



August' 2023

**HITEX EXHIBITION CENTRE**

**HYDERABAD, INDIA**

**MOST HAPPENING  
& LARGEST**

*Optical*  
**EVENT IN INDIA**

[www.iiooexpo.com](http://www.iiooexpo.com)

# WHY VISIT - IIOO EXPO 2023

“

**IIOO Expo can connect you to some of the world's best-known and most exciting brands and enhance your market knowledge and contacts:**

”

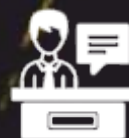
- IIOO Expo is the first ever platform for Optical Industry in South India.
- Catch all International & local brands under one roof.
- Find Complete range of Optical & Ophthalmic Instruments
- 180+ Companies will display their products at IIOO Expo
- Book face-to-face appointments with key importers & manufacturers
- Meet new suppliers, source new products and drive sales
- Seek out new business opportunities across a global platform
- Hear from leading global thinkers and industry figures at the Conference and Workshops
- Enjoy a rich social agenda where guests can mix and mingle in spectacular settings



9000+  
VISITORS



927+  
OPTICAL BRANDS



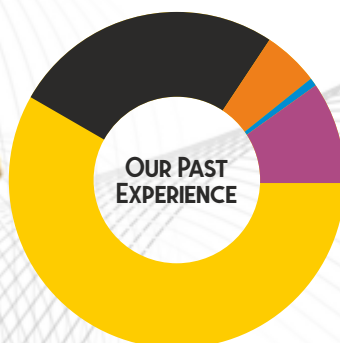
205+  
EXHIBITORS



71+  
CONFERENCES







10,000+  
SQ. MTR.  
GROSS AREA



OUTSTANDING  
EXCELLENT  
VERY GOOD  
GOOD  
AVERAGE



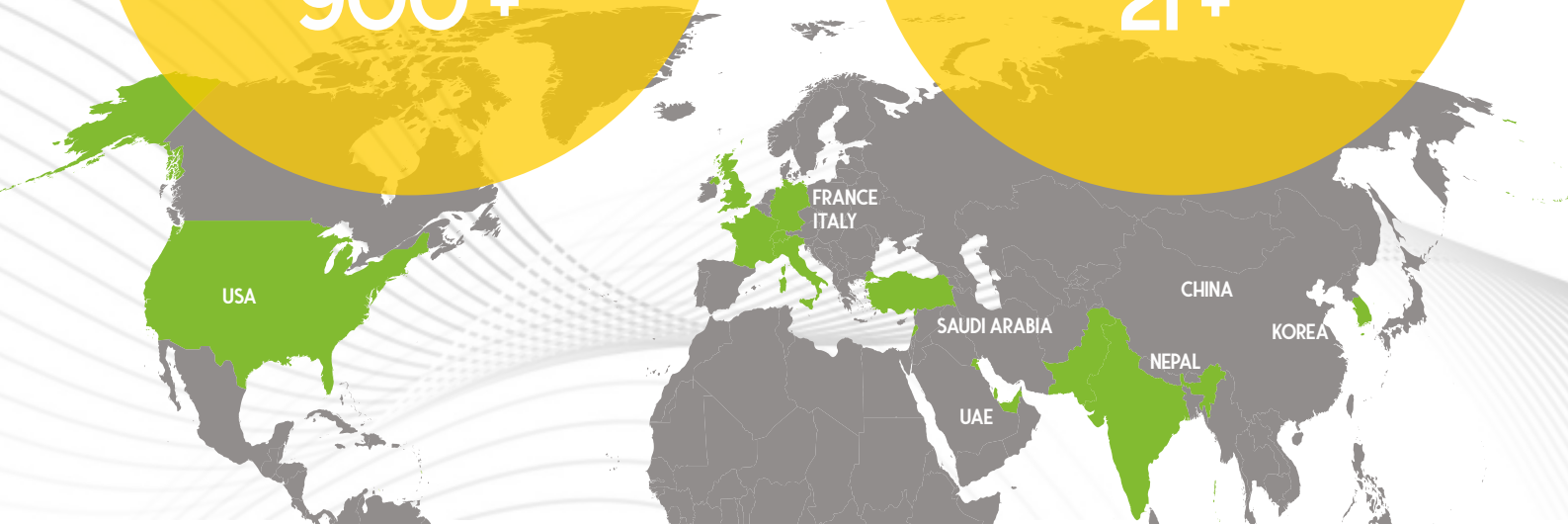
# EXHIBITOR PROFILE - IIOO EXPO 2023

				
SPECTACLES & SUNGLASSES	OPHTHALMIC LENSES	CONTACT LENS PRODUCTS	EYE CARE PRODUCTS	OPTICAL TECH
				
INSTRUMENTS EQUIPMENT & MACHINERY	OPTICAL ACCESSORIES	STORE DISPLAY & DECORATION	RAW MATERIAL SUPPLIES	PRIVATE LABEL MANUFACTURER
OPTICAL FRAMES	OPTICAL CLEANING PRODUCTS: FIXTURES & FITTINGS	LOW VISION	OPTICAL PACKAGING & STORE DESIGNERS	SOFTWARE

## KEY PARTICIPANTS

BRANDS  
SHOWCASED  
900 +

EXHIBITING  
COUNTRIES  
21 +





# EXHIBITOR'S FEEDBACK - IIOO EXPO 2023

WE ARE PARTICIPATING IN IIOO EXPO SINCE THE BEGINNING. WE CONSIDER IT ONE OF THE MAJOR OPTICAL EVENTS IN THE INDIA. EVERY YEAR WE ARE HAPPY WITH THE RESULTS OF THE EXHIBITION AS WELL AS THIS YEAR. THIS EXHIBITION HELPS US, BECAUSE EVERY YEAR I CAN SEE THE SUCCESS OF THE EXHIBITION. WE ARE SATISFIED WITH OUR RESULTS, WITH THE NUMBER AND THE QUANTITY OF VISITORS EVERY YEAR AND I THINK THIS YEAR IS VERY SUCCESSFUL.

MR. VIKRAM SHAH - STYLRITE OPTICAL INDUSTRIES

IT WAS INDEED TO HAVE WITNESS ONE OF THE LARGEST GATHERING OF OPTICIAN, OPTOMETRIST, OPHTHALMOLOGIST FROM THE REGION. WE FELT THE EXPOSURE AND VISIBILITY WE GOT FOR OUR PRODUCTS WITH MUCH INQUIRY IN OUR KITTY.

MR. ASHISH GOSALIA - SPARK VISION

WE ARE A CHINA BASED COMPANY WITH MANUFACTURING PLANT IN GUANGZHOU. WE ARE REGULAR AT IIOO EXPO. THE EXHIBITION ITSELF ENSURES THAT WE ARE MEETING THE RIGHT AUDIENCE AND CREATING OUR REPRESENTATION. IIOO EXPO IS A GREAT PLACE TO EXPLORE.

MS. CHEN SU - GUANGZHOU LIANGLONG GLASSES CO. LTD.

THE GOOD THING ABOUT THE EXHIBITION IS THAT EVERYONE IS HERE SO WE HAVE THE CHANCE TO MEET EVERYONE. IT'S EASIER TO MEET THEM ALL IN ONE PLACE THAN TRY TO VISIT THEM ONE BY ONE. IF YOU ARE INTERESTED IN THE SOUTH INDIAN MARKET, YOU HAVE TO BE HERE.

MR. ANIT SINGH - GALORBAY OPTIX INDIA

"IIOO EXPO HAS BEEN GOOD SO FAR & WE COULD MEET PLENTY OF OPTICIAN & APPOINT DISTRIBUTOR TO EXPLORE A BETTER FUTURE FOR OUR BUSINESS. WE WOULD SURELY PARTICIPATE AT THE COMING EXHIBITION WITH A POSITIVE PLAN FOR THE NEXT EXHIBITION.

MR. SANJEEV RANJAN - TITAN EYEWEAR

INDIA HAS BEEN EVOLVING RAPIDLY WITH GROWING DEMANDS FOR HI-TECH & RELIABLE PRODUCT WITH FOCUS ON QUALITY. "IIOO EXPO" HAS BEEN OUR TAILORED MADE SOLUTION TO ENCAPSULATE INDIA IN ONE GO.

MR. BALAJI - MEHRA EYETECH

APART FROM BUSINESS IIOO EXPO WAS IMPORTANT IN TERMS OF CUSTOMER INSIGHT ANALYSIS WHICH ALLOWS YOU TO IDENTIFY PATTERNS IN THEIR BUYING, LEARN ABOUT THEIR BUSINESS OPERATION, INCLUDING PRODUCT LINES AND FIND OUT EXACTLY WHAT'S IMPORTANT TO THEM, WE ENJOYED BEING PART OF THE SHOW.

MR. YUVRAJ SIKRIWAL - LUXOTTICA

"IIOO EXPO" OVERALL HAS ALWAYS BEEN CONTRIBUTING TO OUR GROWTH. THE EXHIBITION HAS BEEN ENSURING LEADS THROUGH B2B MEETINGS AND CONFERENCES. WE HAVE BEEN REGULAR AT ALL THE EDITIONS AND CERTAINLY SHALL BE AT THE COMING EXPO IN HYDERABAD.

MR. ARVIND KASTURI - APPASAMY ASSOCIATES

# VISITOR'S PROFILE - IIOO EXPO 2023

- OPTICAL RETAILERS
- OPHTHALMOLOGIST
- HOSPITALS
- TRADE STOCKIST & DISTRIBUTORS
- GOGGLES MANUFACTURERS
- EYE CLINICS
- MULTI BRAND STORES
- OPTOMETRISTS
- GLASSES & LENSES MANUFACTURERS
- FASHION STORE
- EYE DOCTORS
- OPTICIANS & OPTICAL STORES
- DEPARTMENTAL STORE
- SURGEONS (EYE)
- FRAME MANUFACTURERS
- SPORTING - GOODS STORES
- EYE CARE CHARITIES
- CONSULTANTS



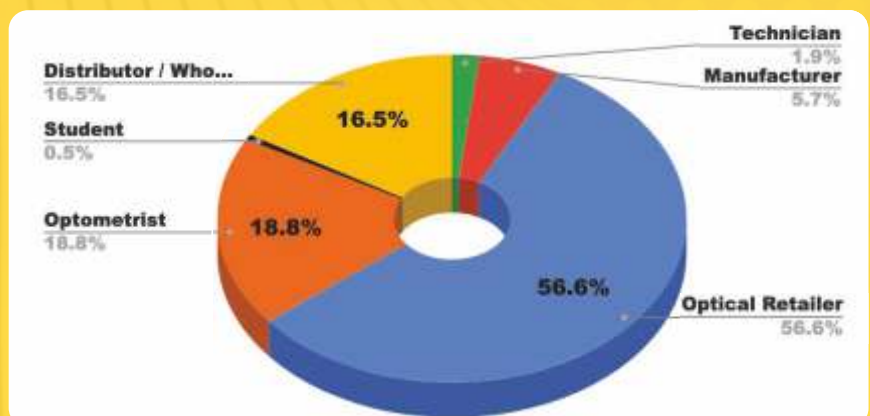
**TOTAL  
VISITORS  
9000 +**

**INTERNATIONAL  
VISITORS  
500 +**

**VISITORS  
FROM ALL  
COUNTRIES  
20 +**

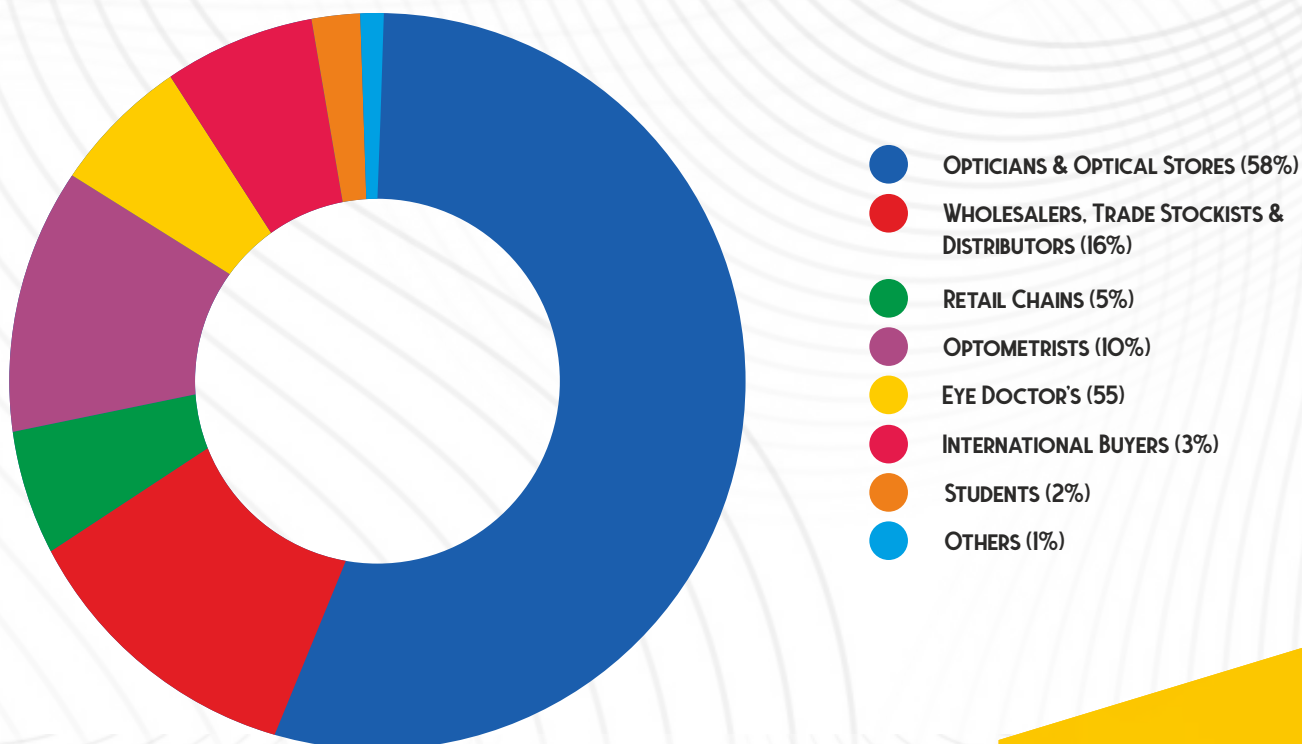
**85**

%  
OF THE  
VISITORS  
SAID THAT  
THEY WOULD  
BE KEEN TO  
ATTEND AGAIN  
NEXT YEAR





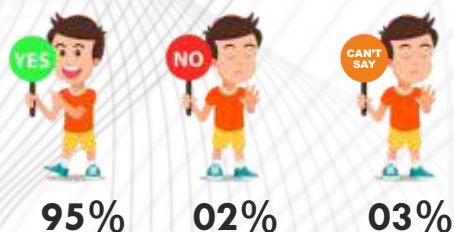
## VISITOR'S PROFILE – LAST SHOW CATEGORIZATION



## PURPOSE OF VISIT:



## COST EFFECTIVENESS IN PARTICIPATION:



## VISITORS FEEDBACK

New Business Opportunities  
Industry Insights  
Commercial Objectives  
Networking

87%

Visitors were satisfied with result achieved

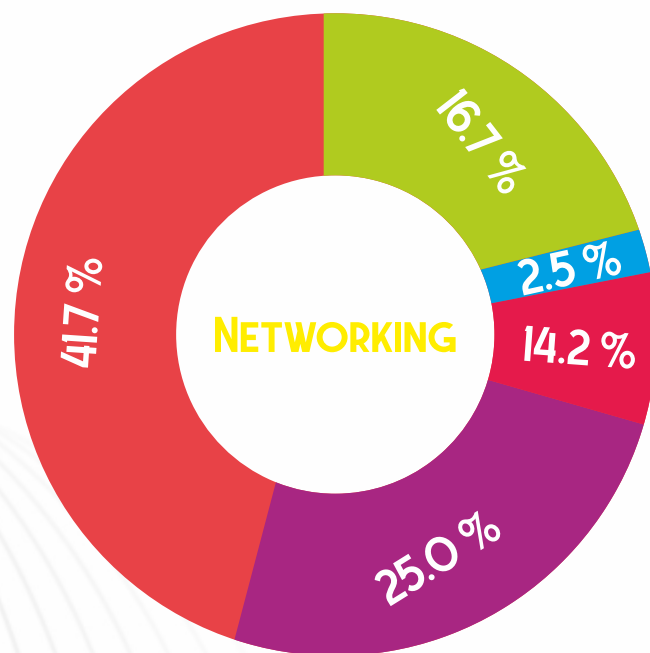
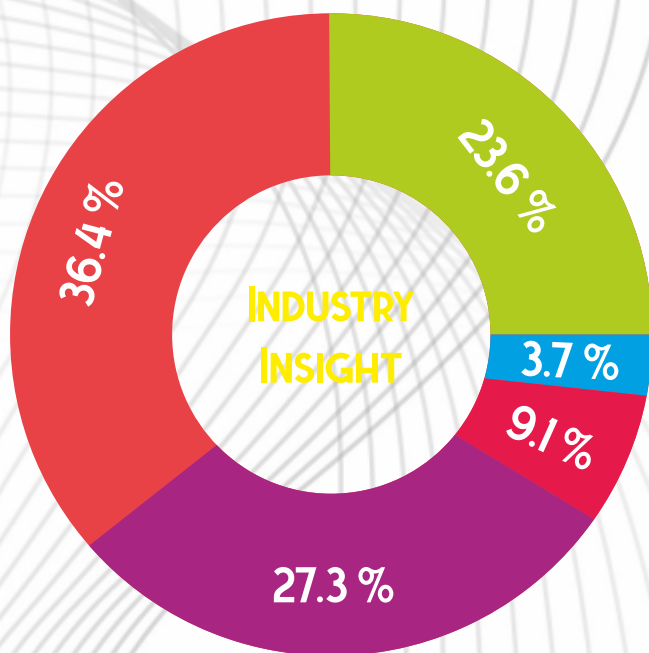
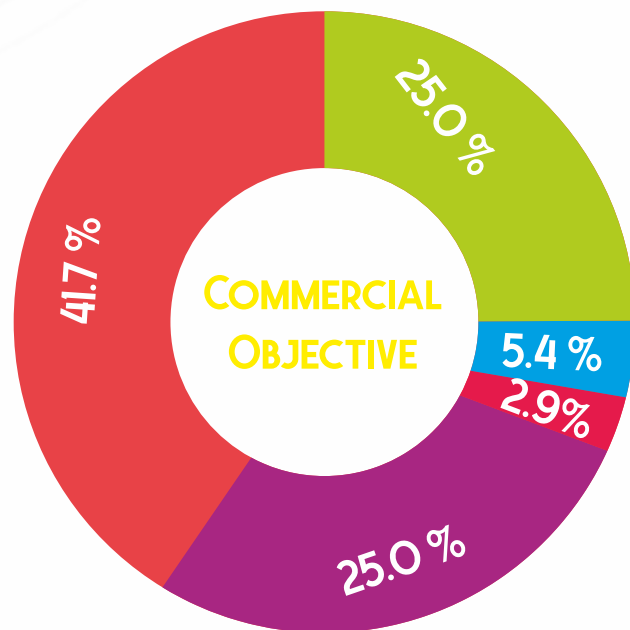
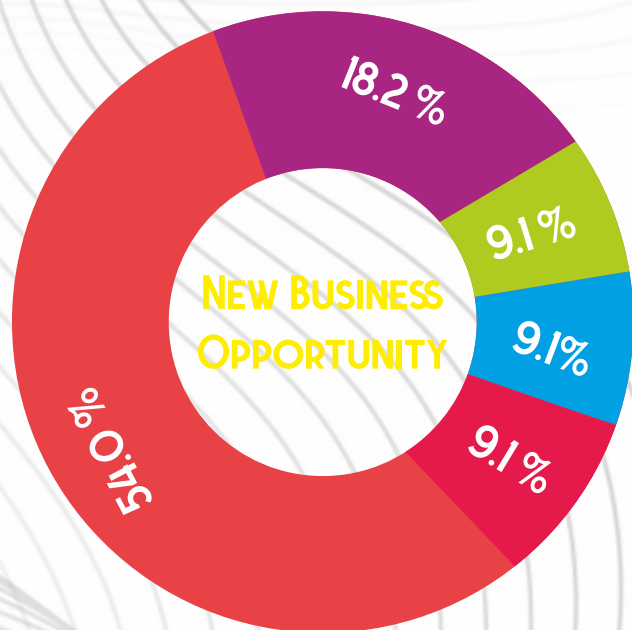
62%

Visitors were decision makers

92%

Visitors will visit in next year

# FACT SHEET - IIOO EXPO 2022



● EXCELLENT 
 ● VERY GOOD 
 ● ABOVE EXPECTATION 
 ● GOOD 
 ● AVERAGE

## OUR PARTNERS



Organiser



Co-Organiser



Gold Sponsor



Registration Sponsor



Industry Sponsor



# THE OPTICAL EXCELLENCE AWARDS IIOO EXPO 2023



***IIOO is inviting you to participate in the biggest and first “THE EYEWEAR EXCELLENCE AWARDS 2023”, in recognition of excellence in the optical sector in India. The Eyewear Excellence Awards are an initiative to recognize the brands, unsung heroes of the industry, small, medium & large enterprises in retail, manufacturing, distribution and to acknowledge their contribution in the industry. IIOO is amazed with the outstanding practices by various optical enterprises, industry captains and young leaders. Their contribution in creating global optical brands & dynamic leaders in the industry are unmatched. We believe that such efforts need to be recognize and appreciated.***

***We do not believe in ranking optical businesses & their leaders. Each enterprises and businessman are unique in its methodology, philosophy, challenges and vision. Hence, The Eyewear Excellence Awards in different categories respecting their uniqueness and analysing the feedback from all the stakeholders of the fraternity through various social media platforms.***



# THE OPTICAL EXCELLENCE AWARDS IIOO EXPO 2023

(In Retail Segments)

## CATEGORIES: PLATINUM AWARDS GOLD AWARDS

SUPER RETAILER OF THE YEAR AWARD (North Zone)  
SUPER RETAILER OF THE YEAR AWARD (South Zone)  
SUPER RETAILER OF THE YEAR AWARD (West Zone)  
SUPER RETAILER OF THE YEAR AWARD (East Zone)

OPTICAL RETAILER OF THE YEAR AWARD (North Zone)  
OPTICAL RETAILER OF THE YEAR AWARD (South Zone)  
OPTICAL RETAILER OF THE YEAR AWARD (West Zone)  
OPTICAL RETAILER OF THE YEAR AWARD (East Zone)

OPTICAL RETAILER OF THE YEAR AWARD (national)

BRAND OF THE YEAR AWARD (International)

Best Luxury Store of the year (National)

Young Retailer of the year (National)

## FRAMES (MEN, WOMEN OR UNISEX)

Most Stylish eyewear of the Year  
Men's frame of the year (Premium & Popular)  
Women's frame of the year (Premium & Popular)  
Unisex frame of the year (Premium & Popular)  
Men's Sunglasses of the year (Premium & Popular)  
Women's Sunglasses of the year (Premium & Popular)  
Kids eyewear of the year (Premium & Popular)  
Sports eyewear of the year  
Lens of the year (Premium & Popular)  
Lens Coating of the year  
OPH Contact Lens of the year (Premium & Popular)  
CL Solution of the year  
Equipment's of the year (International Brand)  
Equipment's of the year (Indian Brand – Platinum & Gold )  
Eyewear Accessories of the year (Platinum & Gold)  
Indian eyewear manufacturer of the year

## Life time achievement award

Special Jury Award  
Best Booth Award in IIOO EXPO (Platinum, Gold & Silver)  
COVID heroes award  
Indian Young Entrepreneur in Optical Industry 2023





**For Stall Bookings, Contact**

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