



# TECHNOLOGY EVENTS 2024-25

THEME OF THE YEAR

THRIVING  
IN THE  
**DIGITAL AGE**

Embracing Digital Acceleration

**CHANNEL  
FOCUS**



# VISION : 2024

VARINDIA, a publication of Kalinga Digital Media, has played a significant role in shaping the Indian IT landscape over the past twenty-five years. Their dedication to serving the Value Added Resellers (VARs) and partners has established them as a leading voice in the Channel industry.

VARINDIA, India's Frontline IT Magazine addresses the VAR's- Value added Resellers who are the propagators of Technological revolution. **Over the years VAR India has built a vibrant community with a keen focus on adding value to both OEMs / Service Providers and Partners.**

VARINDIA has earned its reputation as a one-stop destination for IT News, views and analysis. Our events have been rated as the No.1 Tech events in the country. It serves as a major resource of business intelligence for VARs (Channels) controls 80% of the average business in the country and always tries to be innovative and futuristic in its approach with respect to the content.

India with its large geography has markets with different demands, hence OEMs have to empower the 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 uniquely designed with a combination of actionable, objective insights, expert guidance and consultation, peer networking, and solution provider assessment. In today's interconnected world, businesses face a constant barrage of disruptions and challenges, from emerging technologies to shifting consumer demands. To stay ahead of the curve, organizations must embrace digital acceleration as a key enabler of success.

# VARINDIA

## EVENTS CALENDAR (2024-25)



### VARINDIA Event Calendar is Divided Into 3 Parts: **National, International and Regional**

#### **NATIONAL EVENTS- NEW DELHI**

- VARINDIA Star Nite Awards(SNA) (23rd edition) - 22nd November 2024, New Delhi
- Cyber Security India Conclave (7th edition) - 9th February 2024 ,New Delhi
- VARINDIA IT Forum (22nd edition) – 5<sup>th</sup> July 2024, New Delhi

#### **REGIONAL EVENTS: Bangaluru, Mumbai, Kolkata & Bhubaneswar**

- OITF (15th Edition), 19th January 2024- Hotel The Crown, Bhubaneswar
- WIITF VAR Summit (14th Edition), 15th March 2024,– Hotel Courtyard Marriot, Mumbai
- EIITF - SME Summit- 13th September 2024, Hotel The Park, Kolkata
- SIITF - Tech Summit- 20th December 2024, Hotel The Lalit, Bengaluru

#### **INTERNATIONAL EVENTS**

- Dubai- January, SANFRANCISCO- December 2024, Singapore – May 2024



## TECHNOLOGY EVENTS 2024

In 2024, the organizers of the India's largest technology events and conferences will have to return to an in-person format.

As the world continues to move towards digital transformation, it is essential to keep up with the latest technology trends. Digital acceleration is one of the most important aspects of digital transformation.

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

**Trade Shows** - Trade shows give companies into 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 lasts for only one day.



**VARINDIA addresses the urgent needs of the industry for B2B leaders to combine a human-centric approach to sales with investments in 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.**



Event Name	Title	Theme	Verticals	Participant Designation	No. of Participants	Location	Date
<b>OITF</b>	ODISHA INFORMATION TECHNOLOGY FAIR	Digital Workplace Insights For 2024	B2B partners	Directors and CEOs	150	Bhubaneswar	19 <sup>th</sup> Jan 2024
<b>CDS</b>	CYBER & DATA SECURITY SUMMIT	Growing Challenges in Cybercrime in India	End Customers	CIO/CTO/CISO	150	New Delhi	9th Feb-2024
<b>WIITF</b>	WESTERN INDIA INFORMATION TECHNOLOGY FAIR	Dealing with Digital Disruption	Partners and VARs	Directors and CEOs	150	Mumbai	15 <sup>th</sup> Mar-2024
<b>INFOTECH FORUM</b>	ANNUAL TECHNOLOGY SUMMIT	Rise of Emerging Technologies and their Impact	End Customers ( DAY LONG)	Government/PSU and Enterprises	500	New Delhi	5 <sup>th</sup> July-2024
<b>EIITF</b>	EASTERN INDIA INFORMATION TECHNOLOGY FAIR	Enhancing Access and Connectivity	B2B partners	Directors and CEOs	150	Kolkata	13 <sup>th</sup> September -2024
<b>SIITF</b>	SOUTHERN INDIA INFORMATION TECHNOLOGY FAIR	Technology is redefining its boundaries	B2B partners and CIOs	Directors and CEOs/CIO/CTO	150	Bengaluru	20 <sup>th</sup> December-2024
<b>STAR NITE AWARDS</b>	AWARDS NITE FOR OEMS AND PARTNERS	Driving Success Through Dynamic Partnership	B2B partners ( DAY LONG)	Directors /CEOs/Country Managers/VARs/Resellers	500	New Delhi	22 <sup>nd</sup> November-2024





# 15<sup>th</sup> Edition Of ODISHA IT FAIR 2024

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This is the 13th year of the annual event - OITF, to be organized in Hotel Mayfair Lagoon, Bhubaneswar to understand the opportunities in the state Govt. and how the partners can gear-up to face the challenges ahead.



**Theme:**  
**DIGITAL  
WORKPLACE  
INSIGHTS FOR  
2024**

**Hotel The Crown**  
19<sup>th</sup> FRIDAY, JANUARY 2024





**VARINDIA**

# 8<sup>th</sup> Cyber & Data Security Summit

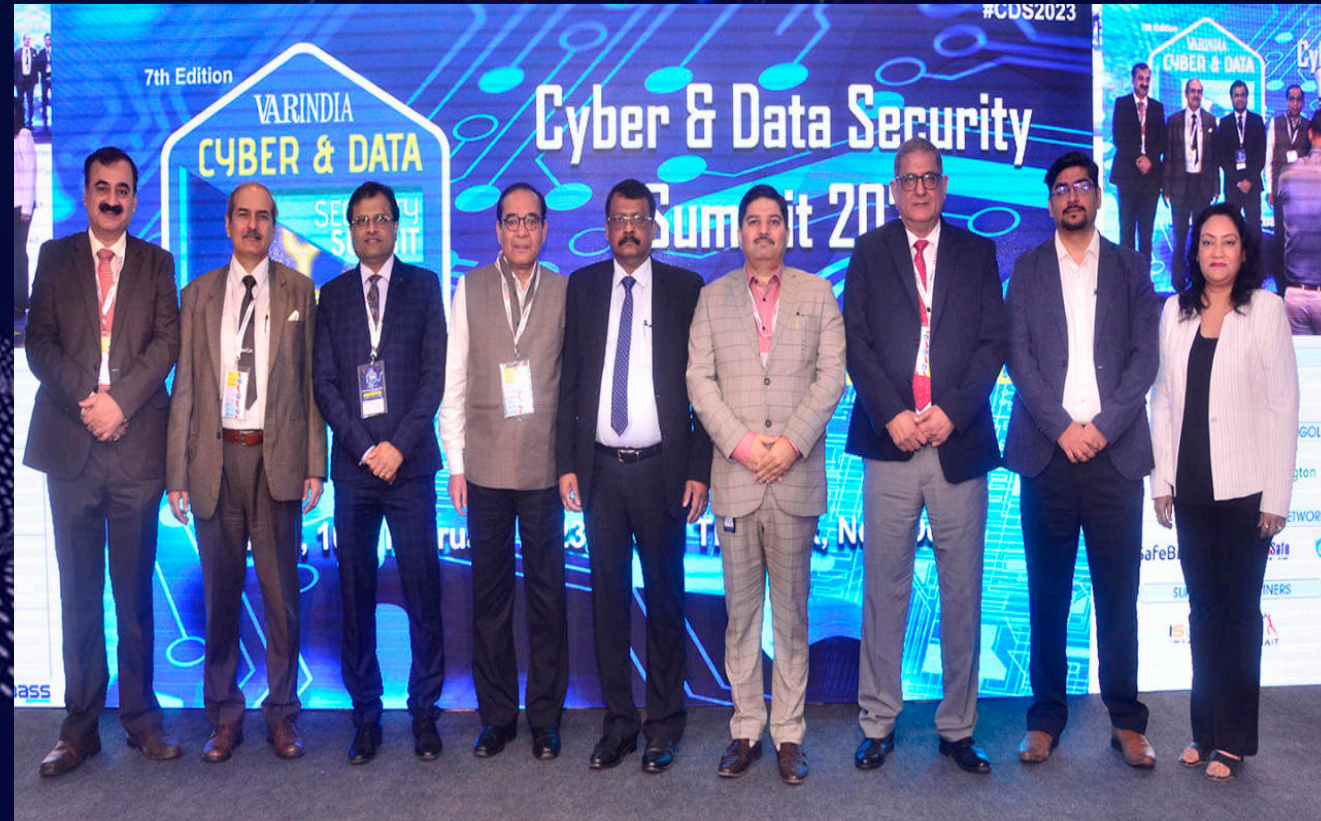
## THEME

# Growing Challenges in Cybercrime in India

Cybercriminals are not constrained by geographical limitations as cyber space is borderless and a global problem

9<sup>th</sup> February 2024

Hotel Royal Plaza, New Delhi





Western India Information Technology Fair '24

14<sup>th</sup> Edition Of

# WIITF 2024 (VAR Summit)

**VARINDIA**

**March 2024, Mumbai  
Hotel Radisson, Mumbai**

**Theme :  
Dealing with Digital Disruption**

In this annual summit there will be a convergence of VARs, where the Distributor and Solution Partners in Western India will discuss, share and network with the vendors. The vendors also get the opportunity to present the value propositions they can bring for the entire distributor ecosystem.

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

The event is likely to be of interest to businesses of all sizes that have partners in western India. There will be 30 CIOs who will be joining the summit to be a part of the panel discussion session.







13<sup>th</sup> Edition Of

# EIITF - SME SUMMIT 2024

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13th Eastern India Information Technology Fair 2024

15<sup>th</sup> September 2024

In its 13<sup>th</sup> 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 opportunity for the partners and VARs in the State. 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) will address the Partners.

The summit will focus on the role of SMEs in India's economic growth and will feature a panel of policymakers and business leaders.

The summit to bring great opportunity for SMEs to learn about the latest trends and challenges facing their businesses, to network with experts and tech leaders leaders to get access to resources and support.

Theme

**Enhancing Access and Connectivity**







# 22<sup>nd</sup> Edition Of INFOTECH FORUM 2024

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## THEME

### Rise of Emerging Technologies and Their Impact

The 13th edition of the BRAND BOOK on the technology Industry to reach out to the enterprise buyers. The Brand Book is going to be unveiled over a large customer event (Infotech Forum). Staying competitive means remaining future-focused, over 500 Technologists from across the country are going to join the Forum.

The IT Forum to focus on how the Personalization is becoming increasingly important in business and society. Corporates to focus to provide with a personalized experience that is tailored to their individual needs and preferences. This year the Brand Book focuses on the growth and attractiveness of digitally-driven CPSUs, Enterprises and SMEs in the country .

5<sup>th</sup> July 2024  
New Delhi







13<sup>th</sup> Edition Of

# SIITF (Technology Summit -2024)

VARINDIA

20<sup>th</sup> December 2024, Bengaluru

The 13th annual event (Technology summit) brings organisations and professionals gather insight on how to deal with critical business issues . Karnataka is home to over 5,500 IT/ITes companies, employing, 18 lakh professionals directly and 55 lakh indirectly. Bengaluru is the leading city for women-led startups in India, followed by Mumbai and Delhi.

**Audience Size: 150 CIOs /CTOs and VARs to join the Summit**

The summit to provide a platform for attendees to learn about the latest developments in technology in various domains and industries and to network with other professionals and experts in the field.

**Theme**

**Technology is redefining its boundaries**







23<sup>rd</sup> Edition Of

# STAR NITE AWARDS 2024

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**THEME: Driving Success Through Dynamic Partnership**

22<sup>nd</sup> November 2024, New Delhi

**Star Nite Awards (SNA)** is recalled as the ***DNA of the Channel***, a major annual event for IT channel partners in India. The event brings together major technology vendors, distributors, MSPs, solution partners and resellers to discuss on industry trends, forge new business relationships and create business opportunities. **Over the years VAR India has built a vibrant community with a keen focus on adding value to both OEMs / Service Providers and Partners.**

The daylong event will have various important sessions for engaging the partners and VARs in improvising the skillsets, Product and solution showcase, making it as one of the most powerful congregation of the drivers for the IT and Telecom products. The previous year 2023 witnessed the most successful HYBRID EVENT organised in the country, where about 1500 + delegates attended the event.

## MORNING SESSION



## EVENING SESSION





# Why Choose VAR India?

**VAR**INDIA

## 1. Industry Authority

Benefit from our reputation as a trusted industry authority, giving your event credibility and attracting a high-quality audience. Our strong connections with India's IT decision-makers and government agencies ensure your message reaches influential leaders.

## 3. Comprehensive Coverage

Our multi-platform approach ensures that your event is covered extensively, reaching a wide audience and maximizing the return on your investment.



## 2. Tailored Approach

We work closely with you to understand your goals and objectives, ensuring that the event is customized to meet your specific needs and resonate with your target audience.

## 4. End-to-End Support

From event conceptualization to execution and post-event coverage, VAR India provides end-to-end support, making the entire process seamless for our partners.



## VARINDIA is a platform for platform players in the country

We as a leading P2P company in the country has been successfully connecting tech professionals with the latest technologies and networking opportunities. These initiatives play a crucial role in fostering innovation and growth within the tech industry.



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

All the events organised by VARINDIA brings a huge Networking opportunities, as they enable tech professionals to connect with peers, share ideas, and collaborate on projects. These interactions can lead to new partnerships, joint ventures, and even job opportunities. By facilitating meaningful connections, your company is contributing to the overall success of the tech community.

This year our core focus will be towards Cybersecurity, Data Privacy, Cloud computing is expected to bring newer opportunities to VARs as well as the CXOs.



# VARINDIA

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