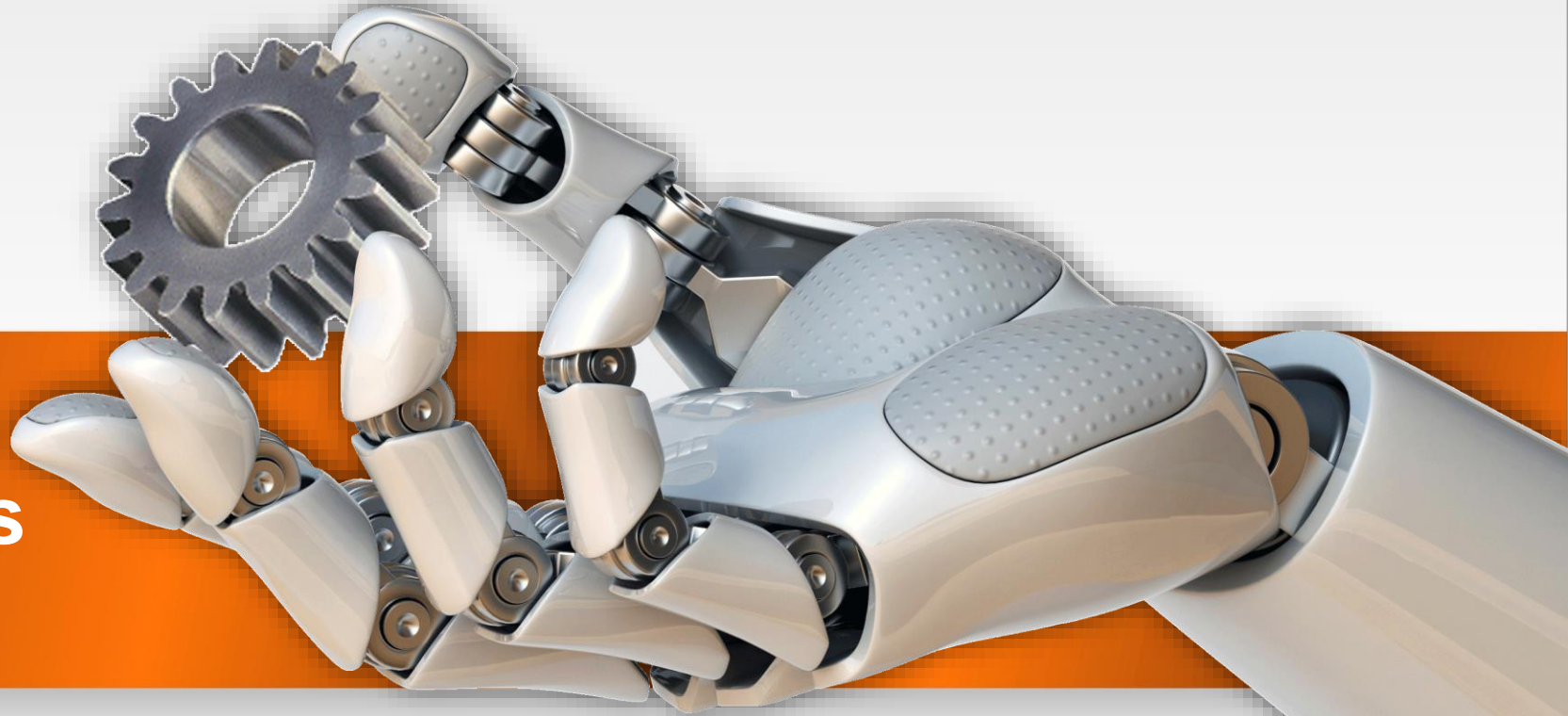




IMTOF 2024
INTERNATIONAL MACHINE TOOL FAIR
18 - 22 April 2024
Chennai Trade Centre, Chennai, India

Publicity Campaigns





Organised by
MMTMA
MADRAS MACHINE TOOLS
MANUFACTURERS ASSOCIATION

Supported by
ISME
NSIC

IMTOF 2024
INTERNATIONAL MACHINE TOOL FAIR
18 - 22 April 2024
Chennai Trade Centre, Chennai, India

**India's Largest International
Machine Tools Exhibition**
18 - 22 April 2024
Chennai Trade Centre,
Chennai, India.

Some of Exhibitors participating :



No.1, 3rd Floor,
Muthu Naicken Street, Broadway,
Chennai - 600 001,
Tamilnadu, India.
+91 - 72009 76881
+91 - 72009 76882
info@imtof.in / admin@imtof.in

Shaping the Tomorrow's manufacturing ...



We have been distributing to all potential participants in India and Overseas.

Many industrial exhibitions and other manufacturing associations are our targeted audience.



Publicity through Trade Journals



Organized by
MMTMA
MADRAS MACHINE TOOLS
MANUFACTURERS ASSOCIATION

Supported by
MSME
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

NSIC
NATIONAL SCIENCE FOUNDATION
INDIA

IMTOF 2024
INTERNATIONAL MACHINE TOOL FAIR
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**INDIA'S LEADING
INTERNATIONAL MACHINE TOOLS EXHIBITION**



18 - 22 April 2024
Chennai Trade Centre, Chennai, India

Space Booking is facilitated
online: imtof.in.

Cover all types of Machine Tools & Components

- > CNC Machines
- > CNC & PLC Controls
- > Cutting Tools and Accessories
- > Special Purpose Machines
- > Pneumatics
- > Hydraulics
- > Industrial Robotics & Automation
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- > Laser Marking
- > Related IT & Consultancy Services.

bodir laser

HSG LASER

LMW

UCAM
Engineering Excellence. Exactly.

FFG

MS MEERA
LASER SOLUTIONS

NAG

DMG MORI

JAIVIK ENGINEERS
Sheet Metal Components

HYTEK
SOLUTIONS IN SHEET METAL

ATQ
M E T R O

SBSI
SHAHNAZ BRIGHT
STEEL INDUSTRIES

DE NEERS
Sheet Edge Tools

NB India

CRYOGEN INDIA
CNC TOOLS & SERVICES

MECHMATRIX
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ABRASIVES

CHAMAN ASSOCIATES

+91 - 72009 76881 / +91 - 72009 76882

info@imtof.in / admin@imtof.in

Publicity through Trade Industrial Magazines

- ❖ Opportunity For you
- ❖ OEM Updates
- ❖ MMI Magazine
- ❖ CODISSIA Bulletin
- ❖ MADITSSIA Magazine
- ❖ TANSTIA Magazine

Publicity through Van Branding

Publicity through van branding in all Industrial Estates in India.



Publicity through Pole Branding

Publicity through pole branding in major Industrial Estates in India.



Publicity through Bus Back

Publicity through bus back in all Industrial Estates in Inaia.



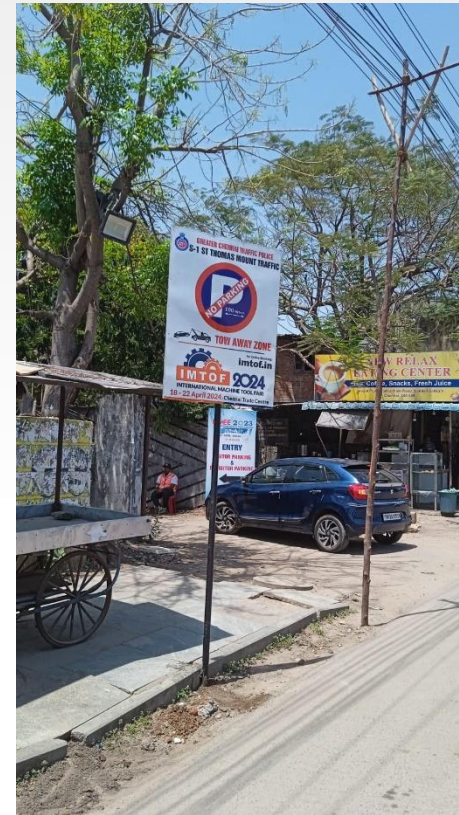
Publicity through Auto Tops

Publicity through auto tops in all Industrial Estates.



Publicity through No-Parking Boards

Publicity through no-parking boards in major Industrial Estates.



Publicity through Traffic Police Shelters

Publicity through traffic Police Shelters in all Major Cities.



Publicity through Banners



40ft x 30ft banner in Madhuraivoyal towards the Exhibition Centre to Bangalore.



Publicity through Banners

40ft x 30ft banner in Madhuraivoyal towards Bangalore to the Exhibition Centre.

Many banners like these will be Erected prior to the show in major cities before the event as part of visitor promotions.



Publicity through Banners

Hoardings towards the airport to the Exhibition Centre.



Publicity through Banners



Banner towards Guindy to Nandampakkam.

Publicity through Banners

Banner towards Guindy to Nandampakkam.



Publicity during Event Days

Advertisements through cubit banners and standees.



Publicity during Event Days

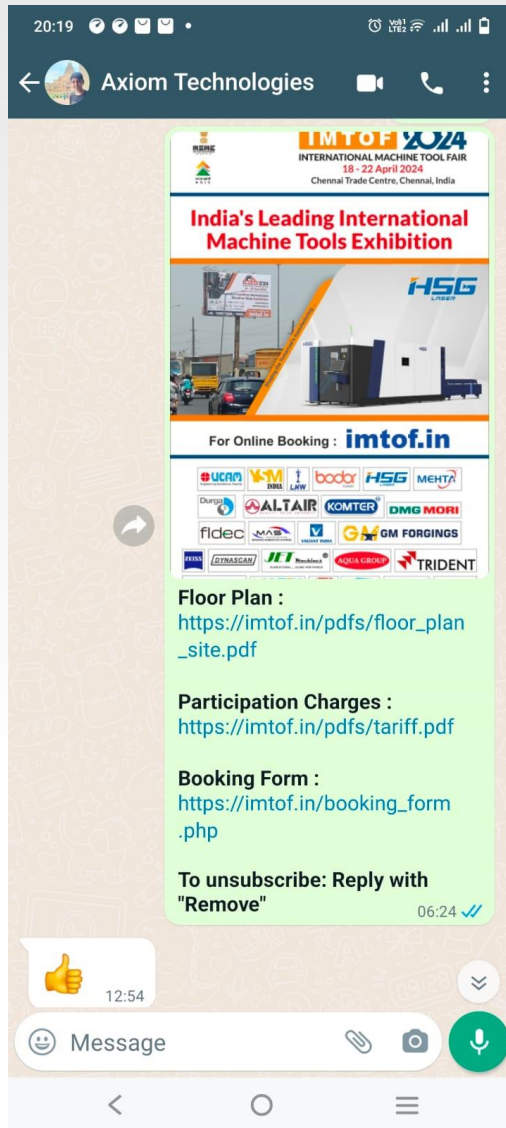


Advertisements through entrance arch, buntings, banners and stickers.

Publicity in Airports



Publicity through Online Media



Publicity through WhatsApp campaigns.

This will be circulated to all segregated industry data of many industry associations and participants in and around India and overseas.

Publicity through Online Media



Publicity through social media platforms like Facebook, Twitter, Instagram, and LinkedIn.

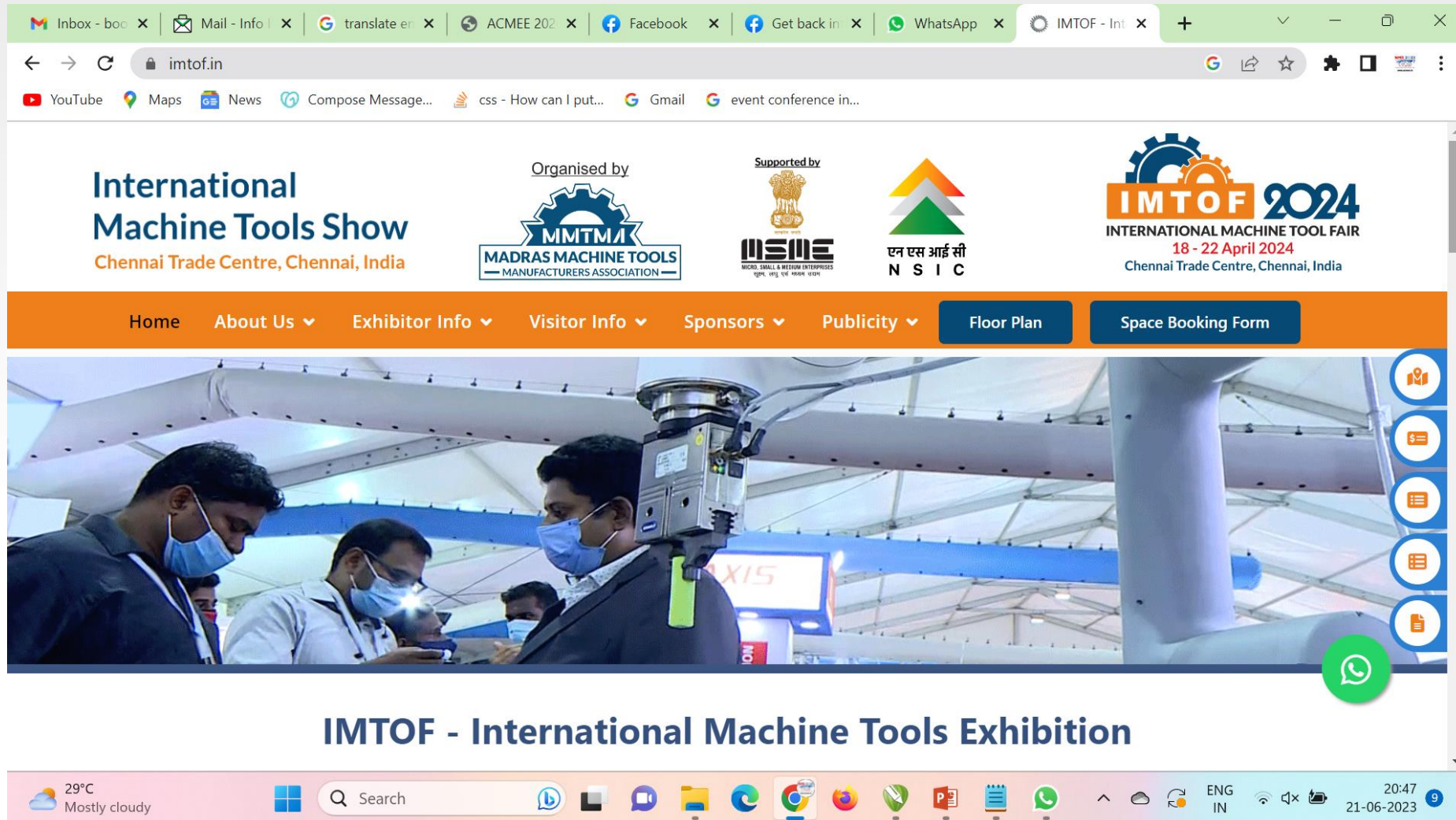
The image shows a Facebook post for the IMTOF 2024 exhibition. The post content includes:

- India's Largest International Machine Tools Exhibition**
- 18 - 22 April 2024**
- Chennai Trade Centre, Chennai, India.
- IMTOF 2024 INTERNATIONAL MACHINE TOOL FAIR 18 - 22 April 2024 Chennai Trade Centre, Chennai, India www.imtof.in
- Organised by: MADR (with gear icon)
- Supported by: MSME (with Indian emblem) and NSIC (with logo)
- Phone: +91 - 72009 76882
- Email: info@imtof.in / admin@imtof.in
- Tagline: Shaping the Tomorrow's manufacturing ...

The post interface shows the profile picture (IMTOF 2024 logo), the name **IMTOF**, and interaction buttons: **Add friend**, **Message**, and a dropdown menu. At the bottom, navigation tabs are visible: **Posts**, **About**, **Friends**, **Photos**, **Videos**, **Check-ins**, **More**, and a three-dot menu.

Publicity through Online Media

Publicity through our official website. All the pages like the home page, floor plan, sponsors page, etc., will carry the sponsor's logo.

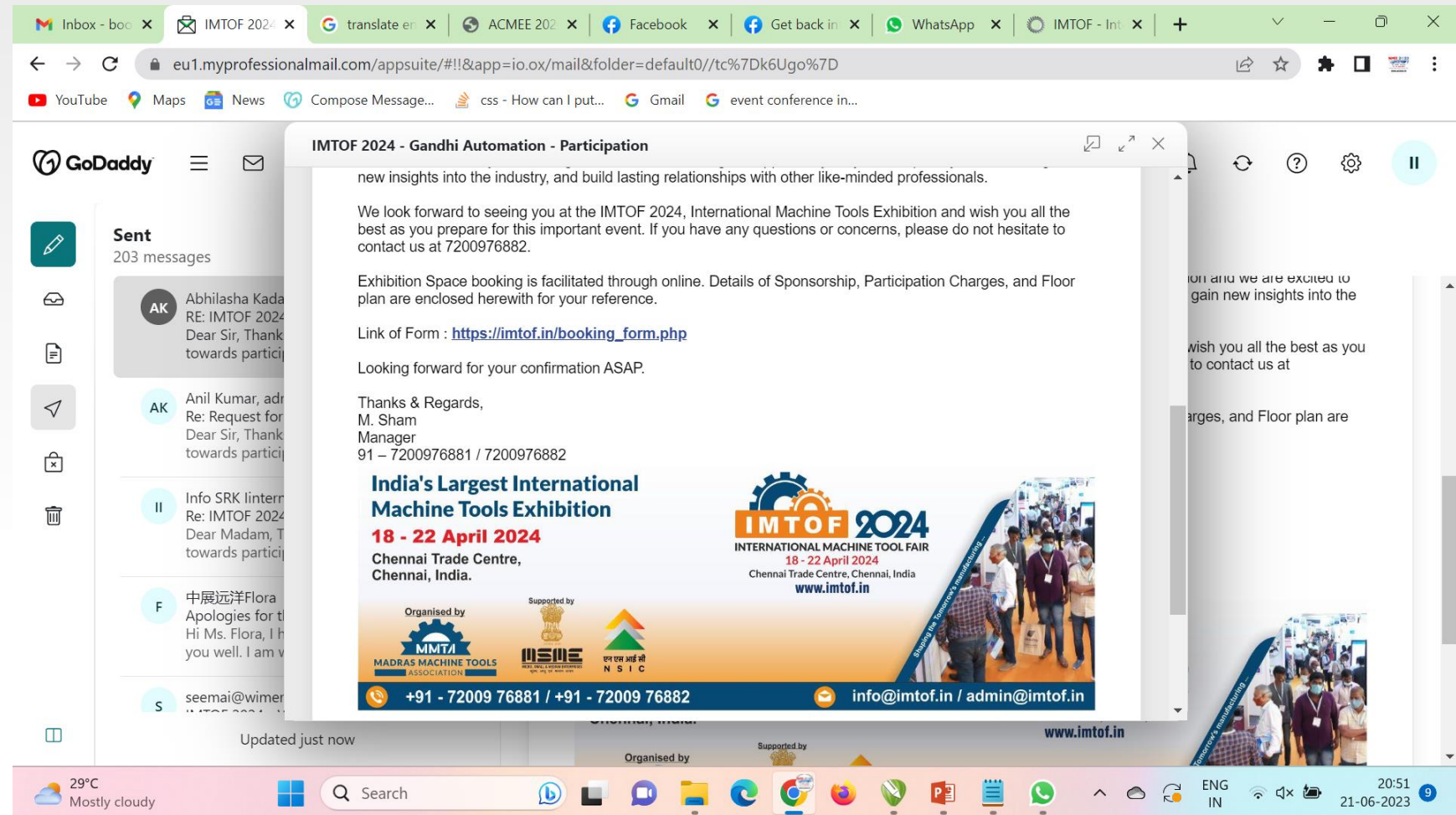


The screenshot shows the official website for the International Machine Tools Show (IMTOF 2024) at the Chennai Trade Centre. The website features a navigation menu with options like Home, About Us, Exhibitor Info, Visitor Info, Sponsors, Publicity, Floor Plan, and Space Booking Form. The main content area includes logos for the organizing body (MMTMA - Madras Machine Tools Manufacturers Association), supporting organizations (MSME and NSIC), and the event details (18-22 April 2024). A large banner image shows people at a machine tool exhibition, and a WhatsApp chat button is visible in the bottom right corner of the banner. The browser's address bar shows the URL 'imtof.in' and the system tray at the bottom displays the date as 21-06-2023.

Publicity through Online Media

Publicity through official emails. All email correspondence and email campaigns will carry the sponsor's logo.

Email campaigns will be circulated to all segregated industry data of many industry associations and participants in and around India and overseas.



The screenshot displays a web browser window with multiple tabs open, including 'IMTOF 2024'. The main content is an email from 'IMTOF 2024 - Gandhi Automation - Participation'. The email text reads:

new insights into the industry, and build lasting relationships with other like-minded professionals.

We look forward to seeing you at the IMTOF 2024, International Machine Tools Exhibition and wish you all the best as you prepare for this important event. If you have any questions or concerns, please do not hesitate to contact us at 7200976882.

Exhibition Space booking is facilitated through online. Details of Sponsorship, Participation Charges, and Floor plan are enclosed herewith for your reference.

Link of Form : https://imtof.in/booking_form.php

Looking forward for your confirmation ASAP.

Thanks & Regards,
M. Sham
Manager
91 - 7200976881 / 7200976882

The email also features a promotional banner for the 'India's Largest International Machine Tools Exhibition' (IMTOF 2024) held from 18-22 April 2024 at the Chennai Trade Centre, Chennai, India. The banner includes logos for the organizing body (MMA - Madras Machine Tools Association) and supporting organizations (ISIIE and NSIC). Contact information for the event is provided at the bottom of the banner: +91 - 72009 76881 / +91 - 72009 76882 and email addresses info@imtof.in / admin@imtof.in.

Publicity through Online Media - Proposed



Promotion through the Visitor Registration App.

The logo of sponsors will be shown on the home page of the app and will be viewed by more than 40K (approx.).

Publicity through Printed Media – Proposed



Organised by **MMTMA** MADRAS MACHINE TOOLS MANUFACTURERS ASSOCIATION

Supported by **MSME** and **N S I C**

IMTOF 2024
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INDIA'S LEADING INTERNATIONAL MACHINE TOOLS EXHIBITION



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Cover all types of Machine Tools & Components

- > CNC Machines
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- > Related IT & Consultancy Services.

bodax laser **HSG** LASER **LMW** **UCAM** Engineering Excellence. Exactity. **FFG**

MS MEERA LASER SOLUTIONS **NAG** **DMG MORI**

JAIVIK ENGINEERS Sheet Metal Components **HYTEK** SOLUTIONS IN SHEET METAL **ATQ** M E T R O **SBSI** SHAHNAZ BRIGHT STEEL INDUSTRIES **DE NEERS** Sheet Metal Tools **NB India**

CRYOGEN INDIA SPECIALTY LUBRICANTS **MECHMATRIX** www.mechmatrix.in **SC** **GEETEE ABRASIVES** **CHAMAN ASSOCIATES**

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Publicity through visitor promotion invitations.

The logo of sponsors will be sent via printed invitations and e-invitations.

Publicity through Printed Media – Proposed



Publicity through inaugural invitations.
The logo of sponsors will be printed on the invitation and circulated to the targeted audience.

IMTOF 2024
INTERNATIONAL MACHINE TOOL FAIR
18 - 22 April 2024
Chennai Trade Centre, Chennai, India

**INDIA'S LEADING
INTERNATIONAL MACHINE TOOLS EXHIBITION**

INAUGURATION
10.00 AM
18th April 2024

Guests of Honour

Mr. ----- Mr. -----

Mr. ----- Mr. -----

MMTMA
MADRAS MACHINE TOOLS
MANUFACTURERS ASSOCIATION

Madras Machine Tools
Manufacturers Association
requests your presence
at the Inauguration of

by
Thiru M. K. Stalin
Hon'ble Chief Minister of Tamil Nadu

In the Presence of
Thiru Thangam Thennarasu Hon'ble Minister for Industries
Govt. of Tamil Nadu
Thiru T. M. Anbarasan Hon'ble Minister for Rural Industries
Govt. of Tamil Nadu

at 10.00 am on Thursday 18th April 2024
at
Chennai Trade Centre
Nandambakkam, Chennai - 600 089.

D. Vinoth Babu President
R. Jayachandran Treasurer
Nizammudin Khan Hon. Gen. Secretary
D. Jagan Mohan Jt. Secretary

Organised by
MMTMA
MADRAS MACHINE TOOLS
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Publicity through Voice Media - Proposed

Stations	Spots per day	Total Days	Total Spots	Creative Duration	Total Seconds
Chennai Mirchi 98.3	20	8	160	20	3200
Coimbatore Mirchi 98.3	20	4	80	20	1600
Madurai Mirchi 98.3	20	4	80	20	1600
Tiruchirappalli Mirchi 95	20	3	60	20	1200
Total			380		7600
RADIO CITY 91.1	20	8	160	20	3200
COIMBATORE RADIO CITY	20	4	80	20	1600
Madurai RADIO CITY	20	4	80	20	1600
Total			320		6400

Promotions through all major radio channels before the event and during the show days.

Publicity through Online Media - Proposed



Promotions through e-newsletters.

All newsletters will carry the sponsor's logo.

This will be circulated to all segregated industry data of many industry associations and participants in and around India and overseas.

INDIA'S LEADING INTERNATIONAL MACHINE TOOLS EXHIBITION

Bright Future of the Indian Manufacturing Industry
Mr. R Vijayakumar, Managing Director, Lapmaster Wolters India Pvt Ltd, is highly optimistic about the future of the Indian manufacturing industry. "India is the 6th largest consumer market globally. The country is slated to be the growth engine for the global economy. The world has learned a lesson from its overdependence on China. The country's lockdown and supply chain disturbances led to its key markets reaching a standstill. Also, many Western OEMs who moved to China in the past ten years are now rushing back to India. We can see mounting pressure on SME/MSMEs to scale up and plan their production for the next five to 10 years. The industry needs to plan accordingly with the help of strong support from the State and Central Government agencies to capitalize on this golden opportunity. The current growth potential of EVs also offers us an extra edge for the next two decades," he adds.

Chennai, Ideal for ACMEE
Mr. Vijayakumar also sees immense potential in the city of Chennai. "It is truly the Detroit of India. The city is conducive for industry visitors looking for new ideas, technologies, automation equipment, and machinery to meet the immediate needs of their highly competitive industries, including Automotive, Renewable Energy, Consumer Electronics, Aerospace, Textiles, and Semiconductors. Also, looking at the high demand from western countries for precision machined parts from India puts tremendous pressure on the MNCs present in India. So, we expect SMEs and MSMEs looking for machines to come to the show," he shares.

Dual Face Fine Grinding

Dual Face Fine Grinding Machine

Displaying Innovative Spirit
The company is planning to launch three grinding machines at ACMEE 2023. Dual Face Fine Grinding Machine Model DSG1200 (Planetary Drive) is for the Automotive, Pumps & Valves, and Aerospace industries where there is a need for a higher degree of flat/parallel/surface finish at the sub-micron level. Travelling Head Grinder (THG) Germany. The technology is available for the first time in India. It is for industries that make Straight Knives/Circular Knives/Guides/Machine Beds/and Tool Rooms. THG can grind straight blades that are more than 2 meters with less than 5-micron accuracy with wheel wear auto feed of Z-Axis 1 Micron. Double Disc Grinder (DDG580) is for the Automotive and Consumer Electronics industries.

DDG580 Surface Grinding Machine

DDG580 Surface Grinding Machine

[Back to Home](#)

Sponsors: UCAM, YSM INDIA, LMW, bodor LASER, HSG LASER, MS MEERA LASER SOLUTIONS, MEHTA, DMG MORI, MAS MADRAS ASBESTOS STORES, VALIANT INDIA, GM FORGINGS, ZEISS, Durga, DYNASCAN, JET Machine, AQUA GROUP, JAIVIK ENGINEERS, HYTEK SOLUTIONS IN SHEET METAL, ATQ METRO, SHANNAZ BRIGHT STEEL INDUSTRIES, DE NEERS, NB India, CEYOGEN INDIA, MECHMATRIX, GEETEE ABRASIVES, CHAMAN ASSOCIATES

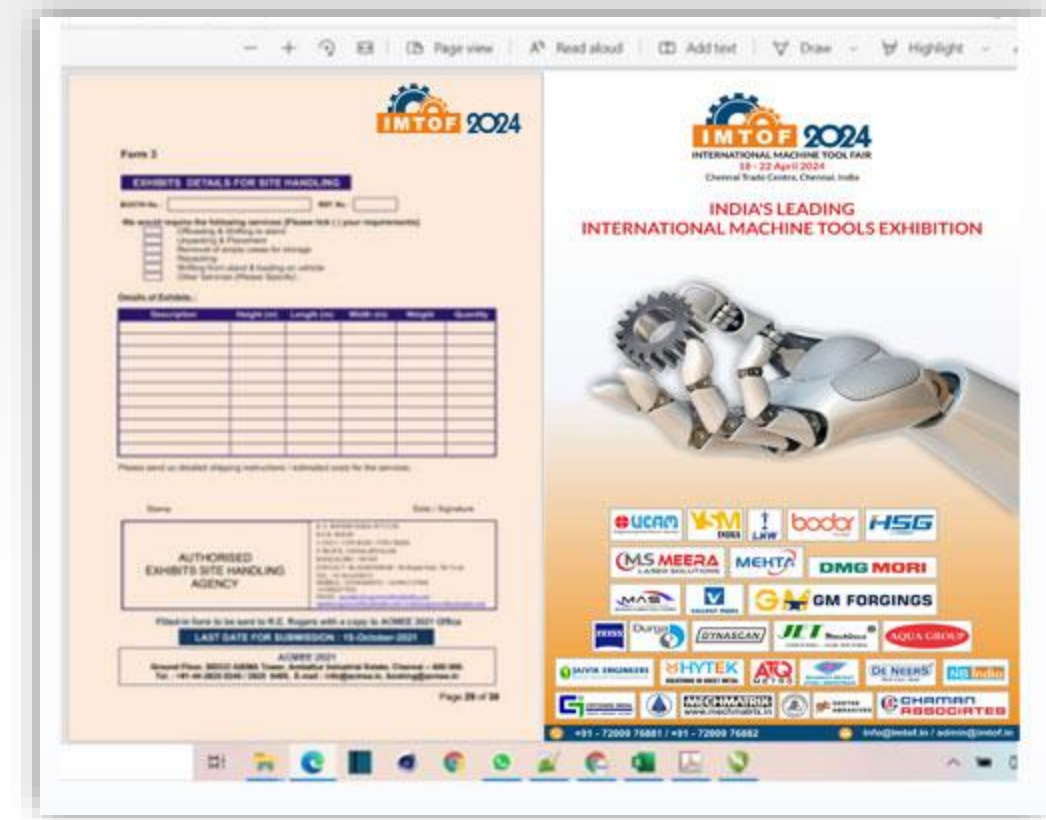
+91 - 72009 76881 / +91 - 72009 76882 | info@imtof.in / admin@imtof.in

Publicity through Online Media

Promotions through the exhibitor manual.

The manual will carry the sponsor's logo.

It will contain all the required information for exhibitors about their in-time, out-time, machine movement time schedule, norms to be followed, fact sheet, logistics, service providers' information, etc.



Publicity through Online Media - Proposed

Promotions through the directory advertisement pamphlet.

This pamphlet will carry the sponsor's logo.

It will be circulated to all segregated industry data of many industry associations and participants in and around India and overseas.

Advertise in FAIR DIRECTORY



DIRECTORY ADVT. TARIFF	Rs.	US\$
Full Page (Colour)	10,000	200
Double Spread (Colour)	18,000	300
Front / Back (Inner Colour) - Booked	20,000	350
Back Wrapper (Colour)	30,000	550
Section Divider (Colour)	20,000	350

GST will be charged extra as applicable, at present 18 %.

ADVERTISEMENT ADVANTAGES

- ❖ India's Premier Machine Tools Show
- ❖ Covering more than 18,000 sqms of exhibition space
- ❖ 382 exhibitors
- ❖ 50,000 business visitors from all over India and neighbouring countries
- ❖ Fair Directory - Long shelf life - Enhances your Business opportunity even after the show
- ❖ Free Copies to all Member Units of MMTMA and all Participants
- ❖ Free Copies to Leading Industry Associations, Chambers



Publicity through Print Media - Proposed

The sponsor's advertisement will be highlighted in the exhibition fair directory.

This will be circulated to all exhibitors and visitors to promote the event.



Publicity through Printed Media – Proposed

Publicity through News Paper advertisements like Times of India, The Hindu, Dinamalar, Dinathanthi, Dinakaran etc.,

The logo of sponsors will be printed on the Newspapers.



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info@imtof.in / admin@imtof.in



INTERNATIONAL MACHINE TOOL FAIR

18 - 22 April 2024

Chennai Trade Centre, Chennai, India

We look forward your confirmation ASAP

Thank You