

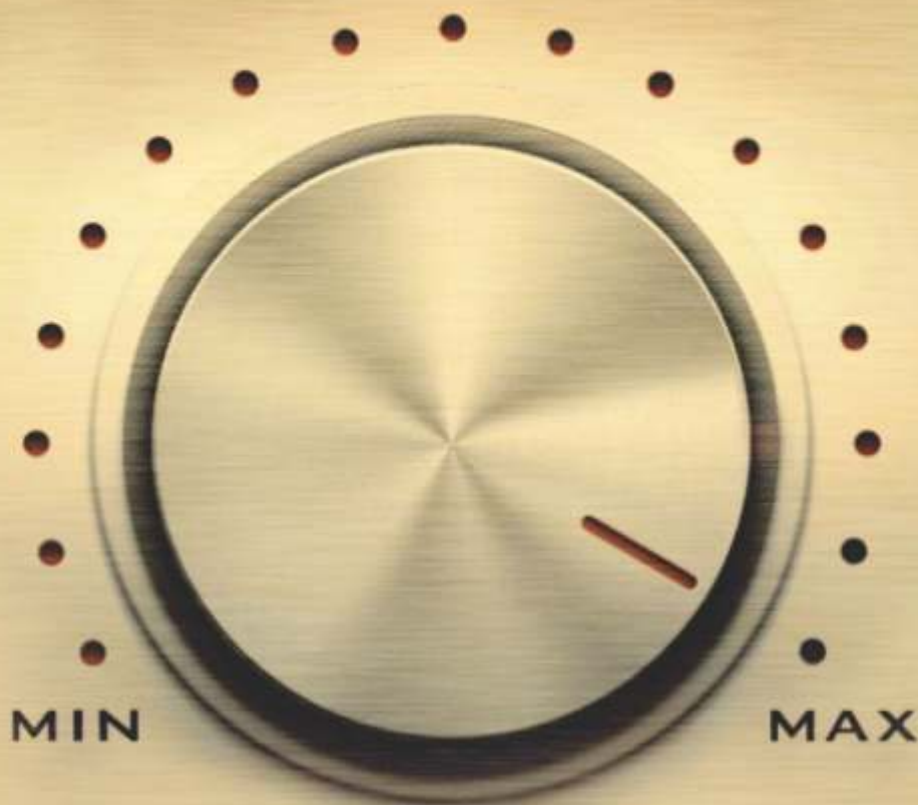


Confederation of Indian Industry

5th edition   Ludhiana Fair

THE PREMIUM SHOPPING FESTIVAL  
11-14 DECEMBER 2015

Government College For Girls, Ferozepur Road, Ludhiana



EXPAND REACH  
BOOST GROWTH  
MAXIMISE PROFITS



# LUDHIANA & IT'S LOVE AFFAIR WITH SHOPPING

After the success of CII Chandigarh Fair in the series of Consumer Fairs, CII takes forward its initiative of connecting the stakeholders with the burgeoning consumerism in the Tier 2 & 3 cities, after the metros, with CII Ludhiana Fair.

Ludhiana being a major industrial & manufacturing hub in North India for both domestic as well International enterprises, is also home to lifestyles ranging from the most extravagant to the aspiring modest. With so much wealth generation, increasing disposable incomes & soaring aspirations, Ludhiana comes up as a natural choice to tap into.

CII Ludhiana Fair will provide a unique opportunity to showcase your products & services to thousands of discerning buyers. The Mega fair promises to be an ideal platform to explore business opportunities, open new vistas and generate sales. This premier shopping festival will be an ideal venue to exhibit in diverse categories of consumer durables and non-durables bringing together the leading International & Indian brands.

The Ludhiana Fair will serve as an umbrella for 13 concurrent expos: International Arcade, Finmart, Decor, Persona, Ludhiana Auto Show, Home Appliances & Electronics, Educate, States of India, Infocom, Haute Couture, Fruits & Food Show, The Studio & Realcon.





## THE GUEST LIST

Members of CII, esteemed Clubs & Associations

MDs, CEOs, Senior & Middle level executives from: Government, Private Organisations & PSUs and Manufacturing Units

Professionals: Architects & Interior Decorators, Chartered Accountants, Financial & Market Analysts, Distinguished members of academia, media, medical sciences, art & culture

Youth: Business Class, High-salaried, Young entrepreneurs & Students

The rich & famous industrialists and home makers

## CONCURRENT SHOWS



**Home Appliances & Electronics:** Televisions (LCDs, LEDs, Plasmas), Air Conditioning & Refrigeration (Commercial, Industrial & Residential), Home Theatre & Music Systems, Washing Machines, Microwaves, Ovens, Chimneys, Induction Plates, Air Purifiers, Food Processors, Dish Washers, Juicer Mixers, Grinders,

Water Purifiers, Hand Blenders, Steamers & Rice Cookers, Kettles & Warmers, Coffee Makers, Solar Water Heaters, Power Backup Systems & much more...

**Home & Office Automation:** Lighting Control Systems, Management Systems for Lighting/ HVAC/ Curtains/ Butler Call/ Alarm/ Music etc., Voice Activated Automation System designed for the Disabled, Voice-Controlled Home Automation, Hardware & PC Software for Building Automation, Wireless Hardware, Cinema Seating, Home Theatre, Multi Room AV Systems & much more...

**Safety, Security & Fire Protection:** Access Control, Biometric Systems, Digital Door Locks & Door Viewers, e-Surveillance, Fire Protection & Prevention Devices, Smoke Detectors, Extinguishers, Intruder Alarms, Integrated Systems/ IP & Networked Systems, Perimeter Protection, RFID, Tracking & Tracing Systems, Building Management Systems, Manned Guarding, Safes, Physical Security, Retail Security Systems, Strong Rooms, Audible Warning Systems, Industrial Safety Wears & much more...



# FINMART

Banks & Financial Institutions, Life & General Insurance Companies, Health & Travel

Insurance, Credit Cards, Education Loans, Home / Personal & Auto Finance, Forex Houses, Institutes offering Financial & Accountancy Courses, Investment Advisory Services, Share & Commodity Broking Houses, Shopping & Loyalty Cards, Wealth Management Companies

# Infocom

Notebooks / Laptops, Smartphones & Cell Phones, Mobile Phone Insurance, Chargers / Covers / Screen Guards, Batteries & Other Accessories, Internet Service Providers, Computer Graphics &

Animation, Computer Hardware, Still & Video Cameras, DTH Systems, IT Education Institutes & Training Centre, Entertainment Systems & Equipment, Gaming Companies, Multimedia Communication & Services, New Technologies in Cable Television Network, Software & Network Solutions, Video Conferencing, Wireless Equipment, Graphic & Software Designers, Printers & Scanners, Multimedia Projectors & Visualizers, Photocopiers & Fax

# International Arcade

This would witness a wide display of products & services by a number of international participants. The arcade will be

an ideal platform for the participants to explore, meet, interact & sell their products to the consumers & would also encourage a direct interface of the foreign companies with their Indian counterparts

# fruits & food SHOW

**Organic & Herbal Products:** Herbal Tea, Herbal Supplements, Organic Chyawanprash, Organic Ghee, Health Juice, Organic Spices,

Organic Vegetables.

**Convenience Food & Beverages:** Frozen Foods, Sea Foods, Processed Poultry & Dairy Products, Cake & Baked Products, Chocolates, Noodles, Pastas, Sauces & Gravies, Chutney, Confectionery & Sweets, Pickles, Fruit & Vegetables, Edible Oils, Conserves & Ingredients, Pulses & Spices, Health & Energy Drinks, Tea, Soft Drinks, Pulp Based Juices

# PERSONA

**Beauty Care & Enhancement:** Skin Care, Make Up, Eye Care, Hair Care, Body Care, Foot Care, Oral Care, Fragrance, Herbal Cosmetics, Other Women's &

Men's Grooming Products & Accessories

**Medical & General Care:** Health Monitoring Devices, Health Nutrition, Vitamins & Supplements, Pain Relievers, Body Massager, Slimming Products, Acupuncture/ Acupressure, Sexual Wellness, Braces & Supports, Ayurvedic Products, Health Care Kits, Personal Diagnostic Kits

**Sports & Fitness:** Treadmills, Home Gym, Exercise Bikes & Cycles, Bicycle & Tricycle, Bench Equipment, Dumbbells / Weights & Accessories, Weight Loss Equipment, Yoga Mats, Gym Bags & Clothing, Gym & Running Shoes, Heart Rate Monitors, Sports & Fitness Watches, Golf, Swimming, Skating, Adventure Sports/Gear, Leisure Games, Health Clubs, Health Publications & Portals, Slimming Centre, Jacuzzis, Steam & Sauna Bath Manufacturers, Swimming Clubs

**Hygiene Care:** Cleaning & Maintenance, Vacuum & Cleaning Tools, Air Curtains, Auto Shoe Polish Machines, Cleaning Apron, Gloves, Boots, Masks, Dust Control Mop Set, Floor Cleaning Tools & Chemicals, Fly Catcher / Insect Killer, Stainless Steel Hygiene Bins, Wipers

**Pet Care:** Pet Food & Nutrition, Vitamins & Supplements, Pets Grooming Tools, Pet House, Pet Utensils & Other Equipment, Body Care, Hair Care, Skin Care, Veterinary Clinics, Training Centre





# The Studio

**Kitchen:** Modular Kitchen & Accessories, Cabinets, Handles & Knobs, Kitchen Faucets, Countertops, Sinks & Tiles, Water Treatment & Quality, Range Hoods, Kitchen Cabinets, Kitchenware (Dinner Sets, Cookware, Glassware, Utensils, Crockery)

**Bathroom:** Bathroom Faucets, Bathroom Fittings, Bathroom Accessories, Vanities & Medicine Cabinets, Showers, Toilets, Bathtubs & Whirlpool Tubs, Shower Curtains & Rods, Safety Bathroom Accessories, Lavatory Basins, Bathroom / Exhaust Fans, Laundry



## educate

Indian Universities, Polytechnic Schools & Colleges, International Schools & Universities,

Institutions, Education Councils, Embassies, High Commissions & Consulates, Language Course, e-Learning Course & Job Oriented Course Providers, Specialized Training Colleges preparing students for IELTS, GRE, SAT, TOEFL & etc., Training Institutes

Service providers like: Career & Educational Consultants, Immigration & Visa Experts, Insurance Companies, Travel Agents, Placement Consultants / Employment Agencies, Money Transfer & Changing Agencies, International Student Card Providers, Student Housing facilitators, Calling Card Providers etc



## LUDHIANA AUTO SHOW

**Automobiles:** Passenger Cars, Personal Utility Vehicles, SUVs, Motor Bikes, Scooters, Commercial Vehicles, Eco-Friendly / Green Vehicles & other Automotive Products, Electric Vehicles

**Automotive Accessories:** Under Vehicle Scanner System, Vehicle Tracking System, Vehicle Security System, Floor Mats, Seat Covers, Auto Lightings, Exhausts, Fog Lamps, Head Light Covers, Steering Covers, Air Fresheners, Smoke Lighters, Mobile Chargers, CD Covers, Alloy Wheels, Teflon Coating, Filming, Audio-Video Systems, Car / Bike Modifier & Body Graphics

**Oil & Gas Companies:** LPG, CNG, Petroleum Companies, Lubricants

**Auto Component Manufacturing Companies & Auto Publications/Portals**



## Realcon

**Real Estate:** Projects (Housing, Office, Retail, Resorts), Central & State Govt. / Agencies, Hospitality & Leisure Development Sector, Facility Management Services

**Financiers & Builders:** Real Estate Investors & Venture Capitalists, FII / FDI, Private Equity Fund Firms, Bankers & Insurers, Town Planners

**Promoters:** Architects, Interior Designers, Real Estate Marketing Firms, Online Portals, Associations (Real Estate, Construction, Infra)

Artisans & Entrepreneurs from various States & Territories of India get the golden opportunity to showcase their products, artifacts &



# STATES OF INDIA

culture at the fair through their respective state pavilions. The wares and merchandise displayed from all across the country are sure to find the eager consumers of North India queuing up. The fair will bring together famous State Crafts & Handicrafts, Local Textile Products, Local Processed Foods & Fresh Fruits, State Tourism Promotion Vehicles, State Government Departments & Relevant Central Government Agencies



FASHION WEAR & APPARELS

**Women:** Ethnic Wear, Western Wear, Night Wear, Lingerie, Bath, Winter Wear, Footwear, Fashion Jewellery, Wedding / Festival / Party Wear

**Men:** Western Wear, Sports Wear, Ethnic Wear, Grooming, Winter Wear, Footwear, Wedding / Festival / Party Wear

**Kids:** Apparel & Footwear

**Textile:** Blankets, Quilts, Shawls, Stoles, Lohis, Bedsheets, Comforter

**Accessories:** Watches, Bags & Handbags, Eyewear, Wallets, Belts, Gems & Jewelry, Personal Accessories



Artifacts & Murals, Floor & Wall Tiles, Blinds, Curtains & Drapes, Furnishings, Carpets & Floorings, Doors & Windows, False Ceilings, Fountains, Furniture & Vanity Cabinets, Interior Designers, Paints & Coatings, Terracotta & Feng Shui Products

**Lighting Gallery:** Decorative & Mood Lights, Floor & Table Lamps, Intelligent Lighting, Urban Lighting, Pendants / Fixtures / Chandeliers, Wall & Ceiling Lamps, Architectural Lighting, Switches & Dimmers, Chimes & Accessories

**Garden & Terrace Gallery:** Landscaping & Garden, Garden Tools & Equipment, Outdoor Furniture, Fountains, Swimming Pools & Related Products, Paving Materials & Tiles, Sculptures & Environment Art, Solar Lighting Systems, Awning Equipment, Misting & Fogging Systems, Fencing Products, Timber & Plywood, Garden & Terrace Fittings, Mowing & Gardening Tools, BBQ, Fireplaces & Patio Heaters, Watering & Irrigation, Materials - Decks & Verandas, Plants & Flowers, Pavers, Winter Protection, Greenhouse Constructions, Water Management & Treatment Solutions, Rain Water Harvesting





## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7400 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 250 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

In its 120th year of service to the nation, the CII theme of '**Build India – Invest in Development, A Shared Responsibility,**' reiterates Industry's role as a partner in national development. The focus is on four key enablers: Facilitating Growth & Competitiveness, Promoting Infrastructure Investments, Developing Human Capital and Encouraging Social Development.

With 64 offices, including 9 Centres of Excellence, in India and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK and USA, as well as institutional partnerships with 300 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the International business community.

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Avail an excellent opportunity to  
**NETWORK . MULTIPLY . PROSPER** as a CII Member  
Contact Membership Desk : [ciinr@cii.in](mailto:ciinr@cii.in)

Reach us via our Membership Helpline:  
00-91-11-435 46244 / 00-91-99104 46244 / 00-91-172-5022 522 (Extn: 401/402)

CII Helpline Toll free No: 1800-103-1244

## For sponsorships and stall bookings, please contact:

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