AUTO TECHNIKA

5TH EDITION

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

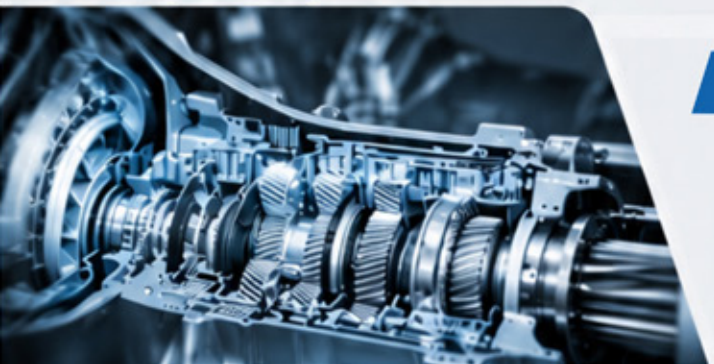
The region serves as the primary gateway for freight movement across North India, connecting major commercial markets in Haryana, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand, Himachal Pradesh, Jammu & Kashmir, and Chandigarh. This gives exhibitors access to a vast network of transporters, fleet owners,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

MEDIA DAY MARKETING

SPONSORSHIP OPPORTUNITIES



PUT YOUR BRAND WHERE BUSINESS HAPPENS

A premium platform for brands seeking visibility, meaningful industry presence and connection with the exhibition community.

BE SEEN

Event-linked brand visibility

STAY VISIBLE

Digital and on-site placements

SHOW VALUE

Clear, agreed deliverables

Designed for sponsors looking to build awareness, present products and associate their brand with a professional B2B exhibition environment.

INDIVIDUAL ASSET DELIVERABLES

Each opportunity is scoped clearly to protect both sponsor expectations and event delivery.

WATER BOTTLE SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 1



- Sponsor supplies branded bottles and all required quantities.
- Sponsor handles production, packaging, transport and replenishment.
- Media Day Marketing provides the agreed sponsorship platform and approved sponsor recognition.
- Distribution point, quantity and process must be confirmed in writing.

CARRY BAG SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 3

- Sponsor supplies the branded bags.
- Sponsor manages design, printing, quantity, packing and delivery.
- Media Day Marketing provides the agreed sponsorship platform and approved sponsor recognition.
- No bag manufacturing or printing is included in the sponsorship fee.



EXHIBITOR KIT SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 1

- Sponsor supplies kits and any approved inserts or contents.
- Sponsor manages assembly, packing, delivery and replenishment.
- Media Day Marketing provides the agreed platform and sponsor recognition.
- Kit contents, quantities and distribution process must be confirmed in writing.

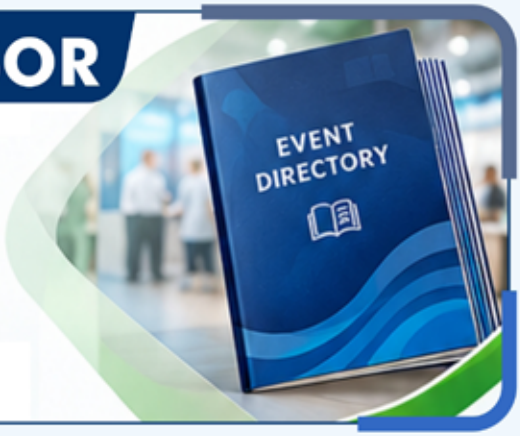


*** This is a platform only sponsorship. The organizer will only be providing the platform and all deliverables have to be made by the sponsor**

EVENT DIRECTORY SPONSOR

Sponsorship Fee: ₹2,00,000 | Max 2

- Sponsor logo and approved company details in the agreed directory placement.
- Clickable website link in the digital directory, if supported by the format.
- One short company profile or promotional message within content limits.
- Artwork and placement subject to the directory deadline.



DIRECTIONAL SIGNAGE SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Branding on approved directional signage located inside the exhibition centre only.
- Placement on agreed signage units, subject to venue approval and availability.
- Sponsor supplies print-ready artwork by the deadline.
- Printing, fabrication and installation are separate unless included in writing.



HALL ENTRANCE BRANDING SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Branding on the agreed hall entrance unit at one approved location.
- Sponsor artwork incorporated into the approved layout.
- All placements are subject to venue rules and final approval.
- Fabrication, printing, installation and removal are separate unless agreed otherwise.



REGISTRATION COUNTER SPONSOR

Sponsorship Fee: ₹3,00,000 | One Counter Each

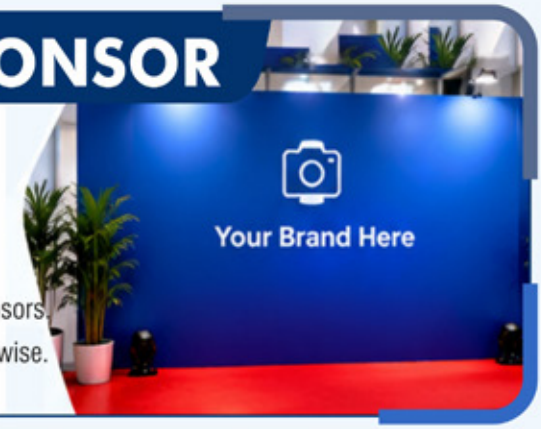
- Branding on one registration counter only.
- Logo on the approved counter fascia or panel.
- One approved QR code or short call-to-action may be included if space permits.
- Additional counters are charged separately.
- Production and installation are separate unless included in the final proposal.



OFFICIAL PHOTO WALL SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Sponsor logo included in the approved photo wall design.
- Brand may appear in photographs taken at the wall, subject to actual usage.
- Sponsor branding appears alongside event branding and other confirmed sponsors.
- Fabrication, printing, installation and removal are separate unless agreed otherwise.



LENYARD SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Sponsor branding on the approved lanyard design.
- Sponsor logo positioned alongside event branding and other approved marks.
- Sponsor approves final artwork and confirms quantities and deadlines.
- Manufacturing, printing and delivery are separate unless explicitly included.



EXHIBITOR BADGE SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1



- Sponsor logo on the approved exhibitor badge design or designated area.
- Sponsor recognition in the agreed digital sponsor listing.
- Badge layout must retain required event identification details.
- Badge printing and production are separate unless explicitly included.

MAIN SPONSORSHIP PARTNERSHIPS

Choose the level that matches your brand ambitions. Higher tiers receive broader visibility and more promotional inclusions, while entry tiers provide a focused event association.

BRONZE SPONSOR

Sponsorship Fee: ₹3,00,000



- Logo and website link in digital sponsor listing.
- One social media sponsor acknowledgement.
- Company name in post-event sponsor acknowledgement, where published.

SILVER SPONSOR

Sponsorship Fee: ₹4,50,000



- Logo and website link in digital sponsor listing.
- Up to 2 social media acknowledgements.
- Company profile in sponsor listing.
- Post-event acknowledgement.

GOLD SPONSOR

Sponsorship Fee: ₹6,00,000



- Logo on selected digital event materials.
- Company profile and website link in sponsor listing.
- Up to 2 social media mentions/posts.
- One event email inclusion.
- Post-event sponsor acknowledgement.

DIAMOND SPONSOR

Sponsorship Fee: ₹7,50,000

- High-visibility logo placement on selected digital materials.
- Logo on one agreed shared event branding placement, subject to availability.
- Up to 3 social media mentions/posts.
- One event email inclusion.
- Company profile and website link in digital sponsor listing.
- Post-event delivery evidence.



PLATINUM SPONSOR

Sponsorship Fee: ₹10,00,000

- Premium logo placement on selected event website and digital materials.
- Logo on agreed event backdrop or selected on-site branding, where available.
- Up to 3 social media sponsor mentions/posts.
- Up to 2 event email inclusions.
- One company or product spotlight.
- Prominent digital directory listing.
- Post-event delivery evidence.



TITLE SPONSOR

Sponsorship Fee: ₹12,00,000

- Title Sponsor recognition, subject to approved naming format.
- Top-tier logo placement on selected event website and digital sponsor materials.
- Prominent logo placement on agreed main event branding/backdrop, where available.
- Up to 4 social media sponsor mentions/posts across agreed channels.
- Up to 2 inclusions in relevant event email campaigns.
- One dedicated sponsor/company spotlight using sponsor-approved content.
- Priority sponsor listing in the digital event directory.
- Post-event proof pack with available links and photographs.



COMMERCIAL & DELIVERY TERMS

PLATFORM-ONLY SPONSORSHIPS
Water Bottle, Carry Bag and Exhibitor Kit fees cover the sponsorship platform and approved event association only. Sponsors supply products, printing, packing, transport and replenishment.

PRODUCTION
Printing, fabrication, installation, dismantling, freight, storage and applicable taxes are excluded unless expressly included in a signed quotation.

DIRECTIONAL SIGNAGE
This package applies only to approved signage inside the exhibition centre.

REGISTRATION COUNTER
One counter is included; additional counters require separate approval and charges.

ARTWORK & APPROVALS
Sponsor must provide final artwork and company details by the agreed deadline. Venue and event approvals apply.

DIGITAL DELIVERABLES
Post counts are planned inclusions, not guarantees of impressions, reach, clicks, leads or sales. Channels and dates are agreed in the campaign plan.

DATA PRIVACY
Personal attendee/exhibitor data is not included. Enquiry capture, if approved, must be voluntary and compliant with applicable privacy requirements.

AVAILABILITY
Placements depend on inventory, event layout, venue permissions and written confirmation. Category exclusivity is not included unless separately agreed.

Payment
Sponsorship is confirmed only after written acceptance and agreement on payment terms. Production must not be ordered before scope and costs are approved.

READY TO PARTNER WITH US?

Choose the sponsorship level or individual asset that best supports your marketing objectives.

Media Day Marketing will confirm availability, placement, final deliverables and any production costs in a written proposal.



MEDIA DAY MARKETING
Sponsorships & Brand Partnerships

A professional platform for brand visibility at B2B exhibitions.

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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