

# An Innovative Regional Outreach by IMTMA



### **CONCEPT OVERVIEW**



- Initiative by IMTMA to bring machine tool and allied technologies closer to regional industries across
  India.
- Designed as 2-day focused B2B expos in Tier II, Tier III and Tier IV cities.
- Aims to bridge the gap between technology providers and user industries in emerging industrial zones.
- Offers a cost-effective platform for exhibitors to promote their brand and showcase innovations.
- Enhances regional engagement and market visibility for IMTMA member and non-member companies.
- Facilitates knowledge sharing through Tech Talks, solution labs, and workshops during the expo.
- Encourages on-ground industry insights via organized factory visits to local manufacturing units.
- Supports business networking and lead generation through a dedicated attendee app.
- Complements IMTMA's flagship exhibitions like IMTEX, acting as a regional feeder event.



# KEY FEATURES OF MTX CONNECT & FOCUS AREAS



- Compact Format: 30–42 exhibitors with standardized booths, LED screens, and branding setups.
- Regional Penetration: Targets high-potential industrial cities away from traditional metros.
- Tech Talks & Workshops: On-floor knowledge sessions hosted by participating companies.
- Factory Visits: Unique opportunity for exhibitors to visit local industries for deeper market insights.
- Networking Tools: Dedicated app to enable post-event business engagement.

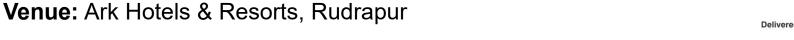
#### **Focus Areas**

- Machine Tools
- Digital Manufacturing
- Tooling
- Metrology
- Laser Technologies



### MTX CONNECT - RUDRAPUR







#### **Highlights:**

- 2<sup>nd</sup> edition of MTX Connect a 2-day B2B expo
- Continuation of the successful Kolhapur format
- <u>Member Cos: 25</u>, <u>Non-Member Cos: 17</u> total <u>42 Exhibitors</u> from across regions participated in MTX Connect Rudrapur.
- Over <u>500+ Visitors Registered</u> for MTX Connect
- Over 350+ industry visitors from cities like Satara, Belgaum, Solapur, and Hubli
- Strong focus on manufacturing industries in Uttarakhand including Automotive, Electronics, Food Processing, and Pharmaceuticals

#### **Rudrapur Advantage:**

- Strategic industrial hub with SEZs and proximity to the Delhi-NCR industrial belt
- Hosts diverse manufacturing sectors with rapid infrastructure development
- A leading industrial pocket in Eastern India





### **KEY HIGHLIGHTS**



MTX Connect was inaugurated by Mr. Biswajit Mazumdar, Plant Head - Ashok Leyland Ltd; and Mr. Shreekar Sinha, President - Sidcul Entrepreneur Welfare Society, Pant Nagar, Mr. Ashok Bansal, President - Kumaun Garwal Chamber of Commerce & Industry, Kashipur; and Mr. Jibak Dasgupta, Director General & CEO, IMTMA.



# **SHOW VISUALS**













### WHY MTX CONNECT STANDS OUT?

- Strategic outreach model aligned with India's regional manufacturing growth
- Economical yet effective for exhibitors targeting niche industrial markets
- Acts as a feeder and brand builder for flagship events like IMTEX





## 29 – 30 October 2025 - Jamshedpur

