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MAY 2026

Hall 4,
Bombay Exhibition Center,
Goregaon (E), Mumbai

Asia's Premier Trade Fair

17th Edition

for Store Design,
Visual Merchandising
and In-store Marketing



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About In-store Asia

Where Retail Meets Innovation

In-Store Asia, the premier trade fair in the Indian subcontinent for retail resources, store design, visual merchandising (VM), and in-store marketing, returns for its 17th edition, continuing its role as the region's most influential platform for the retail industry.

Bringing together over 5,500 senior decision-makers—including leading retailers, brands, consultants, service providers, and manufacturers—In-Store Asia offers unparalleled opportunities to discover innovation, engage with industry leaders, and drive meaningful business growth.

As a proud member of the EuroShop Trade Fair Family—the world's No. 1 retail trade fair—In-Store Asia provides strategic access to emerging retail markets and future-focused investment opportunities across India and South Asia.

The event is built around four core segments: Exhibition, Convention, VM&RD Retail Design Awards, and the VM Challenge—creating a dynamic platform that celebrates excellence, fosters collaboration, and showcases the latest in retail design and experience.



Event Highlights



8,000+ sqm
Exhibit Area



100+
Exhibitors



40+
Speakers



5,500+
Visitors



6+
Participating Countries



250+
Delegates



Why Exhibit at In-Store Asia?

Unlock the Future of Retail in Asia



The Region's Only Focused Platform

In-Store Asia is the sole exhibition in India and the Asia Pacific dedicated exclusively to retail design, visual merchandising, and in-store solutions—placing your brand at the heart of a highly targeted audience.



Access High-Growth Retail Opportunities

Showcase your latest products, technologies, and services to a dynamic market ready for innovation. Tap into emerging trends across store formats, consumer engagement, and omni-channel retail.



Build Strategic Connections

Meet and connect with over 5,500 senior decision-makers—from top retail brands, design consultancies, and solution providers—opening doors to long-term partnerships and new business opportunities.



Maximize Engagement Through Flagship Events

Enhance your visibility through participation in powerful on-site platforms including the Convention, the VM&RD Retail Design Awards, and the VM Challenge—each designed to bring focused attention to your brand and expertise.



Delivering Value for Exhibitors & Buyers Alike

In-Store Asia fosters an ecosystem that encourages meaningful conversations, qualified leads, and real business outcomes—ensuring value for every stakeholder.



Expand Across the Asia Pacific Region

Strengthen your reach into one of the fastest-growing retail landscapes with access to a well-connected network of regional retailers, brands, and design professionals.



India: A Thriving Landscape for Retail Innovation



⊕ Retail Market on the Rise

India's retail sector is projected to cross \$2 trillion by 2032, powered by rising incomes, rapid urbanization, and digital growth—unlocking vast potential for offline retail solutions.

⊕ The Phygital Shift

Retail is evolving into a blend of physical and digital. Brands are creating immersive store experiences that call for advanced fixtures, smart lighting, visual merchandising, and in-store tech.

⊕ New Sectors, New Opportunities

Fast-growing segments like QSRs, wellness chains, beauty salons, and co-living spaces are driving demand for unique, customer-focused environments.

⊕ Tier 2 & 3 Cities Lead the Next Wave

As metros mature, brands are expanding into smaller cities—creating new demand for scalable, flexible, and cost-efficient retail formats.

⊕ Global Confidence in Indian Retail

India is emerging as a top retail destination, attracting steady international investment and interest in offline store development.

⊕ Youth-Driven & Policy-Backed

With 65% of the population under 35 and supportive policies like 100% FDI in single-brand retail, India presents a dynamic and future-ready retail market.

⊕ Sustainable. Modular. Smart.

Tomorrow's stores will be eco-conscious and tech-enabled. The need for energy-efficient materials and sustainable design is stronger than ever.



Co-Located Events

Convention

21–22 May | Bombay Exhibition Center, Mumbai

The two-day convention will bring together over 40 distinguished speakers from India and around the world to explore the future of retail and design. Through insightful keynotes and engaging discussions, the sessions will cover emerging trends, innovation in customer experience, and the evolving role of technology in shaping retail environments.

As a key highlight of In-Store Asia 2026, the convention serves as a dynamic platform for brands, retailers, service providers, and suppliers to exchange ideas, discover solutions, and stay ahead in a rapidly changing market. Attendees will gain valuable perspectives to enhance competitiveness and drive business growth in the new retail era.



VM&RD Retail Design Awards

India's Most Prestigious Recognition for Retail Design Excellence

The VM&RD Retail Design Awards are India's only dedicated platform celebrating outstanding achievements in Retail Design, Visual Merchandising, and Manufacturing. As the most coveted accolade in the sector, the awards honour excellence, creativity, and innovation across the retail environment.

Spanning 14 Store Design categories and 11 Special categories, the awards spotlight the finest work from top design minds across the country. The 16th edition received over 250 entries across 25 categories, reinforcing its stature and industry impact.

The winners of the 17th edition will be honoured on 22 May 2026 at the Bombay Exhibition Center, Mumbai.



VM Challenge

A Premier Showcase for Visual Merchandising Talent

The VM Challenge is an exclusive live window display contest designed for the visual merchandising community. As a signature attraction at In-Store Asia, it draws significant attention from across the Indian retail VM landscape.

Held on the afternoon of 21 May 2026 at the Bombay Exhibition Center, Mumbai, the challenge offers a dynamic platform for conference delegates to demonstrate their creativity, concept execution, and design expertise. Participation is exclusive to delegates, ensuring a focused and high-quality showcase of talent.



Unique Attraction

Focal Point

A premium, high-visibility space offered to selected brands to showcase design excellence and engage visitors through impactful visual storytelling—enhancing the overall aesthetics of the exhibition.

Showcases standout brand presence

Clean, creative, brand-aligned displays

Interactive and engaging elements

Elevates the exhibition's visual appeal



Exhibitor Profile



POP DISPLAY

- POP Design Services
- LED Display
- Inflatables
- Corrugated POP Display
- Kiosks
- Modular Display Systems
- Advertising Scroller

VM & RETAIL FIXTURES

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



SIGNAGE & GRAPHICS

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

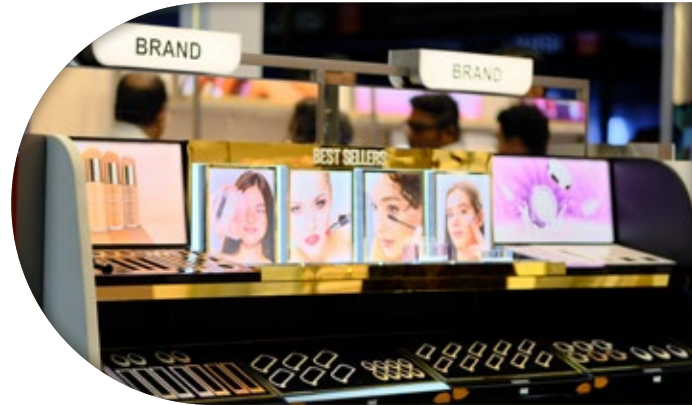


RETAIL DESIGN

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

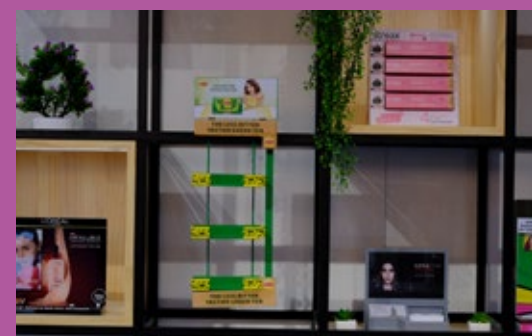
RETAIL TECH

- AIDC Technologies & RFID
- Security & Loss Prevention
- Retail Software Solutions
- Retail Tech Hardware
- AV Tech Solutions
- CRM Solutions
- 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, Managers
- Trade Marketing Managers
- Modern Trade Team
- Brand / Product Team
- Communication, PR Managers
- Purchase Managers
- Project Managers
- Promotion Managers
- Shopper Marketing Team
- Visual Merchandisers
- Regional / Area / Sales Managers
- Packaging Designers

RETAILERS

(Organized /Independent/Traditional Retail)

- Online and Offline retailers
- Owners, CEOs & Business Heads
- CIO/CTO's from Retail Brands
- Project Heads & Team
- Head of Buying & Merchandising
- VM Heads & Team
- Marketing Heads & Team
- Procurement Heads & Team
- Store Development & Team
- Design, Creative Heads
- VP Sales, Business Development Managers
- Store, Showroom Managers
- Retail Managers
- Mall Operations Managers
- Senior Manager IT
- Category Managers
- Café & Restaurant Owners
- Pubs, Bars & Club Owners
- Wellness, Gym, Salon Owners

Architect / Designers

- Retail Design Architects
- Concept Designers
- Retail Space Consultants
- Interior Designers
- Lighting Designers
- Furniture & Fixture Designers
- Brand Experience Designers
- Project Managers
- Construction Managers
- Builders & Contractors
- Sustainable Design Consultants
- Green Building Designers
- Materials & Finishes Experts

Retail Marketing & Media Agency

- Business Directors
- Creative Directors
- Advertising Director
- Account Management Team
- Print Production Managers
- Media Supervisors/ Media Planners
- Media Director, Manager
- Media Buyers
- Creative, Art Director
- Digital Advertising Manager
- Campaign Manager
- Media Relations Manager
- Partnership Manager
- Affiliate Marketing Manager
- Event Marketing Manager

RETAIL SOLUTION PROVIDERS

(Organized/Independent/Traditional Retail)

- Retail Software Designers
- Shop fit-out Contractors
- Retail Display Designers
- Brand Experience Designers
- Decorative Surface Designers
- Retail Consultants
- Technology Consultants

Exhibitor Testimonials

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In-Store Asia continues to stand out as the premier platform that brings together the entire retail ecosystem – uniting industry stakeholders and solution providers under one roof. It provided us with a valuable opportunity to engage with clients, share insights, and gain a deeper understanding of the trends and opportunities shaping the year ahead. The event is growing in scale and significance each year, and we are proud to be part of its continued success.

Satvinder Singh

MANAGING DIRECTOR
SATIN NEO DIMENSIONS

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Our decision to exhibit stemmed from a positive experience during our previous visit, where we identified significant potential for our offerings. Participating this year has been an enriching experience—providing valuable learning, exposure, and engagement with the industry. In-Store Asia serves as an excellent networking platform, bringing together multiple brands and companies under one roof, making meaningful connections more accessible. Overall, it's a truly immersive and rewarding experience for any retail-focused business.

Haniet Mahtani

MANAGING PARTNER
TRIPOD GLOBAL SHOPFITS
INDIA PVT. Ltd.

“

In-Store Asia is an excellent platform that we are always happy to be a part of. It offers a valuable opportunity to connect with industry peers, clients, and our vendor network—all under one roof. As an exhibitor, we truly appreciate the environment it creates for meaningful interaction and collaboration across the retail ecosystem.

Shreesh Sharma

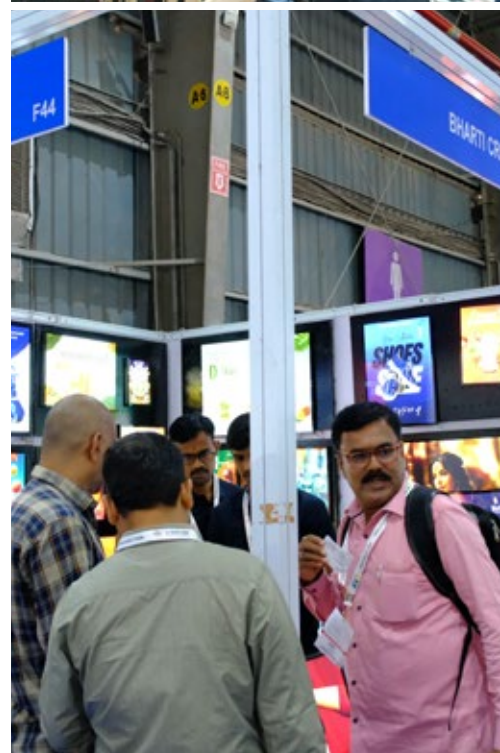
FOUNDER & DIRECTOR
GKW RETAIL SOLUTIONS

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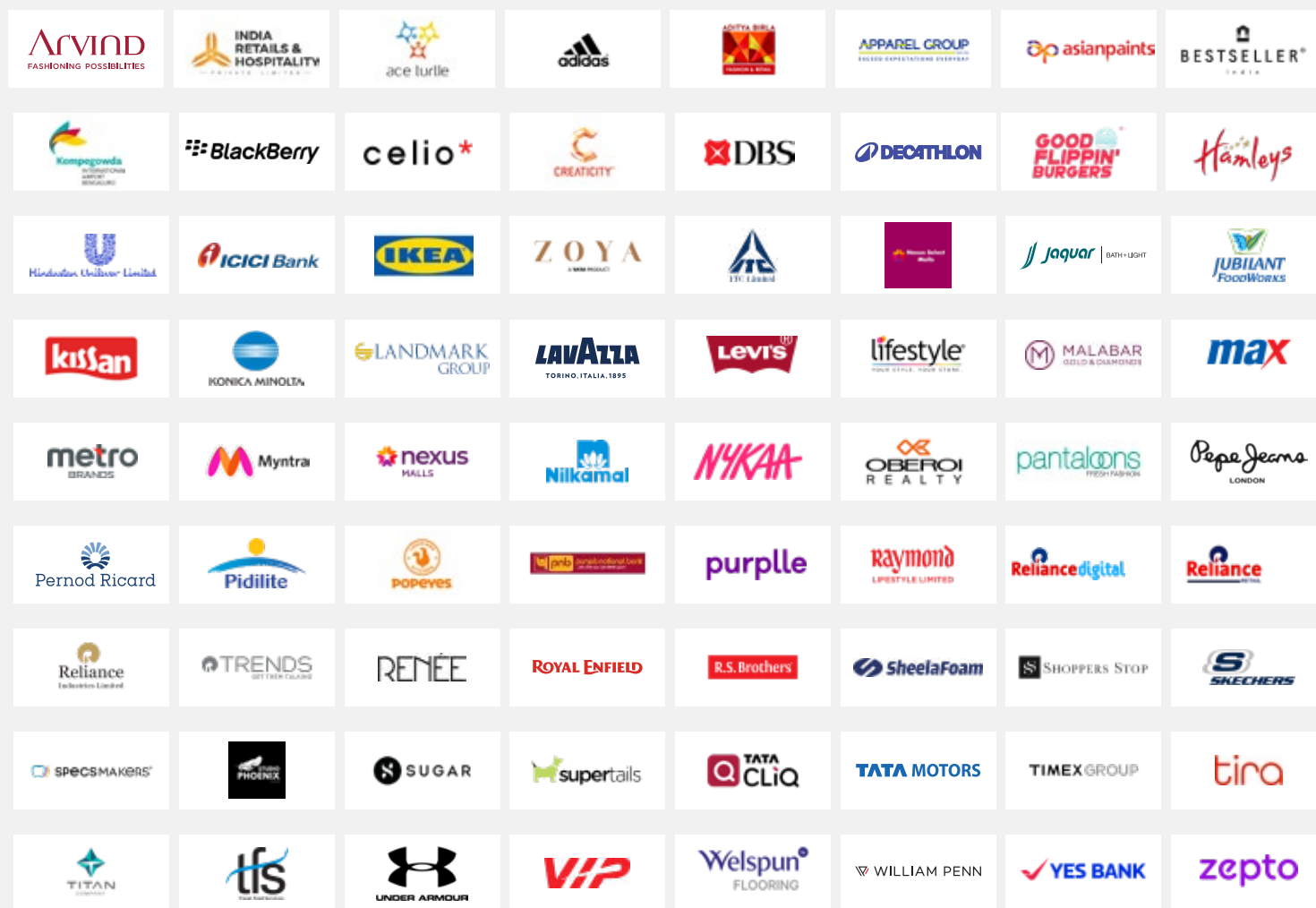
We're thrilled to have launched our premium line, Instor Luxe, at In-Store Asia. The show has been exceptionally well-organized, with a high-quality visitor base and serious business prospects. The leads we received were prompt and promising. As a platform, it offers unmatched opportunities for networking, collaboration, and meaningful engagement. Truly, a one-stop solution for the retail industry.

Ritika Mehta

DIRECTOR
INSTOR INDIA PVT. LTD.



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 organiser 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, ProWine Mumbai and Valve World Expo India. Besides organising 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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