ministry of Housing and Urban Affairs
- **Construction equipment manufacturers**
- **Green finance leaders**
- **Private equity / venture capital investors**
- **Engineering Procurement Companies (EPCs)**

# Key attendee profiles

- **Construction company executives and senior management**
- **Engineers, architects, and project managers**
- **Equipment manufacturers, dealers, and distributors**
- **Government officials and policy advisors**
- **Infrastructure development consultants and investors**
- **Mining industry professionals**
- **Building material suppliers and manufacturers**
- **Real estate developers and investors**
- **Technology providers for the construction sector**



# Delegate Fees

## Standard Scheme

### Exhibitor

- **9 - 48 sqm:**  
1 complimentary delegate
- **51 sqm onwards:**  
2 complimentary delegates

### Additional delegate pass:

**INR 3499/-**

### Non-Exhibitor

**INR 4999/-**

## Early-Bird Scheme

### Exhibitor

- For availing registration exceeding complimentary allotment specified above

**INR 1999/-**

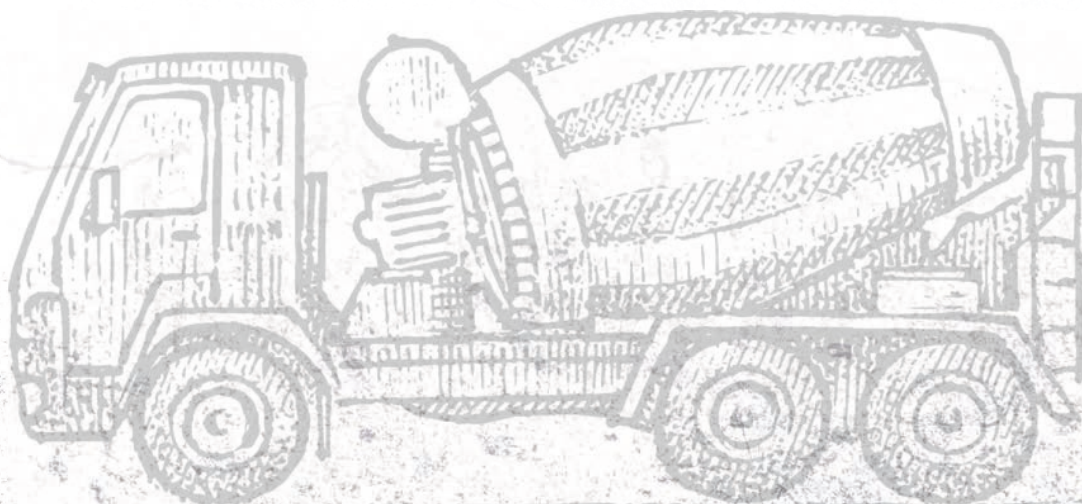
### Non-Exhibitor

**INR 3999/-**

Valid till 31st July 2024

\*All rates are excluding GST & provide access for both days of the conference

\*\* For group discounts, kindly reach out to **Uday Laroia** at [uday.laroia@mm-india.in](mailto:uday.laroia@mm-india.in) or at +91 98995 00769.



# TITLE PARTNER

## Pre-Event

- Logo presence in ILU (Integrated Logo Unit)
- Logo on website
- Logo on Audience / Registration link
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers and impact ads
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram
- 1-on-1 interview for suitable senior management representative

## During Event

- **Curation of customised panel session:** Panel curation basis mutually agreed-upon wishlist OR facility to run an existing session OR possibility to deliver a 15-minute Keynote Address - MMI to ensure outreach & promotion to 250 distinct individuals (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Branding at Registration Area (exclusive standee placement)
- Tagging on FB/Twitter/LinkedIn Live
- 3 Standee (3ft x 6ft flex) - Partner to arrange (onsite)
- Branding privilege: Delegate Kit Bag for all in attendance (MMI to arrange)
- Branding privilege: Opportunity to hand out company mementos to all incoming conference delegate - Partner to bring mementos (onsite)
- 1 complimentary stall in expo - 6m x 3m (onsite)
- One promotional kiosk at conference venue - 3m x 2m (onsite)

## Post-Event

- Thank You Mailer to our communities profiling our mainline partners
- See You Next year Mailer to our communities - Soft launch initiative highlighting & profiling current partners
- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- **SPECIAL FEATURE:** Golden handshake initiative - Roundtable C-suite initiative: Either a breakfast or luncheon gathering w/ curated C-suite participation (10 decision-makers) tailorable to specifications provided by Company (onsite)
- Company AV to be played - 5 times during the conference (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference proceedings)

## Value Adds - Editorial privileges

- One native article on BCI website (online edition)
- 1-page advertisement or advertorial in Magazine (print edition)

## Incentivised Rate (incl Networking Dinner)

**INR 35,000,00**  
+ GST (rate applicable till 31st July 2024)

## Special Rate

**INR 25,000,00**  
+ GST

# PRESENTING PARTNER

## Pre-Event

- Logo presence in ILU (Integrated Logo Unit)
- Logo on website
- Logo on Audience / Registration link
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers and impact ads
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram
- 1-on-1 interview for suitable senior management representative

## During Event

- **Curation of customised panel session:** Panel curation basis mutually agreed-upon wishlist OR facility to run an existing session OR facility to run an existing session OR possibility to deliver a 15-minute Keynote Address - MMI to ensure outreach & promotion to 200 distinct individuals (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Branding at Registration Area (exclusive standee placement)
- Tagging on FB/Twitter/LinkedIn Live
- 2 Standee (3ft x 6ft flex) - Partner to arrange (onsite)
- Branding privilege: Branded badge & lanyard unit for all in attendance (MMI to arrange)
- 1 complimentary stall in expo - 5m x 3m (onsite)
- One promotional kiosk at conference venue - 3m x 2m (onsite)

## Post-Event

- Thank You Mailer to our communities profiling our mainline partners
- See You Next year Mailer to our communities - Soft launch initiative highlighting & profiling current partners
- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- SPECIAL FEATURE: 'Speed Dating' Activity - To organise 10 15-minute B2B matchmakings w/ curated decision-makers as per specifications shared by company (onsite)
- Company AV to be played - 5 times during the conference (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference proceedings)

## Value Adds - Editorial privileges

- One native article on BCI website (online edition)

## Incentivised Rate (incl Networking Dinner)

**INR 28,000,00**  
+ GST (rate applicable till 31st July 2024)

## Special Rate

**INR 18,000,00**  
+ GST

# POWERED BY PARTNER

## Pre-Event

- Logo presence in ILU (Integrated Logo Unit)
- Logo on website
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers and impact ads
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram
- 1-on-1 interview for suitable senior management representative

## During Event

- Curation of customised panel session: Panel curation basis mutually agreed-upon wishlist OR facility to run an existing session - MMI to ensure outreach & promotion to 150 distinct individuals (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Tagging on FB/Twitter/LinkedIn Live
- 1 Standee (2ft x 4ft flex) - Partner to arrange (onsite)
- Branding privilege: Table Triangles - on cluster seating (MMI to arrange)
- 1 complimentary stall in expo - 4m x 3m (onsite)
- One promotional kiosk at conference venue - 2m x 2m (onsite)

## Post-Event

- Thank You Mailer to our communities profiling our mainline partners
- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- Company AV to be played - 5 times during the conference (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference proceedings)

## Value Adds - Editorial privileges

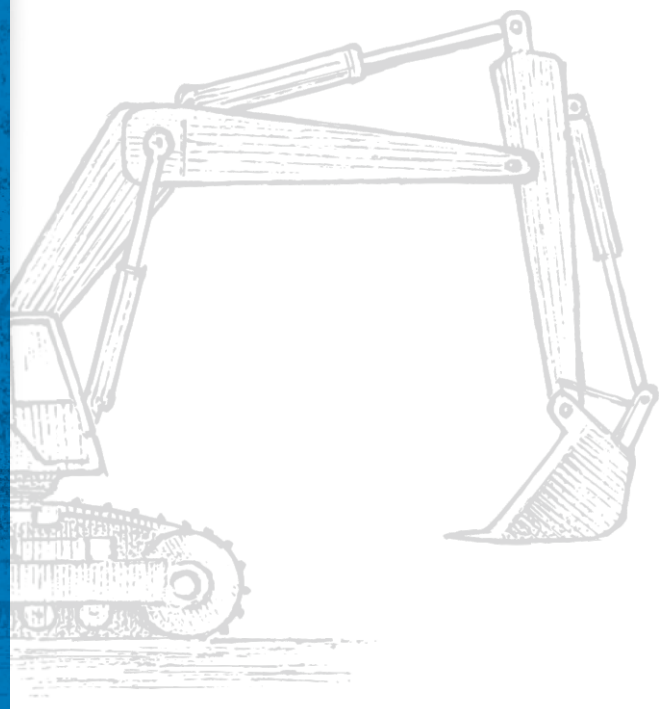
- One native article on BCI website (online edition)

## Incentivised Rate (incl Networking Dinner)

**INR 22,000,00**  
+ GST (rate applicable till 31st July 2024)

## Special Rate

**INR 12,000,00**  
+ GST





# DIAMOND PARTNER

## Pre-Event

- Logo presence
- Logo on website
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram

## During Event

- Facility to nominate a leadership-level speaker in one of the existing sessions - MMI to ensure outreach & promotion to 100 distinct individuals / individuals (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Tagging on FB/Twitter/LinkedIn Live
- 1 Standee (2ft x 4ft flex) - Partner to arrange (onsite)
- One promotion kiosk at conference venue - 2m x 2m (onsite)

## Post-Event

- Thank You Mailer to our communities profiling our mainline partners
- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- Company AV to be played - 5 times during the conference (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference proceedings)

## Value Adds - Editorial privileges

- One native article on BCI website (online edition)

## Special Rate

**INR 8,000,00**  
+ GST



# TRACK PARTNER

## Pre-Event

- Logo presence
- Logo on website
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram

## During Event

- Facility to sponsor a day-long track & nominate a leadership-level speaker for one of the existing sessions - MMI to ensure outreach & promotion to 125 distinct individuals / individuals (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Tagging on FB/Twitter/LinkedIn Live
- 1 Standee (2ft x 4ft flex) - Partner to arrange (onsite)
- 1 complimentary stall in expo - 3m x 3m (onsite)
- One promotion kiosk at conference venue - 2m x 2m (onsite)

## Post-Event

- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- Company AV to be played - 5 times during the conference (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference proceedings)

## Special Rate

**INR 10,000,00**  
+ GST



# SESSION PARTNER

## Pre-Event

- Logo presence
- Logo on website
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram

## During Event

- Facility to nominate 1 speaker for a single session - MMI to ensure outreach & promotion to 100 distinct individuals / individuals (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Tagging on FB/Twitter/LinkedIn Live
- 1 Standee (2ft x 4ft flex) - Partner to arrange (onsite)
- One promotion kiosk at conference venue - 2m x 2m (onsite)

## Post-Event

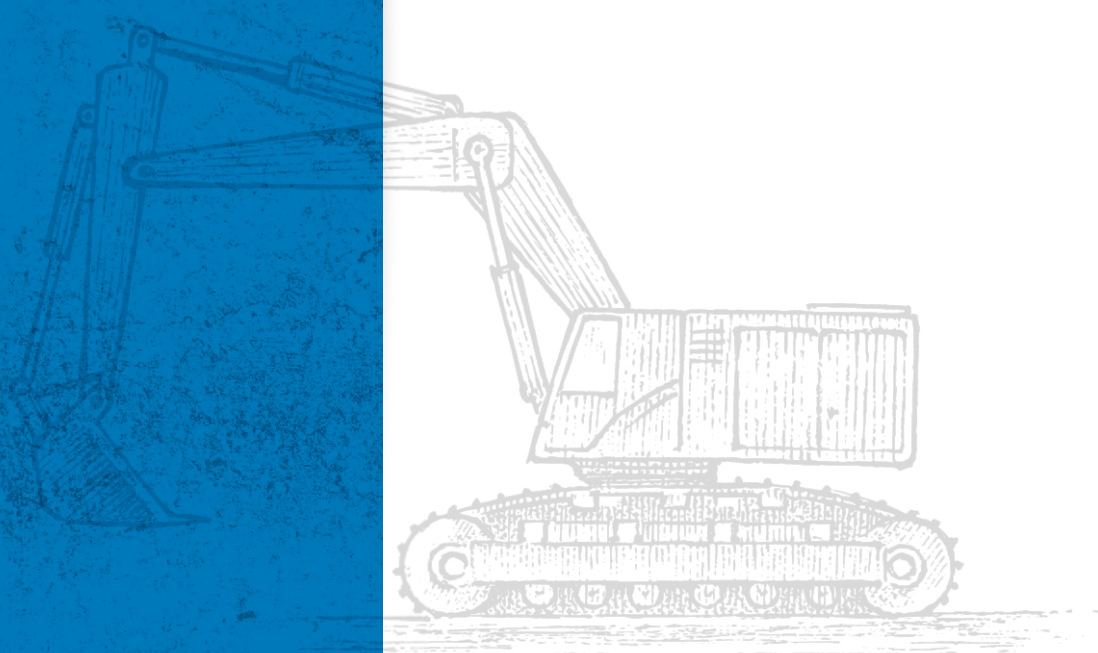
- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- Company AV to be played - 5 times during the conference (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference proceedings)

## Special Rate

**INR 8,000,00**  
+ GST



# NETWORKING LUNCH PARTNER

## Pre-Event

- Logo presence
- Logo on website
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram

## During Event

- Facility to nominate 1 speaker for a single session - MMI to ensure outreach & promotion to 100 distinct individuals / individuals (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Tagging on FB/Twitter/LinkedIn Live
- 1 Standee (2ft x 4ft flex) - Partner to arrange (onsite)
- One promotion kiosk at conference venue - 2m x 2m (onsite)

## Post-Event

- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- Company AV to be played - 5 times during the conference (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference proceedings)

## Special Rate

**INR 8,000,00**  
+ GST



# NETWORKING TEA PARTNER

## Pre-Event

- Logo presence
- Logo on website
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram

## During Event

- Facility to nominate 1 speaker for a single session - MMI to ensure outreach & promotion to 100 distinct individuals / individuals (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Tagging on FB/Twitter/LinkedIn Live
- 1 Standee (2ft x 4ft flex) - Partner to arrange (onsite)
- One promotion kiosk at conference venue - 2m x 2m (onsite)

## Post-Event

- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- Company AV to be played - 5 times during the conference (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference proceedings)

## Special Rate

**INR 8,000,00**  
+ GST



# NETWORKING DINNER PARTNER

## Pre-Event

- Logo presence in ILU (Integrated Logo Unit)
- Logo on website
- Logo on all relevant promotional materials - brochures, flyers, mailers & related campaign creatives (electronic & print)
- Logo on all event promotional mailers and impact ads
- Logo on the event video uploaded on MMI youtube Channel
- Logo on SM Promotions - FB, Twitter, LinkedIn & Instagram
- 1-on-1 interview for suitable senior management representative

## During Event

- Facility to nominate 1 speaker for a single session - MMI to ensure outreach & promotion to 100 distinct individuals/individuals for conference (in collaboration with partner for session)
- Logo on main backdrop
- Logo on registration backdrop
- Tagging on FB/Twitter/LinkedIn Live
- 3 Standee (2ft x 4ft flex): 2 for Dinner + 1 for day-long conference - Partner to arrange (onsite)
- Branding privilege: Opportunity to hand out company mementos to all incoming dinner delegate - Partner to bring mementos (onsite)
- 1 complimentary stall in expo - 5m x 3m (onsite)
- One promotional kiosk at dinner venue - 3m x 3m (onsite)

## Post-Event

- Thank You Mailer to our communities profiling our mainline partners
- See You Next year Mailer to our communities - Soft launch initiative highlighting & profiling current partners
- Tagging on the social posts with event stories

## Value Adds - Event activation benefits

- **SPECIAL FEATURE:** MMI Team to work collaboratively with Partner to reach out to 250 distinct entities as per the scope of reference provided by client
- Company AV to be played - 3 times during the dinner (onsite)
- Emcee announcement (acknowledgement of Company's support as partner during course of conference & dinner proceedings)

## Value Adds - Editorial privileges

- One native article on BCI website (online edition)

## Special Rate

**INR 20,000,00**  
+ GST



# bauma NETWORK

**THE WORLD'S LEADING BRAND  
IN THE CONSTRUCTION MACHINERY  
AND MINING INDUSTRY**

 **bauma**

 **bauma CONEXPO INDIA**

 **bauma CHINA**

 **m&T expo**  
PART OF **bauma NETWORK**

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