

South India's Only After-Market Expo
Exhibition on Auto Components, Spare Parts,
Garage Equipments, Lubricants, E-Mobility,
GPS System, Technology & Allied Industry

AUTO 4TH EDITION
TECHNIKA

11-12-13
AUGUST 2024

CHENNAI TRADE CENTRE
CHENNAI, INDIA



SUPPORTED BY



BOOK YOUR STALL NOW!

ORGANIZED BY



www.autotechnika.in

About Exhibition

At AutoTechnika, attendees can expect to see the latest innovations and advancements in the automotive industry, from cutting-edge technology and components to accessories and services for vehicle maintenance and repair.

With a focus on the aftermarket sector, this expo provides a unique opportunity for exhibitors to connect with a highly targeted audience of industry professionals, including dealers, mechanics, and auto enthusiasts.

By showcasing their products and services at AutoTechnika, exhibitors can build relationships with current customers, generate leads, and increase brand awareness in a highly competitive market. Overall, AutoTechnika is an essential event for anyone involved in the automotive industry looking to stay ahead of the curve and connect with key players in the field.

The Auto Components Scenario in India

The Indian automotive components market is projected to reach a staggering \$200 billion by 2026, representing a fivefold increase in the next decade. This impressive growth is driven by the localization of components by global automobile OEMs, which is a key growth factor. India's automotive industry is expected to become the world's third-largest market in terms of volume by 2026, with a GDP share of 7.1% and employing nearly 35 million people. Currently, Indian automotive exports account for 4.3% of overall exports, contributing significantly to the country's progress towards becoming the third-largest automotive market in terms of volume by 2026.



Tamil Nadu the Automobile Hub of South India

Tamil Nadu's significant contribution to India's auto component market, with Chennai and Coimbatore leading the way, is a testament to the state's favorable policies and welcoming approach to national and international investments. The presence of major OEMs and tier 1 and 2 companies in the region has further solidified Tamil Nadu's position as a hub for automotive manufacturing. Additionally, the state boasts the highest number of MSME units in the country. With global auto majors such as Hyundai Motors, Ford, Hindustan Motors, and Mitsubishi setting up production plants in Tamil Nadu, and established organizations like Ashok Leyland and TAFE expanding their operations in Chennai, the state's automotive industry continues to thrive.

Autotechnika provides a platform for both established organizations to strengthen their brand reach and emerging firms to gain exposure and visibility among potential customers. Overall, Tamil Nadu's automotive sector presents ample opportunities for business growth and development.

Why Chennai?

Chennai being one of the oldest metropolitan cities of India has also emerged as a automotive hub due to the policies of the state government which placed it on the world map as the Detroit of Asia due to the presence of major automobile manufacturing units and allied industries around the city. It is reported that Chennai is the base of 30% of India's automobile industry and 35% of India's Automobile component industry.



Exhibitors Profile

- 2/3 Wheeler manufactures
- 2/3 Wheeler component Manufacturers
- Air Conditioning systems
- Automobile Engine Manufactures
- Automotive Body Parts
- Audio, Video Entertainment,
- Body Parts
- Bumpers
- Batteries
- Brakes, Alloys, Axles,
- Car Dash-Cams
- Car Wash
- Clutch, Gear Boxes – Manual, Automatic,
- Cruise Control
- Charging Accessories (Adaptors, Plugs, Cables)
- Crankshaft Assemblies
- Cockpits, Mirrors,
- Chrome Accessories
- Dash Board Instruments
- Engine Valves, inlets
- Fuel Injection systems
- Gaskets
- GPS/Satellite Navigation
- Garage Equipment and Tools
- Parking Sensors
- Oils, Lubricants, Filters
- Oil Injection systems
- Oil Pump Assembly
- Paints, Polish, Waxes & Finishes
- Piston and Piston parts
- Shafts
- Shock Absorbers
- Starter Motors, Ignition Systems
- Sealants & Body Repair Fillers
- Safety Systems
- Security Systems
- Seating Systems
- Turbochargers
- Tuning Accessories
- Tyres, Tube Rims & Wheels
- Underframe parts and assemblies
- Wiper Blades,
- Workshop/hand Tools And Equipment
- Windows, Tinting



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

TITLE SPONSOR

Rs. 25,00,000

DELIVERABLES

+18% GST

- 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
- Interview of Sponsor's CEO to be published in supporting media publications / Newsletters
- 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)
- Branding on 12 poles (around the event venue)
- 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



POWER SPONSOR

Rs. 20,00,000

DELIVERABLES

+18% GST

- Sponsor's Name will be incorporated in the event name(example: EXPO 'POWERED BY' in all publicity materials and website)
- Bare space of 160 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Back cover advertisement in Exhibition Directory (to be provided by the sponsorer)
- Sponsor's Logo prominently displayed as "Powered By" on-site signages and backdrop
- 3 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)
- Branding on 8 poles (around the event venue)
- Announcement in Press release / Newsletters
- Special e-mailer for visiting Sponsor stall
- Highlighted as the "Power Sponsor" in the post-show report and event website



EVENT PARTNER

Rs. 16,00,000

DELIVERABLES

+18% GST

- Sponsor's Logo to be prominently displayed on events' website 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 "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)
- Branding on 8 poles (around the event venue)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Event Partner" in the post-show report and event website



PLATINUM SPONSOR

Rs. 12,00,000

DELIVERABLES

+18% GST

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 100 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
- Branding on 6 poles (around the event venue)(to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Platinum Sponsor" in the post-show report and event website



DIAMOND SPONSOR

Rs. 10,00,000

DELIVERABLES

+18% GST

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 75 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Diamond Sponsor" on on-site signages and backdrop
- Branding on 4 poles (around the event venue)(to be provided by the sponsorer)
- 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



GOLD SPONSOR

Rs. 7,50,000

DELIVERABLES

+18% GST

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 50 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
- Branding on 2 poles (around the event venue)(to be provided by the sponsorer)
- 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

Rs. 5,00,000

DELIVERABLES

+18% GST

- 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 "Silver 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 LUNCH SPONSORS

Rs. 4,50,000 per day

DELIVERABLES

+18% GST

- Sponsor's Panel in the Lunch area to give credits to the Sponsor
- One full page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Sponsor's logo to be printed on Lunch Coupon



VISITOR CARRY BAGS

Rs. 7,50,000

DELIVERABLES

+18% GST

- Gain high visibility by publicity of environmental friendly bags distributed free at the registration counter
- Deliverables
- Branding as Visitor carry bag partner
- Sponsor's literature inserts in all visitor bags (to be provided by the sponsorer)
- Sponsor's logo on all visitor bags
- Promotion on website and print material as Visitor bag sponsorer
- One page advertisement in directory (to be provided by the sponsorer)
- Special mail invitation by mail to visit the sponsorer's stall
- Special Mention in show report as Visitor bag manufacturer.



VISITOR BATCH SPONSOROR

Rs. 7,50,000

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

Deliverables

- Exclusive branding of the sponsor's log as badge partner
- Logo and desired literature on the visitor batch (backside)
- Mention as logo partner 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



+18% GST

LUCKY DRAW SPONSORER

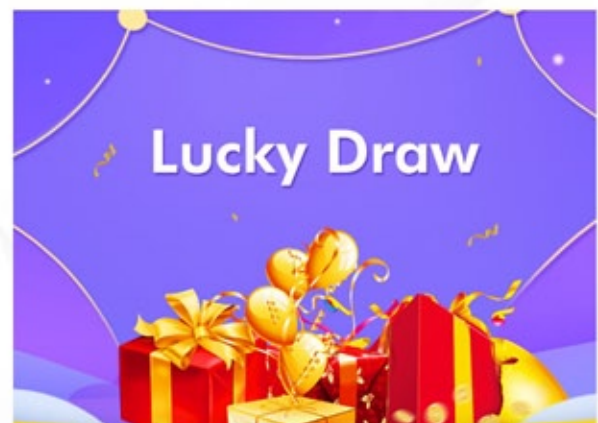
Rs. 7,50,000

An very effective way to attract the attention and gain visibility by being a lucky draw sponsor.

+18% GST

Deliverables

- Branding as Luck Draw sponsor on website and other print material
- Special lucky draw promotion through emailers, and social media
- Special mention in Post show report
- One page advertisement in Exhibitor directory (to be provided by the sponsorer)



REGISTRATION COUNTER SPONSORER

Rs. 7,50,000

+18% GST

An effective way for your brand to be visible to all the visitors and exhibitors at the venue. Sponsor's name and logo will be printed on the registration forms & will be displayed on the visitor registration page.

- Branding on the website as Registration counter sponsor with logo and link to website on home page.
- Logo on the registration page with link to the home page of sponsor
- 2 Special invitation mails on behalf of the sponsor to all the industry database
- Logo in print material and advertisement material
- One page advertisement in the visitor directory (to be provided by the sponsorer)
- Special Mention in the Post show report published in all publications



LANYARD SPONSOR

Rs. 7,50,000

+18% GST

Name and logo on the lanyard would give a good visibility to your brand and will help you create brand awareness in the Industry and the markets

- Branding on the website as Lanyard sponsor
- Logo on the website with link to the company home page
- Logo in print material and advertisement material
- One page advertisement in the Show Directory(to be provided by the sponsorer)
- Special Mention in the Post show report published in all publications



*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: info@mediaday.co.in

www.autotechnika.in



About Us

Starting Operation in the year 2013, Media Day Marketing is a leading business exhibition company, which conducts B2B exhibitions and Conferences, with a competitive edge across Indian market.

Media Day Marketing is a Hyderabad based B2B event organizing firm with a management team of marketing professionals having more than 20 years of Hands on experience handling successful events in the automotive, food processing, dairy, renewable energy, and e-mobility sectors being done in various parts of the country.



Stall Charges (PSM)

SHELL SPACE

Rs. 8000/- per sqm +GST (\$185)

BARE SPACE

Rs. 7500/- per sqm +GST (\$165)

One Table, Two Chairs, 3 Spot Lights (9, 12) 4 Spot Lights (15, 18), Dust Bin, Electric Point, Fascia, Carpet.

MEDIA PARTNERS



GET IN TOUCH



**MEDIA DAY
MARKETING**

16-2-741/D/24, 2nd Floor, Fazilat Manzil, Besides T.V Tower Malakpet, Hyderabad, 500036 Telangana State, India

Mobile: +91-9341473494, +91-9248669027

E-mail: info@mediaday.co.in

www.autotechnika.in