



9 | 10 **March 2026**

India Expo Mart, Greater Noida, Delhi, India

ADVERTISING & SPONSORING OPPORTUNITIES

INDIA'S 1st GREEN & SUSTAINABLE ROAD EXPO



INTRODUCTION

Road X India represents the future of highway infrastructure, where cutting-edge technology meets environmental responsibility. As India accelerates toward becoming a \$5 trillion economy, our highway network serves as the backbone of progress.

This premier exhibition showcases revolutionary advancements in smart road construction, prefab tunnel solutions, sustainable materials, & green transportation systems. From AI-powered traffic management to solar-integrated highways and rapid tunnel deployment technologies, witness innovations transforming India's connectivity landscape.

Join industry leaders, government agencies, & technology pioneers as we build infrastructure that doesn't just connect destinations, but creates a sustainable tomorrow. Experience the intersection of infrastructure excellence & environmental stewardship at **Road X India**.



10000+
Visitors

400+
Exhibitors

50+
Speakers

500+
Delegates

22+
State PWD'S

1000+
Products on Display

INDIA'S

Highway Market



60% network expansion
in last decade with
34 km daily
construction pace



124 highway projects
worth Rs **3.4 lakh crores**
planned for FY26



Market valued at Indian
Rs. **12.53 lakh crores**
(2024), projected to
reach Indian Rs. **30 lakh
crores** by 2033



Rs **8.54 lakh crores**
investment creating
economic corridors &
expressways



Rs **2.9 lakh crores**
government allocation
for FY 2025-26



OUR CORE FOCUS



INDIA'S FIRST & ONLY EXHIBITION
100% DEDICATED TO GREEN + SUSTAINABLE
CONSTRUCTION & ZERO-FATALITY ROAD SAFETY



BUILDING INDIA'S FUTURE WITH NET-ZERO CARBON FOOTPRINT

- 100% recycled asphalt & reclaimed materials
- Carbon-neutral & low emission construction technologies
- Solar-integrated roads & energy-harvesting pavements
- Circular economy solutions for road lifecycle
- Rainwater harvesting, bio engineering & green corridors
- ESG-compliant practices for Bharatmala, expressways & state highways



Saving lives on every kilometre we build

- Vision Zero India in action
- Next-gen crash barriers, guardrails & energy-absorbing systems
- AI-powered incident detection & emergency response
- Smart lighting, reflective signage & delineators
- Worker safety equipment & site protection technologies
- Road-user behaviour solutions & iRAP 5-star designs
- Black-spot elimination & vulnerable road user protection

THIS IS NOT JUST AN EXPO.

THIS IS INDIA'S NATIONAL MOVEMENT FOR CLIMATE-POSITIVE + FATALITY-FREE HIGHWAYS

WHY EXHIBIT AT ROAD X INDIA



Unlock India's Booming Road & Highway Construction Market

- **Direct Access to Decision-Makers**

Meet 10,000+ specialists & 22 indian states representatives, connecting with leaders from wholesale, retail & construction of highways infrastructure.

- **Build Relationships with Top Industry Leaders**

Engage with CEOs, engineers, purchase managers architects, designers, & heads of major firms

- **Fast-Track Partnerships**

Showcase innovations, gain immediate feedback, and solidify business deals.

- **Market Insights**

Gain a competitive edge with a firsthand look at trends and industry shifts in india's thriving roads & highways construction sector

- **Media Exposure**

Maximize your visibility with coverage before, during, and after the event. Road X India collaborates with 50+ top publications, news outlets, and digital platforms to showcase exhibitors to a wider audience



HIGHWAY CONSTRUCTION

- EPC companies
- Road & highway developers
- Civil contractors
- Bitumen & asphalt suppliers
- Concrete suppliers
- Infrastructure conglomerates

MACHINERY, EQUIPMENT & AUTOMATION

- Road machinery
- Equipment rental companies
- Automated paving solutions
- Sensor & control systems
- Fleet management system

SMART MOBILITY, ITS & SURVEILLANCE

- Intelligent traffic systems
- ANPR
- Tolling solutions
- CCTV, drones, AI tracking
- Mobility data analytics
- GIS & navigation System

FINANCE, PPP & POLICY

- Banks & Nbfcs
- Infra investment funds
- Insurance companies
- PPP consultancy firms



EXHIBITORS PROFILE

GREEN ROAD TECH

- Recycled materials
- Solar road tech firms
- Energy efficient solutions
- Self healing asphalt/concrete
- Carbon neutral construction

EV INFRA & ROAD SIDE FACILITY

- EV charging station
- Battery swapping technology
- Highway side energy providers
- Highway plaza developers
- Solar-powered infra
- Mobile fuel van

DIGITAL DESIGN, SIMULATION & RESILIENCE

- Digital twin & simulation firms
- BIM solution providers
- Structural design software
- GIS & mapping firms
- AI/LOT for maintenance
- Disaster & geotech experts

ROAD SAFETY, LIGHTING & TRAFFIC MANAGEMENT

- Road signage manufacturer
- Crash barriers & guardrails
- Street lighting provider
- Reflective paints & marking
- Traffic cones & studs
- Worker safety gears

PREFAB STRUCTURES BRIDGES & TUNNELS

- Bridge construction company
- Tunnel boring machine
- Prefab structures
- Steel structure suppliers
- Seismic & vibration control tech
- Engineering consultants

ALLIED SOLUTION & SERVICES

- Rain water harvesting providers
- Water management companies
- Fasteners & tools manufacturer
- Sanitaryware providers
- Greenery maintenance firms
- Other related companies

GOVERNMENT & POLICY MAKERS

- Ministry of road transport & highway
- NHAI
- States public works department
- City municipal corporations
- City development authority
- Border roads organisation

EPC & INFRASTRUCTURE DEVELOPERS

- L&T, GMR infra, IRB infra, Dilip buildcon & 50+ other major EPC contractors
- Regional road contractors
- Bridge & tunnel contractors
- BOT/PPP highway developers
- Toll-tax operators

RESEARCH, ACADEMIA & CORPORATE BUYERS

- Research institutes
- Universities & Technical institutes
- Innovation & R&D labs
- Corporate buyers with infra divisions
- Large industrial & manufacturing companies



VISITORS PROFILE

CONSULTANTS, DESIGNERS & ENGINEERS

- Project management consultants
- Engineering consultancies
- Architecture & structural designer
- Mobility & safety engineers
- Road auditors
- Surveyors GIS & mapping engineers

ALLIED BUYERS & SUPPORTING INDUSTRIES

- Franchise & Dealership
- Logistic companies
- International delegations
- Real estate developers
- Angel investors & venture capitalists

CONNECT DIRECTLY WITH MEGA BUYERS



Build relationships with senior officers, engineers, project directors, municipality commissioners, & procurement leaders who are coming for 1-on-1 meetings & real-time sourcing decisions

NHAI PAVILLION

25+ STATE PWDS

**100+SMARTCITIES
& MUNICIPAL BODIES**

MAJOR EPC BUYERS

SENIOR OFFICIALS FROM MORTH

- ✈ The event provides a refined, business-focused environment for meaningful technical & commercial discussions.
- ✈ Exhibitors can showcase high-impact solutions directly to decision-makers with active procurement & project requirements.
- ✈ Designed as an exclusive sourcing & networking platform for the highway sector.





EXHIBITOR'S PACKAGE (Rates per sq.m)

Road X India
2026

Shell Space Rate
(INR/USD)

Bare Space Rate
(INR/USD)

STANDARD

12,000 / 137\$

11,000 / 125\$

EARLY BIRD OFFER
(Till 30th Nov. 2025)

10,000 / 114\$

9,000 / 103\$

Shell Scheme Inclusions

- Shell Booth Fully Furnished In White Laminated Panel Fitted On Octonorm System, Name Fascia Carpet Under The Stall
- Table, Chairs, Spotlights, Power socket, Dustbin (Quantity will depend on the sq.mt of area booked)
- Name Fascia
- Carpet under the stall
- Standard exhibitor listing in the show catalogue.
- 2 Lunch Box Coupons for per day
- 2 delegate passes to the conference for 2 days
- Onsite Logo branding in Exhibitor List



SPONSORSHIP PACKAGES

TITANIUM SPONSOR

20,00,000 ₹ / 22,730 \$

- 80 sqm stall at prime location.
- Brand Visibility in all registration communications.
- Logo on Lanyard for all visitors.
(Approx 10000)
- Full page Ad in the exhibition catalogue.
- Social media posts and E-mail Marketing.
- 4 Dedicated Hoardings at the venue.

TITLE SPONSOR

30,00,000 ₹ / 34,100 \$

- 120 sqm stall at prime location.
- Brand Visibility in all registration communications.
- Branding on Welcome kit Bags.
- Logo on Lanyard for all visitors.
(Approx 10000)
- Full page Ad in the exhibition catalogue.
- Logo on Awards & Certifications.
- Social media posts & E-mail Marketing.
- 6 Dedicated Hoardings at the venue.

GOLD SPONSOR

10,00,000 ₹ / 11,370 \$

- 50 sqm stall at prime location.
- Brand Visibility in all registration communications.
- Full page Ad in the exhibition catalogue.
- Social media posts and E-mail Marketing.
- 3 Dedicated Hoardings at the venue.

LANYARD SPONSORSHIP

2,00,000 ₹ / 2,400 \$





CONFERENCE

50+
Speakers

500+
Delegates

20+
Sessions

The conference will bring together leaders from government, industry, and academia to explore the future of highway construction and infrastructure with a strong focus on sustainability, innovation, and resilience.



Key Highlights

- ✈ Green Infrastructure Innovations.
- ✈ Smart & Digital Highways.
- ✈ Policy & Investment opportunities.
- ✈ Global Best Practices.
- ✈ Networking & Collaboration.

Why Attend?

- ✈ Shape the roadmap for India's sustainable infrastructure growth
- ✈ Gain insights into green policies & ESG compliance
- ✈ Explore innovative technologies & materials for eco-friendly highways
- ✈ Build strategic partnerships for future projects



CONFERENCE SPONSORSHIP PACKAGES



KEYNOTE PARTNER

12,00,000 ₹ / 13,640 \$

- Exclusive branding as Keynote Partner.
- Speaking slot in Inaugural /Special Plenary.
- Top logo visibility: stage, signage, website, media.
- Full-page ad in handbook.
- 10 VIP passes + reserved seating.
- Recognition in opening & closing.



SESSION PARTNER

9,00,000 ₹ / 10,230 \$

- Branding as Session Partner for one theme.
- Logo on session backdrop & agenda.
- 1 panel speaker nomination.
- Half-page ad in handbook.
- 6 VIP passes.
- Recognition by session moderator.



KNOWLEDGE PARTNER

6,00,000 ₹ / 6,820 \$

- Branding as Knowledge Partner.
- Logo in agenda, banners, website.
- Co-branding on reports /whitepapers.
- Quarter-page ad in handbook.
- 4 delegate passes.
- Recognition in relevant sessions.



*Customized sponsorship opportunities can also be tailored to suit your brand objectives

P R E S E N T S

ROAD X EXCELLENCE AWARDS 2026



AWARD CATEGORIES

- Future-Ready Highway Award
- Safe Roads Excellence Award
- Smart Infrastructure Pioneer Award
- Green Mobility Corridor Award
- Contractor Excellence Award
- Innovator of the Year – Roads & Highways
- Highway Finance Leadership Award
- Resilient Infrastructure Award
- Sustainable Materials Champion Award
- Digital Transformation in Highways Award
- Excellence in Bridge & Tunnel Innovation Award
- Project Leadership Award
- Next-Gen Safety Technology Award
- Global Impact Award
- Lifetime Contribution to Highways Award





WHY DELHI?

Delhi, the heart of India, is not just the national capital but also the gateway to the country's infrastructure growth. As the hub for policy-making, government institutions, & international connectivity, Delhi offers unmatched access to decision-makers & industry leaders.

Importantly, the headquarters of MORTH, NHAI, and key government bodies driving India's road and highway development are all based here.

With its strategic location, world-class exhibition facilities, and strong presence of infrastructure & construction players, Delhi provides the ideal platform to showcase innovations, network with stakeholders, and drive meaningful collaborations for the future of India's roads and highways sector.



70%

of India's leading EPC companies have their corporate presence in Delhi-NCR, making it the natural meeting point for the entire ecosystem.





THE VENUE

India Expo Mart, Greater Noida, Delhi

Road X India will be hosted at India Expo Mart, Greater Noida – one of the country's most advanced & versatile exhibition centers. Known for its world-class facilities & seamless connectivity, it has emerged as the preferred destination for large-scale trade fairs, expos, & international conferences.

Why India Expo Mart?



Unmatched Scale & Infrastructure

Spread across 58 acres with over 1.8 million sq. ft. of exhibition & convention space, ideal for hosting mega events like Road X India.



Seamless Connectivity

Strategically located near Delhi, well connected by expressways, metro, & just 45 minutes from IGI Airport.



World-Class Amenities

Modern halls, high speed Wi-Fi, food courts, ample parking & advanced logistics support.





“Highways are not just roads, they are the lifelines of India’s progress.”

We plan to take up projects worth Rs 10 lakh crore in the next two years



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Organised by

