

9th



13th - 15th June, 2019

India Expo Centre & Mart
Delhi NCR, INDIA

CATALYSING INDIA'S ECONOMIC GROWTH

International Conclave of the
Indian Exhibition Industry



www.ieia.in

About IEIA

Established in 2006, the Indian Exhibition Industry Association (IEIA) brings together all exhibition organizers, managers, designers & stand contractors, freight forwarders, services & facilities providers & venue owners. It provides a common platform to the entire industry to meet through Councils / Committees, Seminars / Workshops and consider ways and means for the sound and scientific development of various facets of the industry and exchange views and information on developments, improvements and other solutions to its vast member base.

Key Objectives

- » Protect and promote the common interest of its members
- » Represent the industry in all matters nationally and internationally in tandem with the Government, media and the public
- » Promote Exhibitions and Trade Fairs as cost-effective marketing mediums
- » Lay down code of ethics for conducting business and safeguard high quality of services to the exhibitors and visitors to events organized by its members

INDIAN EXHIBITION INDUSTRY

750+ PROFESSIONAL
TRADE FAIRS

8%+ ANNUAL
GROWTH

₹25,000 CRORES
TOTAL SPEND



India has emerged as the fastest growing economy globally; increased private sector consumption as well as government initiatives and increased infrastructure spending have positive impact on the Indian Exhibition Industry.

India's Macroeconomic Snapshot

- » India has emerged as the fastest growing major economy globally overtaking China in the last 3 years
 - » Steady improvement in macroeconomic fundamentals – inflation falling from high of 10% in FY'13 to 4.7% in FY'17, decreasing interest rate, fiscal deficit gradually moving towards government target of 3% and current account deficit under 2%
 - » India is the 3rd largest FDI recipient in Asia (followed by China and Singapore) and 9th in world for FDI investment; reflects increasing confidence of foreign investors in India
 - » Government has initiated steps to revive domestic manufacturing by attracting domestic and foreign investments through liberal tax agreements, introduction of GST and rationalization of corporate taxes as well as infrastructure spending and internationalization of economy through exports
 - » Exhibition industry is expected to have positive impact from growth in private sector consumption as well as government initiatives and increasing government's infrastructure spending
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Indian exhibition industry has organized 750+ events during the last Financial Year with gross estimated area of around 7 million sq. mtrs.

Indian Exhibition Industry Status 2018

- » 40% of the 750+ events accounts for national events and 60% for regional events
- » 73% of the exhibitions are organized in western (39%) and northern (34%) regions followed by southern (21%) and eastern (6%) regions
- » 76% of the events are held yearly and rest are biennial or less frequent
- » Domestic organizers dominate the industry with ~51% share in number of shows conducted
- » Non-profit organizers like industry association, government and trade body combined have the highest share of 45% in the total gross area
- » Large events in India are mainly in established sectors like construction, automotive and chemicals which are held by industry associations with support from government institutions

Event Objectives & Highlights

- » Indian Opportunities, Global Partnerships
- » Facilitating collaboration, partnerships and joint ventures among regional, national and international players
- » Over 600 leaders of the global exhibition industry in attendance including heads of UFI, IAEE and AFECA
- » Delegates from over 30 countries across 5 continents
- » Rewards and recognition
- » Reciprocity agreements with leading international associations
- » Fostering education and nurturing talent
- » Knowledge-sharing and being future ready
- » Framing policy for exponential growth of the Indian Exhibition Industry
- » Largest MICE industry event of India

Programme Highlights



**BUSINESS
MATCH MAKING**



**KEYNOTE
SPEAKERS**



**PANEL
DISCUSSIONS**



**EXHIBITION
SERVICES
EXPO**



**EXHIBITION
INDUSTRY
AWARDS**



**Certified in
Exhibition
Management
CEM**

**GRADUATION
CEREMONY**



**WOMEN'S
LEADERSHIP FORUM**



**YOUNG PROFESSIONALS
MEETUP**



**GALA
DINNER**

Concurrent Events



**AFECA
ASIAN**
Federation of Exhibition &
Convention Associations

Board Meeting



MICE Forum Meeting



Indian
Exhibition
Industry
Association

Board Meeting



India Chapter
Board Meeting

President's Invite

Dear Industry Colleague,

I am pleased to invite you to the 9th Annual Open Seminar of the Indian Exhibition Industry Association (IEIA), being held from 13th to 15th June, 2019 at India Expo Centre & Mart, Delhi NCR, INDIA.

The Indian Exhibition Industry has played a big role in terms of impact on our economies, be it local, state or national. With an estimated industry size of approximately INR 25,000 crore (INR 250 billion) and 700+ major trade shows annually, it is growing at a rate of 8.8% per annum.

The 8th Annual International Conclave is expected to host 800+ delegates including 100 international participants from over 30 countries. The two and a half days' event will be a platform for knowledge sharing, discussing collaborations and new policies, addressing industry challenges and developments and most importantly, networking among fellow members and participants.

We look forward to your active participation in this Mega Event. We also encourage you to use this opportunity to meet and network with fellow members & delegates and draw mileage from this mega event.

With Best Regards,



K V Nagendra Prasad, CEM
President, IEIA

The Executive Committee Board of IEIA



Mr. K V Nagendra Prasad
President, IEIA
COO, HITEX Exhibition Center



Mr. Ravinder Sethi
Vice President, IEIA
MD, R E Rogers India Pvt. Ltd.



Mr. Sudeep Sarcar
Honorary Treasurer, IEIA
CEO, India Exposition Mart Ltd.



Mr. S. Balasubramanian
Executive Member, IEIA
COO, BIEC
ED, Trade Fairs, IMTMA



Mr. Gaurav Juneja
Executive Member, IEIA
Director, Mex Exhibitions Pvt. Ltd.



Mr. Rakesh Kumar
Ex officio Member,
Past President, IEIA
Director General, Export
Promotion Council for Handicrafts



Mr. Bhupinder Singh
Honorary Secretary, IEIA
CEO, Messe Muenchen India



Ms. Sonia Prashar
Executive Member, IEIA
Chairperson cum MD,
NurnbergMesse India Pvt. Ltd



Mr. Max Fernandes
Executive Member, IEIA
Director, Operations
UBM India Pvt. Ltd.



Mr. Vipul Agarwal
Executive Member, IEIA
Managing Partner,
Expro Events & Exhibits

Global Leaders & Speakers at IEIA Open Seminar 2019



Mr. Kai Hattendorf
MD & CEO
The Global Association
of the Exhibition Industry
(UFI)



Mr. David DuBois
President & CEO
International Association
of Exhibitions & Events,
USA



Mr. Walter Yeh
President
Asian Federation of
Exhibitions & Convention
Associations



Mr. David Audrain
Executive Director
Society for Independent
Show Organisers (SISO)



Mr. Zheng Zhi
President
Xiamen Convention &
Exhibition Association
(XMCEA)



Mr. Brad Mayne
President & CEO
International Association
of Venue Manager (IAVM)



Mr. Sergey Alexeev
Vice-President
Expoforum International Ltd.
President, Russian Union of
Exhibitions and Fairs



Mr. Pietro Piccinetti
CEO
FIERA DI ROMA



Ms. Rosalind Ng
1st Vice President
Singapore Association of
Convention and Exhibition
Organisers and Suppliers
(SACEOS)



Mr. Antonio Brito
CEM, Intl. Exhibition &
Events Consultant
UFI Certified Auditor,
Member of IAEE Board of
Directors



Ms. Zaneta Berus
Board Member for International
Relations, Events Industry
Association in Poland (SBE),
CEO, In2Win Business Consulting



Ms. Dilys Yong
President
New Global Resources
Pte. Ltd.



Mr. Sumate Sudasna
President
Thailand Incentive and
Convention Association
(TICA)



Mr. Gary Buckett
Group Safety, Security
and Health Manager
(MEA-APAC)
Informa



Ms. Wendy Lai
Executive Vice Chairman
Hong Kong Exhibition
and Convention Industry
Association (HKECIA)



Mr. Dato' Vincent Lim
President
Malaysian Association of
Convention and Exhibition
Organisers and Suppliers
(MACEOS)



Mr. Sang Wook Kim
Chairman
Association of Korean
Exhibition Industry (AKEI)



Mr. Xiahui Li
President
Guangzhou Convention &
Exhibition Industry
Association



Mr. Kazunori Shibamoto
Member of NDF
International Committee
Nippon Display Federation
(NDF)



Ms. Leatitia Van Straten
Chairperson
Association of African
Exhibition Organisers
(AAXO)



Ms. Kitty Wong
President
K & A International Co. Ltd



Mr. Hongyu Lee
President & CEO
Korea Trade Fairs Ltd.



Mr. Joel Pascual
President
Philippine Association of
Convention Exhibition Organizers
and Suppliers (PACEOS)



Mr. Marco Spinger
Director of Global Markets
& IT Division
Association of German
Trade Fair Industry (AUMA)



Mr. Przemyslaw Trawa
President
Central East European
Exhibition Organisers'
Club (CENTERX)



Mr. Aloysius Arlando
President
Singapore Association of
Convention & Exhibition Organizers
& Suppliers (SACEOS)



Mr. Joao De Nagy
Vice President
Brazilian Association of
Trade Fairs Organizers
(UBRAFE)



Mr. Jon Howell
Global Account Director
Exhibition World and CMW
Mash Media Group Limited



Mr. Xuebin Gu
Founder & CEO,
WeMeet and Chair, IAEE
Asia Council



Mr. Bjorn Kempe
CEO & Founder
ExposAsia Pte Ltd



Ms. Laxmi Chaudhry
Cross Cultural Trainer &
Coach



Mr. Andrew Lee
Managing Partner
tfconnect Asia



Mr. Vicki Bedi
Chairperson
International Exhibition
Logistics Association
(IELA)



Ms. Esther Guilabert Bordonado
Member of Board of Directors of
Association of Spanish Fairs (AFE)
General Director - IFA
Trade Fair Institution Alicante



Mr. Gonzalo Novelo Lujan
President
Mexican Association of
Professionals in Fairs,
Exhibitions, Congresses and
Conventions (AMPROFEC)



Ms. Marisa D. Nallana
Treasurer - AFECA
President, Philippine Exhibitions
and Trade Corporation PETCO

IEIA OPEN SEMINAR 2019 - PROGRAMME SCHEDULE

CATALYSING INDIA'S ECONOMIC GROWTH

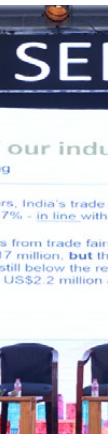
Day Zero - 13 th June 2019			Venue
06.00 AM – 10.30 AM	IEIA Golf Tournament 2019 (Coach pick-up from Hotel at 5:45 AM)		Jaypee Greens Golf Course
11.00 AM – 12.00 PM	IEIA Executive Committee Meeting		Meeting Room 1, Level-1, Radisson Blu Hotel
12:00 AM – 01:00 PM	IAEE India Chapter Meeting		Meeting Room 2, Level-1, Radisson Blu Hotel
01.00 PM – 02.00 PM	Lunch – IEIA Guests (By Invitation)		Cross Avenue, Ground Level, Radisson Blu Hotel
	Lunch – AFECA Board of Directors (By Invitation)		Satin, Level-1, Radisson Blu Hotel
02.00 PM – 04.00 PM	AFECA Board Meeting		Victoria 1, Level-0, Radisson Blu Hotel
04.00 PM – 05.00 PM	BRICS & Emerging Markets MICE Cooperation Forum Meeting		Victoria 2, Level-0, Radisson Blu Hotel
05.00 PM – 06.00 PM	IEIA International Partners Meeting		Victoria 2, Level-0, Radisson Blu Hotel
07.30 PM Onwards	Welcome Dinner (Open for all Delegates)		The Royal Ballroom, Level-0, Radisson Blu Hotel
Day One - 14 th June 2019			Venue
06.30 AM – 07.30 AM	YOGA Session Open to all delegates / Pre-registration required (Shuttle pick-up from Radisson Blu Hotel at 6:15 AM to IEML)		Level-1, CFB, India Expo Centre
09.00 AM – 09.45 AM	Registrations & Networking		Level-0, IEML
09.45 AM – 10.45 AM	INAUGURAL SESSION <ul style="list-style-type: none"> Welcome Note & Seminar outline by BHUPINDER SINGH, Hon' Secretary, IEIA Delegate Welcome by RAKESH KUMAR, Chairman, India Expo Centre & Mart Address by KV NAGENDRA PRASAD, President, IEIA Special Address by Chief Guest DR. ANUP WADHAWAN, IAS, Commerce Secretary, Ministry of Commerce, Govt. of India Release of Indian Exhibition Industry Study 2019 Signing of Reciprocity Agreements with, <ul style="list-style-type: none"> Association of Korean Exhibition Industries (AKEI) Malaysian Association of Convention & Exhibition Organisers and Suppliers (MACEOS) Mexican Association of Professionals in Exhibitions, Fairs and Conventions (AMPROFEC) Sri Lanka Association of Professional Conference, Exhibition & Event Organisers (SLAPCEO) Presentation of IEIA Lifetime Achievement Award 2019 to ABHIJIT MUKHERJEE, Principal Advisor, Indian Machine Tools Mrfs. Assn. (IMTMA) Vote of Thanks by RAVINDER SETHI, Vice President, IEIA 		Hall-2, Level-2, IEML
10.45 AM – 11.05 AM	"Indian Economy and its Future" by ASTHA TYAGI , Senior Investment Specialist, Invest India, Govt. of India		Hall-2, Level-2, IEML

11.05 AM – 11.20 AM	Tea / Coffee Break		Hall-2, Level-2, IEML
11.20 AM – 12.00 PM	Keynote Address: “X marks the Future: Navigating the eXponential Future” by DOUG VINING , FutureWorld Guru, Editor at MindBullets and Owner of FutureNova Consulting		Hall-2, Level-2, IEML
12:00 PM – 01.00 PM	<p>Special Discussion – “Asia and the Exhibition Industry!!”</p> <p>Moderators: V. ANBU, Director General, Indian Machine Tool Mfrs. Assn. and CEO, Bangalore International Exhibition Centre KAI HATTENDORF, Managing Director / CEO at UFI, The Global Association of the Exhibition Industry</p> <p>Panel Speakers: ALOYSIUS ARLANDO, President, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) CHO, MIN JAE, Chairman, Korean Exhibition Organisers Association (KEOA) DATO’ VINCENT LIM, President, Malaysian Association of Convention & Exhibition Organisers and Suppliers (MACEOS) JOEL PASCUAL, President, Philippines Association of Convention & Exhibition Organisers & Suppliers (PACEOS) KV NAGENDRA PRASAD, President, India Exhibition Industry Association (IEIA) TALUN THENG, President, Thai Exhibition Association (TEA) WALTER YEH, President, Asian Federation of Exhibition and Convention Associations (AFECA) ZHENG ZHI, Chairman, China City Association of Convention and Exhibition</p>		Hall-2, Level-2, IEML
01.00 PM – 01.30 PM	“Indian Exhibition Industry Study 2019 – Highlights” by ASHISH KUMAR , Partner, EAC International Consulting.		Hall-2, Level-2, IEML
01.30 PM – 02.00 PM	Networking Lunch		Banquet Hall, Level-2, IEML
02.00 PM – 02.30 PM	“Future of Exhibition Industry – Advocacy, Education & Technology” by DAVID DUBOIS , President & CEO, IAEE		Hall-2, Level-2, IEML
02.30 PM – 03.00 PM	“Global Exhibition Industry Trends and India” – presentation by KAI HATTENDORF , MD & CEO, UFI		Hall-2, Level-2, IEML
03.00 PM – 03.30 PM	“Lessons for Independent Show Organisers” by DAVID AUDRAIN , CEO, Exposition Development Company, Inc and Executive Director, Society for Independent Show Organisers (SISO)		Hall-2, Level-2, IEML
03.30 PM – 04.00 PM	“Role of Venues in building a strong MICE Industry” by BRAD MAYNE , President & CEO, International Association of Venue Manager (IAVM)		Hall-2, Level-2, IEML
04:00 PM – 05:30 PM	Tea / Coffee Break		Hall-2, Level-2, IEML
04.15 PM – 05.30 PM	B2B Business Match Making Program (Pre-registration required) 		Hall-2, Level-2, IEML
	Venue Tour of India Expo Center & Mart (Pre-registration required)		To meet outside Hall-2, IEML
	Visit to Exhibition Services Expo 		Hall-2, Level-2, IEML
05:30 – 06:15 PM	Meet-up Programs (open to all)	UFI Lounge – All about UFI	Meeting-1, Level-0, IEML
		Young Professional Meet-up	Meeting-2, Level-0, IEML

06:15 – 07:00 PM	Meet-up Programs (open to all)	Women Leaders Meet-up	Meeting-1, Level-0, IEML
		IAEE Lounge – All about IAEE	Meeting-2, Level-0, IEML
07.00 PM Onwards	<ul style="list-style-type: none">• CEM India 2018 - Graduation Ceremony• Indian Exhibition Industry Awards 		Hall-2, Level-2, IEML
	Gala Dinner		Banquet Hall, Level-2, IEML
Day Two - 15 th June, 2019			Venue
10.00 AM - 10.45 AM	<p>Panel Discussion: “Focus For Future : SQM vs Visitors”</p> <p>Moderators: BHUPINDER SINGH, CEO, Messe Muenchen India</p> <p>Panel Speakers: ANUJ MATHUR, COO, Reed Exhibitions India DAVID AUDRAIN, CEO, Exposition Development Company, Inc and Executive Director, Society for Independent Show Organisers (SISO) DR. DEEPAK SWAMINATHAN, Founder & CEO, Media Point and Founder, PEPUP Emerge Technologies Pvt. Ltd. JAYARAMAN NAIR, Founder & Chairman, Virtual Info Systems Pvt. Ltd. PHIL CHUNG, CEO, KINEXIN Convention Management (IICC Operating Company)</p>		Hall-2, Level-2, IEML
10.45 AM – 11.30 AM	<p>Panel Discussion : “Event Safety and Security is Now More Important than Ever”</p> <p>Moderators: ASHISH GUPTA, Managing Director, Winmark Exhibitions</p> <p>Panel Speakers: GANESH PARKAR, CEM, Managing Partner, FairAct Exhibitions, Events LLP GARY BUCKETT, Group Safety, Security and Health Manager (MEA-APAC), Informa SERGEY ALEXEEV, Vice-President, Expoforum International Ltd. & President, Russian Union of Exhibitions and Fairs SUNIL GOVIND, CEM, Director - Facility Management & Operations, BIEC & IMTMA</p>		Hall-2, Level-2, IEML
11.30 AM – 11.45 AM	Tea / Coffee Break		Hall-2, Level-2, IEML
11:45 AM – 11:55 AM	Industry Connect – POLAND: By ZANETA BERUS , Director - International Cooperation, SBE (Event Industry Association of POLAND)		Hall-2, Level-2, IEML
11:55 AM – 12:05 PM	Industry Connect – MEXICO : By GONZALO NOVELO , President, AMPROFEC (Mexican Association of Professionals in Exhibitions, Fairs and Conventions)		Hall-2, Level-2, IEML
12.05 PM - 12.45 PM	<p>Panel Discussion : “All about Mergers & Acquisitions”</p> <p>Moderators: GAURAV JUNEJA, Director, Mex Exhibitions Pvt. Ltd</p> <p>Panel Speakers: DR. BJOERN KEMPE, Founder & CEO, Expos Asia JAN ROHDE, M&A Manager, Messe Muenchen LAXMI CHAUDHRY, Cross Cultural Trainer & Coach PANKAJ ARORA, Managing Director, Novistra Capital</p>		Hall-2, Level-2, IEML
12:45 PM – 01:00 PM	Managing Cultural Challenges in Organizations Building - Post Mergers & Joint Ventures by LAXMI CHAUDHRY , Cross Cultural Trainer & Coach		Hall-2, Level-2, IEML

01.00 PM - 01.40 PM	<p>Panel Discussion: "Women's Leadership - Making it to the Top in our Industry"</p> <p>Moderators: SONIA PRASHAR, Deputy Director General, Indo-German Chamber of Commerce & Chairperson and Managing Director of NürnbergMesse India Pvt. Ltd.</p> <p>Panel Speakers: HIMANI GULATI, Director, MEX Exhibitions Pvt. Ltd. MONIMITA SARKAR, MD, KW Conferences LLP NISETH BOERRIGTER, Director APAC – Fairs, Events & Special Logistics, Schenker India Pvt. Ltd.</p>	Hall-2, Level-2, IEML
01.40 PM - 02.15 PM	Networking Lunch	Hall-2, Level-2, IEML
02.15 PM - 02.45 PM	"Why to Audit and Certify Trade Shows?" – by ANTONIO BRITO , CEM, CMP, Intl. Exhibition & Events Consultant, UFI Certified Auditor, Member of IAEE Board of Directors.	Hall-2, Level-2, IEML
02.45 PM - 03.30 PM	<p>Panel Discussion : "Moving Forward with Technology!!"</p> <p>Moderators: RAVI KIRAN, Co-founder, VentureNursery, Friends of Ambition and Dazzletoday ATUL TODI, Co-Founder & CEO, 10times CHENNAPA NAIDU DARAPANENI, Founder & CEO, MeraEvents SREECHARAN ATLURI, Managing Director, Highbrow XUEBIN GU, Founder & CEO, WeMeet and Chair, IAEE Asia Council</p>	Hall-2, Level-2, IEML
03.30 PM - 04.15 PM	<p>Panel Discussion : "People, the Primary Resource – Attracting and Retaining Talent"</p> <p>Moderators: SRINIVASAN SRIKANTH, MD, PDA Trade Fairs Pvt Ltd.</p> <p>Panel Speakers: ASHWINI PANDE, MD, KolnMesse YA Trade Fairs Pvt. Ltd. JAY KUMAR HARIHARAN, CEO & Chief Coach, Blue Fire Coaching Consultants JOÃO DE NAGY, Director and Co-developer, International trade Centre - Paris and World Trade Centre - Sao Paulo DR. MADHURIMA DAS, Senior L&D Consultant</p>	Hall-2, Level-2, IEML
04.15 PM - 04.30 PM	Tea / Coffee Break	Hall-2, Level-2, IEML
04.30 PM - 05.15 PM	<p>CEOs Conclave : "What is on Top of Your Mind"</p> <p>Moderators: RAVINDER SETHI, MD, R.E. Rogers India Pvt Ltd</p> <p>Panel Speakers: BALVINDER S. SAWHNEY, Assistant Secretary General, FICCI BIJU NANU, Director, Pavilions & Interiors India Pvt. Ltd RAJAN SHARMA, Managing Director , Interads India Pvt. Ltd RAJ MANEK, Managing Director & Member of the Board Messe Frankfurt Asia Holdings SUDEEP SARCAR, CEO, India Expo Mart Ltd. SHIRISH.S. KULKARNI, Director, Orient Marine Lines Pvt. Ltd. THOMAS SCHLITT, MD, Messe Dusseldorf India Pvt. Ltd. VIRENDER GUPTA, Deputy Director General , CII</p>	Hall-2, Level-2, IEML
05.15 PM - 05.30 PM	"The Way Forward – Focus Plan for IEIA!" by PINKESH CHOKSEY , ED, Market Insight Consultants	Hall-2, Level-2, IEML
05.30 PM - 05.45 PM	<p>VALEDICTORY SESSION</p> <p>Chief Guest SH. L.C. GOYAL, IAS(R), Chairman & MD, India Trade Promotion Organization (ITPO)</p>	Hall-2, Level-2, IEML
6:30 PM – 10.30 PM	International Lounge – Cocktails & Dinner (by Invitation)	Rooftop Restaurant, Radisson Blu Hotel
Day Three - 16th June, 2019		
06.00 AM - 06.00 PM	<p>Post Event Tour - Pre Booked Tours (Open to all delegates / Pre-registration required)</p> <ul style="list-style-type: none"> - Taj Mahal (Agra) (day tour) - Delhi City Tour (day tour) 	Coach pick-up from Radisson Blu Hotel & Hotel Crowne Plaza





PARTNERS & ASSOCIATIONS

Host & Venue Partner 	Platinum Partner 	Awards Nights & Gala Dinner Partner 	Education Programs Partner 	Industry Study Partner 	Gold Partner 	Business Matchmaking Partner 	
Silver Partners 				Conference Notepad Partner 	Conference Booklet Partner 	Tea / Coffee Partners 	
Knowledge Partner 	Venue Branding Partner 	Technology Partner 	Stall Fabricator Partner 	Stage Design Partner 	AV Partner 		
Golf Partner 	Cocktail Partner 	Media Partners 			Hotel Partners 		
Supporting Associations 							
							

IEIA Secretariat



Indian Exhibition Industry Association

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For more information, please contact:

Conference

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Mr. Suresh
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General Info

Ms. Nidhi Sharma
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