

Organised by



Confederation of Indian Industry  
125 Years - Since 1895

Supported by



Ministry of Environment, Forest  
and Climate Change

# A RIDE TO HEALTHY FIT INDIA &

## DIGITAL CYCLOTHON **THE INDIA BICYCLE SHOW**

Digital Exhibition | Webinars | Product Launches

9 – 23 December 2020 | Digital Platform

Concurrently with



Supporting Association



# OVERVIEW

India is the world's second largest manufacturer of cycles after China & the world's third largest consumer market. According to estimates, India manufactures 20 million cycles every year and it is an industry worth Rs 7,000 crore\*.

Additionally, rising number of cycling events and emergence of cycling clubs is projected to augment demand for geared and sports bicycles across the country in the coming years. The Government of India also equally focuses on the sector and has launched a number of initiatives in the recent past to promote the health benefits & allied advantages of Cycling & Sports Fitness, ranging from:

- Fit India Movement;
- Road Safety Awareness Cycle Rallies;
- Smart Cities Mission - Cycle4Change Challenges;
- Free Bicycle Distribution Programs for School Children;



# ATMANIRBHAR BHARAT AN OPPORTUNITY

The recent development of Self-Reliant India / Atmanirbhar Bharat, whilst easing upon policies for Corporates / MSME / Independent Entrepreneurs, the future is not far when more number of Indian Companies will get into the business line of manufacturing cycles & related accessories.





# PRESENTING DIGITAL CYCLOTHON THE INDIA BICYCLE SHOW

Confederation of Indian Industry (CII) brings to you, "Digital Cyclothon - The India Bicycle Show on Bicycles, Tricycles, E-Cycles, Safety Gears & Sports Fitness", to be held from 2 - 11 November 2020. The event intends to promote the sector & businesses, during such unprecedented times of Covid. Digital Cyclothon has been outlined from both B2B & B2C framework, to attract distributors, importers, manufacturers, entrepreneurs, consumers, key decision & policy makers, while increasing awareness about latest products & services.

The event will also have a one day business conference program with the outline to provide a live networking platform for industry / enterprises to discuss on the current scenario of the sector, highlight on the on-going & upcoming challenges of the sector, latest products & offerings and what the future holds for the sector in India.

## WHY JOIN IN?

- Enhance brand visibility & showcase products through innovative display options available on the platform.
- Opportunity for business networking via live chat, live video conferencing, & many more such features.
- Ease to promote your business amongst Domestic & International business visitors, from the comfort of your office / home.



## EXHIBITOR PROFILE

- Manufacturers
- Parts/Components/ Accessories
- Tyres & Tubes
- E-Cycles & Hybrids
- Sports Associations
- Body / Chassis Fabricators

- Sports Accessories
- Bicycles / Tricycles
- Safety Gears & Guards
- Air Pumps
- Sporting Equipment

## VISITOR PROFILE

- Dealers / Traders / Distributors
- Health Clubs / Associations
- Government Departments
- Online Shopping Portals
- Gyms, Aerobics & Yoga Centers
- Physiotherapy Centres

- Dieticians and Nutritionists
- Consultants and Professionals
- Public Sports Facilities
- Consumers
- Testing Agencies

## SPONSORSHIP PACKAGES

PACKAGE	AMOUNT	DELIVERABLES
Event Sponsor	Domestic Companies : INR 200,000 Overseas Companies : USD 5000	<ol style="list-style-type: none"><li>1. Brand acknowledgement as Event Partner</li><li>2. Company Presentation</li><li>3. Acknowledgement as Event Partner in Digital Promotion (EDM/E-mailer)</li><li>4. Logo to acknowledge as Event Partner in Login Page</li><li>5. Logo to acknowledge as Event Partner in Virtual Lobby</li><li>6. Logo to acknowledge as Event Partner in B2B Page</li><li>7. A premium stall in exhibition</li></ol>
Platinum Sponsor	Domestic Companies : INR 100,000 Overseas Companies : USD 2500	<ol style="list-style-type: none"><li>1. Brand acknowledgement as Platinum Partner</li><li>2. Acknowledgement as Event Partner in Digital Promotion (EDM/E-mailer)</li><li>3. Logo to acknowledge as Event Partner in Virtual Lobby</li><li>4. A standard stall in exhibition</li><li>5. Logo to acknowledge as Event Partner in Login Page</li><li>6. Logo to acknowledge as Event Partner in B2B Page</li></ol>
Gold Sponsor	Domestic Companies : INR 50,000 Overseas Companies : USD 1500	<ol style="list-style-type: none"><li>1. Brand acknowledgement as Gold Partner</li><li>2. Acknowledgement as Gold Partner in Digital Promotion (EDM/E-mailer)</li><li>3. Acknowledgement as Gold Partner in Virtual Lobby</li><li>4. A standard stall in exhibition</li></ol>

Taxes as applicable (GST @ 18%)





# VIRTUAL BOOTH PACKAGES

STANDARD BOOTH *	PREMIUM BOOTH *
<p>CII Member: INR 15,000 CII Non Member: INR 16,000 Overseas Companies: USD 400</p> <p><b>Package Inclusions</b></p>	<p>CII Members: INR 20,000 CII Non Member: INR 22,000 Overseas Companies: USD 600</p> <p><b>Package Inclusions</b></p>
<p>1 Company Video 4 Product photos / brochures / Videos / Brief Write Up 1 Large Banner for Product / Company visual 1 Option for chat between buyer and exhibitor Option for buyer to send enquiry to exhibitor by Email / SMS A week's online presence Company Logo on the Fascia Board (Booth Name Board)</p>	<p>1 Company Video 10 Product photos / brochures / Videos / Brief Write Up 2 Large Banners for Product / Company visual Option for Video Chat between Buyer and Exhibitor 1 option for chat between buyer and exhibitor Option for buyer to send enquiry to exhibitor by Email / SMS A week's online presence Company Logo on the Fascia Board (Booth Name Board)</p>

\*10% discount on tariff for MSME / SSI / Trade Bodies / High Commissions \*Taxes as applicable (GST @ 18%)





**Confederation of Indian Industry**

**125 Years - Since 1895**

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government and civil society, through advisory and consultative processes.

For 125 years, CII has been working on shaping India's development journey and, this year, more than ever before, it will continue to proactively transform Indian industry's engagement in national development.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with about 9100 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 288 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

With the Theme for 2020-21 as Building India for a New World: Lives, Livelihood, Growth, CII will work with Government and industry to bring back growth to the economy and mitigate the enormous human cost of the pandemic by protecting jobs and livelihoods.

With 68 offices, including 10 Centres of Excellence, in India, and 9 overseas offices in Australia, China, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

For more details, please contact

**Ms. Neelam Bhagat**

Email: [neelam.bhagat@cii.in](mailto:neelam.bhagat@cii.in)

Follow us on:



[cii.in/facebook](https://www.facebook.com/cii.in)



[cii.in/twitter](https://twitter.com/cii.in)



[cii.in/linkedin](https://www.linkedin.com/company/cii.in)



[cii.in/youtube](https://www.youtube.com/cii.in)

Reach us via our Membership Helpline Number: 00-91-99104 46244  
CII Helpline Toll Free Number: 1800-103-1244

