

*Ride the  
India wave*



MUMBAI™  
INTERNATIONAL  
BOAT SHOW

FEBRUARY 23 - 26

2012

[www.mumbaiboatshow.com](http://www.mumbaiboatshow.com)



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## 2012

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### Venue

**On-Ground Exhibition:** MMRDA Grounds,  
Bandra Kurla Complex, Bandra (E), Mumbai

**On-Water Exhibition:** Gateway of India,  
Opp. The Taj Mahal Hotel, Mumbai

**VIP Preview Evening:** February 23, 2012

**Show open to public:** February 24 - 26, 2012



# India Ahoy!



For those interested in checking out the economic sanctity and future of India, here are a couple of samplers:

- Though India's share of the global luxury market is currently negligible — just about 2 per cent — experts predict that the CAGR from 2006 to 2015 is likely to be around 25 per cent  
(Source: The Financial Express, August 11, 2011)
- Lured by India's growth rate of 8-9 per cent, international luxury brands of repute are flocking to India, to be a part of the Great Indian Growth Story  
(Source: Trak.in)
- India is rated as one of the top economies in the world in terms of purchasing power parity (PPP) of the gross domestic product (GDP) by leading financial entities of the world, such as the International Monetary Fund, the World Bank, and the CIA  
(Source: CIA World Factbook)

## EXHIBITOR PROFILE

- Anchors
- Angling Engines
- Associations/Organisations
- Boatbuilding Materials
- Boating Equipment and Accessories
- Boat Trailers
- Brokers
- Chandlery
- Charters
- Communication and Computer Equipment
- Deck Fittings
- Diving Products
- Emergency Equipment
- Generators, Electric Equipment
- Maintenance and Hand Tools
- Heating and Air-conditioning Equipment
- Interiors
- Jet Skis
- Luxury Brands
- Marina Equipment and Services
- Masts
- Motorboats and Yachts
- Navigational Equipment and Systems
- On-board Instruments
- Product Lighting
- Propellers
- Propulsion Equipment
- Pumps
- Repair Facilities and Marine Coatings
- Ropes
- Sailing Boats
- Small Boats
- Specialist Literature
- Superyachts
- Valves and Accessories
- Waterskiing and Wakeboarding
- Watersports Clothing
- Water Tourism
- Windsurfing
- Windsurfing Products



## Dropping anchor in Mumbai

Reasons are aplenty for India's largest boat show to dock in Mumbai:

Mumbai, known as the Commercial Capital of India, is the economic hub of most of the financial and business activities of the country.

Mumbai has a natural harbour with miles of sheltered coastline – great places to sail to.

India's financial capital, Mumbai, is the world's seventh largest city in terms of its billionaire population, according to a Top 10 Billionaire Cities list by Forbes.

Mumbai is home to the highest number of corporate headquarters and is home to the scions of some of India's largest private enterprises, such as the Tata Group, the Reliance Group, the Aditya Birla Group, etc.

Most of the foreign banks and financial institutions have set up offices in its expanse.

Mumbai has been granted the status of the state capital of Maharashtra, since it has a large percentage of state and central government employees in its workforce. It comprises the headquarters of esteemed Indian financial institutions like the Bombay Stock Exchange, the Reserve Bank of India, the National Stock Exchange, etc.

Mumbai is the abode of Bollywood, the Hindi movie industry. It has the command centres of all the major television and satellite networks as well.

The city houses the mega-rich diamond, finance, IT and film industries.

It has a strong boating heritage with the third oldest yacht club in the world, the Royal Bombay Yacht Club, set up in 1846.

## CII's International Boating Conference at MIBS 2012

Confederation of Indian Industry (CII) is organising the second edition of CII's International Boating Conference jointly with Mumbai International Boat Show 2012. The conference is scheduled on February 24, 2012 at Mumbai, under the chairmanship of Mr. Maneck Davar, Chairman, Mumbai Boat Show Pvt. Ltd.

The first edition of the conference was a great success and saw a host of eminent speakers from India and abroad, with more than 200 delegates comprising Chairmen, CEOs, MDs and Senior Management from the leisure boating industry, and key officials from nodal government agencies.

CII's International Boating Conference at MIBS 2012 will facilitate discussions and thoughts from leading practitioners in the leisure boating industry, and help unravel the trajectory that the sector will take in the coming years.



**Confederation of Indian Industry**



**Date:** February 24, 2012

**Time:** 9 am to 2 pm

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## Through the Porthole

Riding the wave of a surging Indian economy, the previous editions of the Mumbai International Boat Show sailed through with great success, steering India's fledgling leisure boating industry out of the backwaters and on to the high seas.

On display, at the shows, were a range of products from anchors and deck fittings to propulsion equipment and superyachts.

While the exhibition at the Bandra Kurla Complex and the marina adjacent to the Gateway of India were the main draws, a number of surrounding events ensured that the who's who of India had a whale of a time while attending the boat show!



A glance at the previous, hugely successful editions of the Mumbai International Boat Show:

- First ever **temporary floating marina** set up for this show
- **Largest boat show** in India with top luxury yacht builders represented (Azimut, Ferretti, Princess, Tecnomar and Fairline)
- First ever **international boating conference** in India, with national and international speakers (B2B)
- Largest ever **regatta** in India
- Increase in the number of visitors year after year, with a minimum of **15,000 paid and invited visitors** over three days
- Special preview evening for VVIPs with a fashion show attended by **more than 4000 VVIPs and HNIs**
- Increase in the number of large and small boats on the water in India, after each boat show
- Promotion of indigenous boat builders
- Extensive local and international media coverage
- Venue for the launch of the **CI's International Boating Forum** and the unveiling of the Mahindra Odyssey



**MIBS  
2012**



## 2007

"It (MIBS 2007) was the best ever inaugural boat show attended by me in my 34 years of association with boat shows."

Graham Mackereth  
PYRANHA MOULDINGS



## 2008

"We have had a lot of interesting enquiries but we have noticed that the enquiry at the moment is for a smaller boat range from 15-22 metres. In general, I feel that India is on the verge of breaking into the superyacht market. Seeing the desire of the Indian people, who want to get involved in boating, and seeing the money available in this country, it's a fascinating opportunity for our company to dig deep into the market and to explore the potential of the Indian clientele. So, we are excited about the Indian challenge and will definitely be back next year."

David Goddard  
CAVENDISH WHITE



## 2009

"Considering the fact that India was never on the leisure boating map till the last three years, the response we are seeing in terms of number and quality of both participants and visitors means that India is now firmly in the sights of all leading boating brands."

Yadvinder Rana  
AZIMUT



## 2010

"We had a great experience during the Mumbai International Boat Show 2010. The show was well organised with good facilities and full support from the organisers. Even our Sanlorenzo team (Italy) were also quite impressed. We congratulate Mr. Maneck Davar and his MIBS 2010 Team for all their great efforts, and we will definitely come back in 2011."

Capt. Mathew Cherian  
NAUTILUS YACHTS



## 2011

"It's been a positive learning experience, and interesting to meet people who are interested in developing the marine sector in this part of the world."

Nicolas Valin  
NEO YACHTING



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The debut event in 2007 established itself as the benchmark for boat shows in India and served to provide an important stimulus to the Indian leisure boating and watersports industry. The 2008 event outshone its predecessor and 2009 was spectacular despite the poor economic environment.

In 2010, the show scaled up to even greater heights, with 40 per cent of the exhibitors being new entrants. MIBS 2011 offered a better, well-rounded experience to both exhibitors and visitors. The success of MIBS 2012 is virtually guaranteed, as visitors and participants of the five earlier boat shows have shown a keen interest to participate in the sixth edition in a much bigger way.



## Supported by

Government of Maharashtra  
MTDC  
Mumbai Port Trust  
Yachting Association of India

Associations with our Sponsors and Partners will be notified in further communiqués.

## Organisers

Mumbai Boat Show Pvt. Ltd. (A Spenta Multimedia Company) was specifically set up to organise and manage the Mumbai International Boat Show. Spenta Multimedia is India's leading custom publisher with a portfolio of more than 35 custom magazines, 6 consumer magazines and 3 lifestyle events.

The sixth edition of the Mumbai International Boat Show will build on the phenomenal success of the past five years which posted overall sales of nearly ₹1.4 billion and more than 25,000 visitors.



# spenta multimedia

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For more information, contact:

Alpa Antani

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