

INTERNATIONAL  
HARDWARE FAIR  
INDIA



powered by  
EISENWARENMESSE



# INTERNATIONAL HARDWARE FAIR *india* 2024

6-8 December 2024 | Pragati Maidan, New Delhi

## POST SHOW REPORT 2024

[www.hardwarefair-india.com](http://www.hardwarefair-india.com)

# If It's Hardware, It's IHF India!



The International Hardware Fair India, held from December 6-8, 2024, at Pragati Maidan, New Delhi, marked a significant milestone in India's hardware, tools, and DIY sectors. Building on the success of its inaugural edition, this event brought together industry leaders, innovators, and global brands to showcase advancements, network, and forge critical business relationships. The fair became the ultimate destination for discovering emerging trends, knowledge-rich interactions, live demos and unlock growth opportunities in the hardware sector.

# Unveiling The Powerful Figures Driving Innovation In The Hardware Industry

11,000  
sqm

Exhibition  
Space

8,200+

Trade  
Visitors

160+

Eminent  
Exhibitors

45+

Countries  
Presence

4,220+

Product  
Displays

305+

Reverse  
Buyer-Seller  
Meetings



**Dr. Ajay Sahai,**  
Director General and CEO,  
Federation of Indian Export  
Organizations (FIEO)



*India targets \$2 trillion exports by 2030, up from \$778 billion with an 8% CAGR. Aiming for 14% growth, sectors like machinery, tools, and electronics lead global trends. Strategic initiatives like the PLI Scheme, R&D focus, and 'China Plus One' policies, along with FTAs, are driving this momentum. Events like the International Hardware Fair India 2024 showcases India's manufacturing strength and global potential, positioning us as a leading export hub.*



# Visitor Dynamics Assembled: A Comprehensive Overview

8,200+ Trade Visitors from 49 Countries

## TOP 10 COUNTRIES



Nepal



China



United States



UAE



Brazil



Germany



Taiwan



Azerbaijan



Tanzania



Turkey

96%

VISITORS

consider IHF as a leading  
hardware industry event

87%

VISITORS

will recommend IHF India to  
their business colleagues

79%

VISITORS

again in 2025

## Our Visitor Universe Comprised Of

27%

Hardware  
Trade

16%

Tools Specialist  
Trade

14%

Engineering  
Industries

12%

Construction  
Industries

8%

Casting and  
Forging Industries

6%

DIY Industries

6%

E-Commerce

5%

Renewable  
Energy Sector

3%

Garden  
Centres

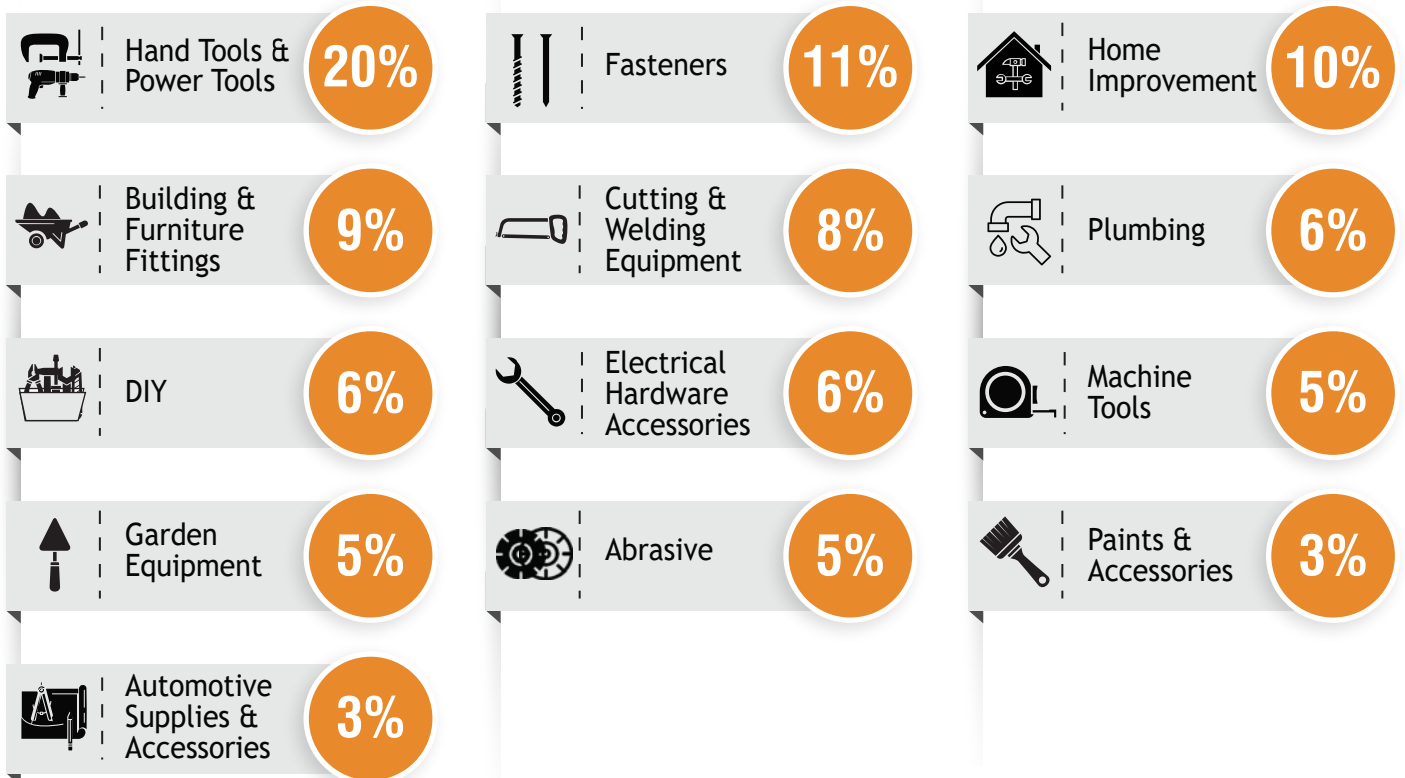
3%

Railway/ Automotive  
Sector / E-Vehicle

84%  
VISITORS

were satisfied with the quality  
of exhibits at the event

## From Tools to Trends: What Visitors Sourced at the Expo



## Top Visiting Brands

**stryker**

 **BOSCH**

**L&T-SUFIN**  
A brand of Larsen & Toubro Limited

 Everest Group®

 **Kubota**  
Escorts Kubota Limited

  
**Mahindra**

**TATA MOTORS**

  
**Shapoorji Pallonji**

  
**ANCHOR ALLIED  
FACTORY L.L.C.**

**StanleyBlack&Decker**

# Showcasing Brilliance: Exhibitor Success Stories!

## Top Exhibiting Brands



JK Files & Engineering Limited  
(Formerly known as JK Files (India) Limited)  
A subsidiary of Raymond Limited



85%

EXHIBITORS  
were satisfied with the  
quality of visitors

72%

EXHIBITORS  
will recommend IHF India to  
their business colleagues

69%

EXHIBITORS  
will participate at IHF  
India again in 2025



**Zubair Chopra**

Head of Marketing &  
Global Lead Development, Gardex

## From the Experts: Voices of the Hardware Community



*As a manufacturer of hand tools, I am pleased to see the remarkable growth of this second edition compared to the first. IHF India is a fantastic platform for one-on-one interactions with buyers from regions such as the USA, Africa, and Europe. The event has witnessed excellent footfall and continues to be an ideal playground for the hardware industry in India. IHF remains a strong supporter of our endeavors, and we look forward to future editions.*

# Taiwan Pavilion: Precision and Innovation in Every Tool

The Taiwan Pavilion at IHF India 2024 showcased cutting-edge innovation and unmatched precision, featuring industry-leading exhibitors redefining global hardware standards.



## George Chang

General Manager,  
Aniki Hardware  
Manufacturing

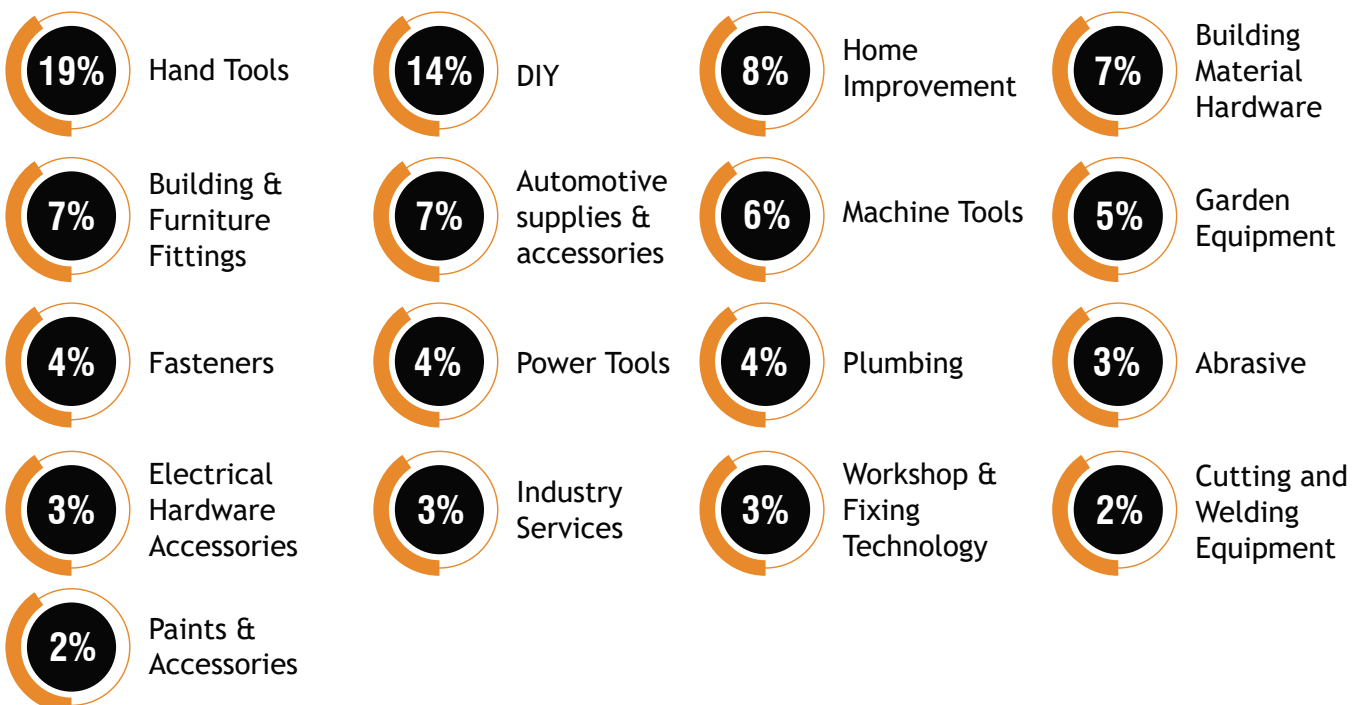


With over 60 years of experience in the hardware industry, we have grown into a leading OEM. Participating in IHF India has been highly insightful, providing critical market information and increasing our brand visibility in the Indian market. This expo is a remarkable initiative, and I highly recommend it. We firmly believe that India is poised to become a significant market for the hardware industry.

## Exhibitors of the Taiwan Pavilion



## Diverse Range of Exhibitor Profiles





# Reverse Buyer-Seller Meet: Welding Connections in The Hardware Industry

In Association With



The Reverse Buyer-Seller Meet (RBSM) at International Hardware Fair India 2024 organized in association with Federation of Import Export Organization (FIEO), hosted around 30 international buyers daily. Over the 3 days it provided a focused platform for Indian exhibitors to connect with global buyers, fostering partnerships and boosting trade opportunities.



## Worldwide Praise: International Buyers Share Their IHF 2024 Journey

“ As a business dealing in real estate hardware and gardening tools, I am deeply grateful to IHF India for inviting me to this outstanding exhibition. It has been a wonderful experience, providing an opportunity to meet various suppliers, sellers, and manufacturers showcasing an impressive range of products. The event is truly remarkable!

**Irene Hellen  
Michael Machaku,**  
HEGM limited,  
Tanzania



# Innovation at Its Finest: Celebrating Hardware Breakthroughs

The Innovative Product Zone at International Hardware Fair India 2024 showcased nine pioneering products from top exhibitors, with three winning awards for their exceptional innovation. This zone celebrated creativity and progress, reinforcing the expo's role as a catalyst for advancements in the hardware industry. Three standout innovations were honored with prestigious awards!



**Winner**



We specialize in hand tools, offering a range of over 7,000 products and serving more than 10 million customers worldwide. Innovation is the cornerstone of our company's philosophy, and we take pride in being the first factory in India to introduce insulated tools—an essential innovation for the EV industry. We are truly honored to have received the Winner's Award at IHF India's Innovative Product Zone. This recognition means a lot to us, and we are extremely pleased with our experience at IHF India.



**1st Runner Up**



We are participating for the second time in IHF India, and it has been an excellent experience. The expo is exceptionally well-organized, and we truly appreciate the efforts of the organizers. We are honored to receive this recognition and are delighted to have been awarded. Thank you for this wonderful opportunity!



**2nd Runner Up**



This is our first time exhibiting at the IHF India Trade Fair, and it has been a fantastic opportunity for us. We were able to network with quality buyers, and the expo was exceptionally well-organized. We are truly grateful for receiving this award and look forward to future participation.



## Other Eminent Participants at Innovative Product Zone



# Marketing & PR Overview



Social Media Reach:  
**46,565**



Website Visitors:  
**16,000**



Online Media Coverage:  
**46**



Outdoor Hoarding:  
**11**

In-City Promotional Campaigns:  
**25+**



Offline Coverage:  
**16**

## Forging Alliances: Partners & Trade Associations Powering The Hardware Industry

Gold Partner



Silver Partners



In Association With



Approved By



### Supporting Associations

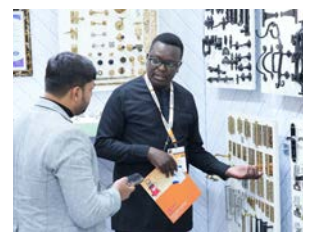
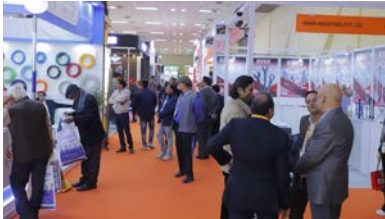


### Trade Media Partners





# INTERNATIONAL HARDWARE FAIR india 2024





# INTERNATIONAL HARDWARE FAIR india 2025

11,12,13 Dec 2025 | Pragati Maidan, New Delhi

Bringing The  
Hardware  
Community  
Together To  
Trade & Innovate



## Contact Us

Sales & Sponsorship

**Shailendra Malik**

M. +91 98739 49319

E. s.malik@koelnmesse-india.com

Marketing & Alliances

**Priya Datar**

M. +91 98670 04675

E. priya.datar@koelnmesse-india.com

[www.hardwarefair-india.com](http://www.hardwarefair-india.com)