



**ITB**  
INDIA

Connecting  
you to the  
Indian Travel  
Market



# EVENT AT A **GLANCE**

11 - 13 SEPTEMBER 2024 | [ITB-INDIA.COM](https://itb-india.com)

CO-LOCATED WITH:



ORGANISED BY:





**ITB**  
INDIA

Connecting you  
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Travel Market

# Introducing ITB INDIA

The 4th edition of **ITB India** is an annual 3-day business-to-business exhibition curated to connect you to the Indian Travel Market. ITB India brings together key travel industry leaders and buyers from various cities in India and South Asia, and international exhibitors from the **MICE**, **Leisure** and **Corporate** segments. For you to capture the fast-growing Indian and South Asian markets, ITB India presents as a key platform in the travel trade industry to forge new partnerships and strengthen existing business relations with the most important players in India.

ITB India will be held as a physical event in Jio World Convention Centre in Mumbai, India from **11 - 13 September 2024**. The show is organised by Messe Berlin (Singapore) Pte Ltd.

## ITB INDIA PAST SHOW STATISTICS



More than  
**400**  
Exhibitors



More than  
**150**  
Speakers

More than  
**500**  
Buyers

**> 8,000**  
Attendees



**2ND LARGEST  
TRAVEL  
OUTBOUND  
MARKET IN  
ASIA**

**1ST, 2ND,  
3RD TIER  
CITIES IN  
INDIA**

**HOSTED  
BUYERS  
PROGRAMME**

**MARKET SIZE  
OF 1.339  
BILLION**

**8TH LARGEST  
TRAVEL  
MARKET IN  
THE WORLD**



**VALUE OF  
INDIAN OUT-  
BOUND TRAVEL  
MARKET >US\$42  
BILLION  
BY 2024**

**MEET  
INDIAN &  
SOUTH ASIAN  
BUYERS**

**WHY  
ITB ?  
INDIA**



# EXHIBITORS

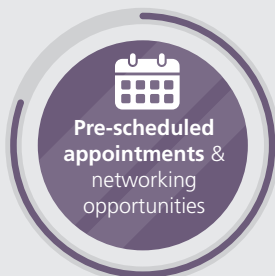
## EXHIBITOR PROFILES



Attendees from  
MICE, Corporate  
& Leisure  
sectors



Indian & South  
Asian buyers  
for outbound &  
domestic travel



Pre-scheduled  
appointments &  
networking  
opportunities



Accommodation



Travel Agent/  
Tour Operator



NTO/CVB



Business  
Travel/MICE



Travel  
Technology



Transport



### BUSINESS MATCHING

Pre-scheduled meetings with buyers  
through quality Business Matching.  
(Available on 11 - 13 September 2024)



### NETWORKING

Join an ever-growing global travel  
community and meet people who matter  
most to your business. Get to chat live  
with visitors to spark conversations on  
what's next for travel.



### INSIGHTS & LEARNING

Explore a robust line-up of key industry  
speakers with thought-providing  
insights and showcases of innovative  
technology and solutions.  
(Exclusively on 11 - 13 September 2024)

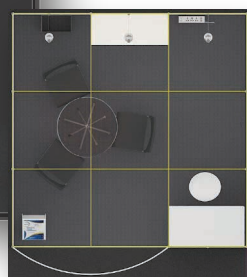


### LARGEST TRAVEL SHOWCASE IN INDIA

More than 500 buyers and 150+ top  
speakers leading 60+ conference  
sessions, ITB India 2024 is an event you  
cannot miss.



3000mm



3000mm

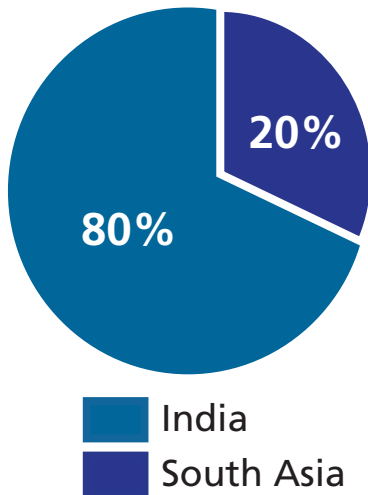
PREMIUM SHELL SCHEME PACKAGE			
Particulars / Item	9 SQM	18 SQM	27 SQM
<b>FLOORING</b>			
New Needle Punch Synthetic carpet- Dark Grey	9Sqm	18Sqm	27Sqm
<b>FURNITURE</b>			
Lockable information Counter (1mH)	1	2	3
Waste Paper Basket	1	2	3
PVC chair	3	6	9
Round Discussion Table	1	2	3
Barstool	1	2	3
Brochure Rack	1	2	3
System Shelf	1	2	3
Digital Print on front counter (Exhibitor's Logo or Graphics)	1	2	3
<b>ELECTRICAL</b>			
Spot Light 100W	3	6	9
Power Point 13AMP/220V	1	2	3

9 SQM Premium Shell Scheme @ ITB India 2024

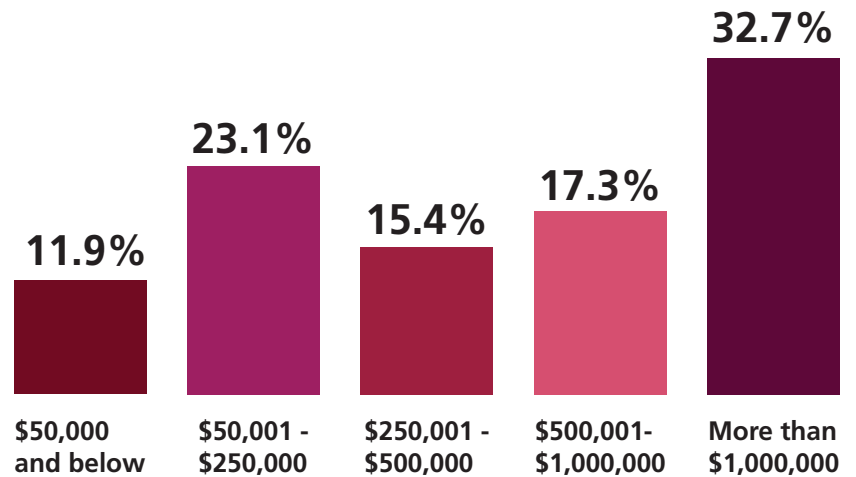
For more booth options, visit  
[itb-india.com/booth-options](http://itb-india.com/booth-options)

# BUYERS

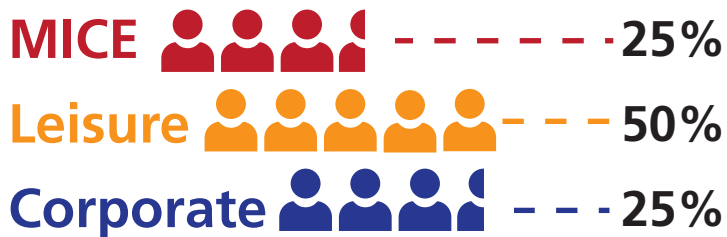
## BUYER SPLIT



## BUYER PURCHASING POWER (USD)



## BUYER SEGMENT



## SOURCE MARKETS



ITB India reaches out to buyers from tier I, II and III cities from all over India and other South Asian countries.

## BUYER DECISION LEVEL

70%

C-Level/  
Key Decision Makers

20%

Middle Management/  
Influencers



# CONFERENCE



The **ITB India Conference** will feature thought-provoking content from a diverse range of MICE, Corporate, Leisure and Travel Technology topics surrounding India's outbound travel market. Key issues of the current travel climate will be addressed in dedicated conference tracks.

## C-SUITE TALKS

Join us for a series of talks given by C-Level executives where we get to the heart of today's complex travel issues in India with the expertise and vision that only industry leaders can provide.



What does the future hold for MICE? MICE Show India offers the latest insights on the industry developments and business opportunities for the local and international industry players.



Gathering the innovators of the travel tech sector, Travel Tech India inspires you with a supercharged agenda featuring latest updates on the cutting-edge technologies paving India's future of travel.



## CONFERENCE THEMES



Future of MICE



Travel Technology



Direct Booking, OTA & Distribution



Sustainability & Eco Tourism



Corporate Travel



Hotels & Alternative Accommodation



Vacations & Tours



Destination Marketing



Air & Cruise Travel



Digital Transformation & Payments



Travel Marketing & Customer Engagement



Global Consumer Trends

# PAST YEAR'S SPEAKERS

## INCLUDE...



**Anshul Gupta**  
Managing Director, Travel & Hospitality Industry, **Accenture - Advanced Technology Centers in India**



**Krishna Rathie**  
Country Director-India, Sri Lanka & Nepal, **Agoda**



**Amanpreet Singh Bajaj**  
General Manager for India, SEA, HK and Taiwan, **Airbnb**



**Rakesh Bansal**  
CEO, **Amadeus India**



**Harshad Dondre**  
Country Director - India, **BCD Meetings & Events**



**Michael Jain**  
Director, **Belair Travel**



**Anand Yedery**  
Regional Head of Customer Travel & Lifestyle for South Asia, Middle East and Africa, **Cathay Pacific Airways Limited**



**Priyaa Sundaraam**  
Vice President, Customer Experience and Fulfillment, **Cleartrip**



**Sumit Prakash**  
Country Director, India and South Asia, **Collinson**



**Anupam Arun**  
Senior Vice President & Country Head, India, **Cvent**



**Manjula Mani**  
Senior Director, Global Workforce Management, **CWT**



**Lokendra Saini**  
COO, **EaseMyTrip**



**Darshana Shirodkar**  
Senior Director, Lodging Market Management -Southeast Asia and Indian Subcontinent, **Expedia Group**



**Manpreet Bindra**  
President - FCM Meetings & Events, **FCM Travel India**



**Megna Shankaranarayanan**  
Industry Head - Travel & FoodTech, **Google**



**José Maria Pestaña Sartorius**  
High Performance Director, **Hotelbeds**



**Neelu Singh**  
Managing Director, APAC, **HRS Group**



**Mufaddal Dahodwala**  
Managing Director, **ICE India**



**Murphy Mathew**  
Senior Regional Solutions Engineer, **IdeaS Revenue Solutions**



**Amaresh Tiwari**  
Vice Chairman, **India Convention Promotion Bureau (ICPB)**



**Sooraj Dhawan**  
Honorary Secretary, **Indian Exhibition Industry Association (IEIA)**



**Parveen Chander**  
Executive Vice President, **Indian Hotels Company Limited (IHCL)**



**Alok Bajpai**  
Co-Founder & Group CEO, **ixigo**



**Sachin Kumar**  
Global Director, **Kabuk Style Inc**



**Tarun Tahlilani**  
Country Manager - India, **KAYAK**



**Paurus Nekoo**  
Regional Distribution Manager, APAC, **Lufthansa Group**



**Raj Rishi Singh**  
Chief Business Officer - Corporate & Customer Experience, **MakeMyTrip**



**Jagdeep Bhagat**  
National Coordinator, **Network of Indian MICE Agents (NIMA)**



**Sunil V A**  
Regional Vice President, **ISC & FE, Oman Air**



**Amit Sidana**  
Vice President Sales & Marketing, **Pride Group of Hotels**



**Sriram Gopalswamy**  
Vice President - Site Reliability Engineering & MD, **Sabre Bengaluru Global Capability Center**



**Nitin Sachdeva**  
International Board of Directors, **SITE**



**Daniel Dsouza**  
President & Country Head, Leisure, **SOTC Travel Limited**



**Sangitha Shetty**  
General Manager Global Travel & Mobility, **Tata Communications**



**Vivek Shukla**  
CEO, **The Lalit Suri Hospitality Group**



**Romil Pant**  
Executive Vice President and Business Head, Holidays, **Thomas Cook (India) Limited**



**Chitra Gurnani Daga**  
Co-Founder & CEO, **Thrillophilia**



**Nishant Kashikar**  
Country Manager - India & Gulf, **Tourism Australia**



**Neil Patil**  
Founder & Director, **Veena World**



**Vishal Bhatia**  
Country Manager - India, **VisitBritain**



**Rajdev Bhattacharya**  
Global Head Travel & Hospitality, **Wipro Limited**



**Nikhil Sharma**  
Market Managing Director, Eurasia Region, **Wyndham Hotels and Resorts**

For speaking enquiries, please contact us at [conference@messe-berlin.asia](mailto:conference@messe-berlin.asia)

Tel: +65 6635 1188 | Visit [www.itb-india.com](http://www.itb-india.com)



# PAST YEARS' EXHIBITORS

## INCLUDE...



and more...

# PAST YEARS' BUYER PARTNERS

## INCLUDE...



and more...

# Your Travel Trade Shows in Asia



## Travel Meet Asia

3 - 4 July 2024

Jakarta, Indonesia

[travelmeetasia.com](https://travelmeetasia.com)



Co-located with:



## ITB India

11 - 13 September 2024

Mumbai, India

[itb-india.com](https://itb-india.com)



Co-located with:



## ITB Asia

23 - 25 October 2024

Singapore

[itb-asia.com](https://itb-asia.com)