

WELLNESS INDIA EXPO

INDIA'S PREMIERE WELLNESS EVENT

INDULGE IN A PERFECT BUSINESS
OF MIND + BODY + SPIRIT

In Association with  The Health & Lifestyle Magazine

23 - 25 MARCH
2012
KANTEERAVA STADIUM
BANGALORE

PROMOTERS THE ORGANIZERS

SYNANTIS is an organization with a proficiency in crafting world-class expositions & conventions. We build dynamic market environments that connect people with industries, creating engaging experiences while they meet, interact, learn, trade and drive market growth. We setup effective marketing platforms, facilitate opportunities and drive growth in our chosen sectors such as automobile, lifestyles, education, biotechnology and wellness. In summation we create exclusive business platforms that connect industries to its rightful customers in an effective way, efficiently and profitably. Our commitment towards global standards, professional approach and execution is reflected in each of our projects such as Bangalore International Automotive Expo, ARCON (Construction Industry) WAPCON series (Telecom), BioSym (Biotech) and Radiance Series.



Touching over two lakh lives every month, Bpositive, a health and lifestyle magazine, initiated by Apollo Hospitals Group, was launched in 2008. Owned and edited by Upasna Kamineni, BPositive conforms to the mission of empowering the people to conquer the world with an attitude, the 'be positive' attitude, by letting them be the most informed of all about health and lifestyle. Divulging its exclusive and deeply researched content, scripted by the eminent doctors of Apollo Hospitals and other highly distinguished dignitaries of medical fraternity, BPositive tries to enlighten, bolster and educate the people about their wellbeing. This monthly covers every facet of a human life, be it a common ailment or the overall health like fitness, beauty, diet, nutrition, safety, hygiene, stress & psychology. Special health events at stores like Landmark, Odyssey and other such places are one of our many endeavours to promote healthy living.



FEATURING

- ▶ HEALTH
- ▶ FITNESS
- ▶ BEAUTY
- ▶ NUTRITION
- ▶ LIFESTYLE

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A PREMIUM EXPO ON
WELLNESS PRODUCTS,
SERVICES, TRENDS &
TECHNOLOGY

“ Together with other players in the sector we will look at the varied facets of the industry and build partnerships by which we can draw the larger section of the population into the wellness net. ”

WELCOME TO WELLNESS INDIA EXPO 2012

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As an established player in the preventive healthcare sector, we at Apollo Life take great pride in being a part of the Wellness India Expo in Bangalore.

Through our monthly health and lifestyle magazine BPositive, Apollo Life has in a quick span of four years emerged as a Wellness-news-provider of repute. Equally sustaining has been our Corporate Wellness Programme which keeps in our radar the select population that spells lifestyle trends in the country. BPositive and our corporate wellness programme derive much from each other and together they give us the voice of a leader in the Wellness sector.

If, wellness is "an approach to health care that emphasizes preventing illness and prolonging life", as one dictionary definition puts it, Apollo Life in general and Bpositive in particular are doing more than that. We may as well go with those who term it as "the quality or state of being healthy in body and mind, especially as the result of deliberate effort."

In stressing the importance of periodic health checkups, the benefits of chalking a fitness regime, healthy diets and more, we are spurring people to make that conscious effort. Our work will be worth it, when the effort of our target groups makes for a sense of collective well-being within their households and in their workplaces.

Our role in this expo too remains the same. Together with other players in the sector we will look at the varied facets of the industry and build partnerships by which we can draw the larger section of the population into the wellness net.

We look forward an exciting and fulfilling three days. If it is all in the weather, as the forecasters like to tell us, take my word: We are a success; we have brought you to Bangalore!

Ms. Upasna Kamineni is the Vice President, Apollo Philanthropy & Executive Director, Apollo Life, Editor BPositive Magazine. Additionally, she is associated with numerous wellness initiatives across the country

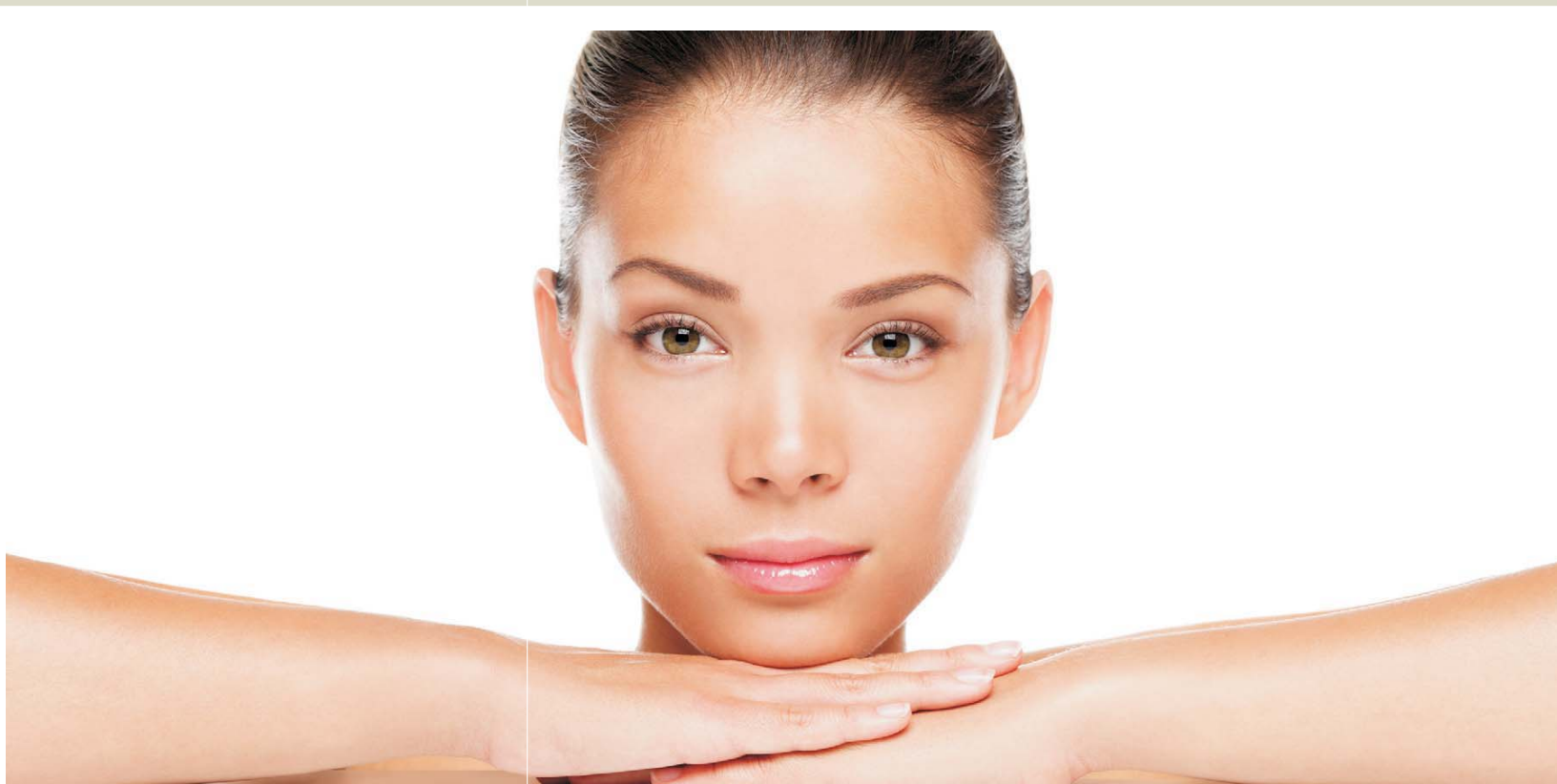
“ Explore, invest and partner in Wellness India 2012, an event that comes in at the right time and the right place. ”

Wellness India Expo is rightly timed to reflect the 80,000 crore industry with a double-digit growth rate that is poised for a spectacular takeoff with the changing customer psyche, sizeable purchase power, high market penetration levels, easy access to international brands and mounting aspirations.

Wellness India 2012 [WI2012] the biggest and grandest celebration of well being will be held from March 23rd to 25th 2012 at Shree Kanteerava Indoor Stadium, Bangalore- India.

'Wellness' as a concept has been in vogue since ancient times. Traditional medicinal and health practices like Ayurveda and yoga have embraced the contemporary to propound the concept of mental and bodily wellness. Amidst this background, we present Wellness India 2012, the perfect platform to present the changing face of wellness, the current activity, challenges and set a direction to this industry by bringing in all the stakeholders of the wellness industry- the users, the providers (core and the allied industries) and the facilitators – for achieving its massive untapped potential.

Touching the myriad aspects of the wellness industry, the event will bring together the top names from manufacturing, imports as well as professionals, government officials, wholesalers, dealers and distributors. The foyer to South-India's cosmopolitan populace and exuberant markets will feature around 200 world- class brands with a comprehensive range of products, equipments and services - showcased to an affluent visitor base of over 1,00,000 people.



Exploit the world of wellness - book your space now!

For further questions, please contact VIBHA HEGDE +91 98450 69102 / e-mail vibha@wellnessindiaexpo.com

“ THE INDIAN WELLNESS INDUSTRY ”

With the progress of time, wellness as a concept has taken up a multi-dimensional definition, encompassing the individual's desire for social acceptance, exclusivity and collective welfare. Chiefly influenced by changes in society and in the lifestyle of individuals, this change has also been accelerated by extraneous factors like globalization and a greater awareness of the need for wellness among individuals. Wellness players, thus have responded to this change, shifting their focus from traditional offerings like curative healthcare and value oriented mass products to new generational offerings like preventive healthcare, luxury products and personalized services

The rise in awareness of the wellness concept in India has been largely driven by rising affluence levels. Shifts in the income and consumption patterns of individuals and households have created a large base of retail consumer class backed by significant discretionary spending and awareness of the beneficial effects of wellness. Wellness offerings have also seen increased demand from corporate clients. A greater focus on employee health and welfare and a desire to inculcate beneficial wellness practices into employees' lifestyles by companies across sectors has resulted in a new breed of corporate clients for wellness players.

Prevalence of these demand drivers in the Indian economy has prompted many organized players to enter the wellness space and introduce multiple products and services. Established players are looking beyond their core propositions and integrating new wellness based services in their operations. Traditional product based companies have forayed into the wellness services space, while old industry conglomerates are now looking at wellness investments with great interest. International gyms, fitness and sport-based s players have trained their sights on capitalizing this opportunity. Players in Allied industries like Hospitals, Hotels, Real Estate and Insurance, which enable/enhance this concept have begun to integrate wellness



“BANGALORE THE HOST CITY”

Bangalore is one of the best places to do business in the world, joining the league of cities like London, Shanghai and Singapore, as per a list compiled by CNN-Time Warner group. The study reveals that the millionaire club in Bangalore is the most crowded in India and has the largest number of households with an annual income of Rs 10 lakh (Rs 1 million) or more. Wired in technology, the intelligence capital of the fastest growing free-market in the world is a showcase of abundant growth opportunities. The city's proximity and connectivity to the other key South-Indian cities makes it a natural host and a gateway to the south Indian health & beauty industry.

Besides being a marketing hotspot the city is a perfect blend of an old world charm, a diverse culture and cosmopolitan ethos. A thriving tourism centre, its friendly atmosphere perfectly compliments a year-round pleasant climate. Dotted with green-scapes, beautiful architecture, pubs, cafes and cultural activities, Bangalore is the place to mix business with pleasure.

KEY REGION STATISTICS

- Bangalore is India's major economic centre with an economy of USD 200 Billion
- An economic growth rate of 10.3% makes it the fastest growing metropolis in India
 - Bangalore has the highest number of SEC A households in the country
- Bangalore is India's 2nd largest FMCG market and 3rd largest consumer market
 - The city has over 10,000 individual dollar millionaires
- Its super-rich citizens have an individual invest able surplus of USD 1,500,000
 - The city is the 3rd largest hub for high-net worth individuals (HNIs)
 - HNI base of Bangalore is growing faster than the industry average of 35%
- Over a third of Bangalore's 1.7 million households earn higher than Delhi or Mumbai
- A USD 800 million in Foreign Direct Investment is the 3rd highest for an Indian city.
- In March 2010 alone the city has seen mutual fund investments worth USD 2 Billion
- Bangaloreans invest across all forms of financial instruments valued at USD25 billion

FACT SHEET

PROJECT TITLE	WELLNESS INDIA EXPO 2012 [WIE 2012]
SUBJECT	Wellness, health, fitness, beauty, nutrition & lifestyle- products, services, equipment & technology
POSITIONING	South-India's Largest event
TAGLINE	Wellness – Inside Out
DATES	23, 24 & 25 of March 2012 [3 Days]
TIME	10 am to 8.00 PM (All Days)
MEDIA DAY	22 March 2012 - 10.00 - 12.30 Hours
VENUE	Shree Kanteerava Indoor Stadium, Kasturba Road, Bangalore
EXHIBIT PROFILE	Manufacturers, Distributors, Service Providers & Representatives
PROJECTIONS	Exhibitors: • 200+ Companies Visitors: • Public : 1,00,000+ • Trade : 5000+ • Media : 100+
OBJECT	Conducting a quality expo on a global format
FEATURES	Workshops Celebrities Competitions Stall Design Awards
FOCUS	•Allotherapy, Alternate Therapy, Beauty, Counseling, Fitness and Slimming, Nutrition and Rejuvenation

VENUE

Wellness India Expo 2012 will be held at the Kanteerava Indoor Stadium, a multi-purpose venue that has hosted some of the biggest international expositions, concerts, conferences and high profile events. Situated in the heart of the city, it is within easy access to all perceivable amenities and services.

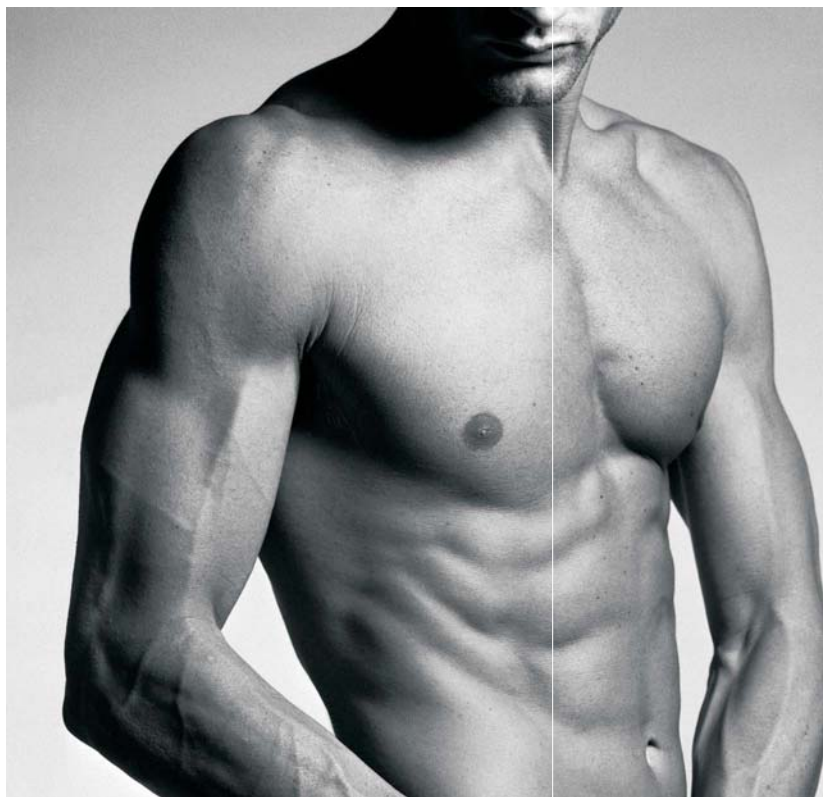


EXHIBITOR PROFILE

- Aerobics, Cardio & Dance Studios
- Antiaging Products, Treatment & Services
- Aromatherapy, Perfumes & Fragrances
 - Corporate Wellness/Holistic Trainers
 - Cosmetics, Treatments & Equipment
 - Counselling & De-Addiction Centres
 - Dietetics, Nutrition & Supplements
 - Education Institutions/ Academies
 - Exercise wear & Sport clothing
- Fitness Equipment, Gears, Products & Services
 - Hair Care, Coloring, Treatments & Products
 - Hair Salon Accessories & Equipments
 - Health Care Stores
 - Hospitals
- Image Management & Lifestyle Consultants
 - IT Enabled Services
 - Laser Treatment Services & Products
 - Makeup Artists & Makeup Products
 - Massage Treatments & Equipment
 - Naturo, Herbal & Alternate Therapies
 - Pedicure & Manicure Products
- Personal Grooming Products & Equipment
 - Professional Beauty Products
- Professional Clothing & Disposable Items
- Salon Accessories, Equipment & Services
 - Salon Tools, Furniture & Equipment
 - Sauna, Jacuzzis, Massage Centres
- Skin / Body Art Treatments & Equipments
 - Spa & Resort / Products & Equipment
 - Spas, Resorts & Rejuvenation Centres
- Trade Associations, Media & Publishing Houses
 - Weight Management Products & Services
 - Yoga & Meditation Centres

WHY EXHIBIT

- Capture a Receptive Audience
 - Conduct Demonstrations
 - Create Brand Awareness
 - Demonstrate Live
 - Enhance Brand Image
- Generate Brand Recall
 - Generate Clients / Leads
 - Interact with Decision Makers
 - Launch New Products
 - Build a 1-to-1 Relationship
- Research / Test Market
 - Source Business Networks
 - Source Business Partners
 - Strengthen Brand Equity
 - Strengthen Relationships



Wellness India Expo 2012 is an excellent business opportunity for marketers to take advantage of a captive, attentive and receptive target audience group. The product line-up proposes showcase the latest products, trends and services in the industry and will reflect a dazzling range of everything inwellness to a target audience group consisting both professionals as well as general public.

“ VISITOR PROFILE ”

BUSINESS VISITOR PROFILE

- Academies, Universities & Research Institutes
 - Acupuncturists
 - Aroma Therapists
- Beauticians, Consultants & Therapists
- Beauty, Hair, Aesthetic Therapists, Salons & Schools
 - Builders & Realtors
 - Businessmen
- Caterers, Food & Beverage Manufacturers & Processors
 - Chiropractors, Doctors & Medical Professionals
 - Corporate & Retail Houses
- Cosmetologists & Cosmetic Enhancement Specialists
 - Dieticians & Nutritionists
- Distributors, Dealers , Wholesalers / Direct / Sole Agents
- Fitness Clubs Owners, Directors, Consultants and Professionals
- Health Club Owners, Directors, Consultants and Professionals
 - Health, Organic and specialist food stores
 - High Networth Consumers
- Hospitality, Hotel Supplies Dealers / Stockists
 - Exporters & Importers
- Leisure facilities Owners, Directors, Consultants and Professionals
 - Make-Up Artists
- Mall Owners, Directors, Consultants & Professionals
 - Media & Trade Associations
 - Pharmacists
 - Purchasing Managers
- Restaurant Owners, Directors, Consultants and Professionals
- Retailer Chain Owners, Directors, Consultants & Professionals
- Salon Owners, Directors, Consultants and Professionals
- Spa Owners, Directors, Consultants and Professionals
 - Students
 - Technicians
- Tourism & Hospitality

GENERAL VISITORS

Primarily any individual interested in Wellness, Health, Fitness, Beauty and Grooming.

DEMOGRAPHY

SEC: A+, A & B | Age Group: 18 - 60 yrs
Income Group: INR 3 Lakh pa

VISITOR OBJECTIVE

- Compare competitors
- Increase specialization / knowledge
- Prepare for buying decisions
- Developing new business contacts
- Maintain existing business contacts
- Discover new / different products
- Exchange information
- Make purchases
- See, touch, feel, interact & buy
- Export – Import
- Obtain impression of market trends
- Source new contacts



VISITOR PROMOTION

The organizers will implement an integrated marketing and multimedia campaign backed by a solid PR designed to reach a selective audience and win as many visitors as possible. The cumulative media reach is estimated to touch 2 million health & beauty enthusiasts across the country.

The campaign includes • Advertisements in Print & Electronic Media • Jingles, Road Shows • Cross Promotions • E-Mailers to Key Targets • Invitations to Trade Associations • Media Previews and Features • PR Campaign • Online Promotion • Outdoor: Billboards & Mobile • SMS Blasts

“ TARIFF PLAN ”

FAIR LAYOUT

STALL RENTALS

TYPE	RATE* Per SQM /M²
Prefabricated	7500 INR / 175 USD
Indoor Bare Space	6000 INR / 150 USD

PACKAGE OF FACILITIES

PREFABRICATED STALL / SHELL (Min. Area 9sqm)

The package of facilities for every 9 sqm include: • Prefabricated Booth/ Stand System Similar to Octonorm Panels with Back & Side Partitions, • Synthetic Carpet • Name Fascia in English • Two Spot lights • One 5A plug point • One Table • Two Chairs • 24 hour perimeter security • Beautification in and around the exhibition • General Signage • Common Lighting • General Housekeeping • Collective Publicity & Marketing Support • Use of complimentary Business Lounge • Additional facility / requirement will be charged.

• INDOOR BARE / RAW SPACE (Min.Area 18 sqm)

The package of facilities include: • 24 hour perimeter security • Beautification in and around the exhibition • General Signage • Common Lighting • General Housekeeping • Collective Publicity & Marketing Support • Use of complimentary Business Lounge • Additional facility / requirement will be charged.

EXHIBITOR SERVICES

• Conference hall • Lounge • Business Centre • Media Centre • Restaurant • Ambulance • Courier Service • Fire-fighting Equipment • First Aid • Florist • Internet & WiFi • Aid for disabled • Admin Desk • Travel Desk • Hospitality Desk • House-keeping • Technical Desk

