




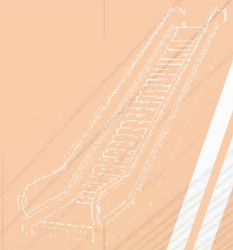
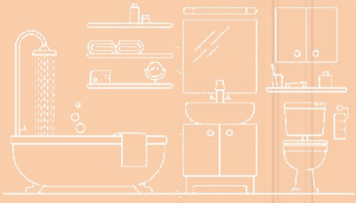
# **FACTS & FIGURES** 2022-23

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- 200+ Exhibitors from pan India
  - Spread over more than 2,29,000 Sqr. ft.
  - 35000+ visitors visited from pan India
  - Business transaction worth 200 crore
  - 10570 business leads generated
  - 2000+ products displayed from diverse companies

ARCHEX India's Leading Exhibition on Architectural, Interior, Exterior & Construction Material and it is a place where companies will present the latest trends, innovations and concepts in the world of Architectural, Construction industry. ARCHEX is an exclusive expo pertaining to enhancement of the Architectural industry in India. It's an annual 4-day premium exhibition on Interior, Exterior, Construction, Art, Decor, Furniture & Lifestyle products where a plethora of brands display their range of products & services from across the country to an exclusive audience of Architects, Interiors Designers, Builders, Engineers, Real Estate consultants, Developers, Hoteliers.

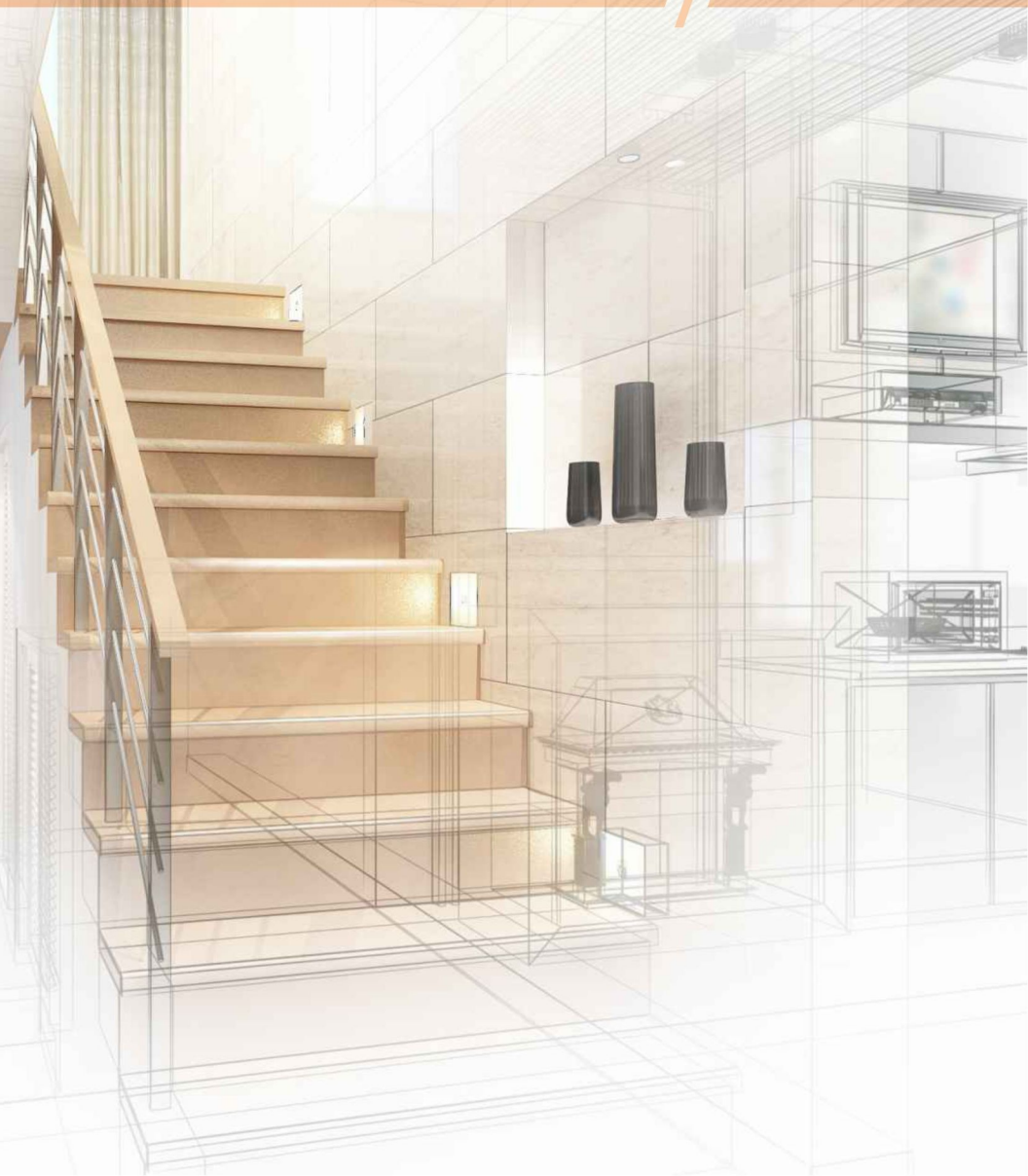
Its aim is to promote the Industry on international standards by bringing the manufacturers and buyers on the same platform and share information & knowledge to understand the market dynamics-existing and future. Exhibitors are assured of getting maximum returns from their participation at ARCHEX. Our unique positioning space platforms offer opportunities not just to exhibit but also to create a long-lasting impression on the real decision makers of the Architectural industry. To the visitor this expo serves as a common platform for sourcing, updating on the latest & brand recall as they interact and engage with exhibitors.





# SEGMENTS

- Bath & Sanitary
- Natural Stone, Marbles & Granite
- Tiles & Ceramics
- Steel & Concrete
- Water Technologies & Equipments
- Plumbing, Pipes & Fittings
- Construction Chemicals
- Doors & Windows
- Structural & Profile Systems
- Paints & Coatings
- Flooring & Surfaces
- Glass & Railing Systems
- Construction Machinery & Technology
- Roofing, Cladding & Facades
- Landscape Architecture Related Products
- PLV, Veneer & Laminates
- Home Furnishings
- Home & Office Furniture
- Home Interiors & Artifacts
- Kitchen & Bath Technologies
- Decorative & Architectural Lighting
- Switches & Switchgear
- Safety & Surveillance
- Electrical, Wires & Cables
- Home & Office Automation
- etc.



ARCHEX promises to hold tremendous significance for all levels in manufacturing organization, service sector, traders and its officials like CEO's & Entrepreneurs, Senior Executives, Corporate Planners, Managers & Executive, Engineers, Technicians, diplomats & Ministerial trade delegates from across the India.

- Architects
- Building Contractors
- Builders & Developers
- Consulting Engineers
- Dealers & Distributors
- Electrical Engineers
- General Public
- Government Officials
- Trade Associations
- Interior Designers
- Public Administrators & Civil Contractors
- Project Manager & Consultants
- Public Safety Department Officials
- Structural & Civil Engineers
- Universities. Technical & Research Institutions
- Others



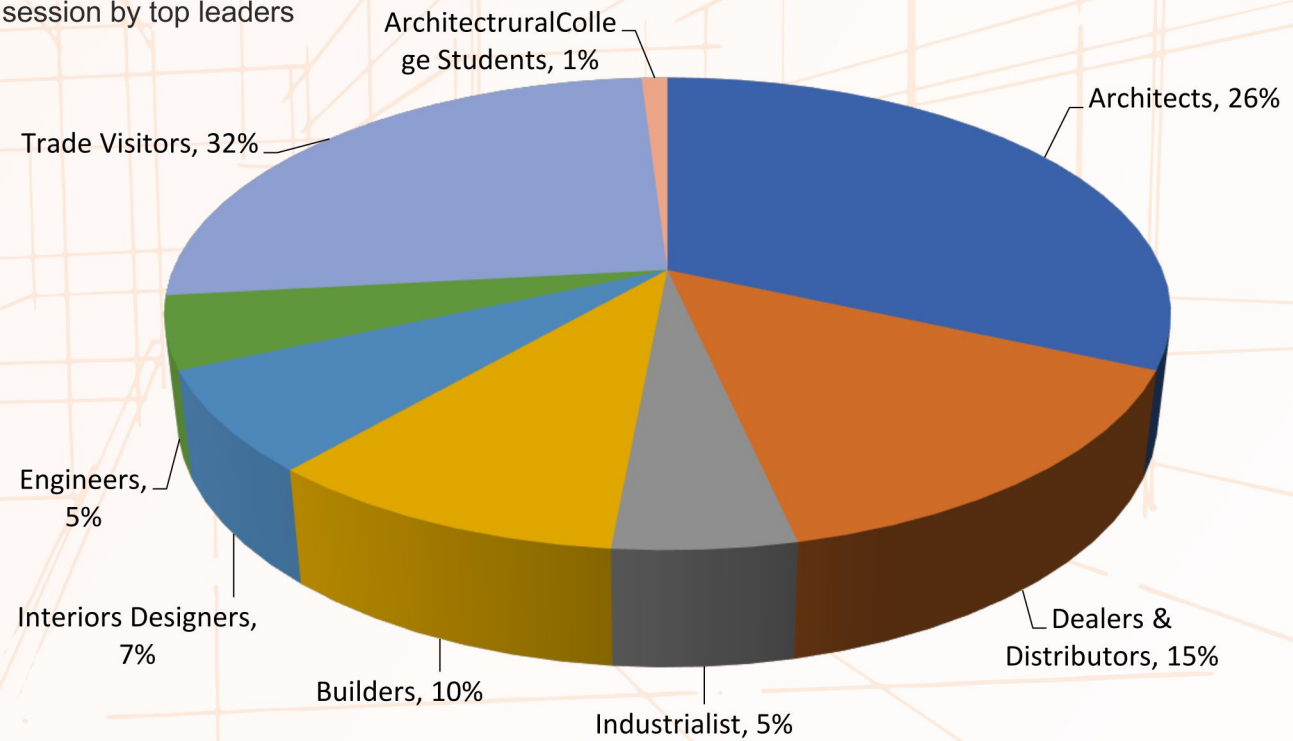


# Visitor Analysis

## Factors which influenced Visitors to Visit

- Knowledge sharing Platforms
- Scope to see latest technologies, trendy products & Services
- Conferences and Seminar on Vibrant topics
- Best projects to be displayed by the Vibrant Architects & Designers.
- 200+ Exhibitor who showcase their Products & Services.
- Associations Visits & Discussion session by top leaders

## Visitor Analysis





# INAUGURATION CEREMONY

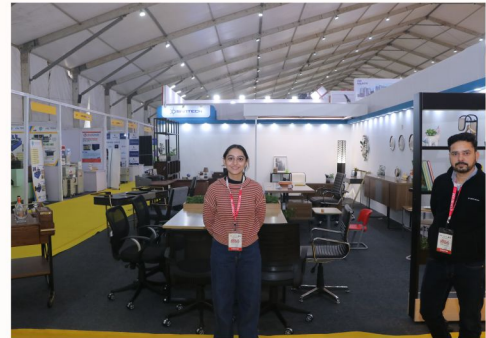
# ARCHEX CHANDIGARH







# Glimpse of Chandigarh



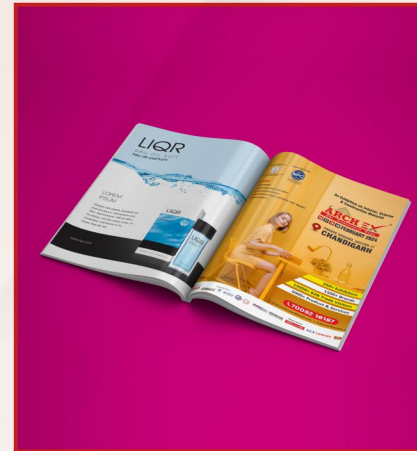


# MARKETING CAMPAIGN

In order to maximize targeted audiences, we follow the strategies that focuses on bringing right decision maker and to maximize footfall during the event. These activities includes :



OUTDOOR ADVERTISEMENT



MAGAZINE ADVERTISEMENT



WALKING BILLBOARD



AUTO BRANDING



WHATSAPP



SMS



NEWSPAPER



E-MAILING



RADIO

ASSOCIATIONS TIE-UP | GOVERNMENT ALLIANCE | DIRECT MAILING INVITES | CLIENT INVITES | E-MAIL CAMPAIGN

SMS CAMPAIGN | WHATSAPP CAMPAIGN | MAGAZINE ADVERTISEMENT | WEB TIE UPS

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