

## Infomedia India brings yet another edition of Engineering Expo The Largest Engineering Platform in the Country

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Infomedia India, India's leading content generation company, will be organizing Engineering Expo in Ahmedabad, Pune and, for the first time, Ludhiana. The Expo will have pavilions dedicated to machine tools, hydraulic & pneumatic systems, plastics, packaging, electrical and electronics, pumps & valves, automation systems, material handling equipment, instrumentation & control equipment, chemical plant & machinery, pharmaceutical machinery, automotive components, IT products & services and general engineering.

With more than 200 exhibitors from all over India and around 20,000 visitors expected in each of the locations, Engineering Expo is an ideal platform to forge profitable business alliances.

Last year, the Expo witnessed prominent participation from companies such as ELGI, Festo, Elecon, Haas, Henkel Loctite, Kores, Lapp India, Legris, Makino, Pepperl+ Fuchs, Pidilite, PMT and Safexpress, to name a few. The exhibition has a track record of generating genuine business leads by attracting the relevant audience. The Pune Expo generated a total revenue of around Rs 38 crore in its maiden venture, and attracted a visitor footfall of 15,000 plus. In its 5 th year, the Ahmedabad Expo &mdash; which is an annual event &mdash; recorded 19,000 plus visitors.

Engineering Expo is supported by prominent trade associations like AIAI (All India Association of Industries), IMC (Indian Merchants Chamber), UNIDO, Rajkot Engineering Association, Fasteners Manufacturers Association of India, CICU (Chamber of Industrial & Commercial Undertaking), SIDBI and many more.

**Mr. Prakash Iyer, Managing Director, Infomedia India Ltd, stated** , "Engineering Expo has been extremely successful and has received very good response in Ahmedabad and Pune. It gives me tremendous pleasure in bringing Engineering Expo to the Ludhiana audience for the first time. The remarkable response received for the earlier exhibition is testimony to the fact that this is the only trade fair that caters to the diverse needs of engineering."

Engineering Expo will be held in Ahmedabad (Nov 29 - Dec 03, 2007); Pune (Dec 20 - Dec 23, 2007); and Ludhiana (Feb 07 - Feb 10, 2008).

The Expo serves as a platform for Indian & foreign companies to exhibit their products and services; interact with buyers and sellers; and make new tie-ups. Leading engineering companies such as Haas Technical, Jyoti CNC, CRI Pumps, Aroma, Elecon, Marshall Machines, IGUS, PMT, Schalmaz, Pidilite, Autonics Corporation, Hindustan Motor and Techtronics India will be participating in this exhibition by displaying innovative products and categories.

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**About Infomedia India:**

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*Independent estimates peg the size of the rapidly growing publishing vertical in the BPO space in India to be at approximately USD 250 million. Infomedia India Limited has successfully forayed into this segment and is poised to play a unique role going forward. The company's leading brands include India's No. 1 directory titled Infomedia Yellow Pages, the leading product finder Search, consumer magazines Overdrive, Better Photography and Chip among others.*

*Infomedia India Limited is a publicly listed company with professional management. It is listed on the Bombay Stock Exchange and the National Stock Exchange. Its promoters and chief shareholders are I-Ven Interactive Limited, the private equity arm of ICICI Bank, one of India's largest financial institutions. For the year 2005-06, the company had a turnover of Rs 1.357 billion and an EBITDA (before exceptional items) of Rs. 195 million.*

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