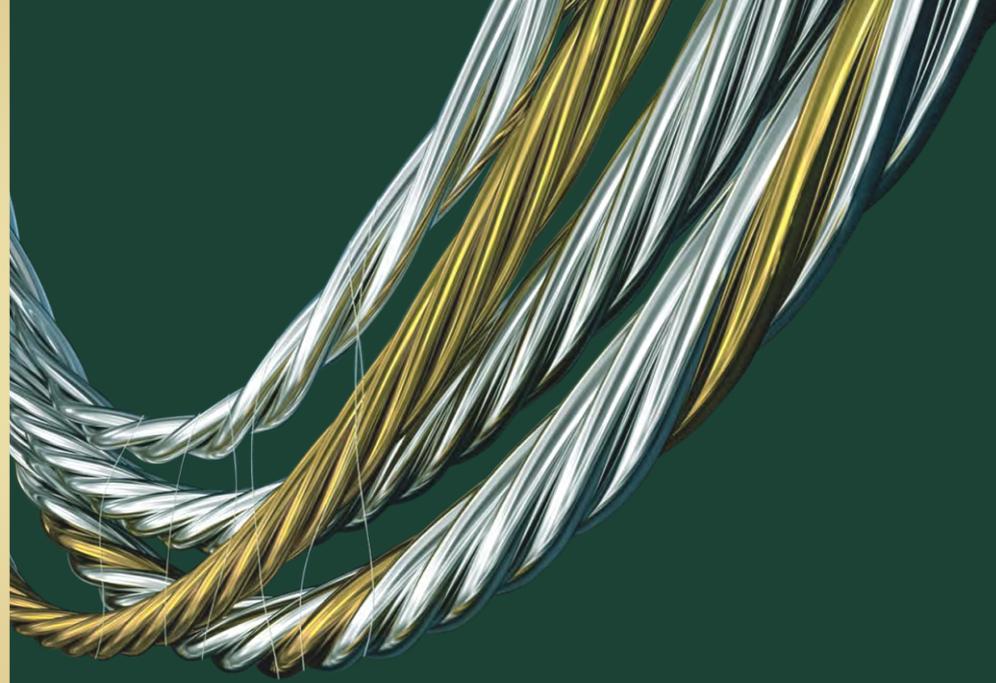




India's Premier Wire & Cable Expo

www.cablewirefair.com

Let's Get Wired!



The 2nd International Exhibition & Conference for Wire & Cable Industry

5 6 7

THU FRI SAT

October, 2017

Hall 12 & 12A
Pragati Maidan
New Delhi, INDIA



Organized by:

 **Tulip 3P Media Pvt. Ltd.**

Media Partner:

WIRE & CABLE 
INDIA

Cable & Wire Fair

Exhibition & Conference

The 1st edition was stupendous and emerged as the most practical and realistic business networking platform for the global wire and cable industry. The trendsetter event in Delhi is going to host its 2nd edition in October, 2017 on a bigger scale, with a larger purview to showcase all probable product and processes related to the wire and cable industry. Of course, the impact would also be huge!

Cable & Wire Fair 2017 Welcomes You in Delhi!



**3 Times
BIGGER**

**Over
70,000** sq. ft.

Let's Get Wired!

Wire & Cable India Magazine: Media Partner

Covering the full spectrum of wire and cable industry, WIRE & CABLE INDIA aims to serve as one-stop platform for news and information about wire and cable industry – new developments in the industry, who's who of the industry and the challenges faced by the industry.

Targeted at wire and cable manufacturers, processors, distributors, corporate managers, wire and cable engineers, sales and marketing officials and end users, the magazine is the only commercial publication in the Indian subcontinent that not only provides people with valuable information about wire and cable industry worldwide, but also acts as an effective advertising platform for wire and cable products.

The magazine owes a major part of its popularity to the latest industry news it gives to its readers, its consistency in presenting interesting profiles of leading industry personalities and thought-provoking features on sector-specific issues and its strong online presence. No wonder the magazine enjoys a wide and loyal readership and a long-term relationship with advertisers across the world.



Cable & Wire Fair 2015

The **1st Edition**, a Unanimously Declared Success by Exhibitors.



Over **10,000**
Visitors



Exhibitors from
12 Countries

Cable & Wire Fair 2015 (CWF15), the first edition, organized by Tulip 3P Media Pvt. Ltd – the publisher of celebrated Wire & Cable India magazine, was organized at Pragati Maidan, New Delhi, India from 3-5 December. Exhibitors from over 12 countries including India put their products, machineries, and technology on display for visitors. Over 10,000 registered visitors from India and overseas were seen active during three days of the show. The show was hailed a tremendous success by many industry stalwarts in terms of exhibits, visitors, and the highly attended conference held conjointly.

Many from the industry regaled the fact that show filled the gap by becoming the first show in Delhi – a long-held desire of the industry.

Visitors came in huge numbers from Europe, India, and the Indian neighborhood, viz. mainly Bangladesh, Myanmar, and China. Cable & Wire Fair 2017 is all set to witness huge numbers from the Middle East, SAARC, and Africa.



Complete photo album available at : www.cablewirefair.com

Industry's Appraisal



**Mr. Anil Gupta, CMD,
KEI Industries Ltd**

The show and conference running side by side is always a boon for the industry where one finds a space for both displaying one's product and exchanging knowledge with others. We welcome such show from our heart and wish it a huge success in times to come.



**Mr. Vijay Karia, CMD,
Ravin Group**

This conference under Cable & Wire Fair has provided a much needed platform in North India to display products and discuss the fate of our industry. I never felt as excited about the future as I feel today because India is on the right trajectory of growth. And, with lots of initiatives by the Govt., viz. Make in India, Digital India, Smart Cities, restructuring of discoms, all of us have very good reasons to feel excited, feel motivated about the future.



**Mr. Kamal Jain,
Director,
KLJ Group**

We have been eager to see a show, targeting our industry, organized in the national capital. Cable & Wire Fair 2015 is sort of breather and we look forward to seeing this show grow from strength to strength in future.



**Mr. Sandeep Aggarwal,
Managing Director,
Paramount
Communications Ltd**

I believe that country as a whole requires both blood vessels and nerves. Blood vessels carry the energy to each organ of the body and they are power cables. But, the body needs nerves also to work efficiently, and the optical fiber cable network today serves the purpose of a nervous system.



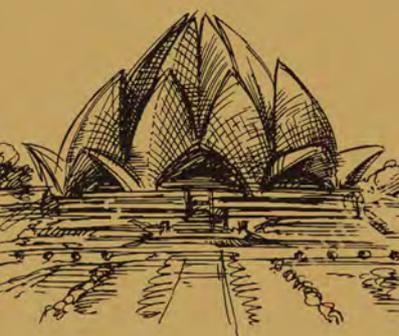
**Mr. Harry Prunk,
Executive Board,
SIKORA AG, Germany**

It's just as well that Indian companies are expecting continuous growth in the next 15 years with some expansion outside India. However, they are also right in conjecturing strong competition from global players, and the competition won't be only on price front, but on technology and performance also. In this wake, organization of this event is timely to connect the global wire and cable industry.



**Mr. Abhishek Gupta, Director,
Gupta Power Infrastructure Ltd**

Indian industry has the potential to come up big on the international stage with the growth opportunities that have been presented to us with Make in India, Smart Cities, revamping of discoms, etc. If we are prepared enough to embrace the opportunities and convert it to our end, we are poised to make it big.



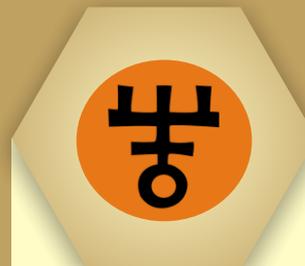
Advantage Delhi



The only such event in the heart of North India, a long-awaited show to be hosted in the National Capital



A show in the National Capital and close to the Govt. seat has far more probability to get noticed and make news



Pragati Maidan, Delhi is a world-renowned exhibition and convention center, much known and much acclaimed

Industry's Appraisal



Mr. Nirmal Saraf,
Managing Director,
Nirmal Wires Pvt Ltd

Steel wire industry is huge in India – today standing at 4 million tonnes a year. The industry landscape is studied by largely MSMEs, with very few large players, capable of competing with anyone in the world in terms of product quality and standard. However, the industry is as well recognized as it deserves to be; Cable & Wire Fair with the conference may prove to be an apt platform for us to showcase our products and technologies.



Mr. R. Ramakrishnan,
Vice Chairman,
JMD & Group CEO,
Polycab Group

I think we need to collectively work for the industry to flourish. We can refer to the reasonable cooperation that exists in FMCG industry, CII, Indian Fan Association, etc. I somehow think that there is a need for us, as an industry, to look at issues that bother industry and take steps. I personally thank the organizer of Cable & Wire Fair 2015, exhibition cum conference, which I think will go a long way from here to further our shared interests and common good.



Mr. V. K. Bajaj, COO,
Uniflex Cables Ltd

However, to be able to reap the fruits of this prospective economic growth, we have to bring in the international best practices, especially in terms of technology and standards. Events such as Cable & Wire Fair are aptly placed platforms for us to exhibit and share the latest developments and trends in technology.



Ms. Nivedita Pandya,
Director, Diamond
Power Infrastructure
Ltd

Cable & Wire Fair with a conference on the sidelines is a welcome effort and provides the industry a platform for sharing ideas and planning for the future. Idea is central to any project we undertake for completion in future. We must first begin to think in a direction, and then comes planning, execution, and completion. It may take time, but this is the direction, one has to tread in order to develop and progress.



Mr. Roopak Karnik,
Managing Director,
Bekaert India Ltd

The steel wire industry does not attract a lot of people. If we see the sort of norms the Govt. has promulgated for this industry, it's hardly unclear that this is a sector not very well recognized. I thank the organizers of Cable & Wire Fair to give us the platform both to exhibit and express our ideas. This is sure an inch towards the recognition of steel wire industry.



Mr. Dheeraj Dev,
Director,
H.D. Wires Pvt. Ltd

Cable & Wire Fair 2015 is tremendously well-positioned event both in terms of its scope and the location. We received overwhelming response for the CEO Panel Discussion especially dedicated to the steel wire industry and we are happy that this conference became a remarkable forum for raising the issues for the industry. I heartily thank organizers for their well-thought offering to us.



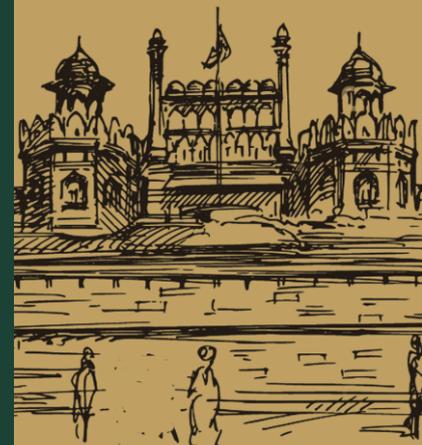
Delhi is far more economical and cost effective for both exhibitors and visitors



Delhi is the most navigable city of India, places easy to find and communication modes in abundance



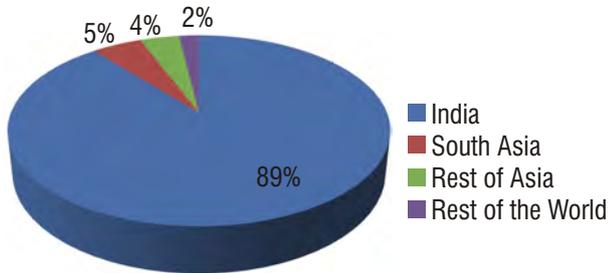
Delhi Metro is like arteries to Pragati Maidan connecting it from every part of the city, a reason for huge visitor footfall



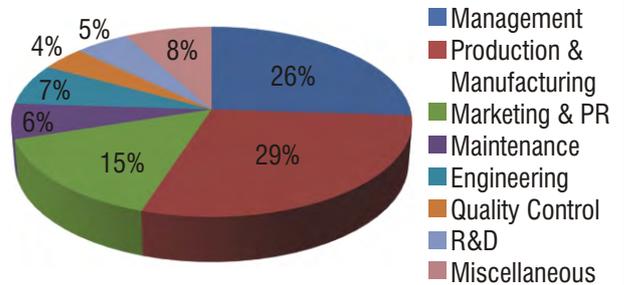
Statistics CWF 2015

VISITORS

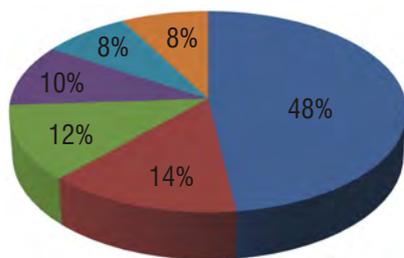
Visitors from Countries



Visitors' Profile

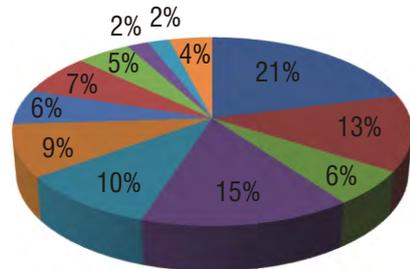


Visitors' Interest



- Wire & Cable Manufacturing & Finishing Machinery
- Compounds, Chemicals, & Materials
- Specialty Cables & Wires
- Measurement & Control Technology
- Testing Equipments
- Others

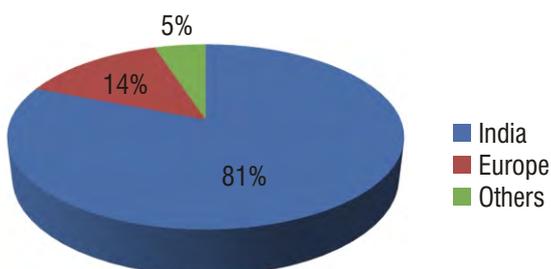
Visitors by Business



- Power Cable Manufacturers
- OFC, Structured Cables, & Other Telecom Cables
- Specialty Cable Manufacturers
- Manufacturers of Steel Wire, Fasteners, Springs, etc.
- Machinery Makers
- Consumables' Suppliers
- Power Utilities
- Telecom Utilities
- EPC Companies
- Consultants
- Traders
- Others

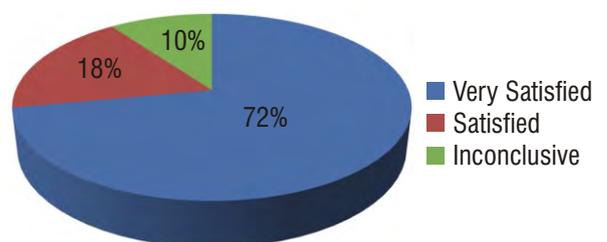
EXHIBITORS

Exhibitors from Countries



- India
- Europe
- Others

Exhibitors' Connect with Right Visitor

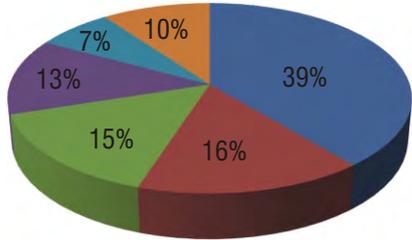


- Very Satisfied
- Satisfied
- Inconclusive

Statistics CWF 2015

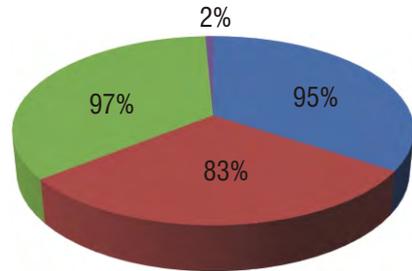
EXHIBITORS

Exhibitors' Product Range



- Wire & Cable Manufacturing & Finishing Machinery
- Cables, Wires, & Conductors
- Compounds, Chemicals, & Materials
- Measurement & Control Technology
- Testing Equipments
- Others

Exhibitors' Feedback



- Willingness to Exhibit Again
- Will Recommend This Show to Peers
- Appericiated Delhi-factor
- Inconclusive

CONFERENCE

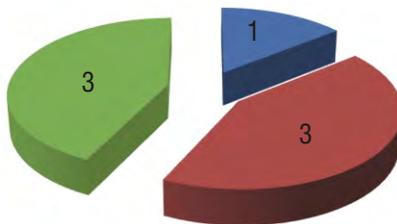
Total Sessions: **7**

Days: **2**

Speakers: **22**

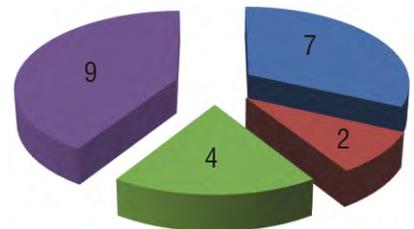
Delegates: **298**

Session Break-up



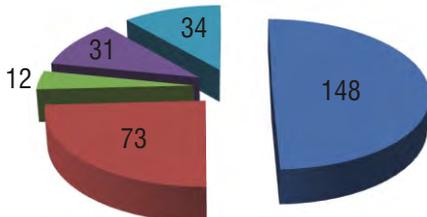
- Inaugural
- CEO Panel Discussions
- Technical Sessions

Speakers' Break-up



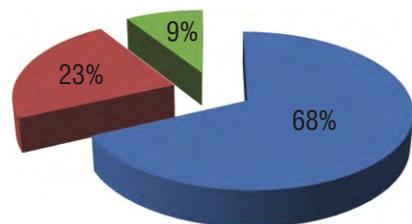
- Cable manufacturers
- Metals & Compounds
- Steel Wire Manufacturers
- Machine, Tools, & Technology

Delegates' Break-up



- From Cable Companies
- From Steel Wire Sector
- Conductors & Metals
- Chemicals & Compounds
- From Machine, Tools, Testing, Measurement, R&D, etc.

Delegates' Satisfaction Over Industry's Representation



- Exceptionally Represented
- Adequetely Represented
- Under-represented

Opportunity Called India

Economic Outlook & Prospects



Make in India:
Launched in September 2014 as part of a wider set of nation-building

initiatives to transform India into a global design and manufacturing hub, whose share in GDP would rise to 25 per cent by 2022.

Digital India: An ambitious programme of Government of India projected at Rs 1,13,000 crores. This

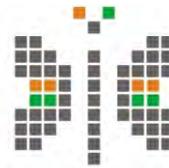


will be for preparing the India for the knowledge based transformation and delivering good governance to citizens by synchronized and co-ordinated engagement with both Central Government and State Government. Digital infrastructure will focus on providing high speed secure Internet.



BharatNet:
BharatNet / National Optical Fibre Network (NOFN) project is planned to connect all

gram panchayats (approximately 2.5 lakh) in the country through optical fibre, utilizing existing fibre of PSUs, namely BSNL, RailTel and Power Grid, and laying incremental fibre wherever necessary. This will bridge the connectivity gap between gram panchayats and blocks and provide broadband connectivity. Access providers/service providers like mobile operators, Internet Service Providers (ISP), cable TV operators, content providers can launch various services in rural areas. Various applications for e-health, e-education, e-governance etc. will be provided. Under this project, up to 30th November 2015, 1,03,643 km of pipes and 74,994 km of optical fibre cables (OFC) have been laid. Further, OFC has been laid in 32,049 gram panchayats.



Smart City
MISSION TRANSFORM-NATION

Smart Cities: The Smart City Mission will be operated as a Centrally Sponsored Scheme and the central government proposes to give it financial support to the extent of Rs. 48,000

crore over five years, i.e. on an average Rs. 100 crore per city per year. An equal amount, on a matching basis, will have to be contributed by the state/ULB; therefore, nearly Rs. one lakh crore of government/ULB funds will be available for smart cities development.



Rural Wireline Broadband Scheme for provision of Broadband Connections: The Rural Wireline Broadband Scheme provides wireline broadband connectivity to rural and remote areas. As on October 31, 2014, a total of 6,35,929 broadband connections have been provided and 14,653 kiosks have been set up under the scheme in rural and remote areas.



India's Real GDP growth for 2015-16 is expected to be in the 7 to 7.75 range (Economic Survey 2015-16). The final growth rate for 2015-16 stands at 7.6%, the fastest in five years.



Amendments in FDI policy include allowing FDI in defence up to 49 per cent and in railway infrastructure up to 100 per cent.

Opportunity Called India

Economic Outlook & Prospects



The current account deficit has declined and is at comfortable levels; foreign exchange reserves have risen to USD 351.5 billion in early February 2016.



The manufacturing sector grew by 3.1 per cent during April-December 2015-16.



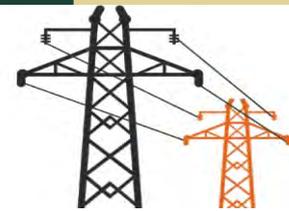
The new scheme, the 'Deendayal Upadhyaya Gram Jyoti Yojana' (DDUGJY), has an estimated outlay of Rs. 43,033 crore, including budgetary support of Rs. 33,453 crore.



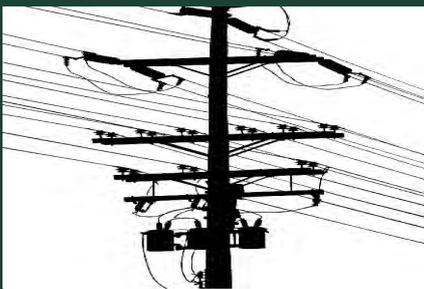
The electricity sector grew by 4.5 per cent during April-December 2015-16, mainly contributed by higher growth in generation of thermal and nuclear sector.



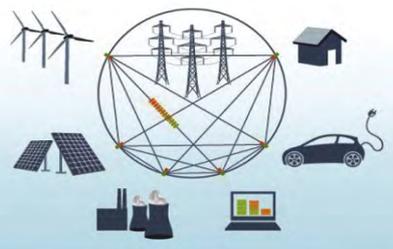
Efforts towards 100 per cent village electrification, 24x7 power supply and clean energy are already underway with huge budgetary allocations.



Under IPDS launched in December 2014 for strengthening sub-transmission and distribution system, projects worth Rs. 5134 crore have been sanctioned and Rs. 196.79 crore has been released, as on December 31, 2015.



The UDAY scheme for financial turnaround of power distribution companies has been formulated and launched by the government on November 20, 2015.



Government has approved the establishment of a National Smart Grid Mission (NSGM) in the power sector to plan and monitor implementation of policies and programmes related to smart grid activities in India.



Overall tele density in the country has increased from 79.4 per cent at the beginning of the financial year to 81.5 per cent at the end of October 2015, while total broadband connections have touched 120.9 million (at end-September 2015).



A 'National Telecom M2M Roadmap' has been prepared putting together various standards, policy and regulatory requirements and approach for the industry on how to look ahead to M2M.



India is graduating from Megawatts to Gigawatts in the generation of clean renewable energy. The target from various renewable energy sources has been increased to 175 GW by the year 2022.

Our Exhibitors – CWF-2015

 Aarti Steels Ltd.	 Associated Machinery Corporation Ltd.	 Assomac Machines Ltd. Co-Partner	 Bansal Wire Industries Ltd.	 BLS POLYMERS LTD. <small>Excellence in Compounding</small>	 BWE Ltd.
 Cab Device Industries	 Cable Tapes Uk Ltd <small>Single source for all cable lapping tapes & twines</small>	 Cable Tech Machines India Pvt. Ltd.	 Carl Bechem Lubricants India Pvt. Ltd.	 CGN Dasheng Electron Accelerator Technology Co., Ltd.	 Chhaperia International Company
 Clifford Welding Systems Pty Ltd	 CMI LIMITED	 Coatwell India Pvt. Ltd.	 Continuous-Properzi S.p.A.	 Danfoss Industries Pvt Ltd	Datsons Enterprises
 Dhingra Polymers Pvt Ltd <small>let's grow together</small>	Durga Engineering Works	 Enkotec A/S	 FAINPLAST SRL	 Fort Wayne Wire Die, Inc.	 GMP Reels
 Farbwerke Herkula SA/AG (herkula Farben GmbH)	HUESTIS Industrial	 IDEAL Welding & Automation	 MASCHINENBAU GMBH	 Kemtech International Private Ltd.	 KIESELSTEIN International GmbH
 KKalpana Industries (I) Ltd.	 KLJ Polymers & Chemicals Ltd. Principal Partner	 Lifeline Technologies	 LMI India Pvt Ltd	 Solutions rather than Machines Associate Partner	 HOT FOIL MARKING TAPE MAG Plastics
 Associate Partner	 Matrix Polytech Private Limited	 Medek & Schoerner GmbH	 Micro Products Company	 Mikrotek Machines Limited-India	 New Max Industries
 	 NTB Hitech Ceramics	 Associate Partner	 Prasad Group of Companies	 PS COSTRUZIONI MECCANICHE Srl	 RAVNI TECHNOLOGIES
 REELEX Packaging Solutions, Inc.	 Rockford Manufacturing Group Inc.	 Associate Partner	 RSD TECHNIK GMBH	 Saini Engineering Industries	 SAMP S.p.A. - Sampsistemi Division Associate Partner
 Co-Partner	 	 SIMCO Materials International (P) Ltd.	 Sneham International	 Spirka Schnellflechter GMBH	 Stolberger Inc. dba Wardwell Braiding Co.
 Supermac Industries (India) Limited Principal Partner	 Swastik Polyvinyls Pvt. Ltd. Associate Partner	 TDT Copper Ltd. Associate Partner	 The Wipe Hotwire India Thermal Equipments Pvt. Ltd.	 Vikas Spool Private Limited	 Walson Woodburn Wire Die Pvt Ltd Associate Partner

Show & more...

Co-located Events

In conjunction with Cable & Wire Fair 2017, the **Technical Conference** themed “**State of Innovations in the Wire & Cable Industry**” will be held to bring recent innovations and researches in the industry to the fore. The conference is meant to furnish a stage where the industry's leaders and technical stalwarts can come together to share new advances and common glitches in operations.

CEO Panel Discussion is another event to be held concurrently with the show. The discussion will see serious brainstorming among the industry's leaders trying to dispel clouds over many pressing issues.

Award and Felicitation, again, is an event to recognize lasting contributions made by individuals for the furtherance of the cause of the industry.

Event Promotion Strategy

Tulip's all-pervasive presence in the wire and cable industry, through its market research and publications resulting into an extensive database, become handy while promoting such events. Mere pronouncement of any event from Tulip's platform achieves half the purpose of visibility. Besides, the Cable & Wire Fair would undergo extensive promotion through industry related platforms as well as through direct contacts, invitations, exchanges, dialogues and pre-event promotion in various hubs.

Electronic, Print, and Digital Media platforms would be equally leveraged to gain maximum visibility and presence of the show. B2B Digital Media Marketing tools such Electronic Direct Mails (EDMs) and Mobile Marketing would be used to reach the industry audience far and wide. In the optimum online outreach program, Social Media Marketing (SMM) and Search Engine Optimization (SEO) techniques will surely help the Show reach a wider audience.

Participants' Benefit

The show is intended to impart following benefits to the exhibitors and visitors:

- Powerful and excellent brand visibility
- Actual products and prototypes demonstration
- Participants may ask questions and share experiences with manufacturers, designers, engineers and consultants
- Facilitation of transfer of technology, investment, joint ventures, research and development
- Business opportunity with the presence of various industry segments
- Networking opportunity by interacting with members of state, national and global utilities, policy makers etc.
- The chance to witness and interact with emerging technologies

Visitor's Profile

- CEO's & Decisions Makers from Wire & Cable and allied industries
 - Owners, Managers & Supervisor
 - Traders/ Merchants
 - Technologist
 - Power Utilities
 - Key Govt. Officials
 - Manufacturers & Suppliers of Machinery & spares
 - Academicians
 - Industry Associations
 - Investors and Promoters
 - Technology Seekers
 - End Product Users
 - Buyers & Sourcing Personnel
 - Consultants
 - Personnel of Core and Allied Industries
 - R & D Professionals
- 

Show & more...

Display Profile:

■ Aluminum-Wire/Rod ■ Annealers & Heat Treating Equipment ■ Braiding Machines ■ Cables ■ Capstans, Dancers, Accumulators, Preheaters ■ Casting Machine ■ Conductors & Wires ■ Consulting Services, Research & Training ■ Copper-Wire/Rod ■ Dies & Die Making Equipment ■ Drives, Controls & Process Tools ■ Extrusion Lines, Equipments & Tooling ■ Fiber Optic Cable & Optical Fiber Manufacturing Equipment ■ Fillers, Insulation, Jacketing / Sheathing Compounds & Colorants ■ Guides, Pulleys, Sheaves, Rollers etc ■ Lubricants & Process Chemicals ■ Marking and Printing Machines & Materials ■ Optical Fibre Cables ■ Payoffs and Takeups ■ Plating, Galvanizing etc Lines ■ Quality Control, Measurement Devices & Testing Equipments ■ Reels, Spools, Baskets, Cores, Carriers & Packaging ■ Respoolers ■ Rolling Mills, Flattening & Shaping ■ Rotating Machinery: Bunchers, Cablers, Strandings, Twinners etc ■ Steel-Wire/Rod ■ Surface Treatment Systems: Cleaning, Pickling, Coating, Chalking, Descaling etc ■ Tape Applicators, Binders, Armouring, Serving Heads ■ Tapes, Yarns & Binders ■ Tension Controls, Brakes, Clutches, Traverses ■ Used & Rebuilt Equipment ■ Wire & Cable Handling Equipments ■ Wires & Conductors ■ Wire & Rod Drawing Machinery ■ Wire Product Manufacturing Machine ■ Wire Rod ■ Wire Bending, Forming & Fabricating Equipment ■ Others

Participation Options

Shell Scheme

- Walls (white octanorm panel)
- Fascia name in English
- Carpet
- One electricity socket
- One round table
- One lockable cabinet
- Four chairs
- Five spotlights
- One waste basket

USD 330 (per sqm.)

Space Only

Please note space only exhibitors should order separate power/electricity connection for their stand area.

USD 300 (per sqm.)

Address

Organizer :

 **Tulip 3P Media Pvt. Ltd.**

207-B, Second Floor, NDM – 2, Plot No. D–1, 2 & 3, Netaji Subhash Place, Pitam Pura, New Delhi – 110034, INDIA
Phone.: +91 11 45678 421 / 22 / 23, Email: info@wirecable.in, Website : www.tulip3pmedia.in

Come...
Show... & Network...
Real Business Happens Here!!!

www.cablewirefair.com