



in-store asia

Inspiration. Innovation. Transformation.

22 23 24 MAY 2025

Bombay Exhibition Center, Goregaon(E), Mumbai, India

SHAPING THE FUTURE OF **RETAIL**

Expo | Convention | Awards | VM Challenge



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About In-store Asia

In-store Asia is the largest trade fair in the Indian subcontinent dedicated to retail resources, store design, visual merchandising (VM), and in-store marketing. As part of the EuroShop trade fair family, the world's leading retail trade fair network, In-store Asia offers unparalleled access to the retail industry's investment opportunities and future markets.

In-store Asia serves as a premier platform that brings together key stakeholders—retailers, brands, service providers, and manufacturers—to explore and enhance retail experience design and the construction of retail environments. The event is structured into four main segments: Exhibition, Convention, VM&RD Retail Design Awards, and the VM Challenge.



Event Highlights



8,000+ sqm
Exhibit Area



100+
Exhibitors



40+
Speakers



6,000+
Visitors



250+
Delegates



6+
Participating
Countries

Why Exhibit?

Exclusive Platform:

The only exhibition in India and the Asia Pacific region focused on retail design and in-store solutions.

Emerging Opportunities:

Discover new-age offerings and explore opportunities across all domains of the retail industry.

Networking Potential:

Connect with leading brands and industry leaders, enhancing your visibility and business connections.

High-Level Engagement:

Benefit from extensive on-site engagement through associated events, including the Convention, VM&RD Retail Design Awards, and the VM Challenge.

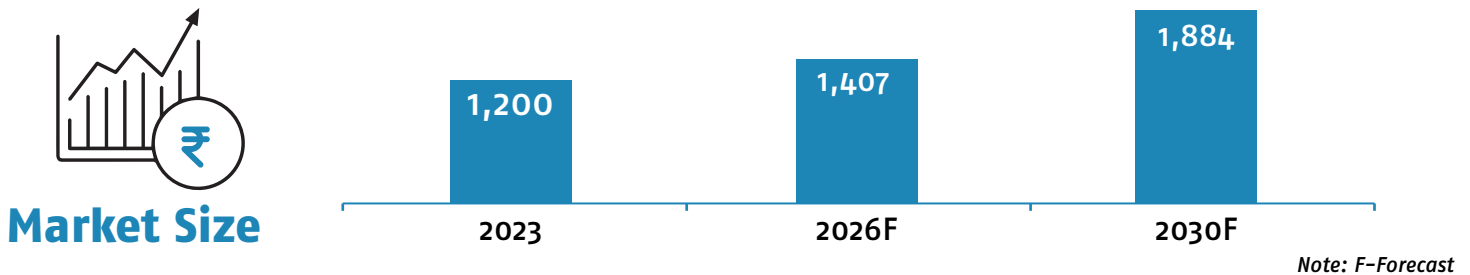
Mutual Benefits:

Allied events offer valuable interactions for both exhibitors and buyers.

Regional Reach:

Engage with a well-connected network of retailers and brands across the Asia Pacific region.


Retail Market in India (US\$ billion)



Government Initiatives



Relax sourcing and investment rules for supermarkets



100% Single Brand Retail
51% Multi Brand Retail

Advantage India

Robust demand: India is one of the most promising and developing marketplaces in the world. There is a great deal of desire among multinational corporations to take advantage of the consumer base in India and to enter the market first. Nearly 60 shopping malls encompassing a total retail space of 23.25 million sq. ft are expected to become operational during 2023-25.

Innovation in Financing: Collective effort of financial houses and banks with retailers are enabling consumers to go for durable products with easy credit. According to EY, E-commerce companies raised US\$ 2.44 billion in PE/VC funding in 2023 from 85 deals, down from US\$ 5.36 billion across 162 deals in 2022.

Policy support: To improve the business climate and make it simpler for foreign companies to register fully owned subsidiaries in India, the Indian government has implemented a number of rules, regulations, and policies.

Increasing Investments: India's retail trading sector attracted US\$ 4.63 billion FDIs between April 2000-March 2024. The retail sector in India accounts for over 10% of the country's GDP and around 8% of the workforce (35+ million). It is expected to create 25 million new jobs by 2030. Amazon is increasing its investment in India by US\$ 15 billion over the next seven years, bringing its total investment to US\$ 26 billion.

Co-Located Events

Convention

The 2-day convention, held on 22-23 May 2025 at the Bombay Exhibition Centre, Mumbai, India, will feature over 40 distinguished professionals from India and around the world. These experts will present insights on the latest trends in retailing and design, exploring their impact on the retail ecosystem including consumers, retailers, and service providers.

This convention serves as a premier convergence platform, bringing together key stakeholders in the retail experience—brands, retailers, service providers, and suppliers. Attendees will have the opportunity to be inspired, informed, and to engage in meaningful ideation, ensuring they remain competitive and relevant in today's rapidly evolving marketplace.



VM&RD Retail Design Awards

The VM&RD Retail Design Awards stand as India's premier and only accolade dedicated to recognizing exceptional talent in Retail Design, Visual Merchandising, and Manufacturing. As the most prestigious award in the sector, it highlights the foremost achievements in these fields.

The nominees compete across 14 Store Design Categories and 10 Special Categories, showcasing the pinnacle of creativity and innovation. The 15th edition garnered 300 entries spanning 24 categories, underscoring its significance and the high caliber of participants.

The winners of the 16th edition will be celebrated on 22 May 2025 at the Bombay Exhibition Centre, Mumbai, India.

VM Challenge

The VM Challenge is a unique and exclusive window display competition specifically designed for the visual merchandising community. As a standout feature and major highlight of the In-store Asia event, it attracts considerable attention and engagement from the Indian retail visual merchandising sector.

Scheduled for the afternoon of the first day, 22 May 2025, at the Bombay Exhibition Centre, Mumbai, India, the VM Challenge offers a platform for conference delegates to showcase their creativity and skills. Participation is limited to delegates, ensuring a focused and high-caliber competition.



Exhibitor Profile



Pop Display

- | POP Design Services
- | Permanent Displays
- | Temporary Displays
- | Corrugated POP Display
- | Inflatables
- | Kiosks
- | Modular Display Systems
- | Advertising Scroller



VM & Retail Fixtures

- | Store Fixtures
- | Lighting Fixtures
- | Display Props
- | Mannequins
- | Display Forms
- | Hangers
- | Interior build materials
- | Specialty fittings
- | Retail Refrigeration



Signage & Graphics

- | Speciality Signage
- | Engraved Signs
- | Routed Signs
- | Neon Signs
- | In-store Graphics & Printing
- | In-store Sign Holder Systems
- | Trivision
- | LEDs Signage



Retail Design

- | Store Design
- | Visual Merchandising
- | Design
- | Lighting Design
- | Shopper Marketing Design
- | Integrated Design
- | Communication Design



Retail Tech

- | Security & Loss Prevention
- | Retail Software Solutions
- | Retail Tech Hardware
- | AV Tech Solutions
- | CRM Solutions
- | RFID & Beacons
- | Design Software
- | Imaging Technology



Startup

- | AI & VR
- | Digital Signage
- | Retail Software Solutions
- | AV Tech Solutions
- | CRM Solutions
- | Design Software
- | Integrated Solutions

Visitor Profile

Brand Marketers (FMCG, CDIT, and Lifestyle & Apparel)

- | Marketing Directors
- | Senior Management Marketing
- | Marketing Managers
- | Trade Marketing Managers
- | Modern Trade Team
- | Brand / Product Team
- | Communication Managers
- | Project Managers
- | Promotion Managers
- | Purchase Managers
- | Shopper Marketing Team
- | Visual Merchandisers
- | Regional / Area / Sales Managers
- | Retail Marketing Managers

Retailers (Organized/Independent/Traditional Retail)

- | Online and Offline retailers
- | Owners, CEOs & Business Heads
- | Brand Heads & Team
- | Category Managers
- | Project Heads & Team
- | Merchandising Heads
- | VM Heads & Team
- | Marketing Heads & Team
- | Procurement Heads & Team
- | Store Development Heads & Team

Advertising, Shopper Marketing & Media Agency

- | Business Directors
- | Creative Directors
- | Account Management Team
- | Print Production Managers
- | Graphic Designers
- | Media Supervisors/ Media Planners
- | Media Buyers

Service Providers (Organized/Independent/Traditional Retail)

- | Retail Software Designers
- | Furniture Designers
- | Graphic Designers
- | Interior Designers
- | Shop Build Contractors
- | Shop fit-out Contractors
- | Retail Designers
- | Retail Consultants
- | Architects

Hear it from our Exhibitors

“It was good to see a steady flow of brands walking in and had great interactions with the industry. We have had serious discussions on how the retail industry will move forward in India this year, an overall good experience.

Satvinder Singh
Managing Director, Satin Neo Dimensions

“This was the first year for us at In-store Asia and we are glad that we participated because we saw a lot of footfall and tremendous business opportunity coming our way as a result of the event

Rakesh Kumar Thakur
Director, Autumnwood Retail Solutions

Visiting Brands



& many more...

Organizer

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organizer and as a provider of trade fair-related services for exhibitors and visitors.

Messe Düsseldorf India has been successfully staging established trade fairs like In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India and ProWine Mumbai. Besides organizing successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

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