

2nd edition

# THE **martec** INITIATIVE INDIA 2021

08 - 28 October 2021

**INDIA'S LARGEST SMART EXHIBITION  
FOR SMART TECHNOLOGIES**



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## Message from Chairman



### Mr B V Naidu

Chairman, The SMARTeIndia Initiative 2021  
Managing Partner & Chairman at  
StartupXseed Ventures & The Gain

The world as we know it is constantly evolving with “Smart “Technology in all spheres of life. This cutting-edge, intelligent technology is impacting all sectors of Industry and enabling newer areas of innovation to optimize manufacturing in Large, medium and small scale Indian industry equally. In 2020, industrial digitization faced its biggest test to date. Confronted with the largest health and economic crisis in recent history, companies across sectors were forced into implementing extraordinary measures to protect their people and maintain operations. While some contended with keeping the operations running in the face of shortages of workers or raw materials, others struggled to keep up with the sudden spike in demand. As per McKinsey's survey in 2020, 44% percent responded that Industry 4.0 had helped them to keep their operations running during the crisis, and 56% felt that these technologies had been critical to their crisis responses.

The crisis is forcing companies to rethink the direction of their operational strategies, changing both the business issues they want to address and Smart technologies. The pandemic has also forced companies to re-evaluate the progress of their own digital transformations. Due to the unique circumstances of the pandemic, agility and flexibility in operations have emerged as top strategic priorities above raising productivity and minimizing cost. These became the primary objectives for most of the companies and similarly, technologies that enable remote working and collaboration topped the list of priorities.

The ASSOCHAM SMARTeIndia Initiative is a unique Digital platform that has reached out to maximum varied sectoral target audience all over the world to showcase, reward, recognize and celebrate the world of smart technologies and how they are making our lives and businesses smarter and simpler and to address the varied business requirements.

After the grand success of the 1st Edition of SMARTeIndia 2020, ASSOCHAM is organising 2nd Edition of SMARTeIndia 2021 from 8-28 October 2021 to reach out to industry not all Nationally but also Internationally to showcase the strengths and growth of Indian Industry.

# Steering Committee Members



**Dr Anandharamakrishnan**  
Director at IIFPT  
Ministry of Food Processing Industry  
Government of India



**Mr Satish Kamat**  
President at  
Sricity



**Mr Karl-Alexander Seidel**  
CEO & Head at  
Daimler Bus India and  
Daimler Commercial Vehicles



**Mr Amitabh Ray**  
Managing Director at  
Ericsson Global Services India



**Dr Lovneesh Chanana**  
Vice President  
Government Affairs at  
SAP APJ



**Mr Sreekanta Aradhya B**  
Head of Practice, Industry 4.0 at  
Bosch Engineering &  
Business Solutions



**Mr Suresh Baroth**  
Vice President  
Head Programs & Operations at  
TATA Advanced Systems



**Mr Krishna Srinivasa Rao**  
Managing Director at  
Wipro GE Medical Device  
Manufacturing Pvt. Ltd.



**Mr Girish Rowjee**  
Co-Founder & CEO at  
Greytip Software Pvt. Ltd.



**Mr Deepak Saxena**  
Sr Vice President at  
Avaada Energy



**Mr Kedar Medhi**  
Innovation Lead  
India & South East Asia at  
Philips Healthcare



**Mr Rajesh Ranjan**  
Director, Government Affairs at  
Microsoft



**Mr BC Datta**  
Vice President at  
Ola Electric Mobility Pvt. Ltd.



**Ms Richa Mukherjee**  
Director- Public Policy &  
Corporate Affairs at PayU India



**Mr Shantanu Bhattacharya**  
Director & CEO at  
Blu Cocoon Digital Pvt. Ltd.



**Mr Souvik Debnath**  
Co-Founder at  
Blu Cocoon Digital Pvt. Ltd.



**Mr Saurabh Jain**  
Founder at  
Fun2Do Labs (EdTech Startup)  
Ex-Vice President@Paytm  
Startup Guru



**Mr Tejinder Singh**  
Sr Vice President &  
Chief Business Officer  
O2O Businesses at PayTM



**Mr Aniruddh Bapat**  
Head - M&P at  
L&T Realty



**Lt. Col. Snehamoy Banerjee**  
CEO at  
BinSec Technologies Pvt. Ltd.



**Mr Rohan R Sirkar**  
Director - Public Policy at  
Mastercard



**Mr Vinesh Mohan**  
CEO at  
Ampersand Group



**Mr Gaurav Sharma**  
CEO at  
Certisafe Private Limited



**Mr Seshadri Vangala**  
Chairman & Group CEO at  
IFIN Global Group

# The SMARTeIndia2021 Initiative

In last one and half years, the ongoing pandemic has motivated all industry sectors, all over the world to adapt automation and smart technologies for improving their operations and increasing their productivity. Hence, it was apt for ASSOCHAM to take lead in promoting the use of smart technologies in Healthcare, Agriculture, BFSI, Transportation, BFSI Solutions, Education & MSMEs, that's how The SMARTeIndia Initiative was first organized in 2020, and became a successful global platform witnessing impressive participation of leaders from government and industry, stakeholders from domestic and international markets and enthusiasts of smart technologies.



## Key Sectors

 <b>Aerospace &amp; Defence</b>	 <b>Financial Services</b>	 <b>IT &amp; Communications</b>	 <b>Agriculture Food Processing</b>	 <b>Gaming</b>
 <b>Manufacturing</b>	 <b>Education &amp; Skills</b>	 <b>Healthcare</b>	 <b>Security Technology</b>	 <b>Energy</b>
 <b>Home Technology</b>	 <b>Smart Cities</b>	 <b>Enterprise AI &amp; Automation</b>	 <b>Industry 4.0</b>	 <b>Smart Mobility</b>

## Booth Pricing

DELIVERABLES	STANDARD BOOTH PACKAGE			PREMIUM BOOTH PACKAGE		
	Member	Non-Member	Overseas	Member	Non-Member	Overseas
	INR	INR	USD	INR	INR	USD
30,000	40,000	530	50,000	60,000	800	
Early Bird Prices for Stalls confirmed before 1 <sup>st</sup> September 2021	25,000	30,000	400	40,000	50,000	666
Company Video to Upload (Corporate Video)	4 Videos			6 Videos		
"Upload - Product Photo/ Brochure / Video / Brief Write UP"	4 No's			7 No's		
Chat Option (Between Buyer / Visitors with Exhibitors)	Yes			Yes		
"Video Chat Option(Between Buyer/ Visitors with Exhibitors)"	-			Yes		
Enquiry Submission (Email/SMS)	Yes			Yes		
Feature to add Company's Social Media Handles	Yes			Yes		
Feature to add company's Logo + URL	Yes			Yes		
Large Banner for product/ Company Profile	2 Banners			2 Banner		
Option to select stall design	Yes ( 2 Options)			Yes ( 4 Options)		
Duration of the Digital Exhibition	20 Days			20 Days		
Individual Exhibitors can download the relevant Visitors contact details of those who have visited their stall	Yes			Yes		
Product Launch	-			10-15 mins		

Start Up Corner\* INR 20,000  
Attractive Early Bird Price of INR 15,000 for all Startups

### Note:

- For MSME Companies 10% off on Booth Package Pricing
- Prices Indicated are per Booth
- GST 18% Extra

# Partnership Avenue

Partnership Deliverables	Event Partner		Associate Partner		Sector Partner		Corporate Partner		Logo Partner	
	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD
Pricings	1,200,000	16,000	750,000	10,000	450,000	6,000	300,000	4,000	100,000	1,333
<b>CEO SPEAK</b>										
Prominent Speaking slot in inauguration- (1 Person)	✓		X		X		X		X	
Prominent Speaking slot in relevant Conference/ Panel Discussion (3 Nos.- Focused Verticals)	✓		✓		✓		X		X	
<b>PROMINENT LOGO DISPLAY &amp; ACKNOWLEDGEMENT</b>										
Logo on the Event website and hyperlinked to the sponsor's website	Large Size (1st Row)		Medium Size (After Event Partner)		Small Size (After Associate Partner)		Small Size (After Sector Partner)		Small Size (After Corporate Partner)	
Company EDMs to the Visitor database of SMARTeIndia Initiative	3 No's		2 No's		1 No's		1 No's		X	
Product Launch	30 Minutes		20 Minutes		15 Minutes		X		X	
Logo Presence in B2B Meeting Room	✓		✓		✓		✓		✓	
Complimentary Slot in B2B Meeting	10 Meetings		7 Meetings		5 Meetings		3 Meetings		X	
Social Media Tweets	Yes - Logo Presence		Yes - Logo Presence		Yes - Logo Presence		Yes - Logo Presence		Yes - Logo Presence	
Priority listing in the Exhibition platform	First Priority		X		X		X		X	
Visibility on Visitor Promotion (Digital and Print mailers)	Logo Visibility		Logo Visibility		Logo Visibility		Logo Visibility		Logo Visibility	
Complimentary Booth in Virtual Exhibition	1 Premium Package		1 Premium Package		1 Standard Package		1 Standard Stand Package		X	
Visitor Registration page (Exclusive)- Logo Visibility	✓		X		X		X		✓	
Prominent Logo display in 'Thank you Sponsors' panel displayed across various locations on Virtual Platform	Online Conference, Lobby and Exhibition Area (Large Size)		Online Conference, Lobby and Exhibition Area (Medium Size)		Online Conference, Lobby and Exhibition Area (Small Size)		Online Conference, Lobby and Exhibition Area (Small Size)		Online Conference, Lobby and Exhibition Area (Small Size)	
Logo in the 'Thank you Sponsors' page in Retrospect Report	Full Page Colour Advertisement		Full Page Colour Advertisement		Half Page colour Advertisement		Half Page colour Advertisement		Logo Presence	
Logo on the wings of backdrop of Inauguration, Conference and Exhibition Lobby are (Alphabetic Sequence)	"First Row (Large size)"		"Second Row (Medium Size)"		Small Size		Small Size		X	
Logo on the 'Thank you Sponsor' panel at respective conference sessions	✓		✓		✓		✓		✓	
Logo on the "Agenda page"	✓		✓		✓		✓		✓	
Prominent display of Logo in outdoor advertising across various locations in the virtual Platform through Bunting & flags, hoardings	✓ (Large size)		✓ (Medium size)		✓ (Medium size)		✓ (Small size)		✓ (Small size)	
Logo Presence in Registration Page	✓		✓		✓		✓		✓	
<b>ADVERTISEMENT/ CORPORATE FILM</b>										
Logo on Social Media Posts and E-mailers	✓		✓		✓		✓		✓	
Visitor Database	✓		X		X		X		X	
Corporate film to be screened during breaks and before & after Inaugural	2 minutes		1 minute		X		X		X	
Corporate film to be screened during Sector Sessions	2 minutes		1 minute		1 minute		1 minute		X	
<b>Ennovate India 2021 Award</b>										
Nominations for ASSOCHAM's Innovators' Excellence Awards	2 Nomination		1 Nomination		1 Nomination		1 Nomination		X	
<b>Only Exclusive Deliverable for Event Partners</b>										
Exclusive Interview with Global Leaders	✓		X		X		X		X	
Logo on Backdrop of Curtain Raiser (Physical Event) - Based on Government SOP rules	✓		X		X		X		X	

\*Additional Charges of GST will be applicable as per Govt. norms

# Exhibitor Profile

- Smart Home Security Solutions
- Smart Lighting Solutions
- Smart Heating and Air-Conditioning Solutions
- Building Automation Systems
- Smart Entertainment Solutions
- Water & Water Facilities Management
- Futuristic Furniture
- Home Network & Communication Systems
- FoodTech Solutions
- Critical Care and Emergency Systems
- Medical Software Solutions
- Smart Medical Equipment
- Radiology & Imaging Equipment
- Smart Disinfection and Waste Management Systems
- Hospital Furniture
- Smart Surgical Equipment
- Managed, cloud, datacenter, hosting, and co location services
- Smart Communication Accessories
- Communication Infrastructure Solutions
- Smart Location Technologies
- Unmanned Aerial Vehicles
- Smart-phone technologies
- Cyber Security Solutions
- Systems integration, application customization, and consulting services
- Big Data Analytics
- Telecom services, IP-VPN, and enterprise data networks
- Internet of Things
- Machine to Machine Communication Services
- Robotic Process Automation
- Digital Wallet Services
- E-Commerce
- Cyber Security Solutions
- Smart Banking Solutions
- Digital Accounting & Auditing Solutions
- Smart Identity Verification Solutions
- Online Trading Solutions
- Online Payment Gateways
- Smart Banking Software Solutions
- Green Energy Solutions
- Smart Batteries & Charging Systems
- Smart Electric Mobility Solutions
- Smart Grid Solutions
- Digital Power Accessories
- Smart Lighting Solutions
- Smart Inverter Manufacturers
- Emission Monitoring Systems
- Turnkey energy infrastructure solutions
- Green Energy Solutions
- Smart Electric Mobility Solutions
- Smart Batteries & Charging
- Smart Grid Solutions
- Digital Power Accessories
- Smart Lighting Solutions
- Smart Inverter Manufacturers
- Emission Monitoring Systems
- Turnkey energy infrastructure solutions
- Climate Control & Automation Equipment
- R&D Organizations
- Bio-Technology Solutions
- Smart Farming Management Solutions
- Aquaculture Technologists
- Digital Temperature Controlling & Data Logging Solutions
- Barcode / Ink Coding Technology Solutions
- Packaging Technology Solutions
- Precision Farming Technology
- Chipsets for motherboards
- Cloud Hosting
- Console Gaming Platforms
- Desktop Gaming Platforms
- Game Developer Companies
- Game Publishers
- Game Testing Companies
- Gaming Monitors
- Graphics processing units (GPUs)
- Sound cards/Speakers
- Video cards (graphics cards)
- Gaming Website
- Mobile Gaming Platforms
- zVR handset and devices

# Visitor Profile

- CTOs / CIOs/ CDOs / CFOs/ COOs
- Data Analysts & Scientists
- Development Managers
- Government Officials
- Head of Data Science
- Investors
- IT Architects
- IT Directors & Management
- Line of Business Managers & Directors
- Marketing Directors & Managers
- Marketing Managers
- Network Professionals
- Program Managers
- R&D Managers
- Research Managers
- Security Professionals
- Service Provider
- Software Engineers
- Solutions Architects
- Technical Advisors
- Technical and Business Managers

# Key Highlights of SMARTeIndia Initiative 2020 Edition



**50+**  
EXHIBITORS  
(Domestic and International)



**5,000+**  
ATTENDEES  
Across the Globe



**10+**  
SECTORAL  
Conferences



**70+**  
KEY SPEAKERS  
From Various Sectors  
& Government



EnnovateIndia 2020  
ASSOCHAM Innovators'  
Excellence Awards 2020



4th ICT  
Startup Awards



Cross-Linkages and  
Networking with potential  
clients and partners



First-hand Product  
and Technology  
Launch Platforms



Live Demonstrations  
of latest technologies



Participation from  
Central and State  
Governments



B2B MEETINGS  
and Networking  
opportunities

## Government Partners of 2020



Ministry of Electronics and  
Information Technology  
Government of India



मंत्री पाली  
Department of Science and Technology  
Ministry of Science and Technology  
Government of India



मंत्री, कृषी विकास एवं वित्त विभाग  
DEPARTMENT OF  
AGRICULTURE, COOPERATION &  
FARMERS WELFARE



NITI Aayog



एन एस आई सी  
N S I C



NABARD



सौरक्षा दूरध्वांश विभाग  
संस्थान विभाग  
संस्थान  
CDAC



GOVERNMENT OF  
KARNATAKA

## International Partners of 2020



EAS  
Enterprise Estonia



Ministry of Economy and Industry  
Foreign Trade Administration



CAMINDIA  
Cámara Chileno-India de Comercio



## Corporate Partners of 2020



## Winners of ASSOCHAM Innovators' Excellence Awards 2020





ASSOCHAM initiated its endeavour of value creation for Indian industry in 1920. Having in its fold more than 250 Chambers and Trade Associations and serving more than 4,50,000 members from all over India. It has witnessed upswings as well as upheavals of Indian Economy and contributed significantly by playing a catalytic role in shaping up the Trade, Commerce, and Industrial environment of the country.

Today, ASSOCHAM has emerged as the fountainhead of Knowledge for Indian industry, which is all set to redefine the dynamics of growth and development in the technology driven cyber age of 'Knowledge Based Economy'. ASSOCHAM is seen as a forceful, proactive, forward looking institution equipping itself to meet the aspirations of corporate India in the new world of business. ASSOCHAM is working towards creating a conducive environment of India business to compete globally.

ASSOCHAM derives its strength from its Promoter Chambers and other Industry/ Regional Chambers/Associations spread all over the country. It was established in 1920 by promoter Chambers, representing all regions of India.

**The SMARTeIndia 2021 Initiative  
ASSOCHAM India**

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