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An International Exhibition
on Bicycles, Bicycle Parts & Toys

6th
RideAsia™

BICYCLES, BICYCLE PARTS & TOYS EXPO

18 19 20 APRIL 2025

Hall No. 5

PRAGATI MAIDAN, NEW DELHI



RIDE
Beyond Limits

6th
EDITION

200+
EXHIBITORS

1500+
TOP BRANDS

5000+
DEALERS & DISTRIBUTORS

6000+
PRODUCT & SERVICES

Entry Free

— ORGANISED BY —



SUPPORTED BY



— MEDIA PARTNER —



Contact : +91-98759-53275

Email : info@rideasia.in

About the Organiser.

Udan Media & Communications Pvt. Ltd., founded in 2012, began with modest origins but a strong commitment to excellence. Today, it stands as a leader in organizing India's top exhibitions. With a focus on innovation and dedication, Udan has earned the trust of entrepreneurs, both locally and globally.

Our goal is to provide a robust platform for businesses to showcase their products, adopt new technologies, and navigate the global market. Through our exhibitions, we aim to support and empower enterprises, fostering growth and competitiveness in an ever-changing business world.

Driven by a passion for quality and a desire to build meaningful connections, Udan is known for its exceptional event organization. Our dedicated team works tirelessly to ensure that each exhibition exceeds expectations, offering participants valuable opportunities for networking, learning, and progress.

But Udan is more than just about events; it's about driving change and advancing progress. We are committed to creating environments where innovation thrives, partnerships flourish, and businesses succeed. With Udan, exhibitors and attendees can expect not just an event, but an immersive experience that inspires, connects, and transforms.



About Rideasia

The RideAsia Expo, scheduled to take place from April 18-20, 2025, at Pragati Maidan in New Delhi, promises to be a landmark event for cycling enthusiasts and professionals alike. This premier exhibition will showcase the latest advancements in cycling technology, accessories, bicycle parts, and toys attracting visitors from across the globe. Attendees can expect a vibrant atmosphere filled with product demonstrations, workshops, and interactive sessions led by industry experts. The event aims to promote cycling as a sustainable and healthy mode of transportation, aligning with global trends toward eco-friendly mobility solutions.

For dealers and traders, the RideAsia Expo offers an unparalleled opportunity to network and establish connections with top manufacturers and suppliers of bicycles, bicycles parts, accessories and toys. With an expected attendance of thousands, the expo serves as a significant platform for business growth and expansion. Dealers will have the chance to explore a wide range of products, from high-performance Bicycle and E-Cycle to essential cycling accessories. The event will also feature B2B meetings, providing a structured environment for negotiating deals, forming partnerships, and discussing industry trends with key stakeholders.

In addition to catering to the business community, the expo is designed to engage and inspire cycling enthusiasts of all ages. Visitors can participate in various activities, including test rides, and fitness challenges. Overall, the RideAsia Expo aims to foster a dynamic and inclusive cycling culture, encouraging more people to embrace this healthy and eco-friendly lifestyle.

Facts & Figures

- **228**
Exhibitors
- **500+**
Brands
- **35000**
Visitors
- **1100**
Hosted Buyer
- **450**
Pre-arranged Meetings
- **6**
Conferences
- **2500**
Attendees

6th **RideAsia**TM
BICYCLES, BICYCLE PARTS & TOYS EXPO

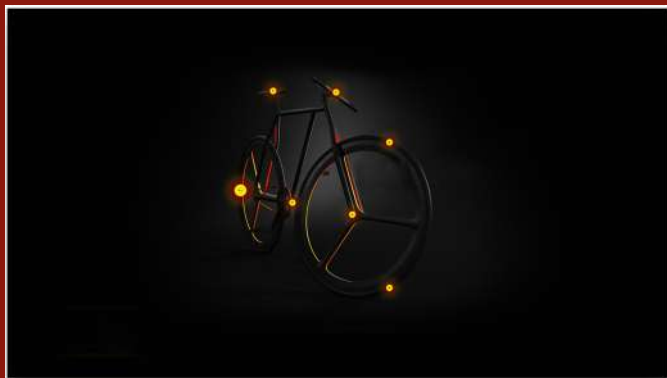
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Exhibitor's Profile

- Bicycle
- Electric Bicycle
- Tricycle
- Air Pumps
- Bicycle Parts
- Bicycle Accessories
- Bicycle Safety Gears & Guards
- Folding Bicycle
- Tyres and Tubes
- Ride Ons
- Battery Toys
- Battery Operated Vehicles
- Battery Cars
- Battery Bikes
- Educational Toys and Games
- Multimedia
- Handicrafts, Gifts and Souvenir Articles
- Wooden Toys
- Model Construction, Hobbies
- Wooden Toys



Visitor Profile

- Dealers/Distributors
- Manufacturers
- Service Providers
- Industry Professionals
- Retail Buyers
- Enthusiasts and Hobbyists
- Media and Influencers
- Investors and Entrepreneurs
- Educational Institutions
- Retailers
- Purchase manager
- Cycling Clubs
- Government and Non-Profit Organizations
- Software & MNC Office campuses / Gated Communities
- Bicycle Enthusiasts - Looking for a business opportunity
- Owners, Directors & Consultants of Fitness Clubs
- Gyms and Aerobics & Yoga Centers
- The Sports Authority of India
- Sports Associations
- Universities
- Schools & Colleges
- Multipurpose Clubhouses
- Hospitals and Healthcare Centres
- Sports Retail Boutiques
- Developers & Builders
- Dietician, Nutritionists & Physiotherapists
- Spa Owners and Managers



Inauguration

RideAsia 2024 inaugurated by Dr Rajneesh Additional secretary & Development commissioner MSME India. Accompanied by FICO, UCPMA, ICAT, SCTA Dealer Fertinity from all over India. Speaking at the inaugural, Dr Rajneesh urged the cycle industry to focus on higher value edition and actively participate in Global supply chain and focus on global competitiveness, eco-friendliness and sustainability.



Glimpses

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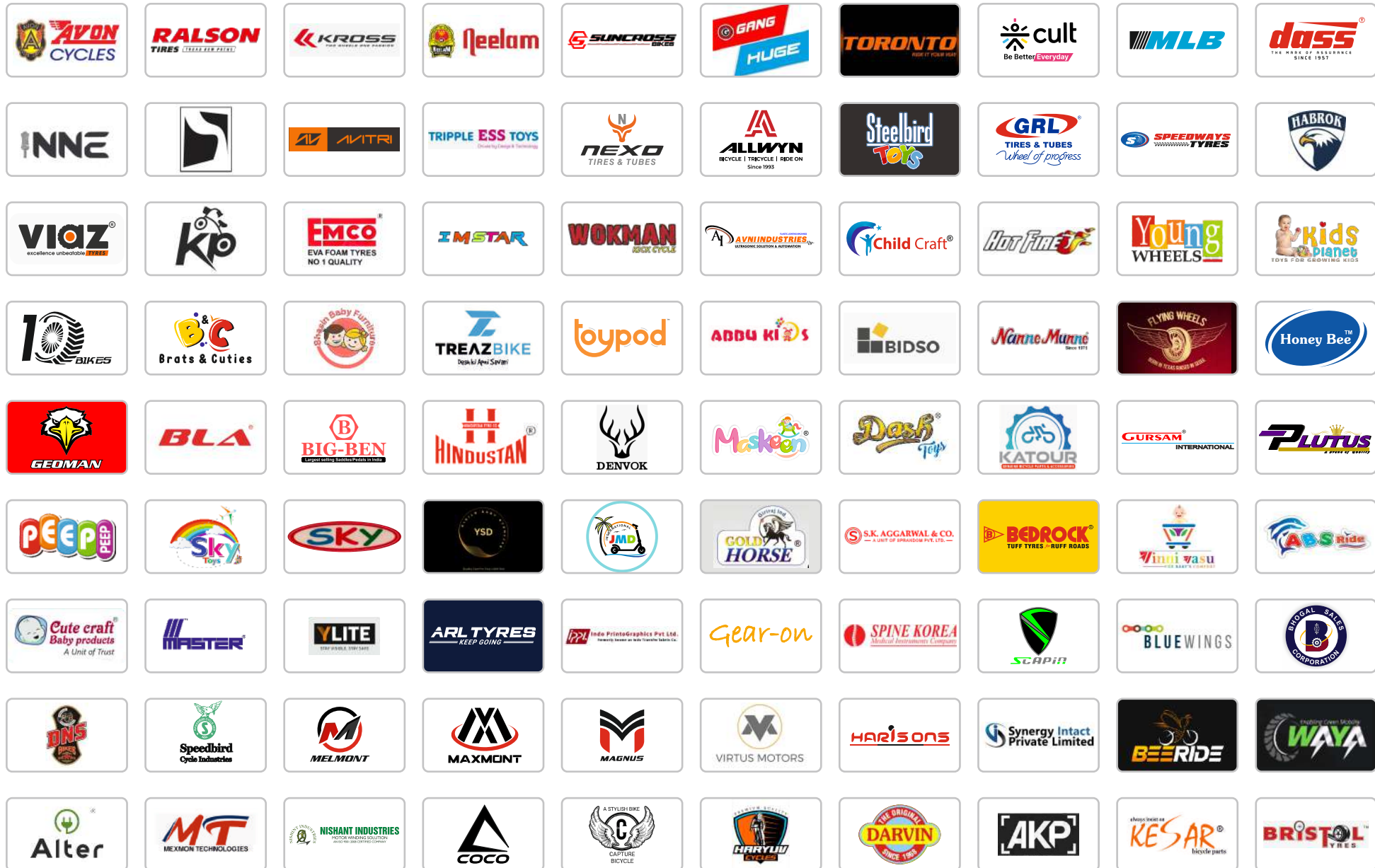
Our Prestigious Partners

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RideAsia 2025

building upon
5 years of Success.



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Join us in celebrating the 6th edition,

as RideAsia continues to connect the valuable yet challenging cycling industry.

- 20,000 sq m area covered
- 300+ exhibitors
- 1000+ top brands
- 50,000+ visitors across globe.

Features

- RideAsia Conferences
- Company Listing
- Matchmaking Programs
- Hosted Buyers program
- Digital Advertising opportunities.

Why be part of RideAsia?

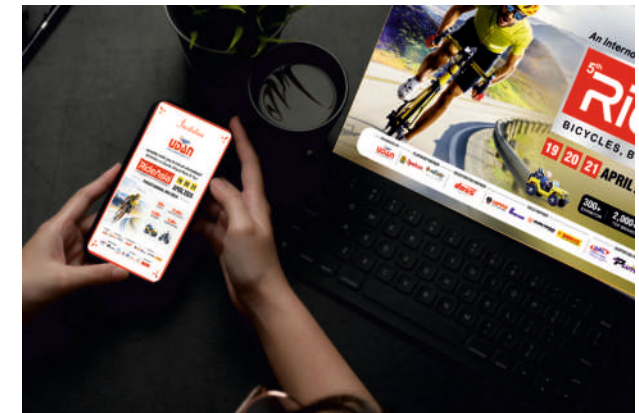
- Access a pivotal cycling market with promising growth and opportunities.
- Network with influential market drivers from both private businesses and governmental associations.
- Discover the latest trends and innovations transforming the industry.
- Showcase your latest products and services to diverse audience segments.
- Benefits from all year round digital and sponsorship opportunities.

Marketing Mix

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OUTDOOR ADVERTISEMENTS

SOCIAL MEDIA ADVERTISEMENTS



1 MILLION WHATSAPP



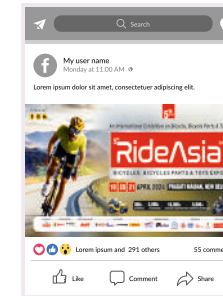
1 MILLION SMS



NEWSPAPER



4,00000 MAILERS



FACEBOOK



20,000 TELECALLING

Association Tie-ups | Government Alliance | Direct Mailing Invites | Client Invites | Social Media Campaigns
Bulk Email & SMS Campaign | Magazine Advertisements | Website-ups | Print Media Promotion | News Paper Advertisements
Special Invitations to Dealers & Distributors | Online Media Partners | Outdoor Hoardings | SEO
Telemarketing | Media Partners & Many More...

Commercial Details

Participation Cost

A

Fabricated Stall
Minimum Stall Size: 12 sq. Mtr.
(4m x 3m) and Multiple Thereof



PARTICIPATION CHARGES

B

Domestic Exhibitors

Space per sq. mtr.
Bare Space: Rs. 11500/-
Shell Space: Rs. 12500/-



International Exhibitors

Space per sq. mtr.
Bare Space: US \$200
Shell Space: US \$250

C

3 Phase Power Domestic

Before Expo
(During Stall construction)
INR 1500 per KW
During Show
INR 3500 per KW



Note: GST as Applicable by Govt. (India)

International

Before Expo (During Stall construction)
US \$25 per KW
During Show US \$40 per KW

Compressed Air

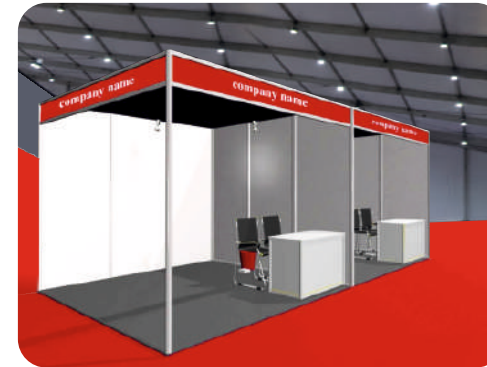
Domestic
INR 12,000 per connection of
3CFM with 100 psi

International

US \$200 per connection

Show Dates:
18 - 19 - 20 April 2025

Venue:
Pragati Maidan, New Delhi



The Shell Space Would Include

- Floored carpet
- Fabricated stall
- Side and rear wall panels
- Exhibitors name on Facia
- One Laminated Table
- Two Chairs
- One Dust Bin
- Four Spot Lights
- One 5 Amp Plug Socket
- One Entry in Participant directory

IMPORTANT DATES

EXHIBITION TIMINGS - 10:00 AM to 6:00 PM

Payment Schedule

- | | |
|-----------------------|--------------------------------|
| 25% on Booking | - Against Booking Confirmation |
| 50% of Balance Amount | - Before 15th January, 2025 |
| Full Amount | - Before 15th March, 2025 |

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