TECHNOLOGY EVENTS 2020-21

Theme of the year: 2020
VISION : 2020

KDMPL started in 1999 with a vision of bringing a synergy between IT Companies and Channel. VARINDIA IT Magazine for India’s Frontline IT Magazine addressing the VAR's- Value added Resellers has been the propagator of a Technological revolution by continually providing its readers and patrons with latest and essential ICT related information. VARINDIA has earned its reputation as a one-stop destination for IT News. Our event has rated as the No.1 Tech event organiser in the country.

VARINDIA serves as a major resource of business intelligence for VARs (Channels) controls 80% of the average business in the country and always tried to be innovative and futuristic in its approach with respect to the content. Our focus for this year will be on how VARS and Partners could work as the Catalyst and work as the Growth Accelerator for ambitious SME's and Business Owners in the country.

OEMs to empower VARs through the customized and specialized B2B events in various market places including Delhi, Mumbai, Kolkata, Bangalore, Bhubaneswar and other key cities in India.

VARINDIA events are the benchmark among IT Companies and partners (VARs) for creating a single platform for discussing, introducing new technology and sharing feedback to bridge the gap between vendors and channels.
EVENTS CALENDAR (2020-21)

National, International and Regional

VARINDIA Event Calendar is divided into 3 parts:

National Events - New Delhi

- VARINDIA Star Nite Awards (SNA) (19th edition) - November 2020, New Delhi
- Cyber Security India Conclave (4th edition) - February 2020, New Delhi
- VARINDIA IT Forum (18th edition) - May 2020, New Delhi

Regional Events – Bangaluru, Mumbai, Kolkata, Bhubaneswar

- Odisha IT Fair (OITF) - 12th Year - 23rd January 2020, Bhubaneswar
- East India IT Fair (EIITF) - 11th Year - July 2020, Kolkata
- South India IT Fair (SIITF) - 11th Year - September 2020, Bangaluru
- West India IT Fair (WIITF) - 11th Year - March 2020, Mumbai
EXCLUSIVE
TECHNOLOGY EVENTS 2020

The Tech Events takes place throughout the year and take place all throughout the year and cover a wide range of different industries — from SaaS, to FinTech, to startup events, Cyber security, Cloud and more. The event also includes many sub components including:

Conferences - Conferences are the backbone of the tech events industry and can be both B2C or B2B events. They are held to educate, inform, or train attendees.

Trade Shows - Trade shows give companies in a specific industry the opportunity to showcase their products and services.

Summits - Though "summit" can be interchangeable with "conference", summits tend to be of a smaller size and are comprised of higher-level executives.

Seminars - You can think of seminars as mini conferences that are much smaller in scope and sometimes only last one day.
VARINDIA address the urgency for B2B leaders to combine a human-centred approach to sales with investments in the both physical and digital tools to improve the service experience for customers and achieve lasting growth.

The prime objective is to meet the challenges of B2B leaders, where they are struggling with how to effectively integrate human interactions with digital experiences that enhance customer service. VARINDIA has the expertise to invite the right TG from various verticals and cross section of the mass. With this we are addressing the growing rift between Partners/VARs and OEMs.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>COMPLETE NAME</th>
<th>Theme</th>
<th>Vertical</th>
<th>Participant Designation</th>
<th>No. of Participants</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>OITF</td>
<td>ODISHA INFORMATION TECHNOLOGY FAIR</td>
<td>Growth opportunity for Partners in Odisha</td>
<td>B2B partners</td>
<td>Directors and CEOs</td>
<td>150</td>
<td>BHUBANESWAR</td>
<td>23RD JANUARY 2020</td>
</tr>
<tr>
<td>CYBER SECURITY</td>
<td>ADDRESSING THE CYBER SECURITY CHALLENGES</td>
<td>Cybersecurity accelerates business growth</td>
<td>End Customers</td>
<td>CIO/CTO/CISO</td>
<td>150</td>
<td>NEW DELHI</td>
<td>February-20</td>
</tr>
<tr>
<td>WIITF</td>
<td>WESTERN INDIA INFORMATION TECHNOLOGY FAIR</td>
<td>Driving Economic Growth of VARs</td>
<td>Partners and VARs</td>
<td>Directors and CEOs</td>
<td>150</td>
<td>Mumbai</td>
<td>March-20</td>
</tr>
<tr>
<td>TECHNOLOGY FORUM</td>
<td>ANNUAL TECHNOLOGY SUMMIT</td>
<td>Cusp of another major leap forward</td>
<td>END CUSTOMERS</td>
<td>Government/PSU and Enterprises</td>
<td>400</td>
<td>New DELHI</td>
<td>May-20</td>
</tr>
<tr>
<td>EIITF</td>
<td>EASTERN INDIA INFORMATION TECHNOLOGY FAIR</td>
<td>Enhancing Digital Connectivity</td>
<td>B2B partners</td>
<td>Directors and CEOs</td>
<td>150</td>
<td>Kolkata</td>
<td>July-20</td>
</tr>
<tr>
<td>SIITF</td>
<td>SOUTHERN INDIA INFORMATION TECHNOLOGY FAIR</td>
<td>Securing Technology Development Agenda</td>
<td>B2B partners and CIOs</td>
<td>Directors and CEOs/CIO/CTO</td>
<td>150</td>
<td>Bangaluru</td>
<td>September-20</td>
</tr>
<tr>
<td>STAR NITE AWARDS</td>
<td>AWARDS NITE FOR OEMS AND PARTNERS</td>
<td>Reorganizing VARs to Keep Pace with Digital Transformation</td>
<td>B2B partners</td>
<td>Directors /CEOs/Country Managers</td>
<td>500</td>
<td>NEW DELHI</td>
<td>November-20</td>
</tr>
</tbody>
</table>
This is the 12th year of OITF, the annual event will be organized in the hotel Mayfair Lagoon, Bhubaneswar to understand the opportunity in the state Govt. and how the partners can gear-up to face the challenges ahead.

**Theme: Growth opportunity for B2B Partners in Odisha**

**Current Scenario:**
- About 45% of the SMEs in Odisha are going through the first wave of building basic IT infrastructure
- Only 10% are in the connectivity phase and use their website for transactional purposes
- Only 2% are leveraging the benefits of ERP applications, intranet and managed security solutions and
CYBER RESILIENCE IS MUST FOR INDIA

Theme: Cybersecurity accelerates business growth

Cyber Resilience – Concept to reality For Building
Safer, Smarter & Secured environment in Workplace

February 2020, Hotel Shangri-la, New Delhi
In the annual summit there is a convergence of VARs, where the Distributor community across India discusses, shares and networks with the vendors. The vendors also get opportunities to present the value propositions they can bring for the entire distributor ecosystem.

**Audience Size: 150+ across Western India**

The event will have in-depth discussion on how the Corporates to understand the pain points of the Partner community in the western India. There will be 30 CIOs to join the summit to be part of the panel discussion session.

**Theme**

**Driving Economic Growth of VARs**
VARINDIA IT Forum turns 18th year (Since 2002). The objective of the forum is to bring the key technology investment decision makers in the government and corporate bodies on to a common platform for better understanding on their investment plan in their respective organisations as well as to provide support to those who are working towards building a better IT infrastructure.

This forum happens in three phases. In the first phase, the government and corporate bodies present their focus on e-governance and in the second phase, panel discussions are held to explore the opportunities in Government and PSU business and the evening session will witness the unveil of the 9th edition of the Brand Book and Awards ceremony.

Target Audiences: Sr. Govt. officials from the central and PSUs, CIO/CTO/CISO from the large corporates.

**Topic**

Cusp of another major leap forward

**Release of the 9th edition of the Coffee Table Book**
In its 11th year, the annual event is going to be organized with the support of the Govt. of West Bengal, STPI and COMPASS to understand the potential of SME growth in West Bengal, which brings an opportunity for the partners and VARs in the country. In the event, top partners (SIs, NIs, VARs) in total 150 from the eastern part of the country will attend to understand the opportunity, where senior officials from WEBEL, leading organizations into heavy technology adoption (CIO/CTO/CISO) to address the Partners.

It is the only go to market platform for vendors to venture into Upcountry (B, C, D class) territories with their product and solution offerings and interact on how to focus on the SME growth.

**Theme**
**Enhancing Digital Connectivity**
The 11th annual event (Technology summit) is going to be organized with the support of the Govt. of Karnataka and STPI to understand the potential of SME growth in Karnataka and how there could be Digitization under the confluence of ICT. This tech summit brings organisations and professionals gather insight on how to deal with critical business issues.

Audience Size: 150 CIOs and CTOs from leading IT and Telecom organisations

Corporates will showcase their bigger success in their business with latest focus on Technology innovations and experts from across India will attend the brainstorming session on technology adoption and survival.

Theme
Securing Technology Development Agenda
The VARINDIA Star Nite Awards (SNA, which is popularly known as the DNA of Channel). The event recognizes the CMO (Chief Marketing Officers) and the performance of various IT Vendors (Hardware and Software, Networking, Peripherals, etc). This annual felicitation happens on the basis of a stringent selection procedure. 100 Eminent VARs are going to be recognised and the Annual report card of the Industry are going to unveil.

TG : National Distributors, Sub-distributors, VARs, VADs, System Integrators, Solution Partners and leading IT Associations of the country

Theme
Reorganizing VARs to Keep Pace with Digital Transformation
IT IS A PLATFORM TO DISCOVER OPPORTUNITY

As we are recognised as the P2P company, inviting hundreds of tech professionals in the field, sneak peeks of the latest technologies, and unique networking opportunities that can help you advance the business opportunities.

All the events are designed to explore the trends facing technology and how it is impacting industry. Core topics related to various event themes have proven outcome with high level of business networking.

Tech-focused sessions will cover topics such as systems that are disrupting the specifications process, gamification in the technology industry, data gathering and analysis and software demonstrations.

This year our core focus will be towards cybersecurity, cloud hosting and management brings newer opportunities to VARs and CXOs.