

# engineering EXPO AURANGABAD

February 22-25, 2013  
Ayodhya Nagari Grounds

## Exhibiting Aurangabad's unparalleled potential

Since the last few years, Aurangabad has emerged as one of the fastest growing industrial hubs. The region already has a huge industrial presence with a large number of engineering services, auto ancillary and pharmaceutical research companies setting up facilities here. The ever-evolving industrial scenario and the entrepreneurial spirit of its entrepreneurs have helped Aurangabad grow into an industrial area of repute. Taking it further, Engineering Expo Aurangabad 2013 proved to be the right 'growth tonic' for boosting the region's industrial might. A report...

### ■ NISHI RATH

IT was in 1960 that the region of Marathwada was merged with Maharashtra. This was the time when the industrial development of Marathwada began. Over time, the Maharashtra Industrial Development Corporation (MIDC) acquired land and set up industrial estates, which provided a boost to the region's tremendous growth. Aurangabad is now one of the classic examples of efforts towards balanced industrialisation with factors such as availability of labour, comparatively lower cost for setting up base and a developing market attracting an array of industries to the city. Additionally, the presence of renowned MNCs and domestic giants in Aurangabad has further catalysed the city's industrial growth by offering Small & Medium Enterprises (SMEs) a boost.

Reflecting the city's industrial growth was the second edition of Engineering Expo Aurangabad. Held during February 22-25, 2013, at Ayodhya Nagari Grounds, the four-day Expo was inaugurated in the presence of an esteemed set of Guests of Honour including Kala Ojha, Mayor, Aurangabad; Sanjay Shirsat, MLA, Aurangabad West; Pradeep Jaiswal, MLA, Aurangabad Assembly Constituency; GM Ambhore, Director, MSME Development Institute; P Udayakumar, Director, The National Small Industries Corporation; Sudhanva Jategaonkar,



Dignitaries unveil the Exhibitors' Directory at the inauguration of Engineering Expo Aurangabad 2013

Associate Vice President, Network 18 Publishing and Vijay N Jaiswal, President, Aurangabad Industrial Suppliers Association (AISA).

The inauguration also witnessed the presence of Sunil Raithatha, President, Chamber of Marathwada Industries and Agriculture (CMIA); Dr Uday Girdhari, President, Marathwada Association Of Small Scale Industries and Agriculture (MASSIA); Adesh Palsingh Chabda, President, Aurangabad Zilla Vyapari Mahasang and Mansingh Pawar, Past President, MASSIA, among others.

### OFFICIALLY APPROVED

Organised by Network18 Publishing with AISA as supporting partners, the Expo played host to various industry giants and market leaders who showcased their best products and services at the trade show. Shri Balasaheb Thorat, Hon'ble Minister of

Revenue, Government of Maharashtra, also graced the Expo. He said, "Engineering Expo Aurangabad has become a platform for new industries developing in the region. It has also proved to be the best platform for students as it gives them exposure to the real industrial world. I feel more events on similar lines should be organised in the near future." Shri Rajendra Darda, MLA & Minister of School Education, Government of Maharashtra, also marked his presence in Engineering Expo Aurangabad. "The whole experience here was worth the visit. The Expo was well organised and provided a platform for local entrepreneurs. We look forward to many more such events," he said.

### BRIGHT FUTURE FOR SMEs

According to experts, the historical background of the place helps attract foreign investors. Aurangabad also



Shri Balasaheb Thorat, Minister of Revenue, Government of Maharashtra, being felicitated with a memento by Network18 Publishing & AISA team

boasts of a very strong brigade of young and enthusiastic first-generation entrepreneurs, who not only implement new ideas but also steer the growth. "Aurangabad has a lot of potential when it comes to the industries. The small scale industries here have a great future. They are keen to grow and play a key role in the growth of any particular region," said Udayakumar.

Engineering Expo Aurangabad focused on providing SMEs an opportunity to demonstrate their capabilities, to offer a platform to industries across the country and enable exhibitors to formalise business alliances for mutual growth. "The trade show truly opened up a new world of opportunities for the small and medium scale industries here. The enthusiasm among exhibitors was very encouraging. It was a good experience to be a part of this grand show," said Shirshat.

### UPBEAT EXHIBITORS

The exhibitors were overwhelmed by the positive response they received from the visitors. They were looking forward to generating more business gauging from the enquiries that they received at the Expo. Manoj Kumar, Director, Apex Group, who exhibited at the trade show, said, "We have had a lot of enquiries; I cannot gauge how many will turn out to be good business leads, but yes, I am pleased with all the enquiries. It proves that we have managed to attract the target customers

and create our brand visibility."

Another exhibitor, Nitin Bagul, Director, Technovision Instrumentation Solution Pvt Ltd, expressed, "We have participated in Engineering Expo Aurangabad last year as well; it has helped us build good contacts. Aurangabad is an industrial hub and the number of industries is increasing by the day. This is a good place for such an event; only awareness among the masses has to be increased."

Anand Pahade, Proprietor, Chintamani Electricals, who also exhibited at the trade show, said, "We participated in this trade show as we wanted to create our brand image on which customers can bank on. The response we have received has been mixed. Expos such as these should work towards creating awareness among the masses in Aurangabad."

### INITIATIVES IN ACTION...

Engineering Expo Aurangabad saw some great initiatives in action. The 'National Vendor Development Programme' acted as a crowd puller both in terms of exhibitors and visitors. Organised by the MSME Development Institute, Government of India, Ministry of MSME, the event became an instant hit. It saw participation from organisations like Western Railways, State Transport, Hindustan Petroleum Corporation Ltd, Indo German Tool Room and Central Institute of Plastics

Engineering and Technology.

Speaking at the event, Ambhore informed, "Our main objective is to identify and explore the business opportunities in the highly competitive area. We also encourage benchmarking for meeting the challenges in the best way."

Engineering Expo Aurangabad was not all about exhibitors but it also offered a lot to the visitors.

### VISITORS MAKE THE MOST OF EXPO

Commenting on how an Expo of this stature acts as a growth catalyst, Mayur Parikh, Sr Manager Marketing, Sah Petroleum Ltd, explained, "Exhibiting companies fully utilised this platform at the Expo. Such trade shows always help the industrial circuit of a particular region. Though we are not exhibiting this year, it was great to be part of the Expo as a visitor."

Another visitor opined that the turnout despite of the recession was commendable. "Taking into consideration the recession, the turnout was good. Engineering Expo is a great platform for small and medium scale industries to connect and understand the market requirements," averred Abhay Sharma, Director, Extreme Ro System Pvt Ltd.

Students too had a great chance to get hands on experience at the Expo. Starting from market trends to new technology, the Expo turned out to be a helpful lesson for them. "Students can learn a lot here; where else can they find the latest technologies and machines at one place?" said Ojha.

### MARKING A NEW BEGINNING

Adding another feather to its cap, Engineering Expo came to an end with a promise to come back with more enthusiasm and better opportunities for Aurangabad. The next edition of Engineering Expo will be held in Hyderabad, Andhra Pradesh, during May 31 to June 3, 2013. ■

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