

International Exhibition & Conference

# PAINTINDIA 2021

**Serious business for your industry**

India's proud global event for the paints, coatings, inks, construction chemicals and adhesives-sealants industries

**NEW DATES: 11-13 MARCH 2021**

**VENUE: Halls 1, 2, 3: Bombay Exhibition Centre, Mumbai, India**

Release Dated: 11<sup>th</sup> March 2020

Dear Industry Colleagues,

The postponement of PAINTINDIA 2020, as announced on 29<sup>th</sup> February, was necessitated by the fast-escalating proliferation of the corona virus globally in the last week or so. The fact that this has now reached the shores of India with multiple detections vindicates this decision, as a matter of safety of exhibitors, visitors and the general public alike. While it was a difficult decision for everyone concerned, we are convinced it was the right one in terms of its potential implications on health and safety, as also business.

Having first addressed this issue in the immediate, it is now of paramount importance to formalise the new dates so that the entire eco-system can work on the planning and execution of the same. We had already begun working on this at priority even as we made the announcement of postponement. While we share the new dates, as mentioned above, we would also like to share and convey the thought-process and the challenges associated with identifying the new dates as a matter of transparency and information.

The spread of the virus globally and in India means we must not rush into any hurried decision on the dates where the probability of it affecting the event and health/safety of attendees stands compromised. We would definitely like to take a cautious stance on this matter for an Event of our magnitude and global relevance. We would also like to maintain the same choice of venue (Mumbai, being the most important paint destination in the country, and BEC as a venue being one of the few that can cater to an event of this size, as also the need to continue with same hall and booth configurations so that efforts of all are not duplicated). This places a dependence on the availability of the venue given its disposition as the busiest in the country. The monsoons in Mumbai, being extremely severe and with the potential to hamper any such event, means we have to avoid the peak phase of the monsoon (which lasts till end-September). The festive season in India is also dominant in the last quarter of the calendar year (comprising Navratri, Dussehra, Diwali and later Christmas/New Year closing). We also have to factor in overlaps with events of relevance globally and in India.

**As a weighted average and after due the consideration of all these factors, we have arrived at 11-13 March 2021 (Thursday-Saturday) as the only and best possible choice of dates.**

We remain committed to delivering an even more successful event in this new time-frame. We remain accessible for any support that we could be of, in the meantime, and look forward to our continued engagement leading up to PAINTINDIA 2021. We take this opportunity to acknowledge the overwhelming understanding and support we have received from the Industry, and express our sincere gratitude towards it.

Warm Regards



Dilip Raghavan

On behalf of Team PAINTINDIA

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