



An Exclusive B2B Expo on
Mobile, Accessories
& Gadgets

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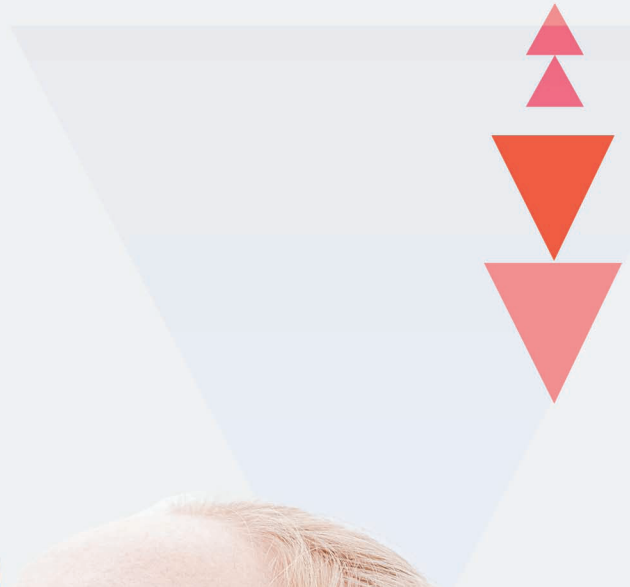
MAG

WORLD EXPO 23

MOBILE | ACCESSORIES | GADGETS

FEBRUARY 15 -17 2023

BEC, Mumbai



INDIA'S MOBILE ACCESSORIES MARKET TO BE BIGGER THAN EVER BEFORE

India is one of the biggest and fastest growing smartphone markets globally making smartphones an inseparable companion to most people. The industry is expected to thrive further and is projected to see **190-200 million** shipments in 2022 alone with 5G looming on the horizon. With a substantial jump in the average selling price (ASP) of mobiles and higher volumes, the smartphone market revenue in India crossed **\$38 billion** (27 per cent y-o-y growth) in 2021.

Another segment that will almost certainly piggyback off the smartphone boom is mobile accessories. Technically, the term 'mobile accessories' includes a wide range of items including fancy mobile covers, stands, safeguards, decorative pieces, earphones, headsets, dongles, chargers, memory cards, batteries, power banks, Bluetooth speakers, and other portable accessories.



The current market size of Mobile Accessories is projected to grow to **134.2 billion dollars** by 2025 growing at a CAGR of 18.6%. This growth across the mobile accessories market is expected to propel many leading Indian brands across the **1000-crore** mark by 2025. The increasing adoption of smartphones, usage of smartphones for work applications and unprecedented usage of the Internet have given a significant impetus to the mobile accessories market in India during the last few years. The technological advancements made in the field of mobile accessories and dropping prices due to competition is attracting large group of consumers from middle and low-income group to purchase mobile phone accessories.

Virgo Communications & Exhibitions Pvt Ltd has constantly strived to bring together niche industries to create a platform to network, learn and explore endless business opportunities. The mobile phone accessories & gadgets market is one such industry.

While India continues to witness digitisation that is changing the lives of the urban, as well as the rural population; and with the mobile phone, accessories & gadgets market continually thriving over the years, it presented itself as the perfect opportunity for Virgo. Thus was born - MAG World Expo.

ABOUT MAG 2022



MAIDEN EDITION



Dr. Jignesh Shah
Co Founder, Mobilla

"A unique event of international class with a good amount of footfall from across South India." He further added - "This was a brilliant platform to connect with peers and learn more. It was like a get together of the accessories family."

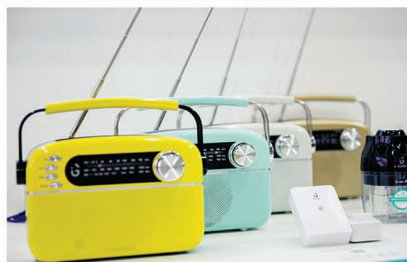
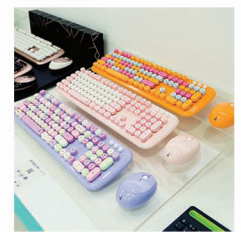


Paresh Vij
Founder, U&I

"We are very pleased to have participated in the MAG World Expo 2022 as it has given us the opportunity to meet and interact with so many different retailers and distributors from across south-India. The response has been a very positive and overwhelming, and we are thankful to the organizers for all the support."



MAG World Expo was the first of its kind exhibition dedicated to the said industry in the country. The idea was conceptualised to provide a platform for the domestic and global industry players to showcase their brands, latest products and technologies to the entire distributor and retailer community in an apt business environment. Through MAG, retailers and manufacturers within the industry would have the ideal opportunity to meet face to face with the manufacturers and brand owners, network, and build a mutually beneficial business alliance with one another.



The first edition of MAG took place in Bengaluru - the Silicon Valley of India from 10th to 12th March 2022. Home to some of the best domestic and international technology companies in India, the city of Bangalore proved to be the perfect fit for the first edition of MAG.



Vishal Shukla
Co-Founder, Tessco Mobiles

"The idea to participate was to get access in the South market and we are extremely happy with the response we have received. The event was organised very professionally"



Sachin Ruparel
CMO, KDM



"The organizers have done a MAG-nificent job creating this amazing platform for all the exhibitors who are looking to expand across the horizons of India, and the globe. I would like to congratulate them on this first-of-it's-kind initiative, and we look to furthermore and greater collaborations in the years to come."

The 3-day power packed exhibition witnessed over 56 leading Indian companies in the Mobile Accessories and Gadgets manufacturing space as exhibitors. With each exhibitor allotted a dedicated stall of their own, they each displayed numerous brands of products under various labels. Companies also presented products that were developed, manufactured, and assembled within the country, in line with the government's Make in India initiative.

MOBILE ELECTRONIC SUMMIT

MAG World expo also witnessed a first-of-its-kind summit, bringing together young turks of the industry where they participated in a session moderated by Mr. Manu Seth, Founder, CEO of Speaking Mindz Inc. The session addressed topics around latest technology trends in the mobile phone accessories segment, retail chain benefits and scope, after-sales service among Indian brands, and opportunities for the Indian mobile accessories in the near future.

Over the course of 3 days, MAG World Expo hosted over 2,500 visitors who included distributors, wholesalers, stockists, retailers, institutional buyers & e-commerce resellers from across South India.



Being a first-of-its-kind event, MAG World Expo was also a major talk point for media publications in the city. The event received widespread media coverage across various mainlines which included - The Print, Business Standard, The New Indian Express, The Hans India, as well as other leading vernacular publications in Bengaluru.

MAG World Expo 2022 proved to be major success within the community and industry altogether. The organizers received accolades from exhibitors, participants and industry leaders, who shared their thoughts on why such events are necessary and instrumental in the overall growth of the industry.

EXHIBITOR'S PROFILE

- ▷ Mobile Smartphones, Feature phones & Tablets
- ▷ Screen Gaurd, Protective Cases & Covers
- ▷ Audio Devices - Speakers & Headphones
- ▷ Camera & Related Accessories
- ▷ Android & IoT Devices
- ▷ Value-Added Services
- ▷ Smart Wearables

- Chargers & Power Devices <
- CCTV & Surveillance Systems <
- Small Household Appliances <
- Personal Health Care Products <
- Cables & Connectors <
- IT Peripherals <



VISITOR'S PROFILE



DISTRIBUTORS



WHOLESALEERS



CORPORATES



RETAILERS



STOCKISTS



LARGE
INSTITUTIONAL
BUYERS



E-COMMERCE
RE-SELLERS



Manu Seth
CEO, Speaking Mindz Inc

"MAG World Expo is a great initiative to set up this platform to address the mobile accessories and gadgets industry and where it is headed. With this event, Virgo Communications has created a great environment where manufacturers, designers, OEMs, and ODMs can come together and showcase the offerings they have for an end-consumer. This exhibition is sure to hugely benefit every one part of the mobile accessories and gadgets industry, and I would like to congratulate the organizers on the same."



Swapan Roy
Founder, Roy Mediative

"I am extremely happy to have been part of the MAG World Expo; as it is a first-of-its-kind exhibition concerning the very niche mobile accessories and gadgets industry. The organizers have done a great job by bringing together some of the fastest-growing mobile accessory brands to showcase their products and offerings. This proved to be a great networking opportunity for mainline distributors and retailers from across the south-Indian market. As this industry continues to grow, it is events like this that help boost its growth to greater heights. Kudos to the team at Virgo Communications!"

ABOUT VIRGO

Virgo Communication and Exhibitions has been one of the leading trade fair organising companies and publishing houses serving markets like India, Bangladesh, Sri Lanka and South Africa since 2004. Over the years, Virgo has evolved at an exponential pace and is globally renowned for creating highly effective business networking and showcasing platforms for niche industry sectors like Adhesives & Sealants, Lifts & Escalators, Gear & Grinding technology, Stainless Steel, Beer & Brewing and Mobile, Accessories and Gadgets.

Virgo's ability to identify potential subjects and create first of its kind B2B exhibitions, Conferences & Awards has been greatly appreciated.

During the lockdown, Virgo made a dazzling debut in the digital space by hosting interactive webinars for various industries and connecting its stakeholders, as well as introducing the first dedicated virtual business conclave-cum-expo for the Lifts & Escalator industry.

Virgo's publication portfolio includes Elevator World India, ELEVATEAfrica, and Brewer World, a high-quality content-driven digital media for the Beer and Brewing industry, through its sister company Sibling Ventures.



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