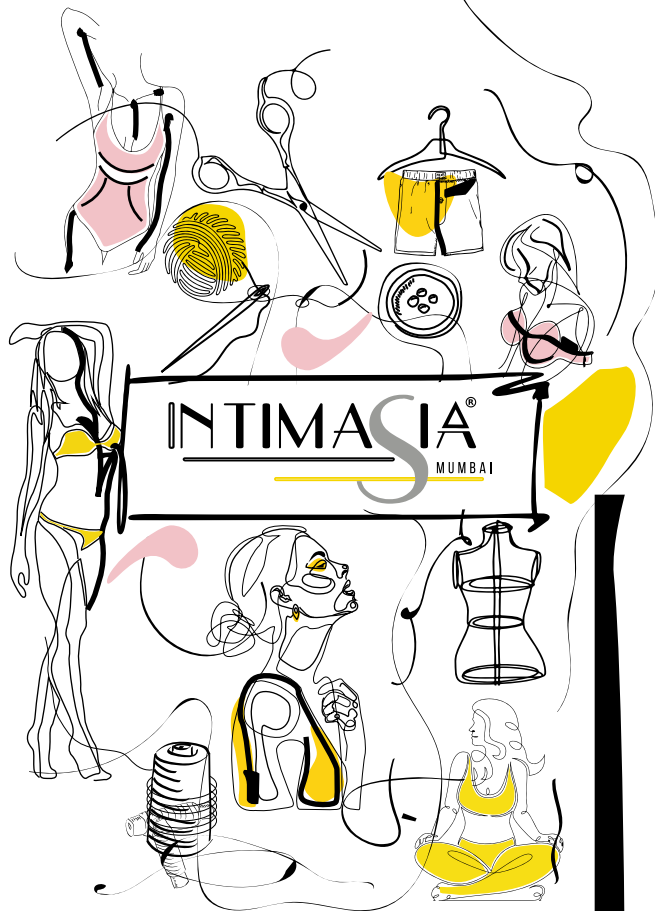


5TH EDITION

SOUTH ASIA'S LARGEST INTIMATE WEAR SHOW

20 21 22 FEB 2023
MUMBAI EXHIBITION CENTRE



INTIMASIA THE SHOW

The absolute confluence of Retailers, Distributors and Intimate Wear brands spread across India.

Intimasia 2023 is celebrated as the leading B2B trade fair in India. Hailed to flaunt the future of Intimate wear apparel across the nation. It is a platform commencing global trade, hosted by none other than the business capital, Mumbai. The anticipated event will exhibit 200+ coveted brands, 100+ intimate wear raw material suppliers, 15000+ visitors, 300+ VIP Retailers, sprawling across an area of 100,000 sq. ft.

Crowning it as India's biggest B2B fashion expo in the Intimate wear category, Intimasia spins the wheel of innovation and opens a dialogue about the future of the Intimate Wear Apparel Industry.

Vehement retailers, distributors, and prospective business owners will be gushing from Pan-India to be a part of this epitome of innovative Intimate-Wear Apparel expo.

Strategically stationed and tactfully timed, this event will tap India's highest spending community, Mumbai. Held at the Mumbai Exhibition Center, Intimasia 2023 is enthralled to embrace a massive footfall of 15,000 people

INTIMATE WEAR BUSINESS IN INDIA

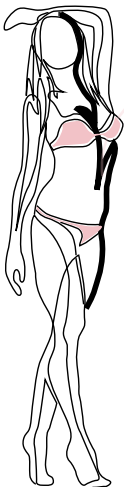
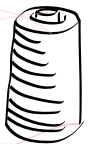
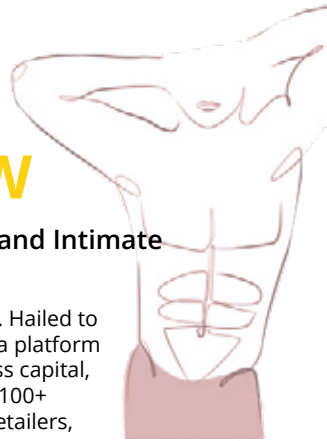
- The Intimate wear is expected to grow at a CAGR of 14% from 2021-2024.
- India's 41% of population belongs to the age of 25-54 and 18% from age 15-24.
- Domestic Intimate wear industry will grow to reach US\$ 13 Billion by 2025.
- Many domestic & international brands have forayed into the segment seeing its huge potential.

WHY MUMBAI?

The Balefire of business and cave of highest-spending consumers.

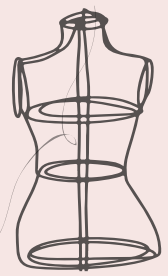
Mumbai, India's financial capital and one of India's fashion forward markets will play host to the 5th edition of Intimasia. One of the world's biggest megapolises. Mumbai is also the city of ultimate opportunities, fantastic progressive and future proof infrastructure, excellent exhibition and ICE event capabilities.

It is no coincidence that Mumbai is therefore the chosen city for Intimasia. The gate-way to the lucrative Western and Southern belt of the country, Mumbai's proximity to international maritime trade, great connectivity to the rest of India by land, sea, rail and air, and an excellent climate of investment positivity are sure to add an allure to the Intimate Wear Industry's premier event.



EVENTS HIGHLIGHTS

- 3 days expo of unceasing opportunity in the Intimate-wear category.
- 200+ Intimate-wear Brands from all over the country.
- 15,000+ Retailers, Distributors and Agents from across India.
- 100,000 sq. feet area hosting the best of the industry.
- Opportunity to grow and expand your business in the Intimate-wear fashion segment.
- An entry point into the highest-selling region of India.
- Presence of International Players tapping the Indian hot-bed.



100,000+
SQ. FT. AREA

15,000+
VISITORS

500+
VIP BUYERS

300+
EXHIBITORS

200+
BRANDS

100+
SUPPLIERS

TESTIMONIALS

Intimasia is your one stop show, from being network intensive, to rigorously business oriented, if growth is a part of your long term plan, Intimasia is the place to be.

- Mr. Sunil Pathare, Managing Director, VIP Clothing

Intimasia is deeply rooted into every section of the industry. Being pioneers of the intimate wear show category, Intimasia helps binds the industry together.

Mr. Venugopal, Naidu Hall

Being a successful brand is all about being at the right place, at the right time with the right people. And that is where you will find us, at Intimasia.

Mr. Sanjay Dawar, Managing Director, Bodycare Creations

The kind of exposure our brand has received through this platform has been unbelievable! Apart from garnering business for our brand, we've also discovered new channels of sales we hadn't even considered before.

Mr. Suresh Nambiar, CEO, Pepe Innerwear

Intimasia is unquestionably a one-of-its-kind platform. It is a single point where everyone can get introduced to new retailers and new brands. I truly hope that the show continues to take us to more such potential markets across the country.

Mr. Hitesh Ruparelia, Managing Director, Sweet Dreams

Intimasia is globalizing the way people register lingerie and intimate wear. With every edition, we are awestruck with the kind of impact it has on the industry.

Mr. Deepak Agarwal, Retailer, Balaji Hosiery

Intimasia works as an accurate evaluation center. There's so much to learn even today. Be it coming across new brands or even improvisation of new product lines.

Mr. Jatin Shah, Retailer, Vaishali

The show gives you a real time prospective of what the market holds, in terms of potential growth, product segmentation and newer innovations to be inspired by.

Mr. Abhay Chhaphia, Director, Ampio BraCups



PAST SHOW GLIMPSSES



AN ONGOING LEGACY



EXHIBITOR PROFILE

Exhibitors at INTIMASIA 2023: Mumbai includes elite intimate apparel brands from across the nation. It is the perfect platform for anyone in the creative, design and innovative side of the intimate apparel space to be present, in order to proudly display their ideas, products, and vision to the retail titans of the intimate wear business.



| Brands | Raw Materials | Retail Solutions |
|--|--|---|
| <ul style="list-style-type: none"> #Lingerie #Underwear #Sleepwear #Loungewear #Swimwear #Beachwear #Shapewear #Thermals #Activewear #Leggings #Socks #Handkerchiefs #Stockings | <ul style="list-style-type: none"> #Fibres #Yarns #Fabrics #Laces #Elastics #Accessories #CAD #CAM #PLM #ERP #OEM #ODM #Packaging #Machinery | <ul style="list-style-type: none"> #Mannequins #Signages #Fixtures #DisplaySolutions #RetailSoftware |



VISITORS PROFILE

Retailers, Distributors & Agents from across India are expected to make their presence felt at this industry event. From specialized lingerie / intimate wear stores to family departmental stores, from multi-brand outlets to investors and distributors, there will be something for every attendee. Apart from networking with like-minded businessmen, the trade show will ensure that these decision-makers gather ideas and knowledge in expanding their business in and around Mumbai and PAN-India.

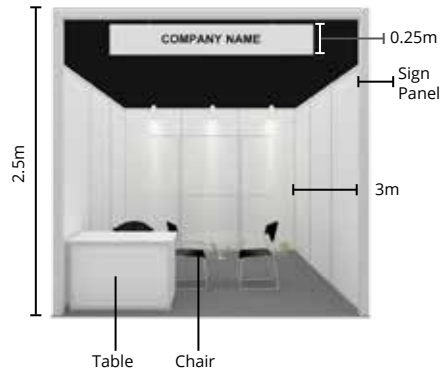
VISITORS TO THE SHOW

-  Traditional Retail Stores (Mom & Pop Stores)
-  Modern Multi Brand Outlets
-  Specialized Lingerie & Beachwear Stores
-  Family Departmental Stores
-  Hypermarket Stores
-  Distributors & Agents
-  Investors interested in opening Franchise Stores
-  Independent Intimate Apparel designers.
-  Brand Owners of lingerie, Underwear, Sleepwear, Lounge wear, Shape wear, Stockings, Socks, etc.
-  Senior Management of Large retailers, purchasing/procurement heads of the department stores, product merchandisers of specialized chains, buying, houses importers, distance sellers, etc.

PARTICIPATION CHARGES

DOMESTIC PARTICIPANTS: SHELL SCHEME:

| | |
|-----------------------------|--------------------|
| Platinum | ₹8,500 PER SQ. M. |
| Gold | ₹7,500 PER SQ. M. |
| Silver | ₹7,000 PER SQ. M. |
| International Participation | US \$175 PER SQ.M. |



Additional Charges on Premium Booths:

* 15% on 4 sides Open Booths | 10% on 3 sides Open Booths | 5% on 2 sides Open Booths

Note: The above-mentioned rates exclude 18% GST

| INCLUSIONS | | | | | |
|------------|-------|------------|------------|--------|-----------|
| Size | Facia | Spot Light | Rec. Table | Chairs | Waste Bin |
| 09 Sq. M | 1 | 4 | 1 | 3 | 1 |
| 12 Sq. M | 1 | 6 | 1 | 4 | 1 |
| 15 Sq. M | 1 | 6 | 1 | 4 | 1 |
| 16 Sq. M | 1 | 8 | 1 | 5 | 1 |
| 18 Sq. m | 1 | 8 | 2 | 6 | 1 |
| 20 Sq. m | 1 | 9 | 2 | 8 | 1 |
| 21 Sq. m | 1 | 9 | 2 | 8 | 1 |

CONCEPTUALIZED & ORGANISED BY



A renowned Brand Communications Company specializing in various verticals such as Advertising, Branding, Events, Publishing, Digital Marketing, Fashion parades, Trade shows, Expos and Exhibitions, Conventions and Events. Peppermint has been playing a phenomenal role in converging the consumers and brands, industries and markets for the past 15 years now. Peppermint Communications has an excellent track record of organizing, managing and delivering unique events, to clients across a wide cross-section of industries. With a talented and experienced team at the helm, Peppermint is committed to giving your brand maximum exposure using platforms as diverse as road shows to mass SMS, from direct mailers to mall activities.

FOR MORE DETAILS

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