



5th

• EDITION •

AutoExpo

Trichy 2025



Organized by

TRICHY AUTO PARTS DEALERS' ASSOCIATION, TRICHY

16th, 17th & 18th of Aug 2025
@ New Marriage Hall, Kalaiarangam, Trichy.

About TAPDA

Trichy Auto Parts Dealers' Association - TAPDA stands as a prominent and pioneering trade association, committed to enhancing the automotive industry in Trichy for over four decades. As the collective voice of the region's auto sector, TAPDA has continually fostered growth, collaboration, and excellence among dealers, manufacturers, and stakeholders.

With a proven track record, TAPDA has successfully hosted four major auto expos :



Each edition marked significant growth in Participation, Reach and Public Engagement.

The 4th Auto Expo held in 2019 witnessed


Participation
from
**130 Leading
Exhibitors**


A fully
**Air - Conditioned
Expo Hall**


Over
**2,00,000
Visitors** across
three days

The event attracted automotive enthusiasts and buyers from Trichy and neighboring districts including Tanjore, Pudukkottai, Kumbakonam, Thuraiyur, Karur, Tiruvarur, Ariyalur, Namakkal and Perambalur making it one of the most impactful expos in the region.

Exhibitor's Profile

Auto Expo 2025 offers a curated platform for exhibitors across a wide range of mobility solutions and allied industries. Participation is open to manufacturers and service providers across the following categories

Vehicle Categories

Motorcycles & Scooters | Three-Wheelers | Passenger Cars
Utility Vehicles | Commercial Vehicles | Buses & Trucks
Earthmoving Equipment | Electric & Hybrid Vehicles

Allied and Component Sectors

- Vehicle Dealerships & Resellers
- Audio / Video Systems
- Insurance & Auto Finance Providers
- GPS/GPRS & Fleet Management
- Garage Tools & Diagnostic Equipment
- Paints, Coatings, Tyres & Batteries
- Oils, Lubricants, and Auto Spares
- CNG/LPG Conversions
- IT & Software Solutions for Auto Industry
- Logistics & Transport Infrastructure
- Coach Builders & Modification Experts
- Accessories & Aftermarket Products



Showcase

A Premier Platform to Demonstrate Excellence

Auto Expo 2025 is more than just an exhibition — it is a comprehensive platform designed to spotlight innovation, engineering excellence, and the future of mobility. The event offers an ideal setting for brands to present their latest products, technologies, and services to a high-intent audience.

The Expo attracts not just local attendees from Trichy but also a wider audience from:

Tanjore | Pudukkottai | Kumbakonam
Thuraiyur | Karur | Tiruvarur
Ariyalur | Namakkal | Perambalur

With its thoughtfully planned layout, climate-controlled pavilions, and dedicated interaction spaces, **Auto Expo 2025** ensures a smooth and immersive experience for both exhibitors and visitors. The event facilitates not only product exploration but also high-quality business networking and deal-making.



Comprehensive Sponsorship Packages

Event Sponsorship Tiers

- Will get to occupy & display their wares at Stall E4 in Elite Hall.
- It will be a 12mx5m elevated stage overlooking Elite Hall
- You can park your 'Campaign coach' at Grandeur unit 1 area free of cost
- Name and logo across Entrance & Exit Arch of the Expo.
- Your Company will be featured in all our auto expo correspondence as well as in all Newspaper, local advertisements, FM channel and all pre event promotions.
- All flyers and pamphlets will carry your logo as well.

Co-Sponsorship

- You will be provided with stall E2 or E5 (8m x 4m) in Elite Hall
- You can park your 'Campaign coach' at Grandeur unit 1 area free of cost
- Your Company will be featured in all our auto expo correspondence as well as in all Newspaper, local advertisements, FM channel and all pre event promotions.
- All flyers and pamphlets will carry your logo as well.

Title Sponsorship

- Your Logo will be accompanied with Auto Expo 2025 Logo in all mediums (Newspaper, local advertisements, FM channel and all pre event promotions)
- You will be provided with stall E3 (6m x 4m) in Elite Hall
- You can park your 'Campaign coach' at Grandeur unit 1 area free of cost



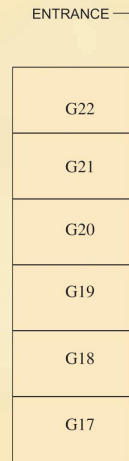
Associate Sponsorship

- You will be allotted one of P1, P2, P3 or P4 at the beginning of the Prestige Hall.
- Your Company will be featured in all our auto expo correspondence as well as in all Newspaper, local advertisements, FM channel and all pre event promotions.
- All flyers and pamphlets will carry your logo as well.

STALL LAYOUT



Grandeur Unit 2
6mx5m



Stall Sizes (All Sizes in Metres)	
Prestige	: P1, P2 - 5x4, P3, P4 - 6x3, P5-P17 - 3x3, P18 - P23 - 2.5x2.5
Elite	: E1 - 2.5x2.5, E2 - 8x4, E3 - 6x4, E4 - 12x5, E5 - 8x4, Other Stalls 3x2
Elite Corners	: E7, E30, E42, E43 & E53 - 14 Sq.m
Majestic	: M1 - 4x3, Other M Stalls 3x2
Majestic Corners	: M2 & M10 - 14 sq.m
Grandeur Unit 1	: All G Stalls 6x5
Grandeur Unit 2	: All G Stalls 6x5

Sponsorship Details

Strategic Sponsorship for Maximum Brand Visibility

Auto Expo 2025 is a three day flagship event expected to host over 140 industry-leading exhibitors and attract more than 2,00,000 Visitors. The expo offers a high-impact platform for brand visibility, customer engagement, and direct B2B interactions.

As a sponsor, your brand will be positioned at the forefront of one of Tamil Nadu's most influential automotive events.

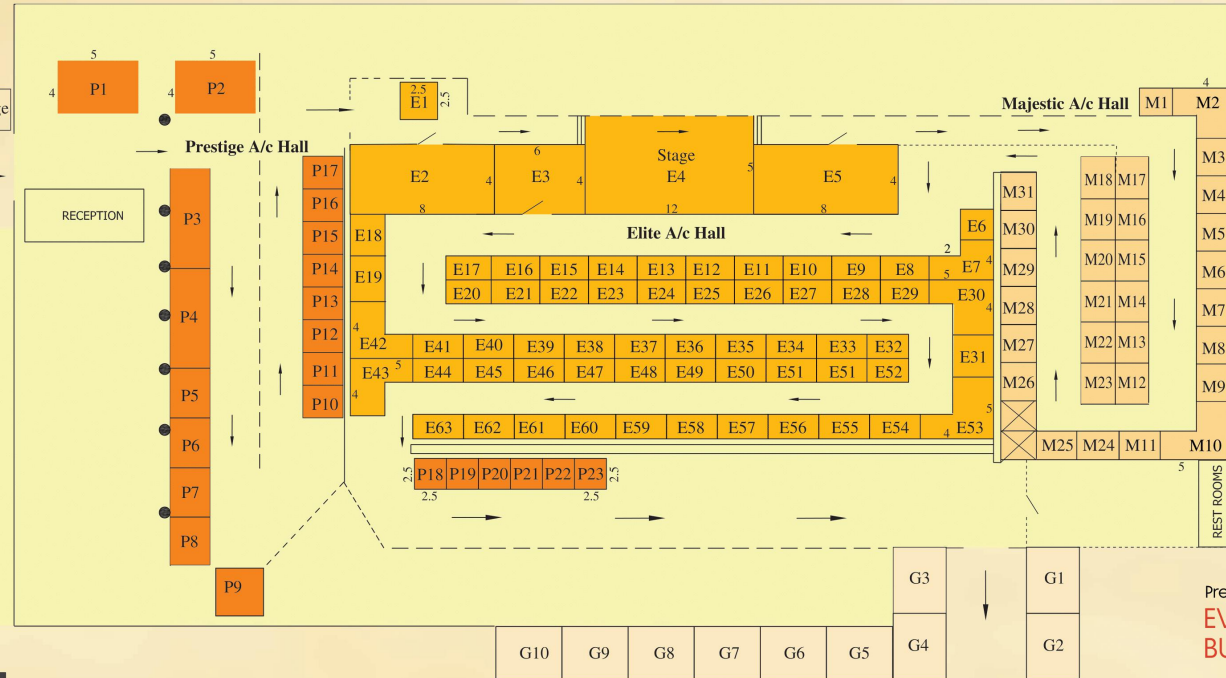
Each sponsorship tier provides unmatched visibility, promotional benefits, and prime positioning within the expo venue and all associated marketing materials.

Stalls (Rephrased)

The Auto Expo features a diverse range of stall categories and sizes, thoughtfully designed to accommodate startups, OEMs, component manufacturers, and service providers.

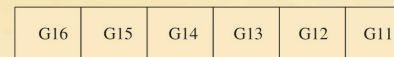


FIRE / AMBULANCE



EXIT

Grandeur Unit 1
6mx5m



STALL CATEGORIES

PRESTIGE	ELITE
23 STALLS	63 STALLS
MAJESTIC	GRANDEUR
31 STALLS	22 STALLS

Strategic Sponsorship
for Maximum Brand Visibility

Premium Stall Options for
EVERY BUSINESS SCALE

Stall Pricing

Event Sponsor (E4)	₹7,00,000
Co-Sponsors (E2, E5)	₹5,00,000
Title Sponsor (E3)	₹4,00,000
Associate Sponsor (P1, P2, P3 & P4)	₹3,00,000
Prestige P5-P17	₹80,000
Prestige P18-P23	₹40,000
E1	₹70,000
E7, E30, E42, E43 & E53	₹90,000
Other E Stalls	₹60,000
M1	₹70,000
M2 & M10	₹90,000
Other M Stalls	₹60,000
G1 - G16	₹70,000
G17 - G22	₹80,000

Note: All Indoor Corner stalls attract a 10% premium
All the above prices are exclusive of 18% GST

• Space Rental Procedures •

Exhibitor Services & Participation Guidelines



Inclusions

Every stall is fully carpeted and equipped with a table, chairs, power point, drinking water, and waste bin. Outdoor stalls include fans.

Fascia Branding

Exhibitor name boards will be provided as part of the stall setup.

Medical Assistance

On-site first-aid and paramedical staff will be available throughout the expo.

Clean Zone Policy

We maintain a zero-litter policy. Well-maintained stalls will be recognized under the "Best Stall Awards" program.

Show Timings

Open to the public from 10:00 AM to 8:00 PM each day.

Canteen Access

Two staff members per stall are entitled to complimentary: Morning Coffee | Business Lunch Evening Tea

Function Invites

All registered exhibitors will be invited to the Inaugural and Valedictory Functions

Booking Confirmation

Stalls are allotted strictly on a first-come, first-served basis. Final confirmation is subject to:

Submission of the Space Contract Form
Payment to the designated account



Organizing Committee

P. MURUGESAN CHAIRMAN

A. RAMU CO CHAIRMAN

S. KARTHIKEYAN CO CHAIRMAN

G. SHANMUGAVEL SECRETARY

RM. SUBRAMANIAN TREASURER

A. Ravi CO-ORDINATOR



TRICHY AUTO PARTS DEALERS' ASSOCIATION, TRICHY

Contact Person
For Space Rentals & Procedures

Mr. A. Ravi - 98947 41236

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Team TAPDA

RM. BALASUBRAMANIAN PRESIDENT

T. Prem Ananth VICE PRESIDENT

M. Sugumaran VICE PRESIDENT

K. Senthilkumar SECRETARY

K. Natarajan JOINT SECRETARY

K. Murugan TREASURER