



# IMS 2010

*Where Industries Converge*

INDIA MANUFACTURING SHOW 2010

REPORT

**Organised By**



**LAGHU UDYOG BHARATI**  
Karnataka

*In Partnership with*



K and D Communication Limited



Government of Karnataka



*Supported by*



Trade Commission  
of Denmark

# FOREWORD



From the desk of  
Hon'ble Minister for Large & Medium Industries, Govt. of Karnataka  
Sri. Murgesh R. Nirani

India Manufacturing Show is a tremendous initiative of Laghu Udyog Bharati-Karnataka to bridge the industries.

The entire event was well conceived and professionally executed.

IMS has heralded a new era in bringing industries closer than ever and has been instrumental in putting development on a fast track.

Govt. of Karnataka highly appreciates this initiative and reiterates we are fully committed to the coming editions.

Hearty Congratulations to the entire IMS team for putting up a record-breaking maiden event and wishing you all success in your future endeavors.

A handwritten signature in blue ink, appearing to read 'Murgesh R. Nirani', written over a horizontal line.

Sri. Murgesh R. Nirani

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# PREFACE

This report is an effort to cover all the aspects that led into the making of the first edition of India Manufacturing Show.

The visualization and conceptualization of India Manufacturing Show began in the winter of 2009 by a committed team of Entrepreneurs armed with a fierce determination and a strong desire to bring sweeping changes to the then industry scenario.

Laghu Udyog Bharati - Karnataka set out with a clear vision to provide the SME sector in the country an opportunity to stand up to the competition around the world. The objective of IMS2010 was to enhance the supply chain management of the already growing manufacturing sector in the country by giving it a tremendous boost by conducting an interaction between all strata of the industry starting from the smallest to the medium, large and the public sector units.

In this regard, Team Laghu Udyog Bharati - Karnataka camped in Mumbai and had extensive consultation meetings with the highly successful PlastIndia Foundation. The research had begun.

The process of short-listing partners for event management started and the next destination for the team was Ahmedabad, to visit and sign up M/s K&D Communication for the venture.

The ball was set rolling.

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# ABOUT THE ORGANISERS

Laghu Udyog Bharati (LUB) is an All India Organization in the service of Micro and Small Industries. Started in the year 1994, the organization aims at providing necessary facilities for the growth of Micro and Small Industries, to help each other, to solve problems prevalent and encourage them to do their best for the overall development of the country. Laghu Udyog Bharati has branches in almost all states of India with persons of eminence associating themselves with the organisation and conducting various Interactive Programs to promote entrepreneurship.

## Achievements of Laghu Udyog Bharati

1. The only all India organization to assist and promote the Micro and Small Industries.
2. Operating infrastructure catering to the needs of Micro and Small Industries in 24 States.
3. Representation in International Labour Organization. Geneva (Switzerland).
4. Representations in various Committees like Ministry of Labour, Ministry of Finance, Ministry of Industries etc.
5. Enlisted in MSME Board, Ministry of Industry, Government of India.
6. Representation of Laghu Udyog Bharati with the Minister of Finance at Pre Budget Discussion.
7. Laghu Udyog Bharati is a member of National Productivity Council (NPC).
8. Organized various National level seminars and conferences.
9. Laghu Udyog Bharati is called for discussion regarding Micro and Small Industries in Parliamentary Standing Committee of MSME's.
10. Called for discussion in 11th 5 YEAR PLAN meeting.
11. Representation in Karnataka Govt. Bodies like KSFC, KIADB, KSSIDC, KSPCB, VAT Advisory Committee, LIDKAR and Vision Group for Industrial Development.



## Laghu Udyog Bharati - Karnataka



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# ADVISORY COMMITTEE

Chairman  
Sri. Sajjan Jindal  
Vice Chairman & Managing Director  
M/s. JSW Steel Limited

## Members:

Sri. Kris Gopalan Krishnan  
Chief Executive Officer & Managing Director  
Infosys Technology Limited

Sri. S. S. Patil  
Past President-Federation of Karnataka  
Chamber and Commerce & Industries

Sri. Shekar Vishwanathan  
Deputy Managing Director  
M/s. Toyoto Kirloskar Motor Limited

Sri. G. Ganapathiraman  
Executive Director (EDN & ISD)  
M/s. Bharat Heavy Electronics Limited (BHEL)  
Electronic Division

Sri. Sudarshan Sareen  
President –All India Confederation of Small  
& Micro Industries Association

Sri. M. P. Shyam  
Director – Magnum Honda

Sri. H. P. Kumar  
Chairman & Managing Director  
The National Small Industries Corporation Limited

Sri. V. P. Baligar, IAS  
Principal Secretary- Commerce & Industries Dept.  
Government of Karnataka

Dr. Raj Kumar Khatri  
IAS – Commissioner of Industrial Development  
& Director of Industries & Commerce

Sri. T. Sham Bhat  
IAS – CEO & Chief Executive Member  
Karnataka Industrial Areas Development Board (KIADB)

Sri. P. Ganeshan, IAS  
Managing Director – M/s. Karnataka State  
Small Industries Development Corporation Limited

Sri. K. Jairaj, IAS  
Additional Chief Secretary to Govt. of Karnataka  
Energy Department

Sri. S. Panikassery  
Director, M.S.M.E Development Institute, Bangalore

Sri. Gaurav Gupta, IAS  
Managing Director, K.S.R.T.C.

President  
Federation of Karnataka Chambers of  
Commerce & Industry

President  
M/s. Karnataka Small Scale Industries Association

President  
Bommasandra Industrial Association

The President,  
Peenya Industrial Association

The President, AWAKE

President  
Bangalore North Small  
Scale Industries Association

President  
Federation of Indian Micro  
and Small & Medium Enterprises (FISME)

Hon. Secretary  
Indo Japanese Chamber of Commerce

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# ORGANISING COMMITTEE

Mr. H. V. S. Krishna  
National Vice President

Mr. T. Sreenivasan  
President

Mr. Yajna Narayana Kammaje  
Vice President

Mr. Prakash Angadi  
Vice President

Mr. H. N. Nandakumar  
Vice President

Mr. Suresh Kumar Jain  
Vice President

Mr. C. N. Bhojaraj  
General Secretary

Mr. D. L. Venkatesh  
Secretary

Mr. B. S. Srinivasan  
Treasurer

Mr. Yagnesh M. N.  
Secretary

Mr. N. A. Venkatesh  
Secretary

Mr. N. S. Vijay  
Secretary

Mr. H. N. Narasimha Murthy  
Secretary

## Executive Members

Mr. Akhilesh Babu K. S.  
Mr. Bhanu Tirumale  
Mr. Babu Rao P. Shedge  
Mr. Chandrasekhar H. K.  
Mr. Chaya Girimaji  
Mr. Dixit V. K.  
Mr. Diilip Shenoy U.  
Mr. Dattatreya V Sindol  
Mr. Eswar S.N.  
Mr. Gurushantappa

Mr. Gururaja Shenoy  
Mr. Gurumani R.  
Mr. Madhava Sharma J.  
Mr. Mahantesh M. Dhavan  
Mr. Narahari Rao S.  
Mr. Niranjan Kumar T. V.  
Mr. Prasanna K. V.  
Mr. Ramesh L.  
Mr. Ramesh A. R.  
Mr. Ramgopal N. B.

Mr. Srinivasa Reddy M.  
Mr. Sharma K. S.  
Mr. Shivaji P.  
Mr. Shantilal Golecha  
Mr. Shashidhara Adappa B.  
Mr. Srikanta Datta P. S.  
Mr. Shashidhar B. S.  
Mr. Srinath S. S.  
Mr. Manjunath K. N.  
Mr. Raghu

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# THE MAKING OF IMS 2010

Events leading to IMS and related preparations were kick started by the Curtain Raiser Programme held at Banquet Hall of Vidhana Soudha on 06-03-2010, which was inaugurated by Hon'ble Chief Minister of Karnataka, Sri. B S Yeddyurappa and the event was presided by Sri. Sajjan Jindal, Vice Chairman and Managing Director M/s. JSW Steel Limited and Chairman – Advisory Committee of India Manufacturing Show. With Hon'ble Minister of Large and Medium Industries of Karnataka, Sri. Muruges Nairani and the Hon'ble Tourism Minister of Karnataka, Sri. Janardhana Reddy being present.

Office bearers of Laghu Udyog Bharati - Karnataka travelled the length and the breadth of the country and numerous road shows were conducted at New Delhi, Punjab, Himachal Pradesh, Chattisgarh, Mumbai, Pune, Hyderabad, Coimbatore, Hosur, Belgaum, Shimoga and Mysore. Many states agreed to participate in pavilions of their own.



Numerous Industry Associations like KASSIA, PIA, FKCCI, FAPCCI, Cheralapally Industries Association, HOSTIA, CODDISSIA, Belgaum Industries Association, Machenahalli Industries Association, Shimoga, Mysore Industries Association, FISME, SIATI, Fluid Power Society of India etc. were extremely courteous and highly supportive in this endeavor.

IMS received tremendous boost in the form of Institutional support by Indo Italian Chamber of

Commerce & Industries, Trade Commission of Denmark, Singapore Chamber of commerce.

Extensive Marketing tie ups, E-mail campaigns, Tele-calling campaigns, SMS Campaigns apart from one to one meetings also were held to promote IMS2010. Govt. of Karnataka, MSME, Govt. of India and NSIC supported IMS whole heartedly to make it a grand success.



IMS @ Global Investors Meet

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# VENDOR DEVELOPMENT PROGRAMME



BHEL, Bangalore plant-Electronics division.

Informed the members present, that there are about 1100 components required by them. They elaborated on the procedure to get enlisted as vendors to BHEL, provided the vendors are product oriented, quality oriented & price competitive. Mr Venugopal Karkera, Sr. DGM (MPC-Sub Assembly), of BHEL anchored the programme and

informed that BHEL Procures components and sub assemblies from SMEs.

He also informed that surveillance by vigilance department is ensuring transparency in procurement activities. Interested vendors can visit [www.bheledn.com](http://www.bheledn.com) for details.



BEML: Mr. Vinod S Salunke, DGM (VDS&SCM), BEML Ltd.

BEML is one of the manufacturing PSU, who are in the field of manufacturing Earth moving equipment and coaches to railways. Their products are required by various sectors like

- a. Coal
- b. Mining and construction
- c. Defence
- d. Railways
- e. Steel and Power
- f. Aviation

He gave detailed presentation of the requirement by BEML, their vendor policy and registration procedure. They have manufacturing facilities at KGF, Mysore, Bangalore and new facility at Palakkad.

He told the gathering that BEML is looking for machined components, light and heavy sheet metal fabricated structures, forgings and castings among major items. The total budget for purchase in BEML during the current fiscal is around Rs.2320 crores and it is nursing growth of 20-25% per annum.

South Western Railways:



South Western Railways is one of the zones of Indian Railways, which is head quartered in Hubli, Karnataka. Railways, is one of the public sector organizations which procures huge amount of materials and components running to several thousands of crores every year. It provides very good opportunity for the SME sector and depends on them for materials.



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# VENDOR DEVELOPMENT PROGRAMME

The officers from South Western Railways gave a detailed presentation about the items required by them. They spoke about the vendor registration with South Western Railways, about approval required from RDSO, and the procedure for participating in e-tenders of all zonal railways and the production unit.

Mr. Sridhar, Assistant Manager-Materials gave the presentation. He informed the gathering that the procurement of items is by tender process and the mode of tendering (a) Bulletin Tender. (b) Limited Tender, (c) Advertised tender through News Papers . Total value of purchases by South Western Railways this year is about Rs. 1000 crores, and he explained the procedure of becoming registered vendors with the Railways. All information can be accessed on their website - [www.southwesternrailway.in](http://www.southwesternrailway.in)



## KSRTC:

Mr. Nagaraj Rao, Controller of stores purchases and materials management, made a detailed presentation during the program, about the procurement policies of KSRTC. He distributed a book, containing the list of items being procured by KSRTC. KSRTC buys about Rs. 2100 crores worth goods every year. Almost 50% of the items are procured from MSME's in the country.

Likewise other major PSU's and Corporates like HAL, BEL, TATA MOTORS, VOLVO Buses Limited, KTTM & others interacted with entrepreneurs present during their programmes and gave their company's vendor policies, registration process and the quality requirements of components and products.

From the feedback received, the Vendor Development Programme and the Technical Seminars were very well received by the exhibitors, visitors and budding entrepreneurs. It is noteworthy that many SME's present during the exhibition got enlisted with the above components as vendors.

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# TECHNICAL SEMINAR

During IMS 2010, a high quality technical seminar was organised. The seminar was held from 11:00 am to 1 pm on 11-10-2010. Eminent Speakers Prof. Sadagopan, Director, IIIT-B, Prof. Rajagopalan, IIIT (B) and Prof. Janath Shah, IIM(B), spoke elaborately about the effective use of IT in manufacturing processes, which will result in enormous, savings in manpower, effective control of process, thereby reducing energy/ consumption and wastage in production. He dwelt elaborately on the matter.

Mr. Rajagopalan spoke with great detail on energy conservation and environment and gave case studies, about advantages of saving energy, and the effective methods to be adopted and conservation of environment. His case studies, elaborate on the cost benefits of saving energy and environment, sending out a clear message of it's importance.

Overall the technical seminar held was of immense help to the entrepreneurs and gave them sufficient knowledge on current scenarios.



## ASPIRING ENTREPRENEURS



As a special and carefully thoughtout initiative, IMS 2010 conducted a seminar for budding youngsters. Prof. Sadagopan, IIIT(B) spoke about the challenges of starting an enterprise and encouraged young and aspiring entrepreneurs. He gave them advice on how to be successful entrepreneurs, the qualities of successful entrepreneurs and several important topics R. L. Kashyap, Prof. Purdue University, USA also spoke inspiringly and motivated students to realize their dreams.

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# EXHIBITORS PROFILE

IMS 2010 spanned over 10,000 Sq mtrs with 184 participants. Exhibitors at IMS 2010 can be broadly classified in to three categories: PSU's, Corporates and SME's. IMS 2010 focused mainly on four sectors of Energy, Aviation, Steel and Automotive industry.

PSU & Corporate Participants included



There were around 124 SME Participants and 60 Corporates from various Sectors like, Automobile, Aviation, Energy Industry, Material Handling Equipment etc., prominent among them were Techno spark Industries, Welspring Universal, Indo-Air Compressors Pvt.Ltd, Shanthala Spherocast Pvt.Ltd., DPK Engineers Pvt.Ltd.



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# NETWORKING

A Musical evening was organised for the benefit of the participants, to help de-stress and network better. The participants heartily welcomed the idea and had a gala time during the event. The award distribution ceremony was the icing on the cake.

The Organising Committee of IMS decided to recognize the best exhibitors in all the categories and a Memento as a token of appreciation was presented on the evening of 11-10-2010.

## The Winners Were:

### Corporate Sector:

1. Tata Motors
2. JSW Steel Limited

### Public Sector:

1. Hindustan Aeronautics Limited (HAL)
2. Bharat Earth Movers Ltd (BEML)

### Government Bodies:

1. Bangalore Electricity Supply Company (BESCOM)
2. Government of Uttarakhand

### Micro and Small Industries:

1. Welspring Universal
2. Techno Spark Industries India Pvt.Ltd



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# INAUGURATION OF IMS 2010

India Manufacturing Show 2010 was inaugurated by the Hon'ble Minister of Large & Medium Industries, Government of Karnataka, Mr. Murugesh R Nirani on 09-10-2010 at 10:30 am. The guests on the dias included Mr. Jaiprakash Aggarwal, Chairman & Managing Director, M/s. Surya Roshni Limited., Mr. Akash Passey, Managing Director, VOLVO Buses Private Limited, Mr. Anbu, CEO, Bangalore International Exhibition Centre.

Mr. Murugesh R Nirani read out the message of Hon'ble Chief Minister, who was unable to attend the event. He elaborated on the policy initiatives taken by the State Government to encourage Industries and briefed about the success of Global Investors Meet held by the State Government in June 2010. He appreciated the effort of Laghu Udyog Bharati - Karnataka in organising India Manufacturing Show 2010 to benefit SME's and pledged the Government's support for the initiative.

Mr. Jaiprakash Agarwal, Chairman & Managing Director, M/s. Surya Roshni Limited in his presidential speech stressed the need to encourage SME Sector. He appreciated the efforts of State Government and Laghu Udyog Bharati - Karnataka, for working in this direction and called upon the Industries to make best use of India Manufacturing Show.



Mr. T. Sreenivasan, President, Laghu Udyog Bharati-Karnataka proposed the vote of thanks.

Mr. Akash Passey, Managing Director, VOLVO Buses Private Limited, released the souvenir on the occasion, and spoke about his company's plans of expansion and policies on Vendors.

Mr. Anbu, CEO, Bangalore International Exhibition Centre spoke on the occasion and thanked the organizers for choosing BIEC for the inaugural edition of IMS. He also spoke about continuous upgradation of facilities at BIEC & pledged to support IMS in the future too.

Mr. H V S Krishna, Chairman - Organising Committee, welcomed the guests, dignitaries, exhibitors and others present on the occasion and spoke about the purpose of organising IMS.



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# VISITORS PROFILE

Being the inaugural edition, IMS2010 incredibly managed to attract visitors in large numbers. 10,000 plus people visited IMS during 4 days of exhibition. Visitors included Business Visitors, International Delegations, Policy makers, Entrepreneurs, Foreign Trade Offices, general visitors, and students from engineering colleges and technical training institutes. Large number of visitors were attracted to IMS due various programmes like Vendor Development Programme by PSU's and Corporates and Seminars, in which eminent speakers participated and spoke on the challenges and solutions for industries in the present globalised world.



Automotive	32%	Foundry & Casting	2%
Aerospace	15%	Material Handling	1%
CNC,SPM Machine tools	14%	Sub-Contracting	1%
Renewable Energy	7%	Students	4%
Dies & Moulds	2%	Steel	5%
Electrical & Electronics	4%	Others	13%

Visitors' Feedback



Excellent	49%
Good	21%
Satisfied	11%
Can be better	15%
Dissatisfied	4%

Exhibitors' Feedback



Will definitely participate in IMS 2012	82%
Will consider	13%
Will not participate in IMS 2012	5%



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# GALLERY



## ACKNOWLEDGMENTS

Laghu Udyog Bharati-Karnataka takes this opportunity to thank all its Executive Committee members, Organising committee members of IMS2010, Office bearers of all the supporting organizations, Publicity and Marketing partners, Media Partners, Vendors, Exhibitors, Visitors, Support Staff, and everyone involved in making this event a phenomenal success.

Every contribution to this mega event is highly appreciated and deeply acknowledged.

President – Laghu Udyog Bharati Karnataka  
8 Chairman - Organising Committee, IMS2010

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# PRESS AND MEDIA

India Manufacturing Show 2010 was widely publicised through all forms of the media.

Many articles and advertisements were published in leading National dailies, also in Hindi and vernacular papers. Thus, helping IMS reach-out to the masses & industry specific regions.

TV ads were broadcast on popular channels to enhance the reach & spread the message.

Hoardings were placed all over Bangalore City in prime & prominent locations and in selected cities across the country.

Radio jingles during the event kept reminding patrons & visitors alike.

Bulk mailing campaigns helped to reach out to industries across the country. E-mail blasters in phases accounted for more than 20,00,000 e-mails sent to specific industries.



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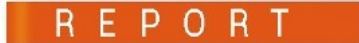
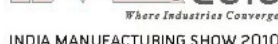
# SPONSORS

India Manufacturing Show 2010 was sponsored by the various institutions and Government bodies.

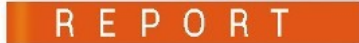
Government of Karnataka played a very important role in making IMS -2010 a grand success by supporting the event. Various bodies under the Department of Commerce and Industry, Government of Karnataka like KSSIDC, KIADB etc. sponsored the event. Major banks and financial institutions like Syndicate Bank, State Bank of India, Indian Bank and KSFC were partners from the Financial Sector. Indo-Italian Chamber of Commerce & Industries, Trade Commission of Denmark, Singapore Chamber of Commerce supported the event by becoming Institutional partners. Also M/s. Surya Roshni Limited, M/s. Jekson Machineries, M/s. QuEST Global SEZ and M/s. Tally Solutions were actively involved and supported the event as sponsors.

Special Thanks to:

Officials of Dept of Commerce & Industry and Dept of Industry & Commerce, Govt. of Karnataka  
Government of Gujarat, Government of Madhya Pradesh,  
Government of Chattisgarh and Government of Uttarakhand.



SHAHI EXPORTS



Watch out for

# IMS 2012

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2<sup>nd</sup> Edition of

## WORLD'S LARGEST INDUSTRIAL EXHIBITION



AEROSPACE

AUTOMOTIVE



ELECTRONICS

ENERGY



STEEL

A PLATFORM WHERE EVERY INDUSTRY VERTICAL CAN PROMOTE THEIR BUSINESS, GLOBALLY!!

### India Manufacturing Show

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