

news +++ Paperworld India & Corporate Gifts Show 2024
Mumbai, 18 – 20 January 2024



Paperworld India and Corporate Gifts Show welcomed visitors from 35+ countries and 300+ Indian cities

Mumbai, 9th February: The 7th edition of co-located shows - Paperworld India and Corporate Gifts Show 2024 organised by Messe Frankfurt Trade Fairs India and NetLink Solutions (India) Ltd wrapped up on 20th January 2024 with an overwhelming response from the exhibitors and visitors. The co-located shows marked the presence of visitors from 38 countries and 314 Indian cities who explored the show floor for three days.

A plethora of trendy, innovative and attractive products hooked the visitors to the show floor, and they kept the exhibitors busy with product inquiries, business deals and stall visits. Several exhibitors utilized the platform strategically to launch their new products by inviting artists and guests to their stalls. **Creative Hands** unveiled its latest offering under its brand 'Brustro'. The company had lined up a launch of different products for all three days. While **Hindustan Pencils** launched new products in the writing instrumental category with a wildlife theme.

Exhibitor Mr Nikhil Ranjan, Managing Director, William Penn (Sheaffer), said: "We have been showcasing Sheaffer's product for the last couple of years and I feel it's important to be at Paperworld India and Corporate Gifts Show because we get to meet everybody from the industry. This time, I saw larger displays, and a lot more foreign visitors from different parts of the world. The visitors are happy to be back here because they get to see the latest offerings from the writing instrument and gifting industry. I am sure that presence at Paperworld India and Corporate Gifts Show will make a lot of difference not only to us but to all the exhibitors present here. The benefit of exhibiting at such a show is that we get new clients and business deals."

New Launches at Paperworld India & Corporate Gifts Show 2024 by long-participating exhibitors

Supra Pens launched their new product called '**Scoop**'. At the launch, **Mr Sanjeev Jain, Director, Supra Pens,** explained the reason behind naming the product 'Scoop', and said: "For better grip and comfort we have scooped out the plastic from the pen which offers a seamless grip while writing, and we are launching the product at Paperworld India and Corporate Gifts Show with a scoop of ice cream to all our visitors. This has created a big buzz on the show floor. We had a huge number of buyers and dealers visiting our stall, it was a fabulous show and we are very satisfied with the outcome."

Rishabh Industries (Shapes), launched 'A4 spectrum', a multi-coloured notebook to make it attractive for students. It has six ranges of colours in one notebook. With 'A4 Ultima', they also launched a plastic notebook that doesn't tear easily. **Mr Kalpak Chhajed, Partner, Rishabh Industries (Shape),** said: "We got many orders for the newly launched product that we displayed. The response from visitors was amazing. The brand visibility that has increased for us is phenomenal. We would love to continue our

association with the show for years to come.”

Mr Mahveer Mutha, Director, Mutha Impex launched ‘Portable Kettle’ at the Corporate Gifts Show and a few more exclusive products. He said: “Our stall had a good footfall of visitors. This is the first time we have participated and are looking at the responses we would certainly like to participate again.”

Mr Avishek Basu, Corporate Sales Manager, Fujifilm said: “We launched ‘Instax Pal’ for Gen Z at Paperworld India and Corporate Gifts Show. The palm-sized camera is a very trendy product for Gen Z for instant click and printout. The product comes with three printout devices – square-link, wide-link and mini-link. We got a very good response from the visitors and they were very curious to know more about the product. Because of the quality of visitors and the kind of clients we look for, we would like to participate in the exhibitions organised by Messe Frankfurt Trade Fairs India in the future. Their exhibitions provide the best platform for new product launches and increase our brand awareness amongst our customers.”

New Exhibitors and their innovations

A Bangalore-based apparel manufacturing company exhibited for the first time at Corporate Gifts Show to display their wide range of customizable t-shirts. While sharing his experience **Mr Aman Jain, Chief Executive Officer, The Tenth House** said: “This expo is a deal breaker. We had customers from different segments and across the country. The visitors at the show were not just huge in quantity but the quality of the visitors was relevant. On day two, the show floor was fully packed with visitors. The kind of leads we have generated are extremely exciting and enriching. We are looking forward to participating in several other expos organised by Messe Frankfurt Trade Fairs India. The response and experience have been beyond expectation.”

Levitating Gods displayed a unique gifting product of Ganesh idol that floats due to the technology of electromagnets. The company exhibited for the first time at Corporate Gifts Show. **Mr Abhay Shankar, Lead Designer, Levitating Gods** said: “Our product attracted a lot of attention from the corporate gifting sector, so we thought of exhibiting at the Corporate Gifts Show. We got amazing feedback on the product and visitors found it magical and lot of requests were received for customisation. It’s been a great experience.”

Sharing his experience on the event, **Mr Mehul Vigh, Co-Founder, Donato** said: “The kind of visitors we got at our stall was from pharma companies and non-pharma companies, some inquired for the export, some agents, some vendors, so overall we had a lot of B2B contacts throughout the show.”

Exhibiting for the first time, Ahmedabad-based perfume brand **Fragrance and Fashion** launched a new product with six different fragrances. **Anuj Delhiwala, owner, Fragrance and Fashion** said: “Visitors at our stall liked the newly launched product, and there was a lot of inquiry about the products from companies for gifting. We got very good leads with a high conversion ratio.”

Ms Simmran K Oberoi, Education and Talent Development Manager, Pilgrim said: “Our business is more into the corporate gifting segment. We displayed a wide range of corporate gifting products from the skincare, hair care and fragrances segments. We demonstrated to visitors at our stall how we can curate a customized gifting pack according to their requirements. Visitors looked keen and interested, we had an engaging three-day interaction and business deal discussion with visitors.”

The shows concluded on a gratifying note and received an overwhelming and positive response from exhibitors and visitors. The next edition of Paperworld India and Corporate Gifts Show will be held from 23 – 25 January 2025 at Bombay Exhibition Center, Mumbai.

Press information and photographic material:

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www.corporategiftsshow.in.messefrankfurt.com

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Your contact:

Swati Rana
Phone: +91 91 22 61038418; Mobile: +91 9967961876
Swati.Rana@india.messefrankfurt.com

Viral Parekh
Phone: +91 22 61445914; Mobile +91 99308 37978
Viral.parekh@india.messefrankfurtradefairs.com

Messe Frankfurt Trade Fairs India Pvt Ltd
Gala Impecca, 5th Floor, Andheri-Kurla Road, Chakala, Andheri (E), Mumbai – 400093
www.messefrankfurt.com

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