

3<sup>rd</sup> Edition

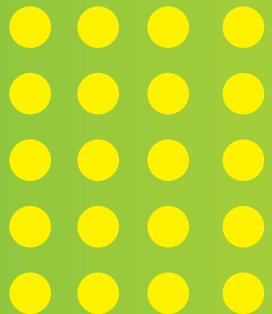
# EV & BATTERY EXPO

Electric Vehicle & Battery Expo

08 - 10 FEBRUARY 2024  
CHENNAI TRADE CENTRE



# POST SHOW REPORT



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## PRELUDE

The Electric Vehicle and Energy Storage System Expo held on 8, 9 & 10 February 2024 at Chennai Trade Centre, Nandambakkam was a resounding success, bringing together key stakeholders, industry leaders, innovators, and enthusiasts from the electric vehicle (EV) and energy storage sectors. The event served as a platform for networking, knowledge exchange, and showcasing the latest advancements in electric vehicles and energy storage systems.

Electric bikes, Autos, EV Charging machines by Indian Companies were the biggest draws at the Expo 2024. Unique models of electric vehicles drew eyeballs even amid a sea of electric and hybrid vehicles marketed at the three-day EV & ESS Expo 2024. Thousands visited the latest products, technology and equipment by above 80 exhibitors, free of cost and booked vehicles of their choice. The expo exhibited various types of electric vehicles including two-wheelers, cars, e-rickshaws, cycles, garbage collection vans, battery storage systems, battery components, etc.

### Key Highlights of 2024

**Exhibitors: 70+**

**Visitors: 4360**

**Exhibit space: 1000sq.m**

**Co-located Events: Renewable Energy Expo**





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## THE EXHIBITION

### Industry-Leading Exhibitors:

The expo featured an impressive array of exhibitors showcasing cutting-edge technologies, products, and services related to electric vehicles and energy storage systems. Participants had the opportunity to interact with industry leaders, explore innovative solutions, and gain valuable insights into the latest trends shaping the EV and energy storage industries.

### Product Launches and Demonstrations:

Several exhibitors used the expo as a platform to launch new products, unveil prototypes, and demonstrate innovative technologies aimed at enhancing the performance, efficiency, and sustainability of electric vehicles and energy storage systems. These product launches generated significant interest and excitement among attendees, highlighting the industry's ongoing commitment to innovation and progress.

### Networking Opportunities:

The expo offered numerous networking opportunities for participants to connect with peers, establish new partnerships, and forge valuable business relationships. Expo visitors had the chance to interact with industry professionals, investors, policymakers, and other key stakeholders, facilitating knowledge exchange and collaboration across the electric vehicle and energy storage ecosystem.

### Industry Insights and Market Trends:

In addition to exploring the latest products and technologies, attendees gained valuable insights into industry trends, market dynamics, and emerging opportunities in the electric vehicle and energy storage sectors.



## EXHIBIT SECTORS

**17%**  
**E-AUTO**

**3%**  
**FOOD TRUCKS**

**32%**  
**E-BIKES, SCOOTERS**

**11%**  
**ELECTRIC CHARGING  
STATION EQUIPMENT**

**15%**  
**COMPONENTS & MATERIALS  
FOR BATTERIES**

**13%**  
**EV BATTERY MANUFACTURERS**

**10%**  
**CARGO LOADER  
ELECTRIC VEHICLE**

**11%**  
**EV AUTO COMPONENTS**

**8%**  
**PARTS & MATERIALS**

## THE FIGURES SAY IT ALL

**78%**  
of the exhibitors rated “GOOD” or  
above with the **QUALITY** of the  
visitors

**86%**  
of the exhibitors praised the Exhibition  
for its capability to generate leads and  
develop the business contacts.

**94.4%**  
of the exhibitors made contact with  
their right target visitor groups

**90.4%**  
of the exhibitors were satisfied/very  
satisfied with their participation

**85%**  
of the exhibitors said that they would  
definitely come back in Food &  
Beverage Expo

**92%**  
of the exhibitors expect orders as a  
result of exhibiting

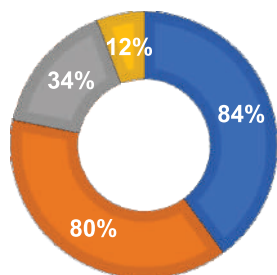
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## EXHIBITOR FEEDBACK

### Objective of Participation

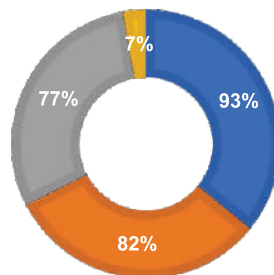


### Did your company benefit from participating at EV & ESS Expo 2023



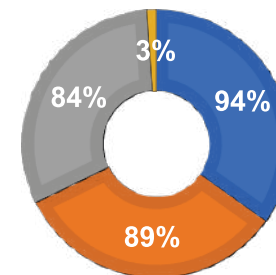
■ Great benefit ■ Good benefit ■ Average benefit  
■ Little benefit ■ No benefit

### Did you achieve your aim at Water Today's Exhibitions



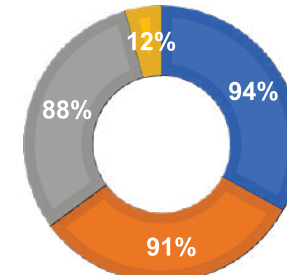
■ Excellent ■ Good  
■ Very Good ■ Fair

### The overall quality of the event



■ Good ■ Satisfactory  
■ Excellent ■ Very Good

### Quality of Visitors



■ Excellent ■ Very Good  
■ Good ■ Satisfactory

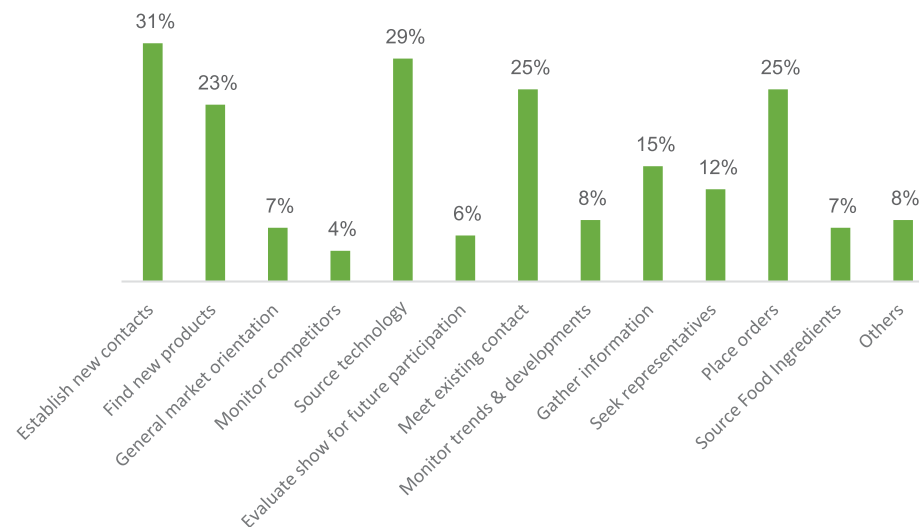
## PREMIUM EXHIBITORS 2024

- 99 E-Vehicle
- A1 - Precision Engineering
- Akino Tech Private Limited - MSME
- Axis Overseas
- Bharath Auto Cables Pvt Ltd
- BNC Motors
- Bolt.Earth
- Ctg Eyil
- E Royce Motors India Pvt Ltd
- Flowtrik Technologies
- Grand Moss - BNC Motors
- Harita Techserv
- Helios Batteries
- Helios Ev - Charging hub
- Hexagon Manufacturing Intelligence India Pvt Ltd
- Iwv Private Limited
- Katalyst EV LLP
- Konar Pressteck
- Leep E Drive Pvt Ltd
- Leoch Batteries
- Mahindra & Mahindra - XUV400
- Micronix Lithium Battery
- Mn Auto Products (p) Ltd.
- Motor Magazine
- Om Ev Motors
- Pom Power
- Ponnar Precision Engineering
- Hykon India
- Incisee Rotomatic Itp
- Incredible Engineering - Ev Charging Solution
- Prabha Automotive Engineers Pvt Ltd
- Qmax Ion
- Redon Lithium Industries
- Society for Smart E-Mobility (SSEM)
- Tally - Tallwin Systems Private Limited
- Torus Axial Flux
- Vedhasoft Technologies
- Wuxi Xiaoni Ev

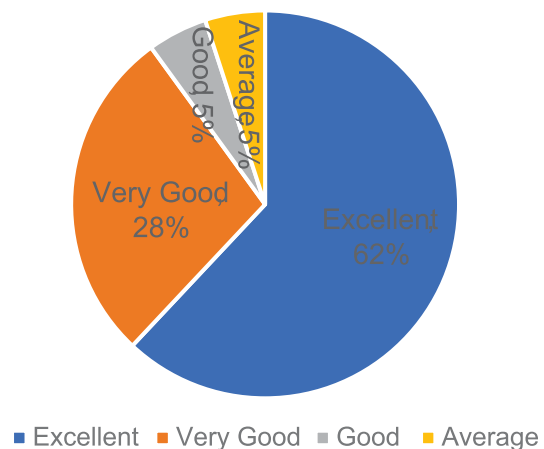




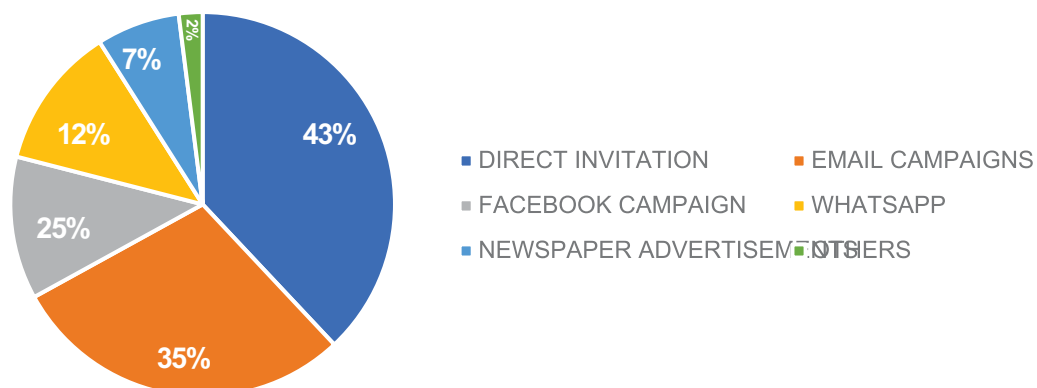
## VISITOR PROFILE



### Rating the Exhibition



### Source of Information About the Show



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## EVENT PROMOTION

Visitors and exhibitors alike consider Renewable Energy Expo a must attend event for the international market as the show offers a platform to showcase numerous products and discover more cost-effective solutions to existing processes.

Here is a breakdown of 2023 campaign which shows how we advertise the event. Vast promotional campaigns were carried out in the form of Mailers & inserts, Display Advertising, External emails, Internal Advertising and Online & Newsletter Advertising. More than 20 media houses including print, digital and television attended the event.

## PRINT PROMOTION

- English Newspapers - The Hindu, Business Line, Indian Express , DT Next.
- Magazine Advts
- Tamil Newspapers - Dinamani , Trinity Mirror , Makkal Kural, Maalai Malar.
- Brochures/leaflets Circulation.

## TV ADVTS

- TV advertisements were widely promoted in 4 south Indian languages – Kannada, Malayalam, Tamil and Telegu
- TV News Channels; Sun News, Polimer News, Puthiya Thalaimurai, Thanthi TV, News 7, News 18 Tamil, ETV (Telengana), ETV (AP), News 18 Kerala

**Outdoor Advts** – Bus back banners – Tamil Nadu , Pondichery , Karnataka.

## SOCIAL MEDIA

Our social media campaigns and promotions are targeted not just in India, but also international OEMs, large end-user industries, govt bodies, industrial associations, professionals, PMCs, and more.

- Facebook
- LinkedIn
- Twitter
- Instagram
- Youtube
- Google

## ONLINE PROMOTION

- 10 times - Across India
- Whatsapp
- E-Newsletters
- Websites
- Trade India - Across India
- Bulk emails
- Telecalling
- Event Lisiting Platforms



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## EV EXPO PHOTOS

Exhibition



Exhibition



Exhibition



Exhibition



Exhibition



Exhibition



Exhibition



Exhibition



Exhibition





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## RE EXPO PHOTOS

Exhibition



Exhibition



Exhibition



Exhibition



Exhibition



Exhibition



Exhibition



Exhibition



Exhibition





### **13<sup>th</sup>, 14<sup>th</sup> & 15<sup>th</sup> FEBRUARY 2025**

CHENNAI TRADE CENTRE, NANDAMBAKKAM, CHENNAI, TAMIL NADU, INDIA

#### Opportunities for Exhibitors

- You will have the chance to connect with the domestic and global food & beverages market.
- Discover new markets, business leads, prospective distributors, dealers, agents & associates.
- An ideal platform for assessing the market to establish and extend your own presence.
- Showcase innovative products, solutions and contemporary technologies.
- Boost brand image & extend visibility to new heights.
- Explore new business avenues and finalised business deals.
- A perfect launch for new products and technologies.
- An appropriate platform to strengthen and build your brand image.







**ORGANIZED BY:**

**EXHIBITION CATALYST**

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