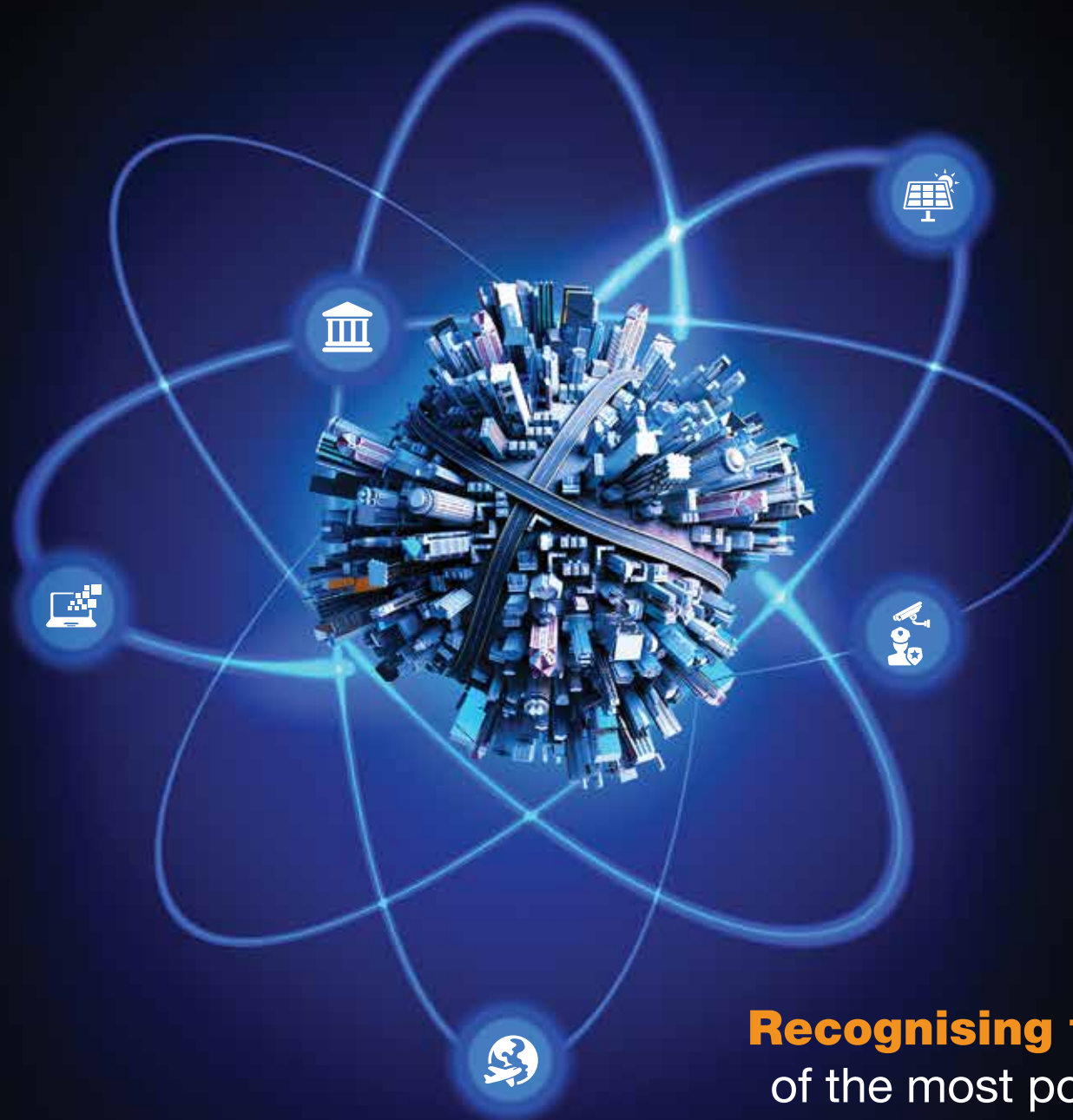




A UBM Initiative

21<sup>st</sup> December 2018,  
Hotel Sahara Star, Mumbai



**Recognising the creators**  
of the most powerful cities.

[www.impsmartcitybrands.com](http://www.impsmartcitybrands.com)

# UBM India's Legacy



UBM in India is the country's leading exhibition organiser that provides the industry with platforms that bring together buyers and sellers from around the world, through a portfolio of exhibitions, content led conferences, awards & seminars.

Established in 2006, UBM in India hosts over 25 large scale exhibitions, 40 conferences across and 7 awards the country every year. This enables trade across multiple industry verticals including renewable energy, advanced manufacturing, business services and infrastructure, fashion, food, hospitality and leisure, jewellery and gem, lifestyle and brands, life science & healthcare, pharma and biopharma, resources, technology, transport & logistics.

As part of UBM Asia, UBM India has offices across Mumbai, New Delhi, Bangalore and Chennai.

UBM Asia is owned by UBM plc which is listed on the London stock Exchange. UBM Asia is the leading exhibition organizer in Asia and the biggest commercial organizer in mainland China, India and Malaysia



# Smart Cities



As India's Smart Cities Mission takes shape India grows at a Macro as well as Micro level.

There are a lot of brand which are working towards making India Smarter.

Multiple industries and verticals converge together and work in tandem to build smart cities.

Brand ensure better infrastructure, standard of living, wellness, security, and overall match up to the people's need of living a quality life.



# India's Most Preferred Initiative



UBM India's initiative with Independent Research Agencies has set an objective to give the industry & the world its most preferred brands. After finishing research in the Jewellers, Travel & Tourism the next project is Smart City Brands.

This vertical wise independent research will result into the identification and recognition for India's most preferred brands which help build and sustain smart cities.

The brands are selected from Metro and Tier 1 cities across all 4 zones i.e. North, South, East, and West. The research will help to rank the most preferred brands.

The study will be carried out 22 cities across four zones. The cities included are major metros and mini-metros.



# Categories



Infrastructure



Real Estate



Water & Waste  
Management



Power &  
Lightning



Safety &  
Security



IT &  
Communication



Renewable  
Energy



Healthcare &  
Wellness



# Selection Criteria



- Customer Preference in the defined SEC
- Brand Recommendation
- Product & Service Quality
- Brand Recognition & Recall
- Trust
- Customer Loyalty & Buying Behaviour



# Advantages of Associating with IMP Brand



# Glimpses from previous IMP events



Felicitation Ceremony  
by Celebrities



Performances by  
International artists



Coffee Table Book Launch



Networking Dinner & Cocktail



Exhibit by Premium Brands



Insights by  
Industry Visionaries





# India's Most preferred logo can be used in



Hoardings



Print Campaigns



Press Announcements



Online campaigns



Social Media Campaigns



Branding

# Exclusive Coffee Table book



India's Most Preferred – Smart City Brands, a premium quality Coffee table book will have customised 2 page profiling of your brand.

You will receive 2 Copies of this Coffee Table book to be distributed to your audience.

## India's Most Preferred – Smart City Brands Unveiling Program

**(Invited)**

10:00 am – 10:30 am

Registration

10:30 am – 10:40 am

Welcome Remarks

10:40 am – 10:50 am

Keynote Address by **Dr. V.K. Paul - Member, NITI AAYOG, Govt of India (Invited)**

10:50 am – 11:30 am

Special Address by **Dr. Indu Bhushan - CEO AYUSHMAN BHARAT, NHA, Ministry of Health & Family Welfare (Invited)**

**Mr. Dinesh Arora - Dy CEO Ayushman Bharat, NHA (Invited)**

11:30 am – 12:05 pm

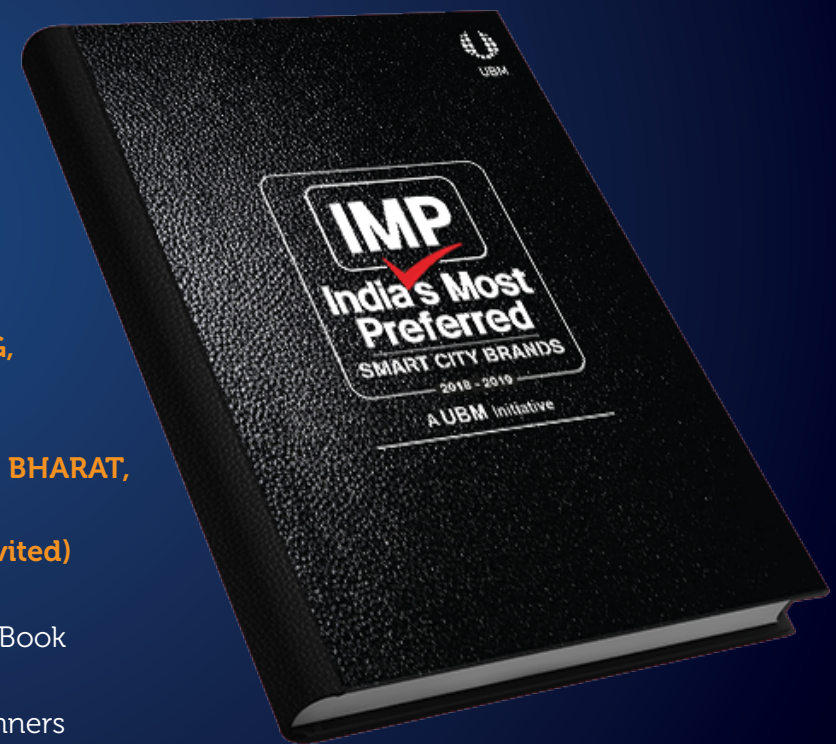
Televised Panel Discussion & Launch of the Coffee Table Book

12:05 pm – 12:35 pm

Televised Felicitation of Ceremony & Interaction with Winners

12.35 pm onwards

Cocktail & Gala Dinner



# A Must Attend



## Who Will Attend





**UBM**

UBM India Pvt. Ltd.

Times Square, Unit No. 1 & 2, B Wing, 5th Floor, Andheri-Kurla Road,  
Marol, Andheri (E), Mumbai 400059 | Tel: +91-22-61727000 | Fax: +91-22-61727273

## **For Logo Licensing & Partnerships**

**Rahul West**

E: rahul.west@ubm.com | M: +91 98202 68647

**Neha Patel**

E: neha.patel@ubm.com | M: +91 98201 33484

## **For Marketing & Alliances**

**Ritesh Indulkar**

E: ritesh.indulkar@ubm.com | M: +91 96642 19292