



**MOST HAPPENING  
& LARGEST**

*Optical*

**EVENT IN INDIA**



16



17



18

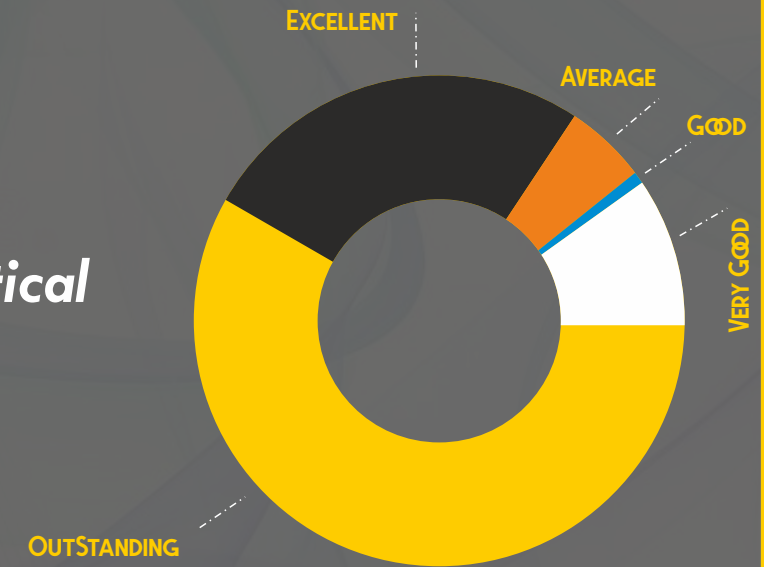
*July'* 2022

# POST SHOW REPORT 2022

**Chennai Trade Centre**  
Chennai, Tamil Nadu - INDIA

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

“The IIOO Expo 2022 - India International Optical & Ophthalmology Expo enjoyed successful show in Chennai with ...”



10,000+  
SQ. MT. GROSS AREA

9,000+  
TRADE VISITORS

205+  
EXHIBITORS

927+  
OPTICAL BRANDS

495+  
DELEGATES

71+  
CONFERENCES

41+  
SPEAKERS

21+  
EXHIBITING COUNTRIES



## EXHIBITORS PROFILE



**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**

**BRANDS  
SHOWCASED  
900 +**

**EXHIBITING  
COUNTRIES  
21 +**

**KEY PARTICIPANTS**

USA

ITALY

FRANCE

SAUDI ARABIA

UAE

CHINA

NEPAL

KOREA



## PRE EVENT ACTIVITIES

# 3500 +

## PRE REGISTRATION RECEIVED



### 3104 +

QR ENABLED INVITES



### 1,00,000 +

CALLS



### 40,000 +

EMAIL SENT



### 1,0,000 +

EXHIBITOR INVITED



### 1,00,000 +

INVITES SENT



### 1,000 +

PERSONAL VISIT

## EXHIBITORS LIST

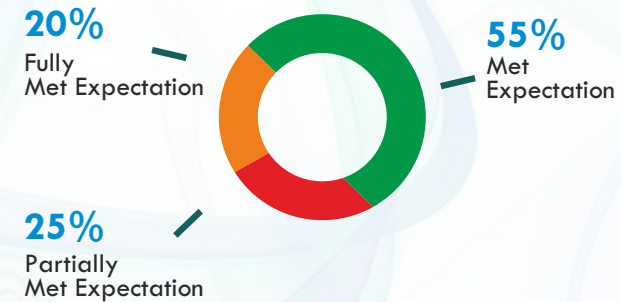
- 2.5 NEW VISION GENERATION
- AADITI OPTICAL REASERCHERS & SURVEYORS
- AAKASH ENTERPRISES
- ACEP FRANCE
- ADHYAS SOFTWARE PVT. LTD.
- AIMZ SPECTRUM PVT. LTD. (ARCADIO)
- AKRITI OCULOPLASTY LOGISTICS
- AKSH OPTIFIBRE LIMITED
- AKSHAY JYOTI OPTICAL
- ALCON LABORATORIES
- ALKON PLASTICS PVT. LTD.
- AMAZE OPTICS LLP
- AMITY GROUP
- ANAS OPTICAL CO.
- ANTRIX ASSOCIATES
- APPASAMY ASSOCIATES
- ASHOK OPTICAL HOUSE
- ASTRA LIFESTYLE
- AUROLAB
- AVR RETAIL SOLUTIONS PVT LTD
- BASCO INDIA
- BD (XIAMEN) TECHNOLOGY CO., LTD.
- BEVERLY HILLS POLO CLUB
- BHAGAT'S I SPACE
- BLUE OCEAN STRATEGIES LLC
- BÜHLER (INDIA) PVT. LTD.
- CARE SURGICALS
- CHASHMAMARKET.COM
- CL INDIA
- CMA GLOBAL CO. LTD
- COLORSEYES EYECARE PVT. LTD.
- CRESCENT VISION CARE
- CT (COBURN TECHNOLOGIES) PVT. LTD.
- DAS OPTICIAN
- DEEPAM OPTICAL
- DELIGHT IT SOFTWARE SOLUTIONS
- DELTA LENS PVT. LTD
- DELIGHT IT SOFTWARE SOLUTIONS
- DELTA LENS PVT. LTD
- DEPOSH DISPLAYS
- DEV OPTICAL INDUSTRIES
- DIAMOND LAB
- DIAMOND MEDICARE
- DISHA OPTICALS
- DYNAMIC EYEWEAR PVT. LTD.
- EASILENS HEALTH CARE COMPUTERS LTD
- EHNOTE
- ELITE OPTICAL
- ENTERPRISE OPHTHALMICS PVT. LTD.
- ESSILOR INSTRUMENTS (DIV. OF ESSILOR INDIA)
- ETERNITY LIFESTYLES
- EXCELLENT HI-CARE PVT. LTD.
- EYEWEAR INDIA
- FINE VISION – MUMBAI
- FORESIGHT ENTERPRISES
- FORUS HEALTH PVT LTD
- FOUR PLUS ADVERTISING PVT LTD (VISIONPLUS)
- FREEDOM OPHTHALMIC PVT LTD
- FRIENDS OPTIC GALLERY
- GAJJAR GROUP
- GALAXY OPTICIANS
- GALOREBAY OPTIX (INDIA)
- GANKO OPTICIANS
- GOLDEN FRAME WALA
- GRAND ENTERPRISES
- GREATLAND ENTERPRISE
- GREY JACK EYEWEAR
- GUANGZHOU LIANGLONG GLASSES CO. LTD
- HERO FINCORP LTD.
- HESH OPTO-LAB PVT LTD
- HS MEDIWORLD
- HUNANI PRODUCTS
- I ESSENTIALS
- INDIAN OPTICS PVT.LTD
- I ESSENTIALS
- INDIAN OPTICS PVT.LTD
- INDO GERMAN SURGICAL CORP
- INSTITUTE OF SKILL DEV. & TRAINING – NASIK
- IRIS BRANDS LLP
- IROBO WELLNESS PVT. LTD.
- ISCON SURGICALS LTD.
- J.J TRADERS
- J.L. VAKIL
- JDS BLUE OPTICALS LLP
- KAMINI OPTICAL
- KANT OPTICAL AGENCIES
- KNIGHT HORSE
- KONICA
- LALIT PLASTIC INDUSTRIES
- LENZO HI TECH LENSES
- LINHAI CITY JIAHAO GLASSES FACTORY
- LOFTY OPTICAL INDUSTRIES
- LUXOTTICA INDIA EYEWEAR PVT LTD
- MADISON AVENUE
- MAHA OPTICAL
- MAHAVIR OPTICS
- MANGALSONS OPTICS PVT. LTD.
- MARUTI OPTICIANS
- MAXCO INDUSTRIES (ULTRA PRO)
- MEDELEC INSTRUMENTS – NEW DELHI
- MEDILIGHT PVT. LTD.
- MEDISCIENCE DEVICES
- MEHRA EYETECH – TOPCON
- MEHTA OPTICS
- MICRO VISION
- MIDAS INTERNATIONAL
- MIRAGE OPTIVISION LLP
- MITSUI CHEMICALS INDIA PVT. LTD
- M-TECH VISION PRIVATE LIMITED
- N.D. OPTIX
- NEW BENGAL STORE
- NEW ROYAL OPTICALS – HYDERABAD
- NEW STYLE OPTICAL
- NIVOTRONICS
- OCEAN EYEWEAR
- OCEANIC HEALTHCARE
- OPTICAL ASSOCIATION OF INDIA
- OPTICAL CRM SOFTWARE
- OPTICS INDIA EQUIPMENTS PVT. LTD.
- OPTIKAM TECH INC
- OPTILAB
- OPTIRISE SOFTWARE PVT LTD
- OPTITECH EYECARE
- OPTOTECH OPTIKMASCHINEN GMBH
- ORIGA LEASE FINANCE MEDICAL EQU. LEASING
- PALAK ENTERPRISES
- PARSWA INTER OPTIK
- PERFECT OPTICAL
- PLUS SURGICALS
- PØDJA PLAST (SEEMORE-CASES)
- PRAMUKH OPTICAL
- PRANAVI ENTERPRISES CHENNAI PVT LTD
- PRICON ISCON SURGICALS LTD
- PRIME LENSES PVT.LTD
- PROCESSO PLAST ENTERPRISE PVT. LTD
- RAJ MEDI TECH INSTRUMENTS PVT LTD.
- REMIDIO INNOVATIVE SOLUTION PVT LTD
- RNAUX GLOBAL INDIA PVT LTD
- ROLEX OPTICALS – SPECT GUARD
- RONAK OPTIK INDIA PVT. LTD.
- ROSHAN OPTICALS LLP
- RUMAX INTERNATIONAL INC.
- RUSHABH ENTERPRISE
- RUSHANK CORPORATION
- S.R. OPTICALS
- SAI SRIDHAR PHARMA PVT LTD.
- SAI SUMEET APPLIANCES
- SAPNA OPTICAL



## EXHIBITORS LIST

- SCAVIN INTERNATIONAL EXIM PVT. LTD.
- SCHNEIDER OPTICAL MACHINES LTD
- SHAILAJA OPTICAL INDUSTRIES
- SHIVA ENTERPRISES
- SHRUTI MARKETING
- SIA OPTICALS – KNIGHT HORSE
- SIDDHI VINAYAK TRADE LINK
- SOUTH INDIA OPTICAL NETWORK (SIONE)
- SPARK VISION
- SRI LAKSHMI BODUGU JEWELLERS
- STEPPER (SHAILAJA EYE WEAR)
- STERLING META-PLAST INDIA PVT. LTD
- STYLRITE OPTICAL INDUSTRIES
- SUPER VISION OPTIMAX SDN BHD
- SURAJ OPTICALS – HYDERABAD
- SUVIN OPTICS
- TAITRA (TAIWAN PRODUCT CENTER)
- TAIZHOU GONGQING MOULD CO. LTD
- TAIZHOU JINGCAI GLASSES CO. LTD
- TAIZHOU MEANSHEEN IMPORT & EXPORT
- TAJ PLASTIC – MUMBAI
- TECHCHERRY SOFTWARE
- THE MONARCH ENTERPRISES
- THE STAR SELVET CLOTH
- TIRUPATI BALAJI ENTERPRISES
- TITAN COMPANY LIMITED
- TOKO RX LAB CHENNAI
- TOOLING EQUIPMENTS OTICOS
- TOWER OPTICS
- TRISHUL DIE & ENGG WORKS
- UMIYAPLAST- OPTICSHILL
- UNIVERSAL OPTICAL – BARODA
- URVI OPTICS – THE OPTICAL PEOPLE
- VAANSARI GROUP – CHENNAI
- VED ENTERPRISES
- VELOCITY ( NABIQ OPTICS PVT.LTD)
- VESTRICS SOLUTIONS
- VISION SPRING

## ACCOMPLISHMENT OF PARTICIPATION OBJECTIVE



## EXHIBITORS SURVEY RESULTS

78

% EXHIBITORS SAID THEY WERE HAPPY WITH THE NUMBER OF VISITORS

83

% EXHIBITORS RATED THE QUALITY OF THE LEADS GENERATED ON SITE AS GOOD OR EXCELLENT



## VISITORS PROFILE

- 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

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

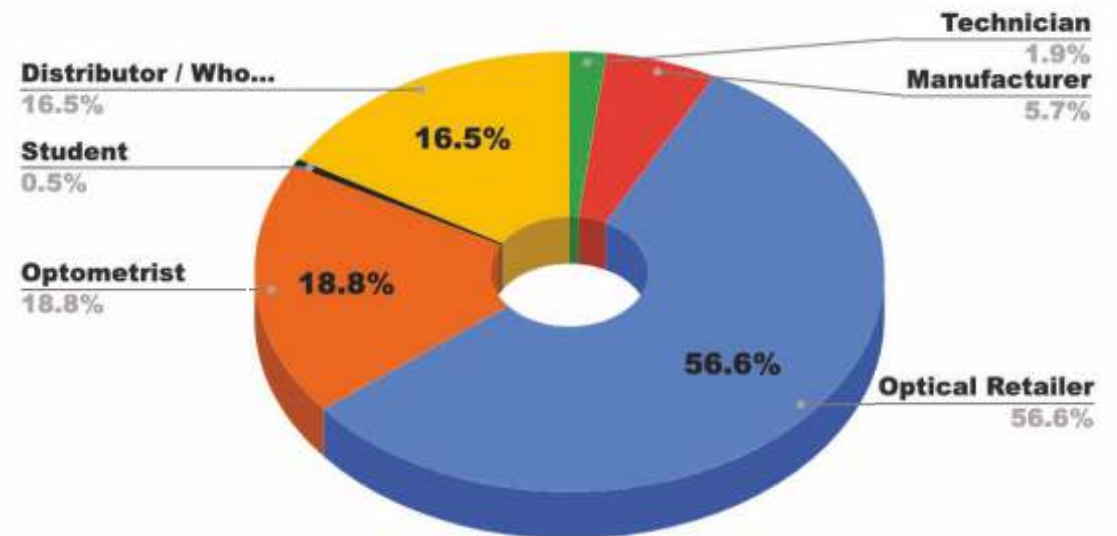
## VISITOR SURVEY RESULTS



**TOTAL VISITORS**  
**9000 +**

**INTERNATIONAL VISITORS**  
**500 +**

**VISITORS FROM ALL COUNTRIES**  
**20 +**

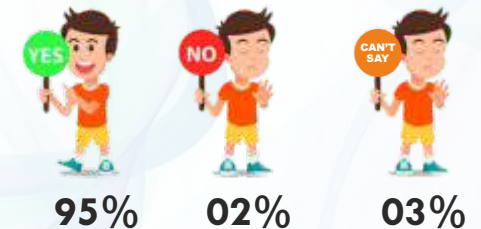




## PURPOSE OF VISIT:

- 32%** Purchase Products
- 21%** Search for dealers & agents
- 11%** Search for partners & projects
- 36%** Collect industry information, networking & other purposes

## COST EFFECTIVENESS IN PARTICIPATION:



## VISITORS FEEDBACK

**87%**

Visitors were  
satisfied with  
result achieved

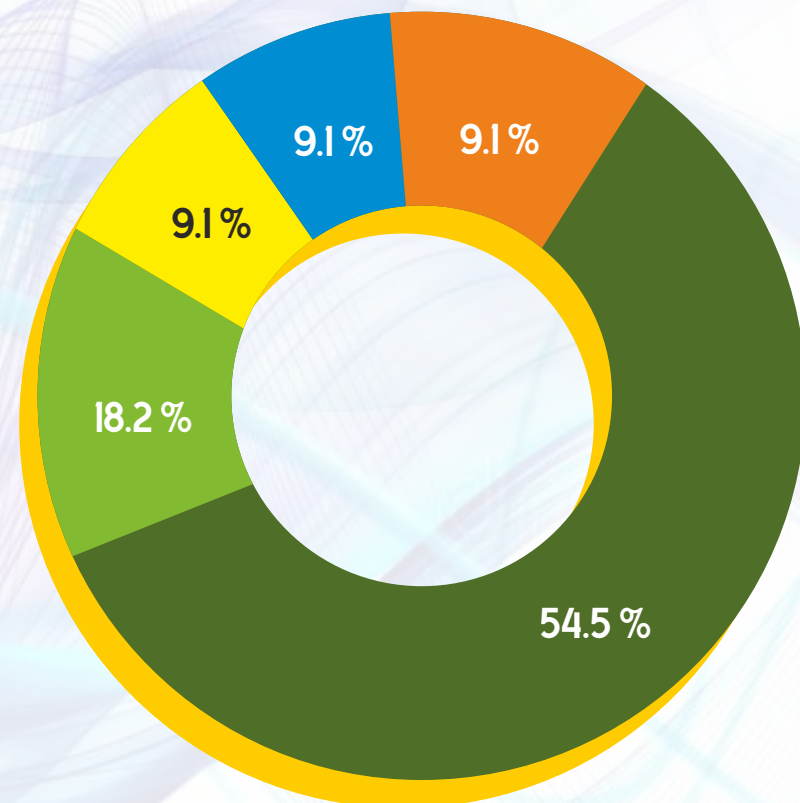
**New Business Opportunities**  
**Industry Insights**  
**Commercial Objectives**  
**Networking**

**62%**

Visitors were  
decision makers

**92%**

Visitors will  
visit in next year





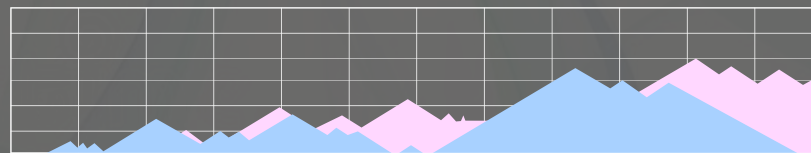
## MEDIA CAMPAIGNS

facebook

5 LAKHS + Reach on Facebook



9 LAKHS + Impressions on Google



35 LAKHS + Reach on Facebook



11 LAKHS + Impressions on Google



## EXHIBITION ARRANGEMENTS:

16%  
Excellent

32%  
Very Good

38%  
Good

14%  
Average

## QUALITY OF BUSINESS VISITORS:

28%  
Excellent

36%  
Very Good

32%  
Good

04%  
Average

## EXHIBITORS FEEDBACK

“ GLAD TO BE PART OF THE IIO EXPO, A WELL ORGANIZED EVENT. WE HAVE BEEN VERY BUSY FOR 3 DAYS AND ARE LOOKING FORWARD TO A BIGGER SHOW NEXT YEAR!

”

“ EXCELLENT SHOW. WE HAVE ALREADY BOOKED OUR BOOTH FOR 2023

”

“ GOOD SHOW FOR US. HOPING FOR IT TO BE MORE GRAND NEXT YEAR!

”

“ OVERALL, WE ARE VERY PLEASED WITH OUR PARTICIPATION

”

## VISITORS FEEDBACK

“ THIS HAS BEEN A WONDERFUL EXPERIENCE FOR ME. I HOPE NEXT TIME IT WILL BE VERY ACCESSIBLE FOR EVERYONE

”

“ REALLY ENJOYED IT AND LEARNED A LOT. THE SPEAKERS WERE ATTENTIVE AND PATIENT

”

“ THE BEST TAKEAWAY FROM THE FAIR THAT WE EXPERIENCED WAS THE FULL RANGE OF PRODUCTS AND SERVICES THAT WERE OFFERED

”

“ I ENJOYED THE LECTURES, THEY WERE REFRESHINGLY INSIGHTFUL. I HAVE A RENEWED ZEAL TO STUDY AND IMPROVE MY PRACTICE

”



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Optix (India)

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*Firebird*

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Industry Sponsor

**PERFECT  
OPTICALS**  
HYDERABAD



**12-13-14 AUGUST 2023**

HITEX EXHIBITION CENTRE,  
HYDERABAD, INDIA

# IIOO EXPO 2023

*will surely be*  
**BIGGER & BETTER**



***For Stall Bookings, Contact***

Ritu Siddiqui  
+91 - 81309 90664  
[ritu@sdpromomedia.com](mailto:ritu@sdpromomedia.com)

Vivek Vikram  
+91 - 93121 12656  
[vivek@sdpromomedia.com](mailto:vivek@sdpromomedia.com)

Pallav Singh  
+91 - 81309 90660  
[pallav@sdpromomedia.com](mailto:pallav@sdpromomedia.com)

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