

Munich, August 14, 2020

Press release

bauma CONEXPO INDIA hosts an engaging webinar focusing the Indian market on ‘How will technology in construction drive change’.

Show organizer, bC Expo India Pvt. Ltd. engaged industry experts in an extensive webinar on technology and its impact in the new normal.

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On July 29th the webinar hosted an illustrious set of panelists from the construction equipment and machinery sector - Mr. Anand Sirohi, Director, Trimble Navigation India Pvt. Ltd., Mr. Alok Srivastava, General Manager, Global Sales & Marketing, L&T NxT, Mr. Mrinal Pai, Co-founder & CEO, Skylar Drones, Mr. PV Prashant, Director of Operations & Technology, Shapoorji Pallonji and Company Pvt. Ltd., Mr. C Devarajan, CMD, Tactive Software Systems, Mr. Sharwan Agnihotri, Head, Corporate & Mining Business, Hyundai Construction Equipment India Pvt. Ltd. The session was moderated by Mr. Rishabh Goel, Managing Director and Partner, BCG Group and Global Lead, Digital Engineering and Construction.

The webinar focused on the power and impact of digitalization in the construction equipment and machinery sector. It brought to the table, a set of diverse perspectives of technology providers, equipment providers and end-users. Mr. Sirohi, Mr. Pai, Mr. Agnihotri and Mr. Devarajan apprised the audience with the current technology being utilized in the construction industry and how it adds value to businesses. Mr. Srivastava also shared L&T’s journey on digitalization.

Move towards the digital construction sector

The webinar explored the customer’s perspective with Mr. Prashant giving his insights on the impact of technology on desktop as well as on-site level. Further, the panelists Mr. Sirohi and Mr. Pai also discussed the bottlenecks of adoption of technology in the construction sector. Mr. Devarajan and Mr. Agnihotri shed light on the barriers to the adoption of technology in light of COVID-19. Mr. Prashant shared insights on bridging the gap between digital means and conventional

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methods. Mr. Srivastava and Mr. Sirohi closed the webinar by discussing return-on-investment on the adoption of technology and its feasibility, especially in small-scale businesses.

Extensive analysis

For in-depth insights and expert analysis, click here to watch the webinar

www.youtube.com/watch?v=asAaPV6eA7Q

bauma CONEXPO INDIA

bauma CONEXPO INDIA, international trade fair for construction machinery, building material machines, mining machines and construction vehicles, is the most important industry event for the sector in India with an exhibition area of 195,000 square meters. The last bauma CONEXPO INDIA in December 2018 attracted 668 exhibitors from 26 countries and 39.173 participants from India and neighboring states. bauma CONEXPO INDIA is held every two years: the 6th event will take place in Gurgaon/Delhi from February 23 to 26, 2021.

bauma NETWORK: Six construction machinery trade fairs of Messe München

In addition to the world's leading trade fair bauma, Messe München has extensive skill in organizing additional international construction machinery trade fairs. For example, Messe München organizes bauma China in Shanghai and bauma CONEXPO INDIA in Gurgaon/Delhi together with the Association of Equipment Manufacturers (AEM) as well as the bauma CONEXPO AFRICA in Johannesburg. In December 2015, Messe München successfully expanded its portfolio further with the purchase of the leading Russian construction machinery trade fair CTT, now renamed bauma CTT RUSSIA. In March 2017, the bauma NETWORK was again expanded with M&T EXPO in the form of a license agreement with SOBRATEMA (Brazilian Association of Association of Technology for Construction and Mining).

Messe München

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.

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Association of Equipment Manufacturers (AEM)

AEM is the North American-based international trade group representing off-road equipment manufacturers and suppliers, with more than 1,000 companies and more than 200 product lines in the agriculture and construction-related industry sectors worldwide. The equipment manufacturing industry in the United States supports 2.8 million jobs and contributes roughly \$288 billion to the economy every year. AEM has an ownership stake in and/or manages several world-class exhibitions, including CONEXPO-CON/AGG, the largest construction trade show in the western hemisphere and one of the world's largest gathering places for the construction industries. AEM's trade show portfolio also includes CONEXPO Latin America, the premier construction equipment trade show in the Hispano America.