



Delivered by IMTMA, organizer of



# An Innovative Regional Outreach by IMTMA



Indian Machine Tool  
Manufacturers' Association

# 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




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# MTX CONNECT - RUDRAPUR



**Venue:** Ark Hotels & Resorts, Rudrapur

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## Highlights:

- 2<sup>nd</sup> edition of MTX Connect a 2-day B2B expo
- Continuation of the successful Kolhapur format
- **Member Cos: 25, Non-Member Cos: 17** total **42 Exhibitors** from across regions participated in MTX Connect Rudrapur.
- Over **500+ Visitors Registered** 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



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# KEY HIGHLIGHTS

**MTXCONNECT**  
RUDRAPUR

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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.



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# SHOW VISUALS





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## 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**



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**29 – 30 October 2025 - Jamshedpur**



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