

Press Release

Mumbai to Host Retail Industry Leaders at In-Store Asia 2025, Driving Innovation and Customer-Centricity

Mumbai, May 2025: The pulse of the Indian retail industry quickens as In-Store Asia, the subcontinent's most dynamic trade fair for retail design, returns to the Bombay Exhibition Center from May 22-24, 2025. This year, the 16th edition is set to be a captivating convergence of the brightest minds and boldest innovations shaping the landscape of store design, visual merchandising and in-store marketing.

In-Store Asia has established itself as an integrated platform for senior retail decision-makers such as retailers, consultants, service providers, advertising, shopper marketing, media agencies, shop build & fit-out contractors, architects, promotion & purchase managers, shopper marketing teams, Visual Merchandisers (VM) and manufacturers. The event fosters high-level networking and business opportunities.

This year's event will feature over 80 exhibitors showcasing more than 200 products, including leading companies such as Satin Neo Dimensions Pvt Ltd, GKW Retail Solutions Pvt. Ltd., Instor India Pvt Ltd, Jaquar Lighting, Aditac Solutions & Services Pvt. Ltd, Elemental Fixtures, Focus Lighting & Fixtures Limited, Cenzer Industries Ltd. and Jambudweep Impex.

Exhibitor product categories will encompass a wide range of retail solutions, including Point of Purchase (POP) displays and interactive flat panels, VM and shop fittings, mannequins and retail fixtures, lighting and fixtures, signage and graphics solutions, retail technologies, retail design services as well as startup initiatives for the retail industry.

Multi-faceted event – Awards, Convention & an exciting VM Challenge

Running parallel to the exhibition, In-Store Asia Convention will delve into critical retail trends, centered around the theme of "Experiential, Empowered, Empathetic Retail" on 22nd & 23rd May. Expert-led discussions will explore this progressive approach, which emphasises creating meaningful customer experiences, fostering empowerment and prioritising social and environmental needs. These sessions will provide delegates with actionable insights to navigate current industry challenges and capitalise on future opportunities.

Day 1 of In-Store Asia (22nd May) will also feature the exciting VM Challenge, a one-of-a-kind 60-minute window display contest for the VM community and a major crowd-puller. Top visual merchandisers, competing under their respective leaders, will be given a theme and brief to execute a window display on the spot using provided window spaces, props, mannequins and other materials.

Another key highlight of In-Store Asia is the VM&RD Retail Design Awards that celebrate creativity and innovation, inspiring industry professionals to elevate store experiences through forward-thinking design and presentation. Innovative retail design projects by some of country's most renowned retailers, brands, label owners, designers and design agencies compete across 14 store design categories and 10 special categories, with each category offering one gold award and two merit awards. The jury, comprising of over 25 prominent figures from the global and Indian retail design and

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creative sectors, reviewed and scored entries through an extensive process across 3 rounds of judging. The evening of 23rd May will witness the felicitation of the winners with their well-deserved accolades.

"As the retail landscape continues to evolve, In-Store Asia remains at the forefront, guiding the industry towards a more innovative and customer-centric future. We are excited to facilitate the connections and collaborations that will shape the next era of retail.", says **Ms. Millie Contractor, General Manager, Messe Düsseldorf India.**

Key partners for In-Store Asia 2025 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 (AESA) as Supporting Associations.

In-Store Asia is more than a traditional trade fair; it's a dynamic ecosystem where the retail industry's key players converge to define the future of the sector. Its continued growth underscores the industry's strong demand for innovation, excellence and strategic advancement in an increasingly competitive landscape.

For more details and registration, visit the website <https://www.instoreasia.in/>

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, In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India, ProWine Mumbai and Valve World Expo India. Besides organising 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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