



THE MEGA EXHIBITION

Shining Maharashtra 2024

19th 20th 21st

FEBRUARY 2024
📍 **Phaltan(Maharashtra)**



About the event :-

Shining Maharashtra 2024 will spread awareness about latest Government schemes, programmes & initiatives and also will provide a platform to showcase a number of cutting-edge innovations in the domains of science and technology, infrastructure, education, healthcare, research and development, textiles, tourism, micro, small, and medium-sized industries, healthcare, information technology, etc. Embark on a transformative journey of opportunity and community transformation at our upcoming exhibition “**Shining Maharashtra 2024**”.

“**Shining Maharashtra 2024**” - the event will serve as a gateway exhibition for consolidating the market presence in the state of Maharashtra and forge linkages to promote business with other states as well. The event will also be given a wide coverage in print and social media, thus providing extensive mileage to the participants. The event will provide a unique opportunity for the participant to network with potential audience; **promote joint venture, technology transfer, sub-contacting partnerships.**



The spirit of **Maharashtra** is progressive and vibrant. With regard to both size and population, Maharashtra is the second-largest state in India. Maharashtra is a leading State in agriculture. Principal crops grown in the State are rice, jowar, bajra, wheat, tur, mung, urad, gram and other pulses. The State is a major producer of oilseeds. Groundnut, sunflower, soyabean are the major oil seed crops. The important cash crops are cotton, sugarcane, turmeric and vegetables. It is today emerging as an important horticultural State in the country. Maharashtra also has a well-developed social, physical and industrial infrastructure. The key industries in Maharashtra are pharmaceuticals, biotechnology, information technology (IT) and IT-enabled services, electronics, engineering, auto and auto components, oil and gas, food and agro processing, gems and jewellery, banking, services and insurance (BFSI), and textiles. The State offers a variety of tourist destinations from beaches, forts, caves, hill stations and wildlife sanctuaries to temples and shrines, adventure sports, as well as lakes and waterfalls. It boasts five UNESCO World Heritage Sites: the Ajanta Caves, Ellora Caves, Elephanta Caves, Chhatrapati Shivaji Terminus (CST) (previously Victoria Terminus) in Mumbai and the Western Ghats.

Phaltan is a town in Satara district in the state of Maharashtra surrounded by the region packed with ample natural beauty, historical sights, temples and more. Phaltan has a vast production of cotton, sugar beet, safflower, sorghum and fodder. In Phaltan circle two crop combination regions are delineated and four major crops are identified these are jowar, bajara, sugarcane and wheat. The city is famous for its cultural heritage like Rajwada Palace, and Ajinkyatara Fort and famous tourist attractions like Dhumalwadi waterfall , Sri Bhavani Museum and many more.

The Exhibition gets an opportunity for Bigger Markets, Broader Opportunity, Better business, and Brand Presence.

“This event is more than a convergence; it's a catalyst for a change: a step towards collective growth, and an invitation to shape a better tomorrow”



Advantages

- **Stable Industrial Policy**
- **Attractive Incentive and Subsidy Package**
- **Rich resources of Water, Agro, Forests, Herbal and Minerals**
- **Tremendous potential for investment in tourism sector**
- **Good Infrastructure and support System**
- **The people of the state possess inherent skills of weaving and designing of textiles products, which could be the basis for setting up of state-of-the art textile industry in the state.**
- **Attractive incentive for IT companies.**

Sansa Foundation is formed by a group of young, dynamic and professional event organizers who have an extremely successful track record of organizing exhibitions and global business summits which has proved highly beneficial for the visitors alike in the spheres of business-generation, new customer contact and export tie-ups.

- Sansa Foundation ensures the return of investment by mobilizing the buyers of products in the show.
- There is always an in-built publicity for the exhibitors in press and electronic media ensuring a penetrative coverage.
- Sansa Foundation has a huge network in various fields who are always present at the event for interaction and disseminations of the topics of your choice.
- Lastly, after the show is over the Sansa Foundation will be in touch with you to understand your needs for future shows and make it more business-specific.

So, be there and display your strengths and capabilities to a gathering of visitors/buyers.

Publicity & Promotions

“Shining Maharashtra 2024” uses an extensive promotional strategy to attract an exodus of visitors. An excellent media mix is used to reach out to the right target audience.

Outdoor Publicity

Mobile van Over road sign age, Hoarding’s and Kiosks, Scooterstepney covers & banners Road Shows.

Electronic Media

Television coverage, Radio Announcements, Cable Ads.

Print Media

Trade journals & Newspapers Ads

Other Mediums

Catalogues, Direct Mailers, Brochures, Flyers E-Mail, messages, Web Pages & Telemarketing.

Above activities are supported with our specialized PR drive & Press releases.

Visitor’s Profile

- ❖ Government Officials/Decision Makers
- ❖ Members from Various Educational Boards, Institution and Industry
- ❖ Representatives of State Councils
- ❖ Representatives of Vocational Institutions
- ❖ Representatives of Various Professional Institutions and Colleges
- ❖ Scientists And Academicians
- ❖ Education Consultants
- ❖ Representative of School
- ❖ Farmers
- ❖ Child development
- ❖ E- Infrastructure/ Equipment Purchasers
- ❖ Consultants and Advisors
- ❖ Venture Capitalists
- ❖ Career Consultants
- ❖ Representatives of Overseas Institutions
- ❖ Financials and Investment Promotion Institution
- ❖ Students, Parents and Teachers
- ❖ Representatives of NGOS and Child Welfare Organisations
- ❖ Representatives of Books and Publishing Houses



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