



A Mega Exhibition



# प्रगतिशील महाराष्ट्र

(उन्नति की ओर एक पहल)

Date:-

1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup>

November 2023

Venue:-

Latur (Maharashtra)



## Accomplishing ambitions To reach peak.....

### About The Event

This exhibition is conceptualized to help government's endeavour to establish an industry friendly environment by playing the role of a facilitator for holistic industrial development. Besides undertaking the responsibility of the overall development, we believe that when the knowledge is shared, it gets integrated.

The exhibition will not only showcase various innovative development in the fields of infrastructure, Tourism, Micro, Small & Medium Industries, Food Processing and Agro Based, Chemical and Fertilizers, Education, Banking & Finance, Handloom & Handicraft, Transport & Shipping, Healthcare, Science, Information Technology, etc., but will also help the entrepreneurs of Maharashtra to unveil their new products and services at a national level and explore linkages with buyers from emerging and untapped markets.

It will also provide information about the various schemes of State Government for investment in infrastructure development projects of the state and result in setting-up new ventures with enormous employment potential.

## Maharashtra

The spirit of Maharashtra is forward-thinking, tolerant and vibrant. Maharashtra is the third-largest state in India in terms of area and the second-largest in terms of population. Maharashtra is a leading state in agriculture. Principal crops grown in the state are rice, jowar, bajra, wheat, tur, mung, urad, gram and other pulses. The state is a major producer of oilseeds. groundnut, sunflower, soyabean are the major oil seed crops. The important cash crops are cotton, sugarcane, turmeric and vegetables. It is today emerging as an important horticultural state in the country. Maharashtra also has a well-developed social, physical and industrial infrastructure. The key industries in Maharashtra are pharmaceuticals, biotechnology, information technology (IT) and IT-enabled services, electronics, engineering, auto and auto components, oil and gas, food and agro processing, gems and jewellery, banking, services and insurance (BFSI), and textiles. The state offers a variety of tourist destinations from beaches, forts, caves, hill stations and wildlife sanctuaries to temples and shrines, adventure sports, as well as lakes and waterfalls. It boasts five UNESCO World Heritage Sites: the Ajanta Caves, Ellora Caves, Elephanta Caves, Chhatrapati Shivaji Terminus (CST) (previously Victoria Terminus) in Mumbai and the Western Ghats.



# Latur

Latur is a city in the Indian state of Maharashtra. The city is surrounded with the many historical monuments, including Udgir Fort and Kharosa Caves, thus making the city a tourist hub. In the past few years, Latur has emerged as an educational hub for secondary, higher secondary, and university education. The green city is inside what is called 'Sugar Belt' of Maharashtra. The district has more than eleven sugar factories, which makes it among the highest sugar-producing districts of India. This city has major Sugarcane, Edible oils, soybean, grapes and mango production centre. Latur has the largest trading centre for soybean in India. The district lies in the Godavri River basin. Manjara is the main river which flows on the Balaghat plateau along with its tributaries: Terna, Tawarja and Gharni. The other three tributaries of Manjara are Manyad, Teru and Lendi which flow on the northern plains.

## Key Attractions

- Stable Industrial Policy
- Attractive Incentive and Subsidy Package
- Rich resources of Water, Agro, Forests, Herbal & Minerals
- Tremendous potential for investment in tourism sector
- Good infrastructure and support system
- The people of the state possess inherent skills of weaving and designing of textiles products, which could be the basis for setting up of state-of-the art textile industry in the state.
- Attractive incentive for IT companies.

## Opportunities:

- Promoting Joint Ventures
- Technology-transferSub-contracting partnership
- On the spot business-deals.
- Awareness of Government Schemes & Policies

The Exhibitors gets an opportunity for Bigger Markets, Broader Opportunities, Better Business, and Brand Presence

## Glimpses of Past Events



## Visitor's Profile

### Publicity & Promotions

“प्रगतिशील महाराष्ट्र ” uses an extensive promotional strategy to attract an exodus of visitors. An excellent media mix is used to reach out to the right target audience.

#### Outdoor Publicity

Mobile van, Over road sign age, Hoarding's & Kiosks, banners Road Shows, VehicleWraps & StreetAdvertising.

#### Electronic Media

Radio Announcements, Television coverage, Cable Ads.

#### Print Media

Trade journals & Newspapers Ads

#### Other Mediums

Catalogues, Direct Mailers, Brochures, Flyers E-Mail, messages, Web Pages & Telemarketing.

**Above activities are supported with our specialized PR drive & Press releases.**

- Government Officials/Decision Makers
- Members from Various Educational Boards, Institutions and Industry
- Representatives of State Councils
- Representatives of Vocational Institutions
- Representatives of Various Professional Institutions and Colleges
- Scientists And Academicians
- Education Consultants
- Representative of School
- Farmers
- Consultants and Advisors
- Venture Capitalists
- Career Consultants
- Financials and Investment Promotion Institution
- Students, Parents and Teachers
- Representatives of NGOS and Child Welfare Organisations
- Representatives of Books and Publishing Houses
- Printing houses
- Media Representatives

Friendz Exhibitions & Promotions Pvt.Ltd is formed by a group of young, dynamic and professional event organizers who have an extremely successful track record of organizing exhibitions and global business summits which have proved highly beneficial for this exhibition and the visitors alike in the spheres of business-generation, new customer contact and export tie-ups.

## ORGANISER

- FEP ensures the return of investment by mobilizing the buyers of products in the show.
- There is always an in-built publicity for the exhibitors in press and electronic media ensuring a penetrative coverage.
- FEP has a huge network in various fields who are always present at the event for interaction and disseminations of the topics of your choice.
- Lastly, after the show is over the FEP secretariat will be in touch with you to understand your needs for future shows and make it more business-specific.

**So, be there and display your strengths and capabilities to a gathering of visitors/buyers who are arriving with a lot of exhibitions**



**Friendz Exhibitions & Promotion Pvt. Ltd.**  
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