

## Press Release

### Retail Reinvented: In-Store Asia 2025 Sets a New Industry Benchmark

*5,721 retail professionals convene at In-store Asia 2025, in Mumbai, to shape the future of retail trade.*

**India – May 2025:** The 16<sup>th</sup> edition of **In-store Asia**, the most relevant trade fair for retail resources and investments in the Indian subcontinent successfully concluded its three-day run from **May 22–24** at the **Bombay Exhibition Centre**, Mumbai. **In-store Asia 2025** acted as a powerful platform for industry leaders, retailers, service providers and manufacturers to connect, collaborate and shape the future of retail.

The event was inaugurated in the presence of key industry personnel including Satvinder Singh, Managing Director - Satin Neo Dimensions Pvt Ltd, Shreesh Sharma, Founder & Director -GKW Retail Solutions Pvt Ltd, BS Nagesh, Founder - Trust for Retailers & Retail Associates of India, Sourav Banerjee, Director - Aditac Solutions & Services Pvt Ltd, Sanjay Agarwal, President – Retail Design Institute and Surender Gnanaolivu, Advisor – In-store Asia 2025.

#### Where Innovation Meets Retail

Leading solution providers presented a wide-ranging portfolio of innovative products and technologies essential for building the modern, connected and conscious retail environment. The exhibits featured everything from Point-of-Purchase (POP) displays, visual merchandising solutions, shop fittings and interactive flat panels to mannequins, retail fixtures, lighting, signage, graphic solutions, retail technologies and store design services. Visitors expressed strong appreciation for the diversity, creativity and quality of solutions on display.

This year's event featured leading companies such as GKW Retail Solutions Pvt Ltd, Satin Neo Dimensions Pvt Ltd, Aditac Solutions & Services Pvt Ltd, Cenzer Industries Ltd, Jaquar and Company Pvt Ltd, Dovetail, Naman Instore (India) Limited, Elemental Fixtures Pvt Ltd, The Light House, Svarn Infratel Pvt Ltd, Reliable Hubs Engineering India Pvt Ltd among others.

“In-store Asia continues to be the most valuable platform for us in the retail fit-out industry. For over a decade, we've showcased not just products, but the breadth of our capabilities across diverse categories - jewellery, fashion, cosmetics and more. This event consistently brings together key decision-makers, brands and solution providers under one roof, making it an unmatched space for networking, collaboration and planning for the future. We're proud to be part of this dynamic ecosystem and are thrilled with the response this year”, **Satvinder Singh, Managing Director – Satin Neo Dimensions**, a long-standing partner of the event.

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## A Vibrant Hub for Connection and Collaboration

The event created a dynamic and engaging environment for over **5,721 attendees**, including decision-makers from retail brands, service providers, architects, designers, advertisers, marketing agencies, contractors, consultants and other retail professionals.

Across the three-day show, participants actively networked, exchanged valuable insights and formed strategic partnerships aimed at reimagining the future of the retail landscape. The venue buzzed with energy, collaboration and meaningful business conversations.

**Millie Contractor, General Manager - Messe Düsseldorf India**, expressed her enthusiasm, “The energy and innovative spirit at In-store Asia 2025 were truly inspiring. We are immensely proud to have facilitated high-level networking and fostered strategic collaborations. This event will be a catalyst for progress and collaboration within the Indian retail community.”

## Event Highlights That Resonated with the Audience

**2-Day Convention:** In-depth discussions explored the most pressing retail trends in India and globally, equipping attendees with the insights needed to succeed in an ever-evolving market. The convention, themed “Connected, Collaborative and Conscious”, featured leaders, professionals and service providers from over 40 Indian and international brands and companies. The agenda included 20 sessions covering diverse topics such as airport retail, mall and store design, visual merchandising, creative branding & communication, retail fixtures, retail technology and sustainability. Speakers shared valuable trends and insights across growing categories like fashion, beauty & wellness, personal accessories, jewellery, CDIT, department stores, food & beverage, travel retail and transportation.

**VM&RD Retail Design Awards:** The highlight of Day 2 was the prestigious VM&RD Retail Design Awards evening, which celebrated excellence in retail design and visual merchandising across India. A global jury of renowned design specialists evaluated over 300 entries across 24 categories submitted by more than 40 companies and design agencies.

**VM Challenge:** This year’s live Visual Merchandising Challenge featured 36 talented visual merchandisers from over 20 companies competing in 6 teams. They crafted imaginative window displays around the theme ‘Neo-Nomad’ in just 60 minutes, showcasing creativity and teamwork.

**Focal Points:** Leading retail brands - Shoppers Stop and Lifestyle captivated attendees with visually striking window displays, demonstrating the power of innovative design to transform retail experiences.

## Success Echoes Loud and Clear

In-store Asia 2025 concluded on a high note, firmly establishing itself as the premier retail event in the region. The event offered a comprehensive platform for attendees to acquire valuable

insights, explore groundbreaking solutions and chart a clear path towards success in the fast-evolving retail landscape.

“In-store Asia has been our go-to platform for nearly two decades and every year it continues to exceed expectations. This time, we’re excited to showcase our tech-led innovations, integrating sensors and interactive elements into our displays to create engaging, immersive retail experiences. From music-responsive zones to sensor-based lighting and product information displays, we’re redefining how customers interact with retail environments. In-store Asia provides the ideal space to connect with clients, industry peers, and partners all under one roof”, *quoted Shreesh Sharma, Director, GKW Retail Solutions Pvt. Ltd.*

Key partners include Satin Neo Dimensions Pvt. Ltd. as Presenting Partner, GKW Retail Solutions Pvt. Ltd. as Presenting Partner for the VM&RD Retail Design Awards, Aditac as Associate Partner, The Clothing Manufacturers Association of India (CMAI), SME Chamber of India & Architects Engineers & Surveyors' Association (AESAs) as Supporting Associations.

The event will return to Bombay Exhibition Center from 21-23 May 2026 for its next edition.

### About the Organiser

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organiser and as a provider of trade fair-related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like Medical Fair India, In-Store Asia, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & foodpex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India and ProWine Mumbai. Besides organizing successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

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