



A GRAND SUCCESS, ONCE AGAIN!

ADI Expo 2010 Phase 2 was conducted successfully across Pune, Mumbai, Ahmedabad, Chandigarh, Delhi and Jaipur from 31st May to 11th June 2010. Like Expo 2009, Phase 2 in 2010 was received with a larger than expected customer response, with over 870 installation companies visiting this edition as compared to 628 companies in 2009. With 21 participating leading security industry manufacturers, the forum kept the visiting customers engaged through direct interaction with manufacturers and ADI representatives; discussion on new products and business opportunities; interactive and education oriented seminars and exciting prizes – all this in one single day.



Participating Brands associated with ADI showcased their products through

table top displays and allowed for a detailed discussion on their offering for local market and plans with ADI to help installers win in the rapidly growing security industry.

At each city, the one-day event with 21 brands showcasing solutions across multiple product categories reinforced ADI's core value proposition of being a one-stop-shop for all low voltage security, fire and A/V needs. ADI's product portfolio includes highly reputable and well established brands spread across multiple product categories in Intrusion Alarm, Fire Alarm, CCTV, Access Control, A/V, Home Solutions and more.

In order to help its customers leverage the latest technology and ideas, ADI Expo series was conducted for over a full day in each city with informative seminars conducted by leading brands on new product introductions, in line with current market needs and emerging technologies like IP. Hands-on experience with products gave customers an opportunity to understand the product

"ADI Expo 2010 was set on the backdrop of a hugely successful event of Expo 2009 where we had close to 1,200 customers attending the Expo and interacting with ADI and over 20 leading security product manufacturers across 9 cities. We made sure it would be bigger this year and covered 11 cities and brought 21 leading security manufacturer brands to participate. In Phase 1, we started with South region covering Kochi, Chennai, Bangalore and Hyderabad and ended with East region covering Kolkata. In Phase 2, we started with West region covering Pune, Mumbai and Ahmedabad and ended with North region covering Chandigarh, Delhi and Jaipur. Overall the response was extremely overwhelming with over 1,500 customers attending the ADI Expo this year, a 30% increase over 2009. Once again ADI Expo has proved to be a leading event for the security and safety industry to come together and spend an entire day discussing business opportunities and products that define the security market and emerging technological trends.

This event, along with over a few hundred training sessions that we conduct in a calendar year across 12 cities are critical value propositions that allow ADI to be a value enabler to customers and brands distributed through ADI. The endorsement we have received from the Expo events and the attendance of customers at our training sessions are testimonials enough for us to continue the hard work in bringing the best brands and customers together.

We look forward to creating exciting business opportunities for customers and vendors by bringing the best mix of products to the local market."

Harish Vellat

Managing Director-Asia Pacific, ADI Global Distribution

and its functions better. Attractive cash vouchers, early bird and lucky draw coupons which could be redeemed at the ADI branches added further excitement and direct benefit to visiting customers.

The morning seminars included the new products introduction series where presentations were made by Optex, Cooper, System Sensor and Hikvision.

Optex launched 'FIT' a new series of outdoor PIR for intrusion and perimeter alarm solutions focusing on amplification through simplification. Cooper launched its addressable fire products range. System Sensor introduced a new range of smoke sensors S300 series. Hikvision introduced its new range of IP cameras and DVRs.

The afternoon seminars focused on 'Introduction to IP Technology' which included the benefits of adapting this technology to security systems. This session offered a comparison between IP and analogue systems and helped customers in understanding the migration path to switch over to IP, a fast growing market segment. Presentations in this series were made by HID on IP based access control, Texecom on their IP Intrusion Panel and Honeywell Security on IP in CCTV and Access Control.

Raja Mukherjee, Country Manager,

Cooper Safety, India was extremely impressed with the overall response at the ADI Expo. He said, "It is really amazing to participate at an event like the ADI Expo and experience the kind of growth you can find especially in tier 2 and tier 3

markets. It clearly goes to show that the market is big and growing out there, and with the right distribution partners like ADI, brands can only benefit."

Bob Penny, Manager, Texecom, one of the world's leading intrusion alarm companies from UK said, "ADI Expo 2010 was a huge success. The large at-

"At ADI, we are dedicated to providing our installers with the training and support they need to grow their business and lead the way to a brighter future. 2010 ADI Expos provided an excellent forum for installers to explore new technology and learn from some of the industry's leading manufacturers"

Surajit Biswas
Director-Marketing,
Asia Pacific, ADI Global Distribution

tendance at each of the shows was a fitting tribute to the efforts put in by the ADI India team. In my personal experience of conducting Expo across the world, the Indian market at this stage stands out in terms of the opportunity which is evident through the attendance at ADI Expo. This was a well organized and professionally presented show. The knowledge of the products, professionalism and the enthusiasm the ADI team displayed and eagerness to learn that customers made us feel was highly im-

pressive."

Ranjit Nambiar, HID, Sales Director-South Asia said that HID has been associated with ADI actively right from the day ADI started its business operations in India in 2006. He added, "We are very proud with the success and growth of ADI in these past 4 years. ADI has brought high quality of marketing innovation into the security distribution, backed by range of products from different parts of the world. ADI Expo is a great place for vendors to meet prospective channel partners and for channel to gain knowledge on new technologies from different vendors all under one roof."

Izi Amado, APAC Sales & Marketing Director, Visonic, a world leader in wireless intrusion alarm found it to be a flawless event. He felt that it was impressive to see ADI's organization skills, bringing together hundreds of customers and multiple vendors in 5 major cities, and doing all that professionally and with a smile. He further added, "This shows that when you at ADI set your mind to a task, it is going to be achieved!"

One of ADI's valued customers expressed his satisfaction by saying "ADI Expo gives us one more opportunity to understand a wide range of products available from various manufacturers in the security Industry. It is truly an amazing opportunity to interact with leading industry representatives from multiple manufacturers in just one day." ■

