

POST SHOW REPORT 2020

ISH INDIA

powered by IPA
VIRTUAL EDITION

www.ish-india.in

17 SEP
18 TEM
BER
2020

Continue your trade
conversations **virtually**

Show Profile

Resonating the trade show principal of 'connecting buyers and sellers', ISH India powered by IPA marked its first-ever virtual launch.

The intelligent AI-enabled platform efficiently connected exhibitors with relevant buyers and VIPs through its criteria based match-making features, hosted multiple product demonstrations, live sessions and delivered qualified meetings that led to strong business connections.

With the Indian Plumbing Association as a partner and strong support from other brands and top associations, ISH India powered by IPA virtual edition proved successful in crucially uniting the fraternity amid the pandemic

First ever launch edition

Date : 17 – 18 Sept 2020

Organiser : Messe Frankfurt Trade

Fairs India Pvt Ltd & Indian
Plumbing Association (IPA)

Supporting Partners for the Edition

Presenting Partner:

BIRLA | HIL[®]
PIPES

Co-Partner:

SEKISUI

48
Exhibitors

2052
Total active
users

4650
Contacts
made

1507
Active VIP
visitors

980
Products
on display

15
Product
demos

6
Knowledge
sessions

532
Attendees at
Live sessions

The first ever virtual edition of ISH India Powered by IPA was inaugurated by:

CHIEF GUEST

Mr. Avinash Mishra
Adviser, NITI Aayog

Ms. Jabeen Zacharias
President
Institute of Indian Interior
Designers (IIID)

Mr. Deepak Goradia
President
CREDAI-MCHI

MODERATOR
Mr. Gurmit Singh
President
Indian Plumbing
Association (IPA)

Mr. Raj Manek
Managing Director
Messe Frankfurt Trade
Fairs India Pvt Ltd (MFI)



Show Highlights

- 980 innovative, smart and sustainable products on display
- 15 product demonstrations
- Live sessions on:
 - Design & Material Classics
 - Builders Architects & Beyond
 - Waste Water Matters
 - Next Gen Washrooms
 - Sustainable Luxury



messe frankfurt

Insights from the Live Knowledge Sessions

"The improvements, advancements and affordability that we bring in with washrooms, can take us forward not only with high hygiene standards but can make positive economic impacts in many other fields such as hospitality and tourism."

– **Mr Avinash Mishra**
Adviser, NITI Aayog

"We are happy to have partnered with ISH India and IPA in their first ever virtual edition where, in just 2 days' time, we were able to organize over 100 virtual meeting with MEPs, builders and various key stakeholders to explain about our product Birla HIL Pipes and showcase our "TrueFit Technology" along with the range of environment friendly, non-toxic, anti-microbial pipes and fittings to the entire plumbing community."

– **Mr Dhirup Roy Choudhary**
Managing Director and CEO
HIL Ltd

"The future is going to belong to products that are technologically advanced but can still be used for affordable housings."

– **Mr Bantwal Ramesh Baliga**
CEO, Watertec India Pvt Ltd

"The adaptability for pre-cast and other new technologies will not come overnight. There is a major need for awareness and education that needs to be there for residents to accept it."

– **Mr Prashant Mewada**
Head Projects, DLF

"Treating water naturally and adding STP's for projects is essential for the efficient disposal and recycle of waste water in the country."

– **Ms Simar Kohli Das**
Brand Catalyst, Rinkled India

Key innovations on display

E-Clenz by Hindware

An intelligent WM water closet that controls seat adjustment, water and dryer temperatures, water volume and nozzle position via a remote.



SuperTube by Geberit

A revolutionary technology for India, the SuperTube is hydraulically optimised to deliver air ventilation and waste-water drainage through a single pipe system

CNX Water Management System by Watertec (India) Pvt Ltd

An intelligent technical building system that can seamlessly control and analyse up to 150 drinking water installations via smart phones



Qmax by ACO India

An intelligent drainage system that allows uninterrupted high-capacity drainage in large catchment areas.

Pipes and fitting solution by Birla HIL Pipes

Cutting-edge pipes designed for leak proof and corrosion resistant application with anti-microbial properties.



NEXT EDITION

ISH India Powered by
IPA to be held alongside
LED Expo Mumbai on

20 – 22 May 2021
Bombay Exhibition Center