

# 8<sup>th</sup> International Trade Fair & Conference

COM-IT 



**8-9-10 OCTOBER 2015**

Bombay Exhibition Centre  
Goregaon (E), Mumbai, India

# India's Annual International Expo on MOBILE, SECURITY & IT - **SOLUTIONS**

www.comitexpo.in

# About COM IT

Since the past 7 years COM IT has been in the forefront of the IT, Security & Mobile industry advancement showcasing latest in technology, ideas & solutions.

COM IT India, Mumbai cemented its position as the no#1 show in the industry by enticing a record number of exhibitors, visitors & Vip from the fraternity.

Com it also showcases new Security Solutions, Mobile Apps & Software developers more than ever before.

Its a dedicated exhibition which helps the exhibitor to connect and network with target audience. The exhibition is a large platform for showcasing and launching new products and creating awareness about latest trends in the industry.

COM IT Expo 2015 will be a grand networking and marketing platform both for domestic and international industry players that opens up a world of opportunities and business prospects.

COM-IT  
2015

## OVERVIEW OF THE INDIAN IT MARKET

In fiscal year 2014, India's information technology and business process management (IT-BPM) industry will add \$12-15 billion incremental revenue, to existing industry revenues of \$118 billion. During FY 2014, industry's exports are estimated to grow 13 per cent at \$86 billion, with domestic revenues up 9.7 per cent at Rs. 1,910 billion. NASSCOM reports also stated that the industry added 160,000 employees in 2013, and provided direct employment to 3.1 million people and indirect employment to 10 million people.

## WHY IS THE SECTOR GROWING?

- Rapid industrialization and growth of IT parks in the country
- Partial privatization of telecommunication
- Development of SEZ; which also help IT companies get tax benefits
- A large number of resource readily available in the country
- Low operating costs
- Tax breaks and sops offered by the government

## GOVERNMENT INITIATIVES

'Digital India Initiative'

India and the United States (US) have agreed to jointly explore opportunities for collaboration on implementing India's ambitious Rs 1.13 trillion (US\$ 18.22 billion).

India and Japan held a Joint Working Group conference for Comprehensive Cooperation Framework for ICT. India also offered Japan to manufacture ICT equipment in India.

The Government of Telangana began construction of a technology incubator in Hyderabad. The state government is initially investing Rs 35 crore to set up a 60,000 sq ft space, labelled the largest start-up incubator in the county.

Bengaluru has received US\$ 2.6 billion in venture capital (VC) investments in 2014, making it the fifth largest recipient globally during the year. Among countries, India received the third highest VC funding worth US\$ 4.6 billion.

# Information Technology

## Why Exhibit

- Face-to-Face Meetings with your best prospects
- High-level Networking Activity
- Innovative Showcase to Reach Passionate Consumers
- National and International Buyers
- Brand Visibility

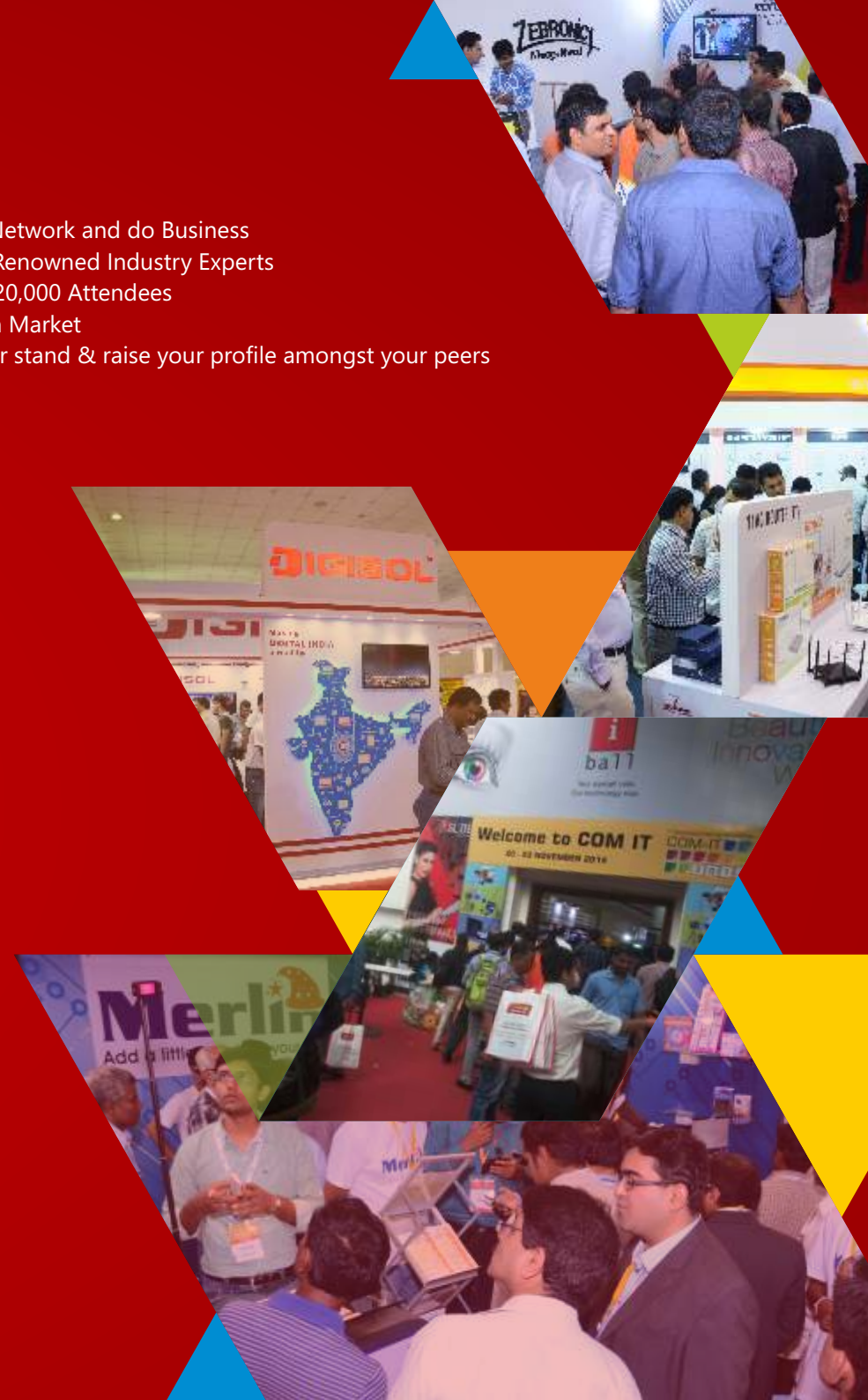
- Opening doors for people to connect, Network and do Business
- Gain insights on the latest trends from Renowned Industry Experts
- Exceptional Branding Exposure to over 20,000 Attendees
- Clear Focus on IT Business to suit Indian Market
- Hosts Events, Conduct meetings on your stand & raise your profile amongst your peers

## Visitors Profile

- System and network integrators
- Executives
- CFOs
- CIOs
- VPs of technology
- Data Center Managers
- IT directors and managers
- Directors and Managers of Marketing and Sales
- Product Managers
- CEOs
- CMOs
- CTOs
- Distributors
- VARs and VADs
- Wan Administrators
- Business Analysts
- COOs
- Vps
- CSOs
- Network Managers and Administrators
- Telecommunications Managers
- Wireless Communications Managers

## Exhibitor Profile

- Biometric Certification Systems
- Cloud Computing
- Customer care in Billing Solutions
- Data Storage
- E-Commerce Solutions
- Enterprise Solutions
- Gadgets
- Graphics Card
- Home / Office Automation Products & Services
- IT Infrastructure Solution
- Network Infrastructure
- Next Generation Data Center
- Office Automation Products & Services
- Printer Consumables & Scanners
- Real Time operating System
- Software Products & IT Solutions
- Tab/Hand Held Devices/Ultra Book & AIO Pcs
- Web Hosting and Web Operation Providers
- Wi Media & Wi Max
- Blue Ray / DVD
- CRM / ERP
- Data Security
- Digital Pens
- Embedded Computer Technologies
- Fibre Optics & Cables
- Game Peripherals
- Hard Disk Drives
- Internet Infrastructure and Software
- Keyboards / Motherboard
- Network Management
- Notebooks / Netbooks
- PC & PC Peripherals
- RAM
- Servers
- Storage Systems & Storage Media
- UPS
- Web Services
- WiFi





# Mobile Apps & Technology

## Indian application market likely to touch Rs 3,800 crore mark by 2016

Led by a surge in smartphone sales, the application or app market in the country is likely to grow by more than four times to USD 626.23 million (around Rs 3,800 crore) by 2016, with paid apps contributing Rs 2,065 crore.

The Indian Council for Research on International Economic Relations (ICRIER) said that the total worth of Indian app economy is worth USD 150 million currently (about Rs 900 crore) but it has immense potential to grow.

## Remarkable Growth In Global App Economy

The mobile market in the country is beginning to open up both in terms of devices and technologies available. With more and more users having access to mobile devices and using it more frequently, there is a lot more opportunity to tap in the app market space.

Smart Phone users in India are expected to grow to 67 million this year and 382 million by 2016.

This is a B2B platform for representatives of big and medium-sized businesses, top management and government agencies, as well as developers and industry professionals to discuss hot issues of revenue in mobile sphere, introduction of mobile technology in business, define mobile and investment development strategy, improve work efficiency with the help of modern technologies and solutions.

## Exhibitor Profile

### Developers, Manufacturers, Distributors & Suppliers of the following product categories:

- Application Developers
- Application Service Providers
- Mobile Content and Applications
- New Mobile Platform & Interfaces
- Mobile Devices
- Mobile Entertainment (Gaming, Animation - 2D/3D, Music, Video, Wallpapers and Ringtones)
- Mobile Marketing (advertising, Campaign Management & Delivery solutions)
- Mobile Media & Solutions
- Mobile Media Servers
- Mobile Security
- Mobile Software and Services
- Search Engine Optimization
- Wearable devices

## Attendees For Mobile Apps

### The profile of attendees will include:

- Operators
- Corporate Executives
- Entrepreneurs
- Angel Investors
- Venture Capitalists
- Corporate Investors
- Third party developers (web and mobile)
- Internet/Mobile Marketers/Advertisers
- Content Providers/Aggregators
- Brand managers
- User interface architects
- Consultants



# Security & Surveillance

CCTV camera market in India is likely to reach Rs. 2,200 crore by 2015 year end  
CCTV Potential Market- ITES Software, Insurance, Govt & Defence, Construction Residential & Commercial Complex, Retail Mall & Multiplexes, Falling Hardware Prices, Banking & Financial Services.

COM IT Expo 2015 is a grand networking platform for both national and international industry players of the security industry. A platform to get updated on the innovative products & Solutions with product launches.

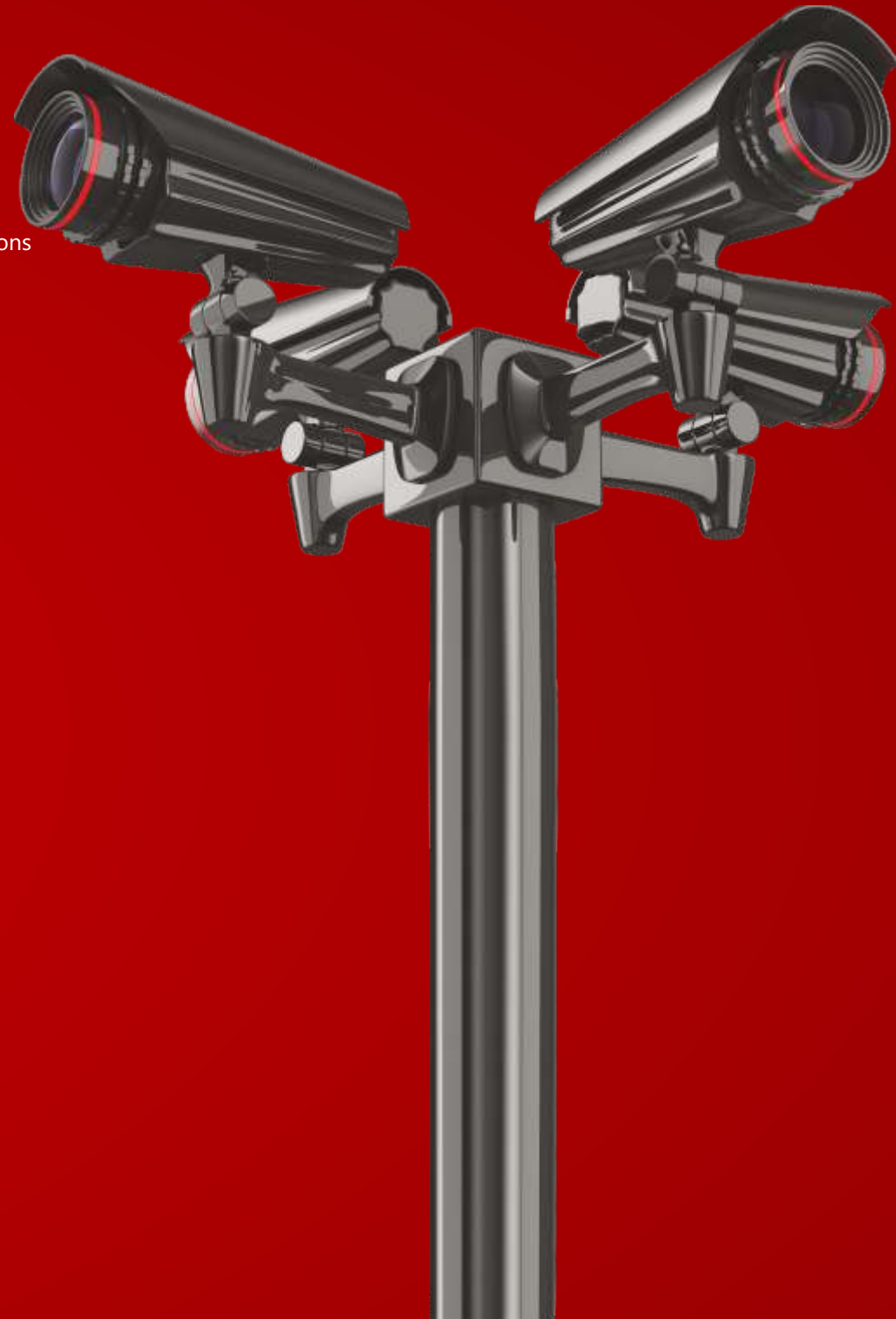
## Exhibitor Profile

**Developers, Manufacturers, Distributors & Suppliers of the following product categories:**

- Bullet camera (IR, IP, Array tech, HDIS lance, sony Effio lance)
- CCTV
- Alarm centres / Intruder Alarms
- Monitors
- DVR, NVR
- Fire and alarm security products
- Motion sensors
- Cables 4 wire, cooper
- Computer Security
- Surveillance
- IP camera
- PTZ camera
- Time and attendance Solution
- Door sensors

## Visitor Profile for Security

- Government Ministries and Agencies
- Ministry of Interior and Civil Defense Departments
- Fire, Healthy and Safety Officers/Managers and Operations Managers at Marine, Aviation, Petrochemical, Oil and Gas Construction Companies
- Airport and Marine Port Fire and Rescue Head
- Chief Specifies of Fire Equipment at Oil, Gas and Petrochemical Companies
- Emergency Services Commanders and Chiefs
- Brigade Fire Chiefs and Officers
- Emergency Medical Personnel
- Crisis and Disaster Manger
- Private and Professional Emergency Officials
- Urban Planners and Architects
- Others





# Visitors Promotion Plan

- ◆ News Paper Advertising
- ◆ BEST Bus Banners
- ◆ Outdoor Hoardings
- ◆ Radio - Mumbai
- ◆ Social Networking site
- ◆ SMS Blast I Email Blast
- ◆ LCD screens / Pamphlet distribution
- ◆ Educational Marketing
- ◆ Hard Copy Invitation to authentic industry databases
- ◆ Telemarketing
- ◆ Electronic direct mailers
- ◆ Interactive website to attract visitors to register online
- ◆ Show listing & Web banner on top industry portals

## BUSBACK



## HOARDINGS



## TRAINS



## NEWSPAPERS



# Highlights

**3,000 Students of 30+ colleges** from all over Mumbai visited COM IT EXPO 2014 along with their teachers and heads of department from different fields like business, IT, commerce, marketing etc.



There was a **Microsoft Classroom** where students were given training of Microsoft Office.



The students got an opportunity to interact with all exhibitors and ask their mobile and IT related questions and also received souvenirs and gifts to take back with them.



A **Technology Quiz** was conducted using an App called Team chat, which allowed students as well as visitors to use their Smartphone to play the quiz in real-time and get Instant results.

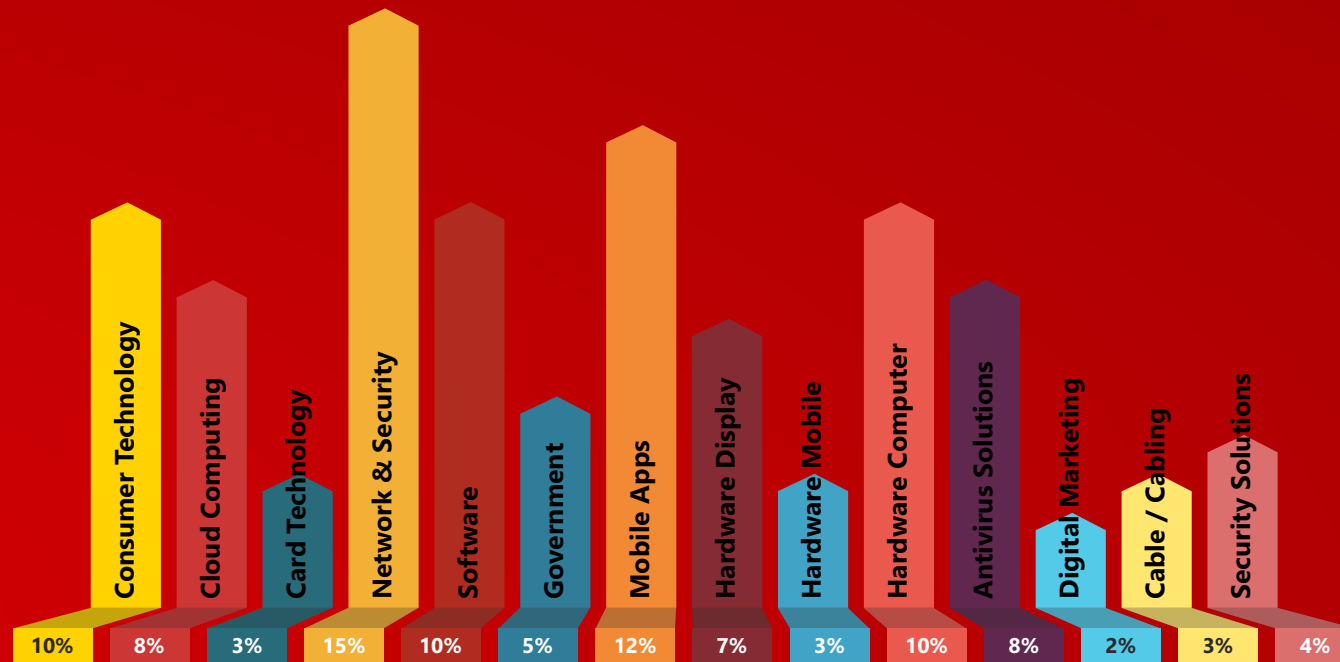
This integration of Technology with Engagement of crowd was a massive success at COM IT 2014

There were **Bumper Prizes** like Laptops, Printers, Speakers and a lot more for the winners of the quiz.

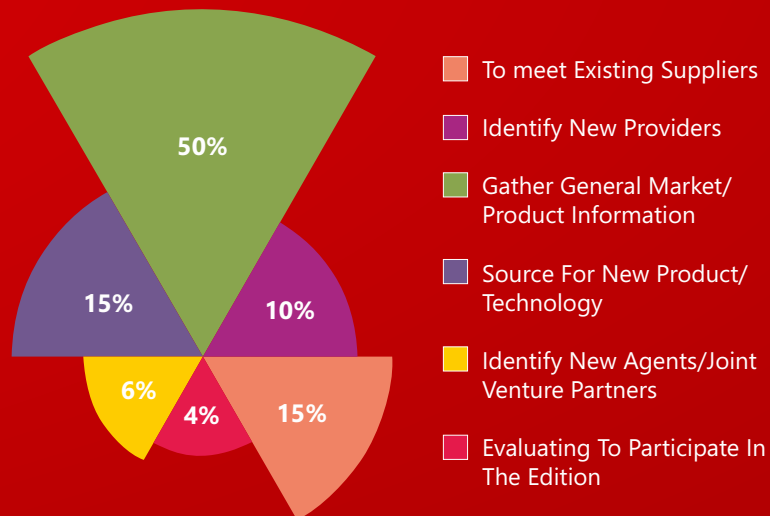


# COM IT 2014 Visitors Show Report

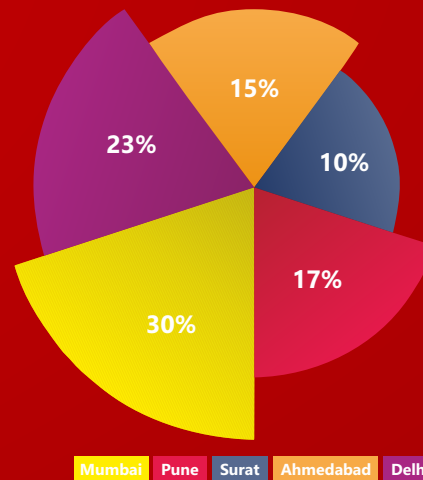
## Products / Service on the Exhibit Floor



## Intention of Visitors at the Event



## Metro's / Mini Metro's



**Trade Association of Information Technology (TAIT)** - The India's Premier IT Channel Association representing the business interest of IT community in the ecosystem of Distributors, Subdistributors, Resellers, System Integrators & Service Providers. **TAIT** is spearheading transactional as well as policy matters which is of concern of its members with appropriate authority for its complete resolution. **TAIT** evolve a healthy eco-system where members do business with ethical practices.

**TAIT** for its members regularly conducts events, workshop, seminars on technology awareness and professional/personal skills development. **TAIT** bring in experts to share their perspective with fellow members. **TAIT** members get meaningful and quantifiable benefits. **TAIT** enjoys cordial relations with all OEMs.

**TAIT** has very cordial working relationship with other trade bodies like MAIT, NASSCOM, IMC and work closely with them on issues related to IT industry. **TAIT** has achieved the distinction of promoting ICT business at the international level by signing MoU with international association to promote business trade of the aspiring IT entrepreneurs.

**BUDDHA EVENTS** is the manager for **COM IT Expo**. A company formed by skilled professionals with rich experience and expertise in managing and organizing corporate and entertainment events.

The event management portfolio spans across trade events specialising in Trade fairs, conferences, workshops, product launches. We at **Buddha Events** work with a vibrant and creative team to build your event with great emphasis on understanding your business, the image of the brand in the market, the mileage the event will generate and most importantly the target audience.



# Past COM IT Patrons



Organisers



## TRADE ASSOCIATION OF INFORMATION TECHNOLOGY (TAIT)

Office No. 2, 2nd Floor, Vijay Chambers, Opp. Dreamland Cinema,  
Tribhuvan Road, Lemington Road, Grant Road (East), Mumbai.  
Tel.: 022 - 23861101, 022 - 32950854, Email: [taait@vsnl.com](mailto:taait@vsnl.com), Website: [www.taait.in](http://www.taait.in)

Exhibition  
Managers



## BUDDHA EVENTS

77, Dharmi Nivas, Ram Kishan Mission Rd,  
Above IDBI Bank, Khar (W), Mumbai - 400 052  
Tel.: +91-22-26489515, Email: [info@comitexpo.in](mailto:info@comitexpo.in), Website: [www.buddhaevents.in](http://www.buddhaevents.in)