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BANGALORE INTERNATIONAL AUTOMOTIVE EXPO 2009

9th, 10th & 11th January 2009 | The Palace Grounds, Bangalore INDIA

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- Visitor Profile

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POST-SHOW REPORT

116,546 Visitors

6,709 Business

235 Journalists

486 Brands

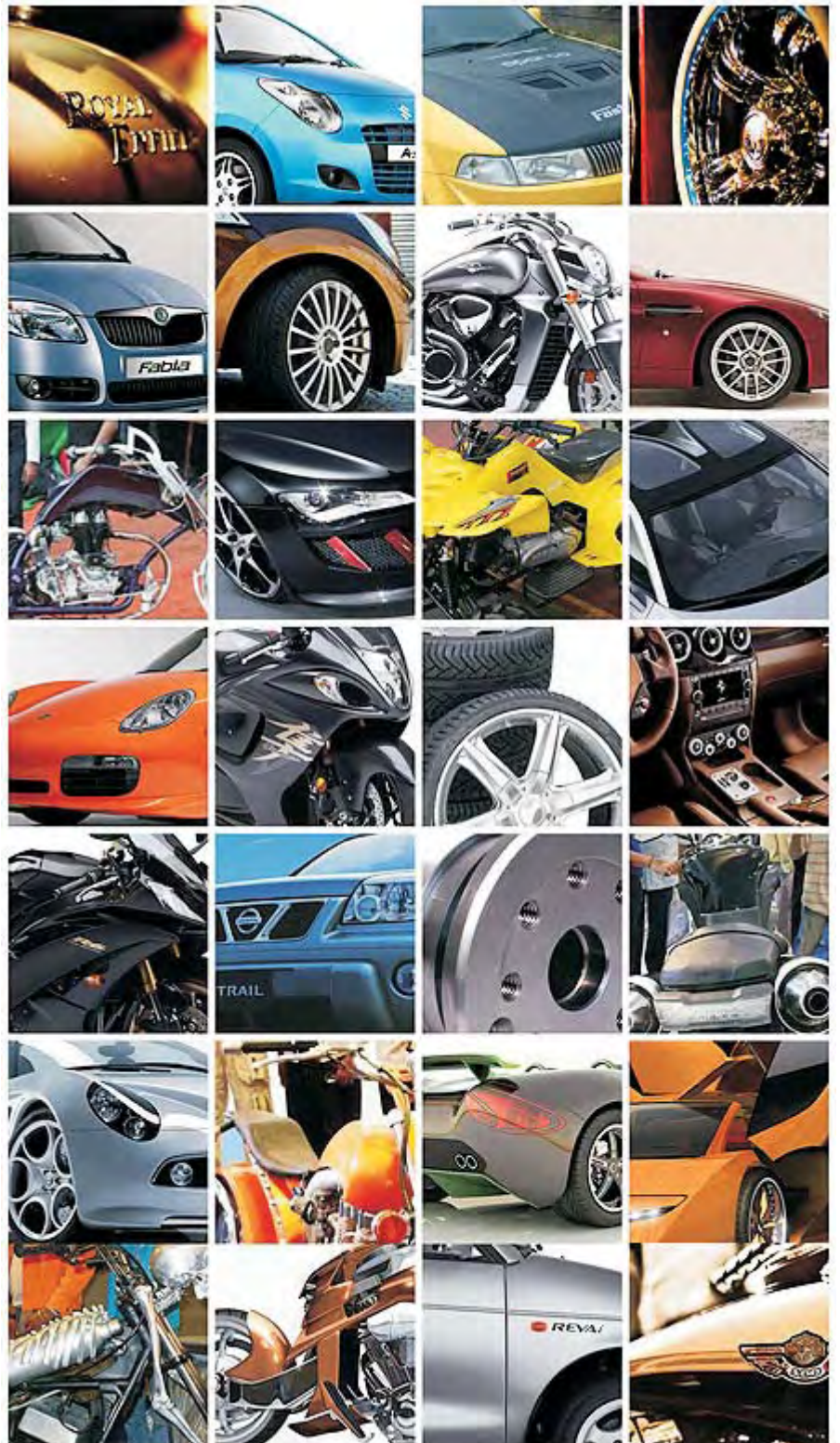
137 Exhibitors

47 Publications

10 TV Channels

4 States

everything
auto!



Welcome to the BIAE 2009 Post-Show Report.

Message From Organiser



With an enviable 10,000 square meters of exhibition area, BIAE played host to 486 brands on display, over 1,00,000 visitors and a massive press & TV coverage. Thanks to the efforts of our exhibitors, the interest levels of visitors and the reportage of the press, the first edition of BIAE 09 was a smashing success by any definition and despite all odds!

Though BIAE did fall short on its expectations in creating an international format owing to market conditions and vicious incidents, the expo nevertheless will go from strength to strength by building on its current reputation as the finest auto event in South-India. Further, this successful platform will see more comprehensive business relevant initiatives in the future edition.

Please browse through the Post-show report, which provides all the necessary statistics and an overview on the event. If you have not exhibited at BIAE, this report will outline what you missed in 2009, but what your company could be a part of in our future auto ventures.

We wish to take this opportunity in announcing the dates of our forthcoming automotive projects as:

Car & Bike Show 2009
19th to 23rd November 2009
The Palace Grounds, Bangalore - India

Bangalore International Automotive Expo 2010
11th to 15th March 2010
The Palace Grounds, Bangalore - India

While we thank you again for your support, we hope to see you again.
Warm Regards

Raj N. Krishnamurthy
- Convener

Exhibition Days

9th, 10th & 11 January 2009

Media Days

8th January 2009

Inaugural

9th January 2009

Total Exhibitors

137

Exhibition Area

10,000 square meters

Inaugurated by:

Shri R.V. Deshpande

Former Minister -Large & Medium Industries
 President Karnataka Pradesh Congress Committee

&

Ananth Kumar

Member of Parliament

General Secretary - Bharatiya Janata Party

Presided by

Shri. Murugesh R. Nirani

Hon'ble Industries Minister

Shri. Ashok

Hon'ble Transport Minister

&

Shri. D.S. Veeraiah

Member of Legislative Council

Exhibitor Profile

- Vehicle Manufacturers
- Electric Vehicles
- Customised Vehicles
- Auto Interiors & Finish
- Aftermarket & Accessories
- Component Manufacturers
- Oil & Lubricants
- Entertainment Systems
- Alternate Fuels
- Services & Equipment
- ITeS
- Tyres, Tubes & Wheels
- Concepts & Design
- Environment Initiatives

Expo Summary

Organized by

Winmedia Communications Private Limited

Supported by

Automotive Research Association of India
 Federation of Indian Automobile Associations
 Automobile Association of Southern India
 Western India Automobile Association

Approved by

India Trade Promotion Organisation



Visitor Stats

116,546	- Total Visitors
63,805	- Public
26,045	- Invitees
6,709	- Trade
235	- Media
86	- VVIPS
46	- Officials
106	- Purchase Officers
06	- Ministers
19,508	- Misc.

Open Days	Visitors
09.01.2009	12,426
10.01.2009	40,853
11.01.2009	63,261

Visitor Interest* Segment

The registered areas of interest amongst visitors:

- 4 Wheelers - 71%
- Luxury/ High Performance Vehicles - 47%
- Passenger Cars - 88%
- Motor Cycles - 73%
- Modifiers, Tuners & Designers - 92%
- Garage & Forecourt Equipment - 22%
- Parts & Accessories - 52%

* Multiple Choices

Visitor Profile

Visitor base of over one lakh affluent individuals including trade visitors from the South-Indian states and neighboring countries comprising.

By Demographics

SEC: A+ & A, Age Group: 18 yrs - 50 yrs, Avg Income p.a: INR 4,00,000

By Occupation

- Businessmen • CEO/Directors • Head of divisions • Purchase Heads
- Departmental/unit head • Corporate Buyers • Trainees • Distributors & Dealers • Defence Personnel • Engineers • Technicians • Consultants • Corporate Buyers • Automobile Professionals • Transport Operators • Tourism & Hospitality Professionals • Mechanics, Media & Press • Students • Home makers •

By Departments

- Business/company/enterprise management • Servicing, maintenance, repair • Purchasing/procurement • Marketing, advertising, distribution, sales • Research/development/design • Manufacturing/ production • Planning • Material management • Logistics • Transportation • Quality control • Service Stations.

SOURCE

- MediaLogic Research Services
- Mahindra Holidays Registrations

Online Stats

- Over 250,000 Website Hits
- 37,960 Online Enquiries
- Presence in over 300 Auto Websites

SOURCE

- Net4India Ltd.
- See: www.wmcp.com/ usage

Primary Dailies

English

- Times of India
- Deccan Herald
- Deccan Chronicle
- Indian Express
- Hindu
- DNA
- Bangalore Mirror

Hindi

- Rajasthan Patrika
- Dakhshin Bharath
- Aapna Bengaluru

Kannada

- Times of India
- Ee Sanjay
- Prajavani
- Hosa Digantha
- Times of India
- UdayaVani
- Vijay Karnataka
- Samyuktha Karnataka
- Sanjay Vani
- Indu Sanjay
- Kannada Prabha

Telugu

- Andhra Jyothi
- Eenadu
- Mana Karnataka
- Vaartha Sakshi

Malayalam

- Malayalam Manorama
- Mathrubhumi
- Madhyamam
- Kerala Kamudi



Media Coverage

Tamil

- Kaalai Kadhir
- Dinasudar
- Dinamani
- Dinathanthi

News Agency

- PTI
- UNI
- AP
- AFP

Magazines

- Auto Monitor
- Auto Guide
- Auto Track
- Autocar Professional
- Car India
- Bike India
- Scooter India
- Overdrive
- Zigwheels

Television

- Doordarshan
- Zee News
- ANI
- ICE TV
- Suvarna
- TV9
- ETV
- Udaya TV
- Sun TV
- Kasturi

Radio

- Radiocity
- Radio Mirchi
- BigFM

detailed reports on our website

Further Information:

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Theme Clean Green Mobility

The composition of BIAE logo is a sign of the automotive industry's present and future. Green, the color of the logo is derived from the color of ecology. A color that is reflected in every part of our economy from products, services to quality of life. Automotive industry is one of the first in industrial sectors to respect the environment. Therefore each component of the logo is a symbol of this industry's drive toward to a clean & green environment. A commitment that is amply reflected in its regulatory, anti-pollution and production measures formulated and applied to give their customers an object of their admiration that deliver clean mobility.

EventSynopsis

- The Bengaluru International Automotive Expo 2009 [BIAE] presented a range of launches, concepts vehicles, prototypes, high performance vehicles, SUVs, bikes, trikes, quads, buggies and All terrain vehicles totally spread over an area of 10000 sq m.

- The first edition of the BIAE was the first event of its kind in the region to have a dedicated press day. 235 members of the media from southern states attended the press conferences and presentations made by the exhibitors on their stands.

- An exclusive display area for components and one separate hall was dedicated for accessories and aftermarket

- The exhibition hosted exciting promotions along with the exhibitors who offered enthusiasts a variety of motoring games/hobbies, branded merchandise, memorabilia, graphics and high-end auto finish products.

- The expo offered test / trail track that enabled manufacturers to demonstrate their latest models during the period of the show.

- The expo ran successfully for its complete period of 3 days meeting its objective of providing a platform where auto enthusiasts can experience the great vehicles, advanced technologies and designs, while at the same time serving as a source of up-to-the-minute information on interactions between the automobile and the society. The expo featured exhibits on advanced environment and safety technologies,

- The show also helped large numbers of visitors to see advanced environment and safety technologies for themselves, reaffirming the fun and excitement of automobiles and providing new dreams for the future. It was in every sense worthy of its position as a "landmark show," marking the first step into 'South-India's Automotive Future'

- The organizers set a goal of 100,000 visitors, which it more than exceeded.

- BIAE had environment-friendly vehicles included fuel cell vehicles, hydrogen vehicles, electric vehicles, and hybrid vehicles. There were also large numbers of safety-technology displays, and visitors were attracted by the opportunity to see for themselves where technology is heading in these areas.

BIAE turned out to be the biggest auto show in South India and definitely the largest ever auto event hosted in the state of Karnataka. The result is encouraging and the future looks exciting with the organisers planning to create an automotive platform that will exceed expectations while providing the maximum information, optimum business opportunities in a compact, well-designed international format.