



# **Atharva Institute of Management Studies**

## **Activity / Event Report**

Name of Event/Title	: ACETECH Mumbai 2024 - Asia's Premier Architecture, Construction & Design Exhibition
Resource person	: Various Industry Experts and Exhibitors
Organization	: Atharva Institute of Management Studies
Date(s) of conduction	: November 15, 2024
Faculty coordinator	: Prof. Gaanyesh Kulkarni
Student Coordinators/Committee	: Nisha Pareek, Shubham Bane, Manasi Sankhe, Adesh Raut

## **DESCRIPTION**

### **Objectives**

Our primary objective for attending **ACETECH Mumbai 2024** was to gain exposure to the latest trends and innovations in **architecture, construction, and interior design**. The exhibition served as an ideal platform for us as MBA Marketing students to learn directly from **industry leaders**, discover new products, and understand the applications of modern technologies in the field.

### **We aimed to:**

- Explore the latest developments in **building materials and technologies**.
- Establish connections with key industry players and gather **marketing insights**.
- Understand the practical implications of **product innovations and design trends**.

### **Event Experience and Highlights:**

The exhibition at **NESCO, Mumbai**, was sprawling and packed with a diverse range of exhibitors from various segments of the architecture and construction industry. From **smart home technologies to innovative building materials**, the variety on display was both overwhelming and inspiring. Our team, comprising four members, spent the entire day

navigating the various pavilions and immersing ourselves in the showcased innovations.

We interacted with several noteworthy companies, collecting **business cards and brochures** to document our visit. Here are some of the key interactions:

1. **Prism Plast** – We explored their range of high-quality **plastic products** used extensively in construction. The company representative shared insights about the durability and **environmental benefits** of their materials, emphasizing **sustainable practices**.

2. **Kerovit** – Known for their innovative **sanitary ware solutions**, Kerovit presented their latest collection of **faucets and bathroom fittings**. We were impressed by their focus on **design aesthetics** combined with functionality, catering to modern interior design needs.

3. **Wipro** – At the Wipro stall, we experienced their **advanced lighting and home automation systems**. Their representatives provided a demonstration of **smart lighting solutions** that can be integrated into home automation setups, showcasing the future of residential and commercial lighting.

4. **Kemtex** – A leader in **construction chemicals** and adhesives, Kemtex showcased a range of products designed to enhance the durability and longevity of building structures. The team shared technical details about their innovative **waterproofing solutions** and adhesive technologies.

5. **Astral Paints** – We engaged with the representatives of Astral Paints, who showcased their extensive range of **decorative and protective coatings**. Their innovative products included eco-friendly and

weather-resistant paints designed for both residential and commercial projects. We were impressed by their focus on quality, durability, and the use of **advanced color technologies** aimed at enhancing aesthetic appeal.

6. **Cosmos** – Specializing in **tiles and surface materials**, Cosmos impressed us with their diverse collection of high-quality tiles suitable for both residential and commercial projects. The range included unique textures and finishes, catering to various **aesthetic preferences**.

7. **Sleepwell** – At the Sleepwell booth, we explored their latest range of **premium mattresses**. The company highlighted their focus on **ergonomics** and **comfort**, showcasing innovations aimed at enhancing the **sleep experience** through advanced material technology.

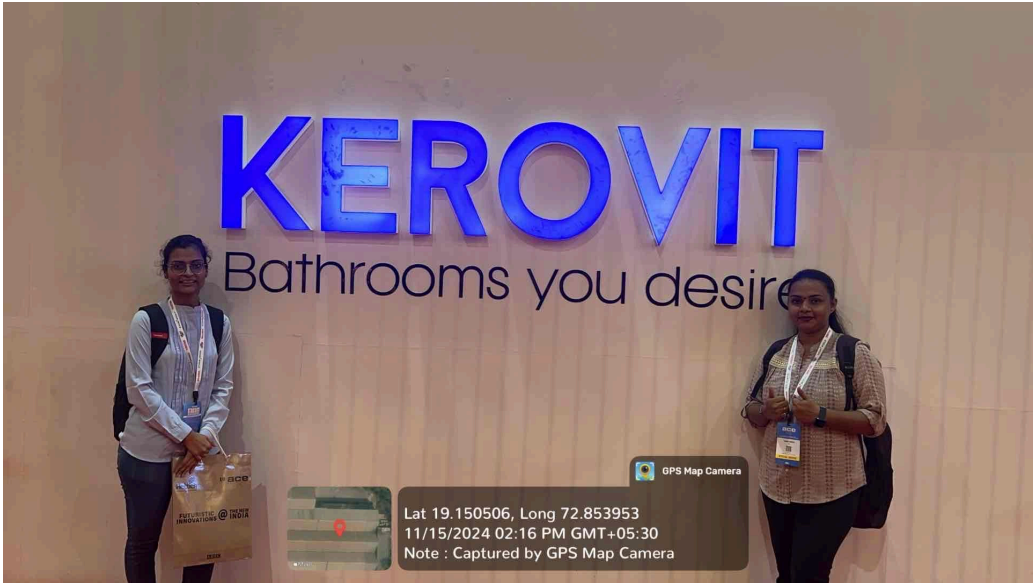
### **Key Takeaways:**

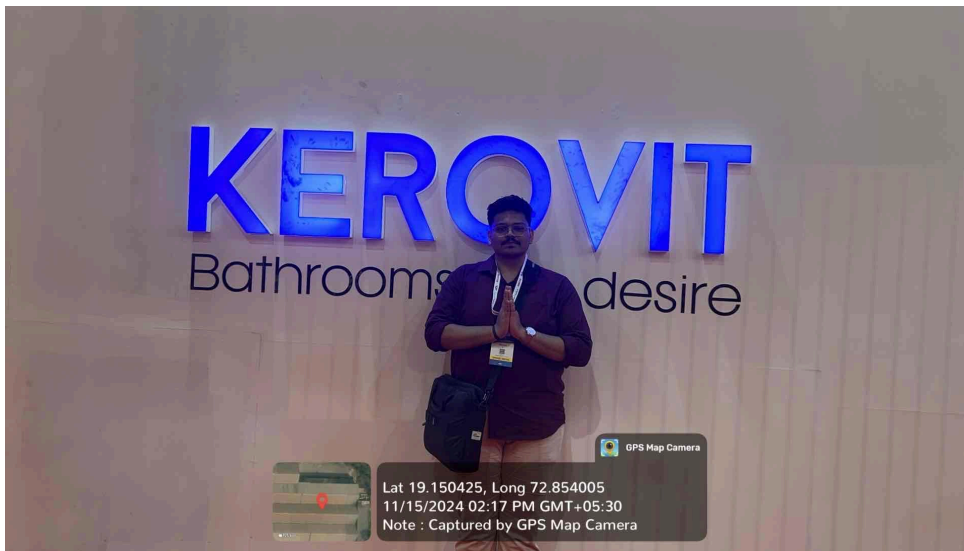
- **Innovative Products and Technologies:** We gained valuable insights into the latest advancements in the construction and interior design industry, including sustainable building materials, smart home automation, and innovative surface solutions.
- **Networking and Relationship Building:** The exhibition provided an excellent opportunity to connect with industry professionals, gather marketing materials, and establish contacts for potential future projects or collaborations.
- **Practical Learning:** The experience bridged the gap between theoretical knowledge from our MBA coursework and real-world applications, deepening our understanding of market dynamics and consumer preferences in the architecture and construction sectors.

**Profile of Resource Persons:**

Throughout the event, we interacted with knowledgeable company representatives who shared in-depth information about their products and the latest industry trends. These experts provided us with valuable insights, enhancing our understanding of the business aspects of architecture and construction.

**Glimpse of Event**



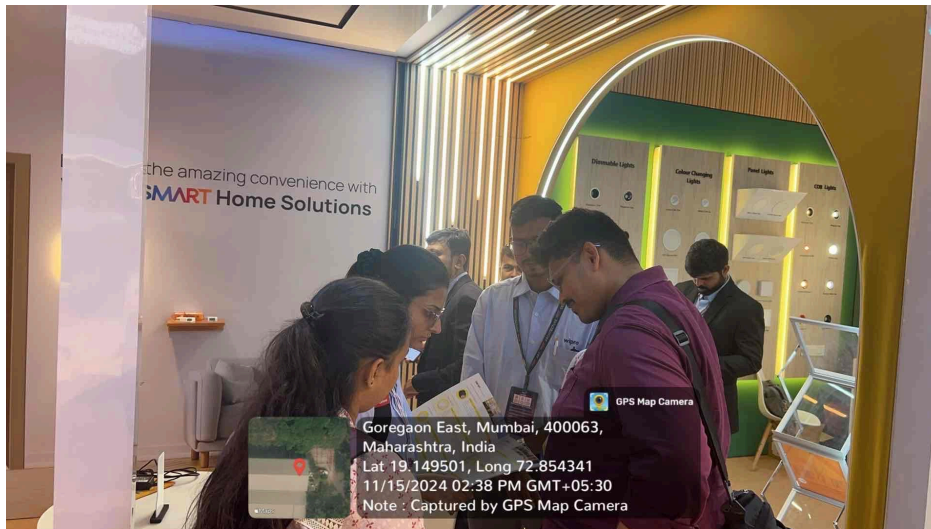




Goregaon East, Mumbai, 400063,  
Maharashtra, India  
Lat 19.150410, Long 72.854076  
11/15/2024 02:26 PM GMT+05:30  
Note : Captured by GPS Map Camera



Goregaon East, Mumbai, 400063,  
Maharashtra, India  
Lat 19.150286, Long 72.854085  
11/15/2024 02:25 PM GMT+05:30  
Note : Captured by GPS Map Camera







**Event report prepared by:** Nisha Pareek

**Verified by:** Prof. Gaanyesh Kulkarni

**Submitted to:** Dr. D. Henry Babu – Director - AIMS