



2<sup>nd</sup> Edition

# NEXGEN MOBILITY

- SHOW - 2024 -

**18 19 20** OCTOBER 2024

PUNE INTERNATIONAL EXHIBITION AND  
CONVENTION CENTER, MOSHI, PUNE

NAVIGATING THE FUTURE:  
ELECTRIFYING INDIAN MOBILITY

SPECIAL ATTRACTION



Concurrent Shows



**Auto Show 2024**



**Fuel of Future  
Show 2024**



**Urban Mobility  
Show 2024**



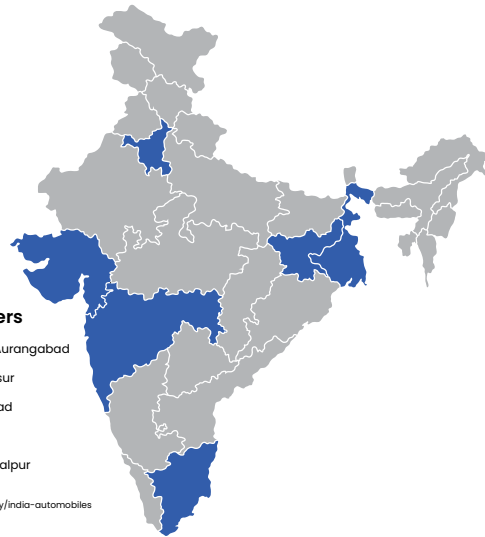
India, the world's third-largest automobile market, employs 37 million people directly and indirectly. It leads globally as the largest manufacturer of three-wheelers and tractors and ranks as the second-largest manufacturer of two-wheelers, the world's third-largest heavy truck manufacturer, and the fourth-largest car manufacturer. The industry is transitioning towards next-gen mobility solutions, embracing electric vehicles, autonomous driving, and Industry 4.0 technologies. Sustainability is key, with EV adoption rising across segments to cut carbon emissions and foster cleaner transportation. Government initiatives are actively supporting the automobile sector's growth and transformation.

## About the Event:

The Confederation of Indian Industry (CII) WR is organizing the flagship International Exhibition and Conference for the automobile industry, the 2nd Edition of the CII NexGen Mobility Show 2024. The theme is 'Navigating the Future: Electrifying Indian Mobility,' and it is scheduled to take place from 18 to 20 October, 2024 at Pune International Exhibition and Convention Center, Moshi, Pune.

This flagship event will bring together the entire value chain of world-class automotive brands, showcasing Internal Combustion Engine (ICE), Electric, Hybrid, Hydrogen, CNG/LNG, and Ethanol/Biofuel Powertrains, alongside traditional and new-age auto components, Electrical and electronic subsystems, Mechanical subsystems, and the latest automobile technology trends driving the future of mobility.

The show's agenda will cover a comprehensive range of topics, including Commercial Vehicles, Passenger Vehicles, Policy and Regulatory Guidelines, EV Business Ecosystem Development, Sustainable Charging Infrastructure, Battery Technology, Automotive Aftermarket, Automotive Materials, Automotive Logistics, EV Manufacturing Innovations and Investments, Rapid Metro, High-speed Trains, Urban Air Mobility, and Infrastructure development. Through expert sessions and engaging discussions, the event aims to foster collaboration and drive progress towards a more sustainable and connected automotive landscape.



### Automobile Clusters

- Mumbai-Pune-Nashik-Aurangabad
- Chennai-Bengaluru-Hosur
- Delhi-Gurgaon-Faridabad
- Kolkata-Jamshedpur
- Sanand-Hansalpur-Vithalpur

Source: <https://www.ibef.org/industry/india-automobiles>

## Concurrent Shows



The emergence of technology-driven automotive solutions and investments by both domestic and international players are poised to transform India into a manufacturing and innovation hub for automobile industry.



The future of Alternative Fuel in India holds immense promise and potential. India has been taking significant steps to transition towards cleaner and more sustainable fuel sources such as Green Hydrogen, Bioethanol etc to address environmental concerns, energy security, and economic development.



Urban mobility in India is undergoing a transformative phase due to rapid urbanization and congestion challenges. The adoption of e-buses, e-bikes, e-rickshaws are on the rise, driven by the need for efficient transportation solutions.

## Show Highlights:



**3 Days**  
Mega Trade fair on Automotive and Mobility Sector



**100+**  
Exhibitors – Domestic and International Brands



**4000 sq mtr**  
Exhibition area



**3000+**  
Focused Business Visitors from Industries, Trade & Government



**Special Focus**  
on Automotive, Fuel of Future and Urban Mobility sector



**Futuristic**  
and Concept Vehicles on Display



**Interactive Tech Demos**  
& Product Launch



**Global Networking**  
opportunities



## Exhibitor Profile:

- Automobile Manufacturers
- Auto Components
- Batteries
- Oil & Lubricants
- Tyres & Tubes/Auto Accessories
- Electric Vehicles
- Publications
- Service Equipment & Tools
- Research & Developments
- Alternative Fuel & Fuel Systems
- Car Security / Navigation Systems
- Telematic & Connected Technologies
- Bikes & Aero Road Bikes
- EV Technologies
- Automotive Components & Spare Parts
- Mechanical & Lightweight Technologies
- Transport Vehicles
- Garage Equipment & Services
- Automotive Technologies

## Visitor Profile:

- Automotive Industry Professionals
- Government Representatives
- Trade Professionals
- Technology Enthusiasts
- Industry Associations
- Academic and Research Institutions
- Fleet Managers and Operators
- Investors and Venture Capitalists
- Environmental and Sustainability Advocates
- Media and Press
- International Delegations
- Startups and Innovators
- Service Providers
- Enthusiasts and General Public



## CII NexGen Mobility show 2024:

### Above the Line (ATL) Activities:

- Television Commercials
- Radio Advertisements
- Outdoor Advertising
- Print Advertisements

### Below the Line (BTL) Activities:

- Social Media Campaigns
- Email Marketing
- Roadshows and Promotional Events
- Partnerships and Collaborations
- Press Releases and Media Coverage
- Direct Marketing

## Media Coverage of previous edition





## Cost of Participation:

Air-conditioned Hall *Type of Space	Rate per Sqm		International Participants
	National Participants		
	CII Member	Non-Member	
Indoor Built-up Space (Min 12 Sqms)	INR 11,500/-	INR 12,000/-	Euro 200
Indoor Raw Space (Min 36 Sqms)	INR 9,500/-	INR 10,000/-	Euro 175
Indoor Built-up Space – SSI (Min 6 Sqms)	INR 8,500/-	INR 9,000/-	

\*GST 18% Additional

## Glimpse of CII NexGen Mobility Show 2023



## About CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India strategizes for the next 25 years to India@100, Indian industry must scale the competitiveness ladder to drive growth. It must also internalize the tenets of sustainability and climate action and accelerate its globalisation journey for leadership in a changing world. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2023-24 as 'Towards a Competitive and Sustainable India@100: Growth, Inclusiveness, Globalisation, Building Trust' has prioritized 6 action themes that will catalyze the journey of the country towards the vision of India@100.

With 65 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

### CONTACT CII SECRETARIAT

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