



THE  
**DREAM  
HOME  
EXPO**  
**2019**

**Homebuilding & Remodeling**

India's First & Asia's Biggest

**Exhibition**

on

**HOME-BUILDING  
&  
HOME MAKEOVER  
products**

**28<sup>th</sup> - 30<sup>th</sup> March, 2019**

Indira Gandhi Pratishthan,  
Gomati Nagar,  
Lucknow  
(U.P)



# Background...

Lucknow is one of the largest and fastest growing consumer product markets in the country. With the tag of "Smart City" by the Central Government and several other boasting development projects by the State Government (Metro Rail, Agra Expressway, Purvanchal Expressway, IT City, etc.), Lucknow is expanding very fast on the growth trajectory and has become a real estate hotspot. These developments are helping the city see improvements in lifestyle and amenities boosting the prospect for both the realty investor and the end users.

According to recent Reserve Bank of India report, Lucknow witnessed the highest increase in housing prices in the country which rose during the October-December quarter of the 2016-17. On an annual basis, in Q3:2016-17, Lucknow witnessed the highest increase of 16.1 per cent.

Due to growth in per capita income, productivity, favorable market prices and substantial flow of credit in the City, there is sudden spurt in demand of the branded consumer products. However, due to inadequate awareness, promotion and availability, the share of high quality and branded products is low compared to the other metro cities.



## About the Event : 'TDHE-2019'

The Dream Home Expo-2019, jointly organized by Lucknow Development Authority, Govt. of Uttar Pradesh and TASK Marketing Solutions will be India's First & Asia's Biggest Exhibition on HOME BUILDING & HOME MAKEOVER products.

TDHE-2019 will be a multi-brand exhibition with unique & effective platform for creating product awareness, brands promotion, product demonstration, on-spot sales, etc. in the most prospective market of Uttar Pradesh i.e., Lucknow and its nearby towns. TDHE- 2019 thus connects you with India's top buying decision makers, established retailers, end users, distributors, wholesalers, agents, etc.

The three day event is focused on both B2B & B2C platform and is scheduled from March 28-30, 2019 at Indira Gandhi Pratishthan, Gomti Nagar, Lucknow (Uttar Pradesh). Exhibit in the forthcoming edition and bring the TDHE advantage to your business. TDHE 2019- a trade show designed exclusively to connect you to the most promising market of India with an expected outreach to over 50,000 potential customers during the event.

## ABOUT ORGANIZERS



Lucknow Development Authority, established in 1974 under the Uttar Pradesh Urban Planning & Development Act of Govt. of Uttar Pradesh, is an apex body which ensures affordable housing in environmentally invigorating habitats with inclusive facilities and competitive price options for the other sections of the society and to promote innovative ideas and pioneering initiatives in the housing segment.



TASK Marketing Solutions is a leading marketing and event management agency with a team of young, dynamic, creative & dedicated professionals. TMS thus incorporates professionalism, originality and creativity to enhance the event experience and has executed several trade shows, seminars and exhibitions around the country.



## MEGA ATTRACTION

Architects meet & seminar

Masons meet and workshop

Carpenters meet and workshop

Electricians meet and workshop

Painters meet and workshop

## REASONS TO PARTICIPATE IN TDHE-2019

- ▶ Opportunity to present your innovations and new range of products
- ▶ Connect with your end users directly to make them experience the touch & feel factor
- ▶ Simultaneously reach out to potential agents, distributors and wholesalers
- ▶ Consolidate trade relationships and opportunity to book on-spot orders
- ▶ Connect to institutional buyers and interior designers
- ▶ Meet key buying-decision makers from different segments of prospective buyers
- ▶ Get instant feedback on products, prices and innovations
- ▶ Gain first-hand knowledge of different market segment, trends, consumer preferences and retailers needs
- ▶ Showcase your competitive advantage in terms of product design, features, and costs benefits
- ▶ Build a database of potential buyers



## EVEN HIGHLIGHTS

- ✘ Architects meet/Seminor and workshops with masons, carpenters, Electricians, Painters, etc.
- ✘ The event is the right platform for marketers to showcase their products & services
- ✘ Opportunity for brands to reach out their target group in a cost effective way
- ✘ Free sampling distribution, lucky draw and other engagement activity with the target group
- ✘ Lead and data generation
- ✘ On spot games contest and competition with fun and entertainment evening & opportunity for visitors to win fabulous prizes
- ✘ On spot loan and financing facility
- ✘ Experts interface and Workshops
- ✘ Media amplification with wide arrays of pre-promotion tools

## PRE-PUBLICITY & OUTREACH...

- ✘ Pre-publicity will start 7-10 days prior to the event
- ✘ 2 AV vAns will cover the entire potential market
- ✘ Several Hoarding, Banners, Posters, etc. will be put across the City and nearby
- ✘ Lucky draw leaflets will be distributed through Newspaper Ads, Inserts, Pre-promotion Vans, etc.
- ✘ Radio Jingles & ADs
- ✘ Newspaper ADs
- ✘ Mall & Market activation
- ✘ Publicity through print advertisement and editorials, etc
- ✘ Press conference
- ✘ News channel tickers
- ✘ Internet promotion
- ✘ Buzz/Viral promotion
- ✘ SMS/Email blasting
- ✘ And many more

## VISITOR'S PROFILE

- |                                |                              |
|--------------------------------|------------------------------|
| General public ▶               | ▶ Engineers                  |
| Builders & Promoters ▶         | ▶ Interior Designers         |
| Civil & Structural Engineers ▶ | ▶ Large Warehouse Builders   |
| Contractors ▶                  | ▶ Govt. Officials            |
| Consultants ▶                  | ▶ Architects                 |
| Dealers & Distributors ▶       | ▶ Prospective home buyers... |
| End Users / Buyers ▶           | ▶ and many more              |



# KEY ATTRactions



# FOCUSED SECTORS



# PARTICIPATING OPTIONS



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