

India's First Online B2B Platform

Indian Nutrition & Wellness Expo

20th– 22nd December, 2017



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ABOUT US

CIMS Medica is a global leading provider of drug information, educational content and marketing services to healthcare professionals, pharmaceutical marketers and consumers. CIMS Medica ensures a complete life-cycle management of the Healthcare and Pharmaceutical Brands right from its pre-launch, launch, post-launch and maturity phases. CIMS Medica publishes leading drug directories (CIMS and IDR) and various Medical Journals and Magazines - Journal of Paediatrics, Obstetrics & Gynaecology (JPOG), Cardiology Today, Ophthalmology Today & Health Today among others. It creates and distributes a wide range of healthcare information in Print, Electronic, Web, Broadcast and Live Event formats. Its online brand www.cimsasia.com is the most powerful drug search media. CIMS Medica offers the following integrated and customized medico-marketing solutions to Healthcare/ Pharmaceutical companies: Medical content strategy development, KOL engagement solutions, Speaker/CME programs, Digital communications, Patients/sales-force engagement solutions. CIMS Medica is exceptionally well placed to design and organize engaging congresses, conferences and CME events that advance the exchange of ideas and best clinical practices.



Dr. Monica Bhatia
Managing Director,
CIMS Medica

What is INWE

CIMS Medica presents the Indian Nutrition & Wellness Expo (INWE) 2017, scheduled to be held on 20th, 21st and 22nd December, 2017.

After last year's success, we look forward to the INWE 2017 to set another successful milestone. With visitors from all parts of India, the event provides a common platform for promising sellers and potential buyers in the nutrition and wellness domains.

INWE 2017 will help to showcase the latest trends of the industry and recognize the excellence in Nutrition & Wellness under various domains including Alternative Medicines, Therapeutic Treatments, Health Supplements, Ayurveda & Wellness, Research and Development, Manufacturing, Packaging, Distribution, Supply Chain and other support services in the fields of active ingredients, procedures, practices, technologies, and finished products.

The event will encourage trade and healthy business competition among the Nutrition & Wellness Companies which will translate to better delivery of services. The awards will also recognize the proactive and innovative approaches that lead to success and raise the standards of Nutrition & Wellness Industry.

Why Participate in INWE

- Global Event
- Efficient Networking
- Exclusive Access to our Resources
- Direct Selling
- State-of-the-art Infrastructure
- Match-Making
- Year-round Promotions
- Platform for New Product Launch
- Rendezvous with Top Decision Makers
- Visitor Database Sharing
- Form Strategic Alliances
- Branding Opportunity
- Audience Filtering
- Multi-State Visitor Base



Market Overview

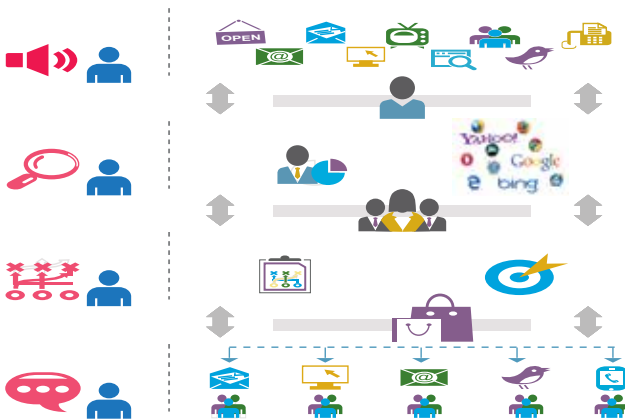
The Indian wellness industry was estimated at close to ₹ 85,000 crore in financial year 2014–15 and is expected to grow at a compounded annual growth rate (CAGR) of nearly 12% for the next 5 years. The industry can achieve about ₹ 1.5 trillion by FY20, according to a recent report by FICCI-EY.

While the wellness and preventive healthcare sector as a whole is expected to nearly double by 2020, some sub-segments will outperform others. While beauty care and nutritional care would retain their share, fitness and rejuvenation would significantly increase their market share.

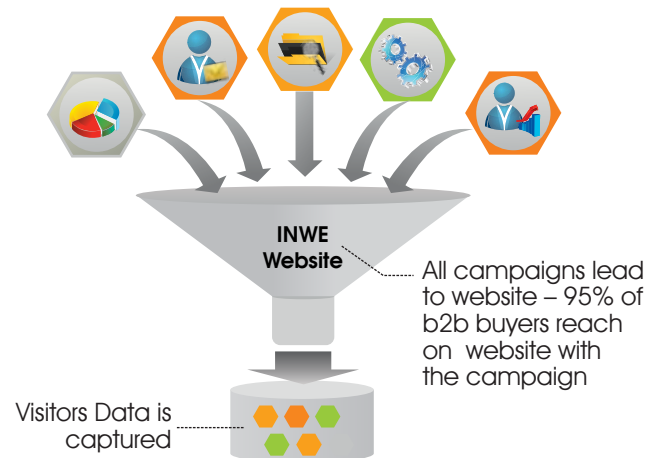
Key Highlights

- 300+ Exhibitors
- 25,000+ Business Visitors from India & Overseas
- 50+ Association Partners
- 20+ Media Partners
- Supported by Ministry of Government Bodies & PSU's
- Pre-scheduled Meetings with Genuine Buyers
- No Travel Cost
- One Step Participation
- New Business at your Finger Tips
- Video Calling
- Live Chat with Targeted Customers

Visitor Engagement with INWE campaigns



Website Visitor Framework



Exhibitors Profile

- Nutrition & Supplements
- Aromatherapy
- Anti-aging
- Dermatological Equipments
- Personal Care
- Wellness Products
- Health Club & Physical Fitness Centres
- Beauty, Salon & Spa, Yoga Centre
- Ayurvedic / Homeopathy / Herbal Unani Products
- Laser Treatment Equipments
- Organic Food
- Fitness Consultants
- Sporting Goods & Sportswear
- Education & Training Material & Centres
- Pharmaceutical Companies
- EMS, Rehabilitation & Physiotherapy
- Machinery & Equipment Manufacturers & Suppliers

Visitor Profile

- Nutritionists and Dieticians
- Doctors
- Corporate Entities
- Buyers / Dealers / Distributors
- Manufacturers
- Hotel / Spa Developers
- Consultants / Trainers
- Importers / Exporters
- Cosmetologists
- Trade Associations
- Government Agencies
- Training Institutes
- Physiotherapists
- Retail Chains
- Health & Wellness Centres
- Pharmacies
- Medical Equipment Distributors
- C-Suite Level Executives & other Key Decision Makers

INWE Awards

'Indian Nutrition and Wellness Expo 2017' will recognize the excellence in Nutraceutical industry under various domains including research & development, manufacturing, packaging, distribution and other support services in the areas of active ingredients, procedures, practices, technologies, and finished products. The awards will encourage the healthy competition amongst the Nutraceutical companies which will result in better delivery of services.

The awards will also recognize the proactive and innovative approaches that leads to the success and an opportunity to raise the standards of Nutraceutical industry.



17th December

Venue : The Orchid Hotel Mumbai Vile Parle

Packages

Regular

2 GB

Stall Space

Logo Presence on Homepage

Tabs

About us	Brochure Download
Product Range	Video Call
Network	Chat
Request Sample	Visit Web
Offers & Discounts	Contact Us
Partner with us	

Premium

4 GB

Stall Space (*Premium*)

Logo Presence on Homepage

Tabs

About us	Brochure Download
Product Range	Video Call
Network	Chat
Request Sample	Visit Web
Offers & Discounts	Contact Us
Partner with us	

Value additions

Illuminated Fascia
Video Display
Tickers
Database Sharing

Marketing & Promotions

- Emailers
- Online & Social Media Updates
- Magazines
- Newspapers
- Telecalling
- SMS & WhatsApp
- Outdoor Advertising
- Relevant Events
- Association Tie-ups
- Training Centres
- Health Clubs
- Spas & Clinics
- Institutions

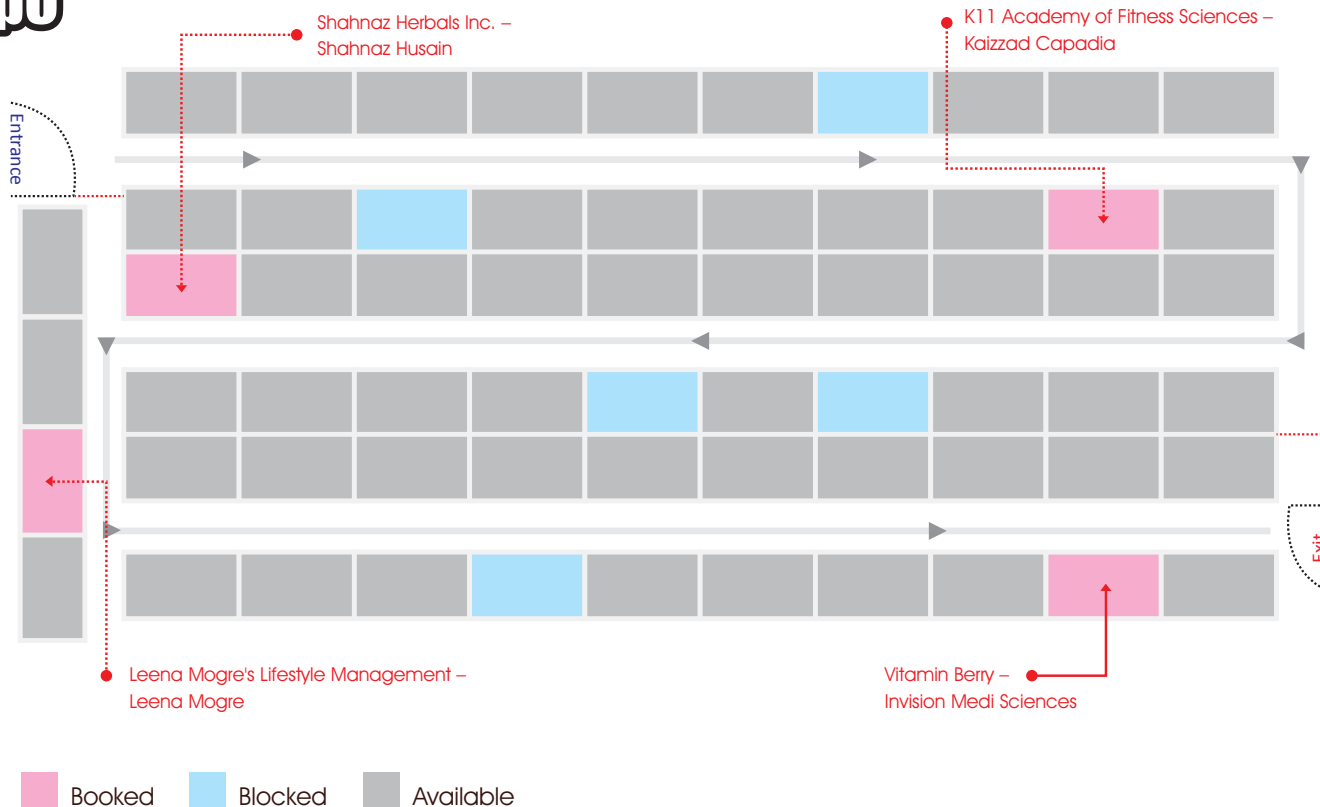
Visitor Journey

 Visitor/day	7,000+
 Average Stalls Visited/visitor	110
 Average Action per visit/visitor	2.2
 Total Time Spent per day	4h 20m
 Total Time spent per visit	14m 4s
 Bounce Rate	15%

Our Team

Our teams across Asia-Pacific region, offer diverse expertise from publications to digital solutions, healthcare marketing and event management. We thrive on the challenge of delivering innovative solutions to our clients.

Expo



Exhibitor partners



Media Partners



Association Partners





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