

AUTO ^{5TH EDITION} TECHNICA

27 28 29
AUGUST 2027 | India Expo Centre & Mart -
Greater Noida Expressway,
Delhi NCR- India

**Exhibition on Auto Components, Spare Parts,
Garage Equipments, Lubricants, E-Mobility,
GPS System, Technology & Allied Industry**



**BOOK YOUR
STALL NOW!**

ORGANIZED BY



**MEDIA DAY
MARKETING**

www.autotechnika.in

About Exhibition

Autotechnika is a focused B2B trade exhibition for the automotive aftermarket industry, created to connect manufacturers, brands, suppliers and technology providers with distributors, dealers, importers, fleet operators, workshop owners, service professionals and key decision-makers from across the automotive ecosystem. The exhibition provides a powerful platform to showcase innovative products, launch new technologies, build strategic partnerships and explore emerging business opportunities in one of the world's fastest-evolving automotive markets.

As India's vehicle population expands and the automotive aftermarket transforms through digitalisation, advanced diagnostics, connected technologies and electric mobility, Autotechnika provides the industry with a future-focused platform to Connect with Buyers. Build Distribution Networks. Showcase Innovation. Generate Business. Expand Markets. Whether you are looking to enter new markets, appoint channel partners, strengthen brand visibility or accelerate business growth, Autotechnika is where the automotive aftermarket industry comes together to create new opportunities.



Why Delhi NCR

Delhi NCR is not just India's capital region—it is the largest transportation, logistics, warehousing, and freight movement hub in North India. The region combines a very large vehicle population, extensive spare-parts trading networks, vehicle repair clusters, fleet operators, transport companies, automobile dealerships, logistics companies and strong connectivity with automotive manufacturing clusters across North India.

Delhi NCR offers unmatched access to North India's largest concentration of fleet owners, transporters, logistics companies, warehousing operators, OEMs, and commercial vehicle decision-makers, making it the perfect platform for business growth and industry networking.

The region serves as the primary gateway for freight movement across North India, connecting major commercial markets in Haryana, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu & Kashmir, and Chandigarh. This gives exhibitors access to a vast network of transporters, fleet owners, and logistics operators.

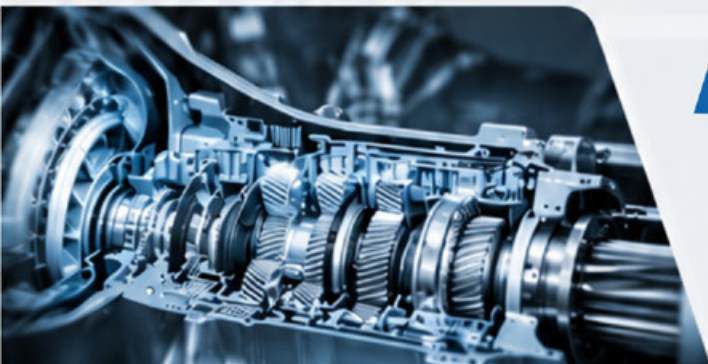


Some of the Key factors making Delhi NCR the ideal location for the Autotechnika are

- ✓ Gate way to North India's Automotive Aftermarket
- ✓ One of India's largest concentrations of passenger vehicles, two-wheelers, commercial vehicles, taxis, buses and fleet vehicles.
- ✓ One of India's Largest Automotive Trading & Distribution Centres
- ✓ One of India's largest transportation and logistics markets.
- ✓ Has a significant consumer market for automotive accessories and vehicle customization
- ✓ The Gurugram–Manesar–Bawal belt is one of India's important automotive manufacturing corridors.
- ✓ The Greater Noida–Noida–Ghaziabad region also supports automotive component manufacturing, engineering companies and industrial suppliers.
- ✓ The independent vehicle repair ecosystem represents one of the biggest opportunities for aftermarket companies.
- ✓ Being located in the capital region, the event provides a good opportunity for international Traders and Exporters to explore the Indian markets.

Industry Overview

India has one of the world's largest and most diverse vehicle populations, comprising two-wheelers, passenger vehicles, three-wheelers, commercial vehicles, buses, tractors and off-highway vehicles. Every vehicle entering the market creates recurring demand throughout its operating life for spare parts, tyres, batteries, lubricants, filters, brake components, workshop services, diagnostics, accessories and vehicle maintenance products.





Exhibitors Profile

✓ Auto Components & Spare Parts

- Engine & Transmission parts
- Brake systems, clutches & suspension parts
- Filters, belts, hoses & gaskets
- Electrical & electronic components (sensors, wiring, ECU)
- Steering & driveline parts

✓ Consumables & Fluids

- Lubricants, oils, greases & coolants
- Additives & treatment solutions
- Cleaning & detailing products

✓ Tyres, Batteries & Accessories

- Passenger, commercial & off-road tyres
- Automotive batteries (Lead-acid, Li-ion, EV-specific)
- Rims, alloy wheels & related accessories
- Lighting systems (LED, halogen, smart lighting)
- Interior & exterior accessories (infotainment, seat covers, roof racks, car care products)

✓ Digital & E-commerce Platforms

- Online spare parts marketplaces
- B2B e-distribution platforms
- SaaS solutions for garages & inventory management
- Auto service aggregator platforms

✓ Workshop Equipment & Tools

- Garage & service station equipment
- Diagnostic tools & software
- Tyre changing, balancing & alignment machines
- Vehicle lifts, jacks & hoists
- Hand tools, power tools & precision instruments

✓ Service Providers & Solutions

- Multi-brand workshops & franchise networks
- Fleet management solutions
- Telematics & connected vehicle services
- Roadside assistance & breakdown services

✓ EV & Emerging Technology After market

- EV spare parts & retrofit kits
- Charging equipment & service infrastructure
- Battery recycling & second-life solutions
- Power electronics (controllers, converters, BMS)
- Diagnostic tools for Evs

✓ Allied Industries

- Paints, coatings & adhesives
- Vehicle security & tracking systems
- Testing & certification bodies
- Industry associations, skill development institutions & trade media

Exhibitors Profile

✓ Distributors & Dealers

- National & regional distributors of spare parts
- Auto parts wholesalers & retailers
- Tyre, battery & lubricant dealers
- Importers & exporters of automotive components

✓ Workshop & Service Network

- Independent garages & service stations
- Authorized OEM service centers
- Multi-brand service chains (urban & rural)
- Roadside assistance providers
- Body shops, paint & detailing centers

✓ Fleet & Mobility Operators

- Taxi & cab aggregators
- Bus & truck fleet owners/operators
- Logistics & last-mile delivery companies
- Leasing & rental service providers
- Shared mobility platforms

✓ EV & New Mobility Ecosystem

- EV manufacturers & retrofitters
- Charging infrastructure providers
- Battery swapping & recycling companies
- EV fleet operators & startups

SPONSORSHIP OPTIONS

Your participation as a sponsor will ensure your brand visibility among the stake holders in the industry and will help you in creating a Global Image and better market penetration. MDM offers a variety of sponsorship opportunities that are tailored to suit your needs. Team MDM will be happy to offer you a package that will be of maximum benefit to your organization. The team is happy to discuss any new proposals you may wish to put forward.

ORGANIZED BY



**MEDIA DAY
MARKETING**

Premium Sponsorships

TITLE SPONSOR

₹ 25 Lacs + GST

Booth Space: 200 sqm (Central Prime Location)

Key Benefits:

- Sponsor's Name will be highlighted in the event name (example: ABC Limited presents EXPO NAME in all publicity materials and website)
- Bare space of 200 sqm. at a prime location in the Exhibition
- Sponsor's CEO to be on Dias at Inaugural function
- Branding in printed literature, publicity campaign and VIP invitations
- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Logo on the Cover Page of Exhibition Directory
- Inside front cover advertisement in Exhibition Directory) (to be provided by the sponsorer)
- Two Sponsor's Hoarding in the Exhibition (10 feet x 10 feet)(to be provided by the sponsorer)
- Sponsor's Logo prominently displayed as "Title Sponsor" on on-site signages and backdrop
- 4 standees of the Sponsor at the Exhibition ((to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Announcement in Press release / Newsletters
- Special e-mailer for visiting Sponsor stall
- Highlighted as the "Title Sponsor" in the post-show report and event website



PLATINUM SPONSOR

₹ 20 Lacs + GST

Booth Space: 150 sqm (Premium High-Traffic Zone)

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 150 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Event Partner" on on-site signages and backdrop
- 2 standees of the Sponsor at the Exhibition (to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Literature of the Sponsor to be Distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Highlighted as the "Event Partner" in the post-show report and event website



DIAMOND SPONSOR

₹ 16 Lacs + GST

Booth Space: 120 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Diamond Sponsor and hyperlinked to Sponsor's website
- Bare space of 120 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Platinum Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Diamond Sponsor" in the post-show report and event website



Standard Sponsorships

GOLD SPONSOR

₹ 10 Lacs + GST

Booth Space: 90 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Gold Sponsor hyperlinked to Sponsor's website
- Bare space of 90 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Gold Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Gold Sponsor" in the post-show report and event website



SILVER SPONSOR

₹ 7.5 Lacs + GST

Booth Space: 60 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 60 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Gold Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Silver Sponsor" in the post-show report and event website



BRONZE SPONSOR

₹ 5 Lacs + GST

Booth Space: 36 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 36 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Bronze Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Silver Sponsor" in the post-show report and event website



EXHIBITOR BADGE SPONSOR

₹ 7.5 Lacs + GST

Booth Space: 18 sqm

Key Benefits:

- Logo on the front side and company product profile and contact details on the back side will create wide publicity and help in reaching the markets effectively
- Exclusive branding of the sponsor's log as badge partner
- Logo and desired literature on the Exhibitor batch (backside)
- Mention as Exhibitor Badge Sponsor on the website
- Special mailer invitation to visit sponsor's stall
- One page advertisement in the Exhibitor directory (to be provided by the sponsorer)
- Exclusive campaign on social media platforms



FAIR CATALOGUESPONSOR

₹ 7.5 Lacs + GST

Booth Space: 18 sqm

Key Benefits:

- Fair Catalogue Sponsor's branding of back cover
- One page advertisement in the Exhibitor directory (to be provided by the sponsorer)
- Sponsor's branding on selected Social Media promotions.

WATER BOTTLE SPONSOR

₹ 7.5 Lacs + GST

Booth Space: 18 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Water Sponsor" on on-site signages and backdrop
- One page advertisement in the e-Exhibition Directory (to be provided by the sponsor)
- Highlighted as the "Water Sponsor" in the post-show report and event website
- 500 ml water bottles will be delivered to all exhibitors with sponsor's branding

CARRY BAG SPONSORSHIP

₹ 7.5 Lacs + GST

Booth Space: 18 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Carry bag Sponsor" on on-site signages and backdrop
- One page advertisement in the e-Exhibition Directory (to be provided by the sponsor)
- Highlighted as the "Carrybag Sponsor" in the post-show report and event website
- Carry bags will be delivered to all exhibitors with sponsor's branding and placed at the registration counter for distribution



*All Art work for Promotional material has to be given by the sponsorer

THANK YOU

For Sponsorship Contact: +91-93421 85915 | +91-93414 73494

E-mail: expo@mediaday.co.in, **Website:** mediaday.co.in

About us

"Media Day Marketing is a premier Hyderabad-based B2B event organizing firm, driven by a seasoned management team with over 20 years of hands-on experience in delivering successful events across diverse sectors, including – Automotive, E-Mobility, Dairy, Food Processing, Bakery & Kitchen Equipment, Poultry, Renewable Energy, Paint & Coating, Doors Windows and Facades, Lifts, Cable and wires, Cyber security, Logistics and Ware housing etc.

With a steadfast commitment to excellence, we strive to connect with an ever-growing network of stakeholders through our events, providing unparalleled value and expertise to our clients."



STALL CHARGES (PSM)



SHELL SPACE

For Indian Exhibitor
Rs. 9,500/- per sqm + GST
For Foreign Exhibitor
USD 250 per sqm + GST



BARE SPACE

For Indian Exhibitor
Rs. 9000/- per sqm + GST
For Foreign Exhibitor
USD 220 per sqm + GST

Get in touch



**MEDIA DAY
MARKETING**

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