



A Grand Success

“ADI Expo 2010 was set on the backdrop of a hugely successful event of Expo 2009 where we had close to 1200 customers attending the Expo and interacting with ADI and over 20 leading security product manufacturers across 9 cities. This time we started with South region covering Kochi, Chennai, Bangalore and Hyderabad and ended with East region covering Kolkata – the response was once again overwhelming with a 40% increase in customer attendance. 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, 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.

During Expo Phase 2 in 2010 we will cover Mumbai, Pune, Ahmedabad, Chandigarh, Jaipur and New Delhi. We once again 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

ADI Expo 2010 Phase 1 was conducted successfully across Kochi, Chennai, Bangalore, Hyderabad and Kolkata. The event was held from 3rd March to 12th March 2010. Like Expo 2009, the 2010 edition was received with a larger than expected customer response, with over 662 installation companies visiting this edition as compared to 476 companies in 2009. Conducted at

5 cities across South and East of India, with 15 participating leading security industry manufacturers, the forum kept visiting customers engaged through direct interaction between manufacturers, ADI and customers; discussion on new products and business opportunities; interactive and education oriented seminars and exciting prizes for customers all day through.

multiple product categories reinforcing 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 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

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 affair with 15 brands showcased solutions across mul-



presentations were made by Optex, System Sensor, and Honeywell Fire Systems.

Optex launched "FIT" a new series of outdoor PIR for intrusion and perimeter alarm solutions focusing on amplification through simplification. Honeywell Fire Systems showcased Fire Lite, a UL Listed Fire Alarm System. System Sensor introduced a new range of smoke sensors S300 series.

The afternoon seminars focused on 'Introduction to IP Technology' which included the benefits of adapting this technology to CCTV systems. This session offered a comparison between IP

the ADI team had was highly impressive."

Nikesh Shah, Head-Business Development, Smart I Security Systems believed, "ADI Expo was an excellent platform for both manufacturers as well as installers, a good opportunity for manufacturers

like us to meet installers personally and discuss business. It also provided various possibilities for us to explore new markets especially in cities where we do not have direct presence. Installers also get an opportunity to interact with multiple vendors, check multiple products and solutions under one roof. Technology based informative seminars during the Expo really facilitate all to stay updated with latest industry trends."



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, Hikvision, Honeywell Security.

Bob Penny, Manager, Texecom, one of the world's leading intrusion alarm company from UK said, "ADI Expo 2010 was a huge success. The large attendance at each of the shows was a fitting tribute to the ADI India team and a just reward for their undoubted hard work. This was a well organized and professionally presented show. The knowledge of the products, professionalism and the enthusiasm

"ADI kicked off its 2010 Expo season and provided installers with free seminar events to help increase their business. In this dynamic market environment, it is imperative that we provide our installers with new programs, solutions and education to help diversify their product offering and increase revenues."

***Surajit Biswas,
Director – Marketing, Asia Pacific
ADI Global Distribution***

Ranjit Nambiar, HID, Director – Asia Pacific 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, into the security distribution, high quality of marketing innovation 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, Sales & Marketing Director, Asia Pacific 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 feather to understand & meet multiple vendors in one day".

ADI has leaded the way and will continue to do so with its remarkable series of success with expos. The Phase II of the expo will be held starting 31st May 2010, across West and North India. ■