

QIEL participates Build Today 2008

Organized by The India Today Group

22nd – 24th May 2008, MMRDA Grounds, Bandra Kurla Complex, Mumbai



Quippo Infrastructure Equipment Ltd. participated in Build Today 2008 from 22nd – 24th May 2008 at MMRDA Grounds in Mumbai. Build Today 2008 is an event organised by The India Today Group, leaders in media industry by its publication of magazines, specialized trade directories, TV channels like Headlines Today, Aaj Tak and Radio Channel.

Build Today 2008 is an exhibition dedicated solely to the construction industry, which is one of the fastest growing industry today in India having a promising future. This exhibition has exhibitors from all fields of construction business like Construction Machinery and Equipments, Building Materials, Electrical & Light Industry, Stones, Ceramics & Tiles etc. Visitors included Architects / Interior Designers, Builders and developers, Construction industry professionals, Project managers and consultants, Mechanical / Electrical engineers, Construction equipments suppliers, Consulting engineers, Government agencies / Building authorities, Manufacturers of equipment and building components, Structural and civil engineers, Suppliers / distributors of building materials and components, Universities, technical and research institutions and Others

“QIEL participated in this exhibition with the intent to create awareness about our offerings to the western India. Through this exhibition we have gained mileage by generating queries from the Retail Segment. Lot of concrete suppliers have shown interest in our Concreting Equipment such as boom placers, concrete pumps and transit mixers.” said Mr. Sanjay Khanna, VP – Marketing, Quippo Construction Rental.



QIEL had a corner stall which gave special visibility. Distribution of the flyers along with those of sunshades made Quippo one of the most visible brands in the exhibition. This exhibition lead to generation of many queries and leads which will be used for tapping future business. Overall, the participation was a success and has opened doors for better vistas.

To know more about Build Today 2008, please visit the website at:
<http://www.build-today.com/>