



06 07 08

APRIL 2026

Bangalore International
Exhibition Center, INDIA



Exhibition on Cables,
Wires, Technology
& Allied Industry

Organizer



**MEDIA DAY
MARKETING**



www.cableandwireexpo.com



ABOUT THE EXPO

The India Cable and Wire Expo in Bangalore, India from 09-10-11 April 2026, will be a three-day event that gathers industry professionals, service providers, machinery and equipment manufacturers, technology innovators, and related stakeholders. This unique platform will facilitate networking, knowledge sharing, and business opportunities in the Indian Cable and wire sector, ultimately benefiting all participants.

The India Cable and Wire Expo is an event that brings together the manufactures and stake holders at different levels, such as communication, connectivity, security, safety, technology and interconnection between ecosystems aiming to create a premier platform for industry exchange and business cooperation.

The India Cable and Wire Expo aims to stimulate investment in the Cable and wire industry, fostering a platform for local and national investors and experts to share knowledge, exchange business ideas, and ultimately drive business growth. By bringing together industry stakeholders, the expo aims to promote trade, improve competitiveness, and increase the overall value of the Cable and wire Industry.

The choice of right equipment and right quality is very important to create the perfect ground for a very successful output. Using the right tools and equipment will save you time and help you give your customers the exact things they are looking for and become the key ingredient in taking your business towards success.

Selecting the appropriate tools and maintaining their quality ensures efficient production, customer satisfaction, and overall growth in the industry.

This Expo serves as a significant platform, connecting the latest Cable and Wire technologies with Industry players and professionals. It facilitates interactive sessions, enabling better understanding of buyer-seller requirements and fostering awareness among all end-user segments. This event promotes networking and knowledge-sharing opportunities within the industry.

THE CABLE AND WIRE MARKET IN INDIA

The Global wires and cable market is expected to reach 351.3 Billion by 2032 at a compound annual growth rate of 6.3% between 2023 to 2032. Meanwhile the markets in India has seen a rapid growth due to increased investment by the government in the Infrastructural Projects, Smart cities projects and increased use of electronic devices in the day to day activities.

The India wires and cables market is highly competitive, with several domestic and international players operating in the space.

The development of the manufacturing sector as part of the Make in India initiative has also been a catalyst in the growth of the wire and cables market in the country. The penetration of the telecom sector in the rural parts of India is also one of the factors for the increase demand for cables and wires in the country. As a result, it is estimated to strengthen India wires and cables market growth in the forthcoming years.



FACTORS SUPPORTING THE GROWTH OF THE WIRE AND CABLE INDUSTRY

- ✓ Rapid Urbanization
- ✓ The need for technology that improves comfort, safety, and energy efficiency.
- ✓ Growing Affluence and Disposable Income
- ✓ Improving lifestyles.
- ✓ Improvements in IoT and Connectivity
- ✓ Growing Awareness and Demand for Home Security
- ✓ Emphasis on Sustainability and Energy Efficiency
- ✓ Government Initiatives: Supportive policies, such as "Make in India" and "Smart Cities Mission."
- ✓ Growth of the Real Estate and Construction Sectors:
- ✓ Changing Customer Preferences and Lifestyle Trends

WHY SHOULD YOU EXHIBIT IN THE INDIA CABLE AND WIRE EXPO

- ✓ Lead Generation
- ✓ Branding
- ✓ An Apt Platform to reach the Targeted Customers
- ✓ A one stop for all latest industry trends in one place.
- ✓ An Excellent opportunity to showcase your company's latest innovations and products to leading Clients and visitors
- ✓ The Right Platform to boost your business
- ✓ An Excellent opportunity to engage Face-to-Face with Prospective Clients.
- ✓ An Apt Platform to Connect with Right Partners for your business Needs
- ✓ Create new distribution channels and agents for your products in the region.



300kg/hr Cable Wire Recycling Machine



EXHIBITOR PROFILE

Manufacturers and stake holders of

- ⊗ High Voltage Cables and Wires
- ⊗ Low Voltage Cables and Wires
- ⊗ Tele Communication Cables
- ⊗ Fiber Optic Cables
- ⊗ Cable support Systems
- ⊗ Cable Support Fittings
- ⊗ Cable Support Tools
- ⊗ Cable Recycling Equipment
- ⊗ Electric Goods
- ⊗ Cable Insulations
- ⊗ Cable Winding Equipment
- ⊗ Copper cable suppliers & manufacturers
- ⊗ Optical Fiber & cables
- ⊗ Wire manufacturing machinery
- ⊗ Wire processing machinery
- ⊗ Wire products manufacturing machinery
- ⊗ Testing Equipment
- ⊗ Auxiliary process technology materials and Allied Industry

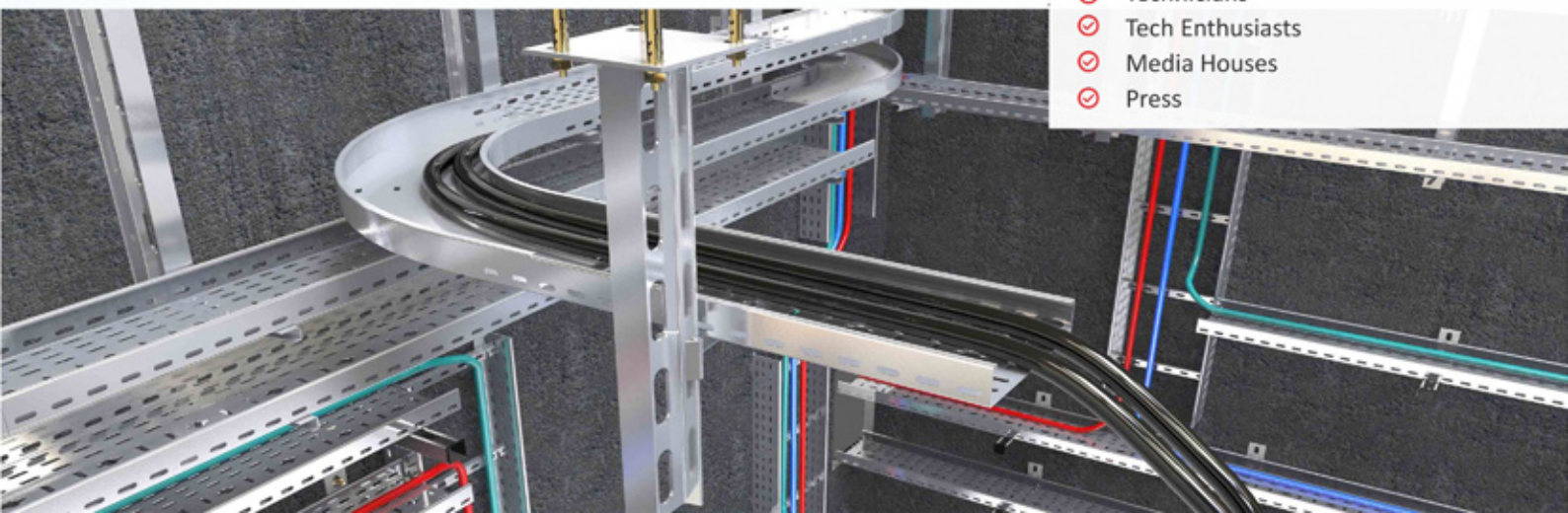
What is special about the India Cable and Wire Expo

- ⊗ Tailored stands as per budget and space requirements
- ⊗ Sponsorships will widen market horizons
- ⊗ Promote your product and overall brand
- ⊗ Meet and greet with business prospects to build a larger business empire.
- ⊗ An opportunity to launch a new product or services



VISITOR PROFILE

- ⊗ Home Owners,
- ⊗ Architects
- ⊗ Automobile Manufacturers
- ⊗ Builders
- ⊗ Contractors and applicators
- ⊗ Distributors and wholesalers
- ⊗ Decision Makers
- ⊗ Electrical Equipment Manufacturers
- ⊗ Engineers
- ⊗ Entrepreneurs,
- ⊗ EPC Consultants
- ⊗ Government Authorities
- ⊗ Interior Designers
- ⊗ Professionals
- ⊗ Power Production & Distribution
- ⊗ Equipment Manufactures
- ⊗ Real Estate Developers
- ⊗ Store Managers
- ⊗ Suppliers and Distributors
- ⊗ System Integrators
- ⊗ Service Technicians
- ⊗ Technicians
- ⊗ Tech Enthusiasts
- ⊗ Media Houses
- ⊗ Press



SPONSORSHIP OPTIONS

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Your participation as a sponsor will ensure your brand visibility among the stakeholders 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.

Premium Sponsorships

TITLE SPONSOR

Rs. 25,00,000

DELIVERABLES

+ 18% GST

- Exhibition Space: 200 sqm
- Branding:
- Event Name: "Title Sponsor Name" India Recycling and Waste Management Expo
- Event Logo: Title sponsor's logo prominently displayed
- Social Media: Title sponsor's branding on all social media promotions
- Outside Branding: Auto hoods and bus backs
- Venue Branding: Entrance arches, banners, and signage
- Fair Catalogue: Cover page branding
- Newspaper: Branding in newspaper advertisements



PLATINUM SPONSOR

Rs. 20,00,000

DELIVERABLES

+ 18% GST

- Exhibition Space: 150 sqm
- Branding:
- Event Logo: Platinum sponsor's logo displayed
- Social Media: Platinum sponsor's branding on all social media promotions
- Outside Branding: Auto hoods and bus backs
- Venue Branding: Banners and signage
- Fair Catalogue: Inside page branding
- Newspaper: Branding in newspaper advertisements



DIAMOND SPONSOR

Rs. 16,00,000

DELIVERABLES

+ 18% GST

- Exhibition Space: 120 sqm
- Branding:
- Event Logo: Diamond sponsor's logo displayed
- Social Media: Diamond sponsor's branding on selected social media promotions
- Outside Branding: Auto hoods
- Venue Branding: Banners
- Fair Catalogue: Inside page branding



Standard Sponsorships

GOLD SPONSOR

Rs. 10,00,000

DELIVERABLES

- Exhibition Space: 90 sqm
- Branding:
- Social Media: Gold sponsor's branding on selected social media promotions
- Outside Branding: Auto hoods
- Venue Branding: Banners
- Fair Catalogue: Inside page branding

+ 18% GST



SILVER SPONSOR

Rs. 7,50,000

DELIVERABLES

- Exhibition Space: 60 sqm
- Branding:
- Social Media: Silver sponsor's branding on selected social media promotions
- Venue Branding: Banners
- Fair Catalogue: Inside page branding

+ 18% GST



BRONZE SPONSOR

Rs. 5,00,000

DELIVERABLES

- Exhibition Space: 36 sqm
- Branding:
- Social Media: Bronze sponsor's branding on selected social media promotions
- Venue Branding: Banners

+ 18% GST



Support Sponsorships

LANYARD SPONSOR

- Exhibition Space: 18 sqm
- Branding:
- Lanyards: Sponsor's branding on lanyards
- Social Media: Sponsor's branding on selected social media promotions

Rs. 7,50,000

+ 18% GST



VISITOR BATCH SPONSOROR

- Exhibition Space: 18 sqm
- Branding:
- Visitor Badges: Sponsor's branding on visitor badges
- Social Media: Sponsor's branding on selected social media promotions

Rs. 7,50,000

+ 18% GST



FAIR CATALOGUE SPONSOR

Rs. 7,50,000

DELIVERABLES

+ 18% GST

- Exhibition Space: 18 sqm
- Branding:
- Fair Catalogue: Sponsor's branding on the back cover
- Social Media: Sponsor's branding on selected social media promotions

VISITOR CARRY BAGS

Rs. 7,50,000

DELIVERABLES

- Exhibition Space: 18 sqm
- Branding:
- Carry Bags: Sponsor's branding on carry bags
- Social Media: Sponsor's branding on selected social media promotions



WATER BOTTLE SPONSOR

Rs. 7,50,000

DELIVERABLES

+ 18% GST

- Exhibition Space: 18 sqm
- Branding:
- Water Bottles: Sponsor's branding on water bottles
- Social Media: Sponsor's branding on selected social media promotions

*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:** www.cableandwireexpo.com

ABOUT ORGANIZER

"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."



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STALL CHARGES (PSM)

SHELL SPACE

For Indian Exhibitor

Rs. 9,500/- per sqm + GST

For Foreign Exhibitor

USD 220 per sqm + GST

BARE SPACE

For Indian Exhibitor

Rs. 9000/- per sqm + GST

For Foreign Exhibitor

USD 200 per sqm + GST

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

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

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