

POST SHOW  
REPORT



# DELHI WATER EXPO

28<sup>th</sup>, 29<sup>th</sup> & 30<sup>th</sup> AUG 2024

ITPO, Pragati Maidan, New Delhi

# POST SHOW REPORT

## DELHI WATER EXPO 2024

### Overview

*The Delhi Water Expo 2024, held from 28 – 30 August 2024 in Hall 12A – ITPO Pragati Maidan, New Delhi was a remarkable success, bringing together industry leaders, experts, innovators, and stakeholders from across the water and wastewater sector. Organized by Water Today Pvt Ltd, the expo was a premium platform for showcasing cutting-edge technologies, solutions, and products in water and wastewater management.*

*This year's expo saw participation from over 70+ exhibitors, representing a wide array of industries such as water treatment, desalination, wastewater management, pumps, valves, and storage systems. Top national and international brands showcased their latest innovations, drawing a significant number of attendees. Some of the key exhibitors included Hilda Automation, WOG Technologies, Rochem Separation Systems, and Tata Bluescope who displayed groundbreaking products and solutions aimed at driving sustainability in water management.*

*The event attracted more than 7850 visitors, including engineers, consultants, policy-makers, industrialists, and government representatives. Attendees from various sectors—such as municipal water authorities, construction, agriculture, and industrial water consumers—actively engaged with the exhibitors, resulting in a dynamic exchange of knowledge and potential business collaborations.*

*Concurrent Events: Water Conclave, Training Workshop*

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## OVERVIEW - SHOW FACTS

### EXHIBITION

**70+**  
Exhibitors

**3**  
Days

**180+**  
Categories

**16+**  
Visitor  
Countries

**2500+**  
Water Experts

**7850+**  
Visitors

**250+**  
Products  
Showcase

### EXHIBITOR PROFILE

Automation  
Boilers and cooling towers  
Desalination  
Effluent Treatment  
Filtration Equipments  
Instruments and process controls  
Irrigation Equipments  
Packaged Drinking Water  
Pipes fittings and valves  
Pumps and Motors  
Rainwater Harvesting  
Research and Technical Institutes  
Reverse Osmosis Equipments  
Sewage and Sludge Treatment  
Swimming Pool Equipments  
Wastewater Management & Recycling  
Water Conservation  
Water Management & Systems  
Water Pollution Monitoring  
Water Purification  
Water Supply and Services  
Water Treatment  
Water Treatment Chemicals  
Zero Liquid Discharge Systems



## THE EXHIBITION

*The Delhi Water Expo serves as a pivotal event in India's water industry by bridging the gap between technological advancements and their practical application. The exhibition not only fosters business growth but also supports the country's mission towards achieving water sustainability, providing a common platform for the industry to align on key strategies for water conservation, quality enhancement, and waste minimization.*

*The Delhi Water Expo 2024 – an international and premium show provided the opportunity to component manufacturers to showcase their latest products, technology and equipment. Manufacturers of pumps, storage tanks, membranes, filters and components networked with the trade industry as well as end users with the main aim to find new business and partnerships.*

*Each year, the expo continues to expand its influence, becoming a must-attend event for professionals committed to driving progress in water and wastewater management.*



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## EXHIBIT SECTORS

**METERS & SENSORS**

**17%**

**CHEMICALS**

**6%**

**PIPES & TUBES**

**8%**

**PARTS & MATERIALS**

**5%**

**WATER STORAGE**

**15%**

**FILTER MEDIA**

**11%**

**EQUIPMENT &  
COMPONENTS**

**8%**

**BLOWERS &  
COOLING TOWERS**

**7%**

**MEMBRANES & FILTERS  
CARTRIDGES**

**23%**

## THE FIGURES SAY IT ALL

**91%**

of the exhibitors rated "GOOD"  
or above for visitor QUALITY

**92%**

applauded the Expo for qualitative leads  
& business contacts.

**94.4%**

of the exhibitors made contact  
with the right target visitor groups

**92.4%**

of the exhibitors were satisfied/very  
satisfied with their participation

**85%**

of the exhibitors said they would  
return in Water Expo 2024

**89%**

of the exhibitors expect orders  
as a result of exhibiting

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## ***Innovative Technology Showcases:***

*Exhibitors demonstrated advanced solutions in water treatment technologies, including the latest in membrane filtration, greywater recycling, smart metering, and industrial effluent treatment.*

***Live Demonstrations:*** *Visitors were able to witness live demonstrations of products, such as automated water purification systems, high-efficiency dosing pumps, and eco-friendly water recycling equipment, providing them with firsthand insight into the practical applications of these technologies.*

***Business Opportunities:*** *The expo provided an excellent networking platform for professionals in the water and wastewater industry. Several business meetings took place, leading to potential collaborations and partnerships. Many exhibitors reported significant inquiries and leads generated during the three-day event.*

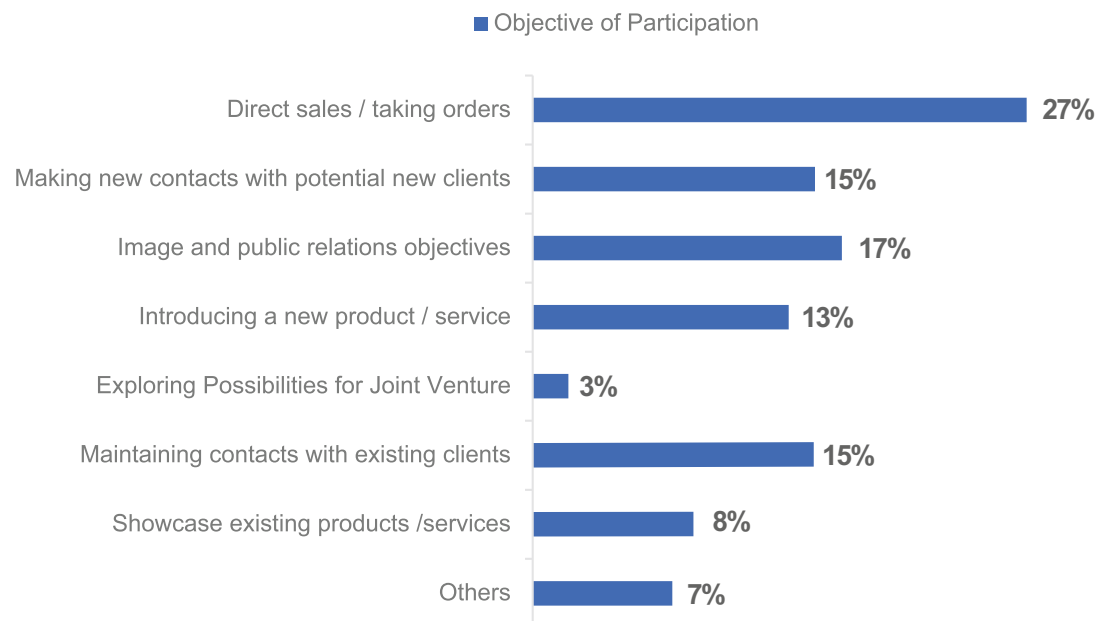
***Training Program on O&M of Wastewater Treatment Plants:*** *In 2024, the expo organised a training workshop for water industry professionals, in collaboration with an expert professional from a leading industry. This program covered topics such as wastewater treatment plant operations, advanced filtration system maintenance, and regulatory compliance for water quality standards. Attendees had the opportunity to gain updated information, enhancing their skills and employability.*

***Water Conclave:*** *The Water Conclave was one of the most highly anticipated features of the Delhi Water Expo 2024. This focused, knowledge-sharing event brought together industry experts, government officials, technologists, and thought leaders for an in-depth discussion on critical water-related issues and emerging trends.*

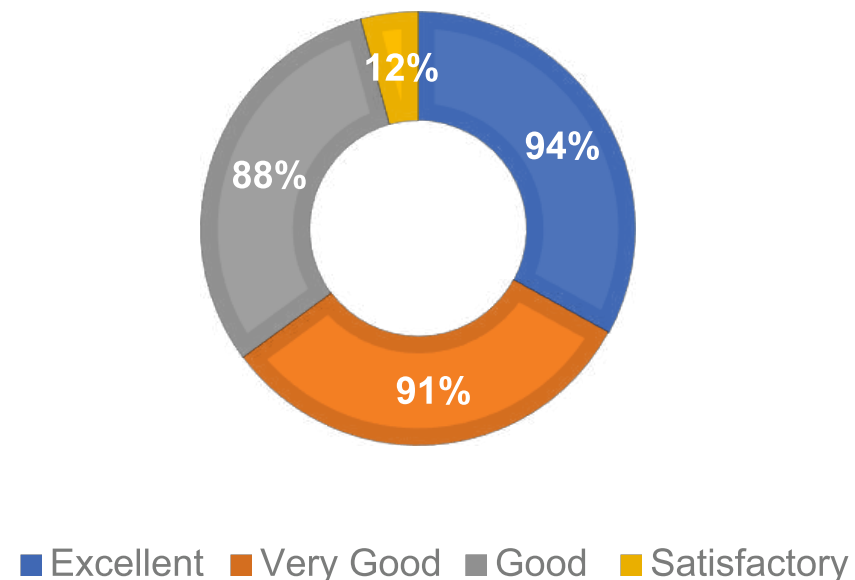


## EXHIBITOR FEEDBACK

### OBJECTIVE OF PARTICIPATION



### QUALITY OF VISITORS



## VISITORS & DELEGATES AT DELHI WATER EXPO 2024

*The Delhi Water Expo 2024 attracted a diverse group of visitors and delegates, including engineers, municipal authorities, industrialists, researchers, policymakers, and professionals from various sectors like real estate, agriculture, pharmaceuticals, and manufacturing. The expo provided an enriching experience for both visitors and industry professionals, offering valuable insights into the future of water and wastewater management technologies.*

### Key Sectors Represented at the Delhi Water Expo Catered to a Wide Range of Sectors, including:

- ★ Municipal Water Authorities
- ★ Industrial Water Users (Textile, Tannery, Pharmaceuticals, etc.)
- ★ Real Estate & Infrastructure Developers
- ★ Agriculture & Irrigation Systems
- ★ Government Bodies & Policy Makers
- ★ Environmental Consulting Firms

### Key Takeaways from Visitors & Industry Professionals:

· The **wide array of solutions** presented at the expo enabled visitors to find specific products and technologies suited to their sector's water challenges.

·

Many delegates appreciated the **practical, hands-on nature** of the event, noting that the live demonstrations and real-world examples offered a tangible understanding of how the solutions could be applied in their operations.

·

Networking opportunities allowed attendees to **connect with key decision-makers** from both the government and private sectors, leading to promising future collaborations.

Overall, the response from visitors and delegates was extremely positive, with many expressing their intentions to participate in future editions and recommending the expo to peers in their industries.



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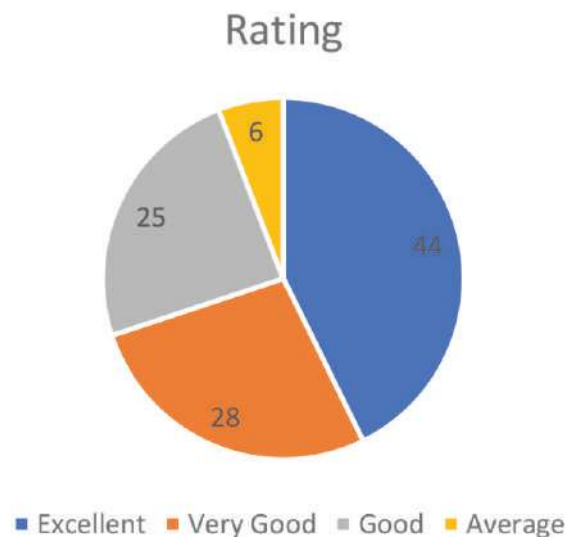
## VISITOR STATISTICS

Day	Show Timing
Day 1	10am – 6 pm
Day 2	10am – 6 pm
Day 3	10am – 6 pm

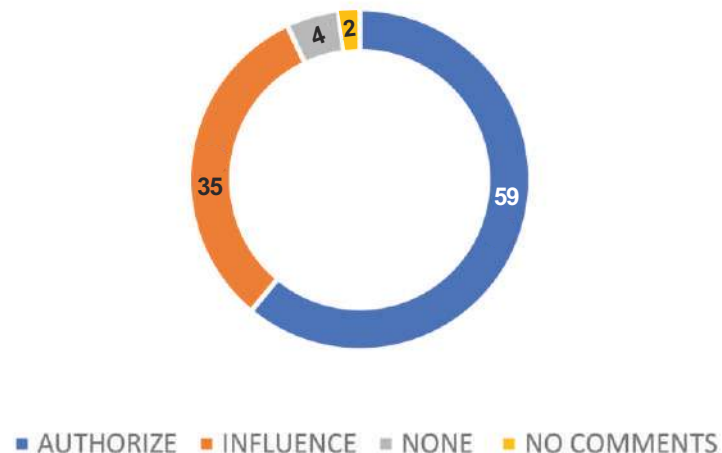
## FACTORS WHICH INFLUENCED THEIR VISIT

- Opportunity to buy new products
- Variety of products on display
- Networking Opportunity with Industry Leaders
- New Suppliers
- To gather general information
- Opportunity to look for dealerships

## RATING THE EXHIBITION



## ROLE IN DECISION MAKING PROCESS



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## EVENT PROMOTION

Visitors and exhibitors alike considered Delhi Water 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 the 2022 marketing campaign which shows how we advertised and promoted 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 10 media houses including print, digital and television attended the event.

## PRINT PROMOTION

- English Newspapers - Times of India
- Magazine Adverts
- Hindi Newspapers - Navbharat Times
- Brochures/leaflets Circulation

## E-PROMOTIONS

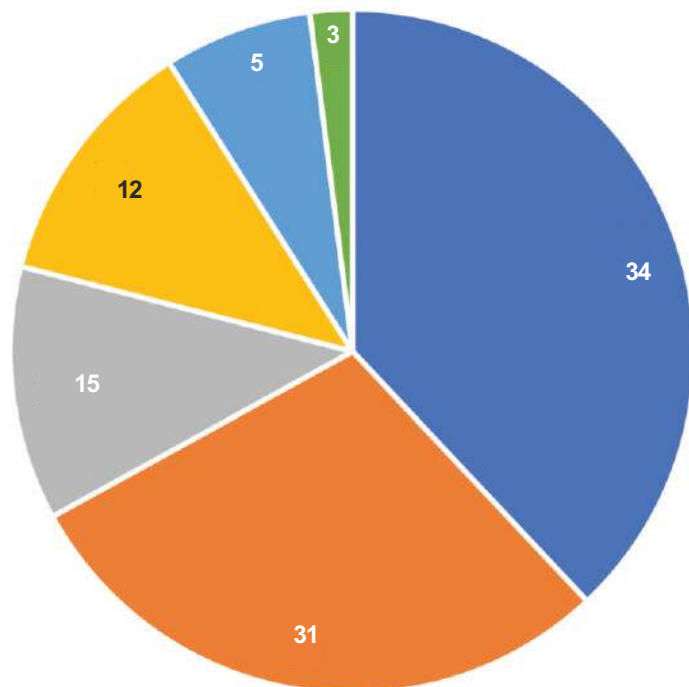
- Bulk SMS
- Bulk Voice Call SMS
- Whats App

## ONLINE PROMOTION

- 10 times- Across India
- Facebook- Across India
- Google Adwords- Across India
- Bulk emails
- E-Newsletters
- Tradeindia.com
- LinkedIn
- Twitter



## SOURCE OF INFORMATION ABOUT THE SHOW



■ DIRECT INVITATION

■ EMAIL CAMPAIGNS

■ FACEBOOK CAMPAIGN

■ WHATSAPP

■ NEWSPAPER ADVERTISEMENTS ■ OTHERS

## KEY SECTORS OF INTEREST

- Exporters & Importers
- Distributors & Traders
- Industry Suppliers
- PSUs
- Large & Medium scale engineering Industries
- Operation & Maintenance
- Government Bodies
- Chemical Plants
- Pharmaceutical Plants
- Environmental Consultants
- Ground Water Authorities
- Public Works Department

# POST SHOW REPORT

## WATER EXPO PHOTOS





# POST SHOW REPORT

## WATER EXPO PHOTOS





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## WATER EXPO PHOTOS



### MARK YOUR CALENDAR AND BOOK YOUR SPACE NOW!

*Looking Forward As the industry continues to evolve, Delhi Water Expo 2025 aims to further strengthen the conversation on innovative solutions and sustainable practices, providing even more opportunities for businesses and stakeholders to contribute to a water-secure future.*

# DELHI WATER EXPO

**21<sup>st</sup>, 22<sup>nd</sup>, 23<sup>rd</sup> August 2025.**

**ITPO, Pragati Maidan, New Delhi**

### **BOOK EARLY FOR**

*Prime stand positions*

*Maximum coverage in our dedicated PR & marketing campaign*



**ORGANIZED BY: - WATER TODAY PVT. LTD.**

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