



WATER TODAY'S WATER EXPO

18th EDITION

POST SHOW REPORT

26th - 28th FEB 2025
CHENNAI TRADE CENTRE



POST SHOW REPORT

ABOUT WATER EXPO 2025

The 17th Edition of Water Today's Water Expo 2025, India's largest water and wastewater treatment expo successfully took place in Chennai on 26, 27 February & 28, 2025 at Chennai Trade Centre, Nandambakkam. The event succeeded in attracting business visitors from almost every part of the Indian subcontinent and also from abroad. The show featured a high proportion of international exhibits and a comprehensive product range from market leaders from India. Water Expo 2025 was a confluence of International & national water & wastewater technology and product manufacturers and traders/distributors, industrial and engineering establishments.

Organized by Water Today Pvt Ltd, the expo aimed to address pressing challenges, showcase innovations, and foster collaboration towards sustainable water management practices alongside concurrent event like the WATMAN International Conference.

Water Expo 2024 was supported by the Ministry of MSME, Govt of India, and reputed industry associations as Official Partners were Japan Pro, Indian Environment Association (IEA), Madras Chamber of Commerce and Industry (MCCI), Water Quality Association (WQA), All India Association of Industries (AIAI), Water Treatment Association of India (WTAI).

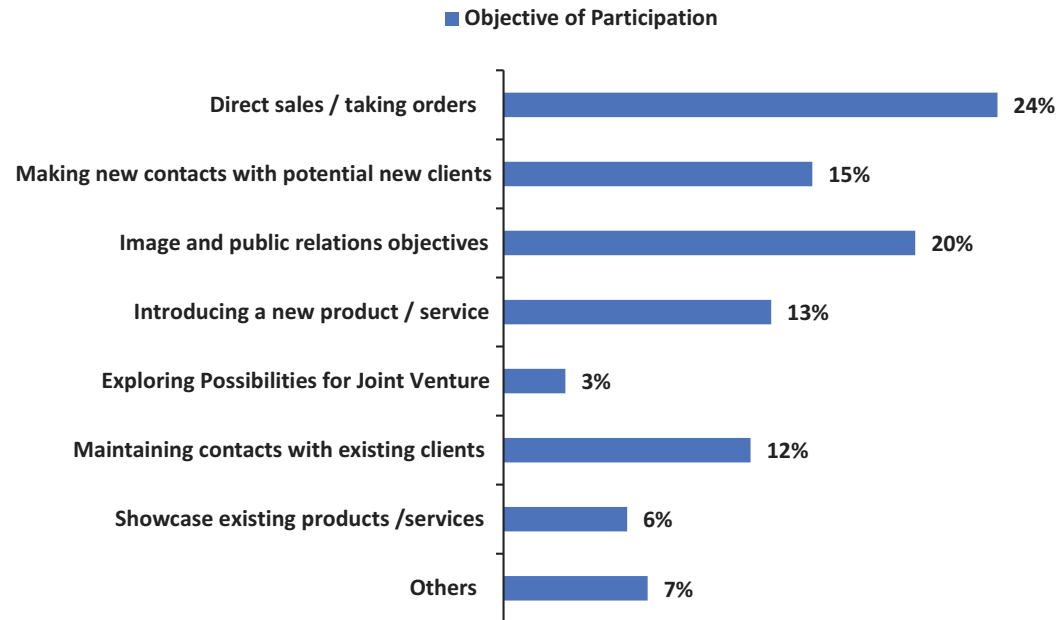
ATTENDANCE AND PARTICIPATION:

The event attracted a significant number of attendees, including representatives from government bodies, industry leaders, researchers, NGOs, and the public. Key participants included water utilities, technology providers, environmental consultants, policymakers, and academia.

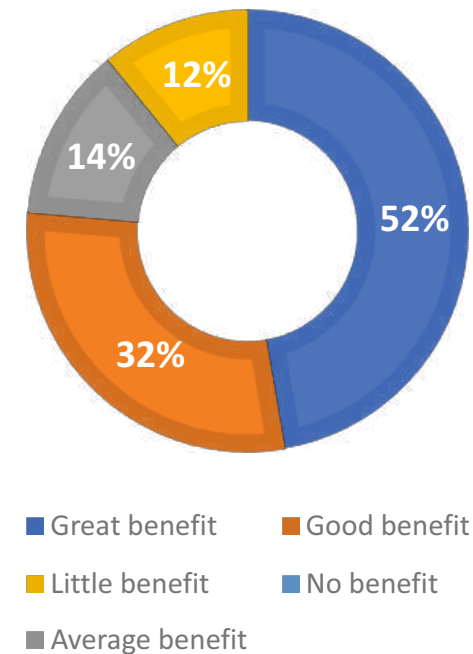


EXHIBITOR PARTICIPATION

Objective of Participation



Did your company benefit from participating at Water Today's Exhibitions



OVERVIEW - SHOW FACTS

EXHIBITION

200+
Exhibiting
Companies

3000+
Sqms

175+
Categories

15+
Visitor
Countries

10500+
Unique Visitors

20+
Exhibiting
Countries

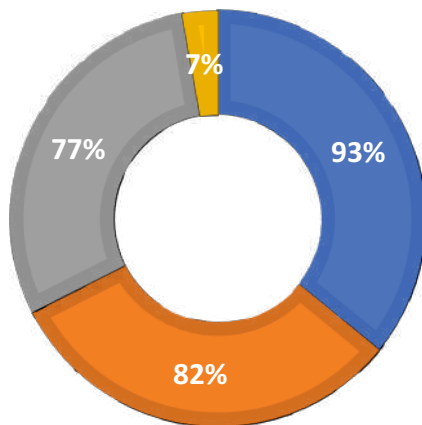
3000
Products
Showcase

EXHIBITOR PROFILE

Automation
Boilers and cooling towers
Desalination
Effluent Treatment
Filtration Equipments
Instruments and process controls
Irrigation Equipments
Packaged Drinking Water
Pipes fittings and valves
Pumps and Motors
Rainwater Harvesting
Research and Technical Institutes
Reverse Osmosis Equipments
Sewage and Sludge Treatment
Swimming Pool Equipments
Wastewater Management & Recycling
Water Conservation
Water Management & Systems
Water Pollution Monitoring
Water Purification
Water Supply and Services
Water Treatment
Water Treatment Chemicals
Zero Liquid Discharge Systems

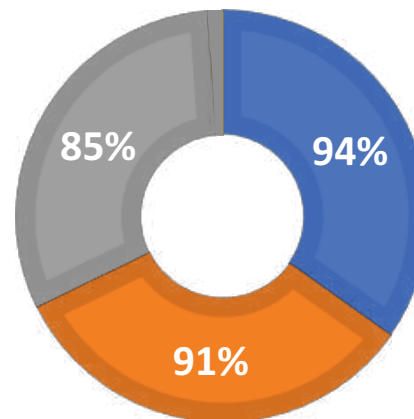
EXHIBITOR FEEDBACK

**Did you achieve your aim
at Water Today's Exhibitions**



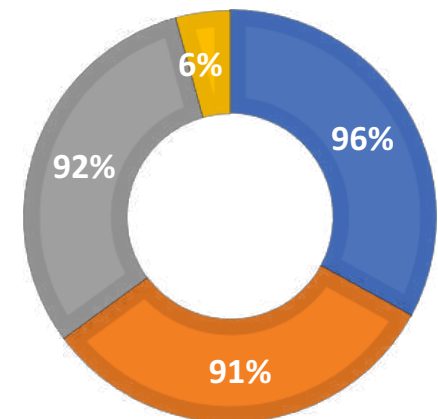
■ Excellent ■ Good
■ Very Good ■ Fair

The overall quality of the event



■ Excellent ■ Very Good
■ Good ■ Satisfactory

Quality of Visitors



■ Excellent ■ Very Good
■ Good ■ Satisfactory

KEY EXHIBITORS 2025



KEY EXHIBITORS 2025

VISITOR STATISTICS

Day Show Timing

Day 1 10am – 6 pm

Day 2 10am – 6 pm

Day 3 10am – 6 pm

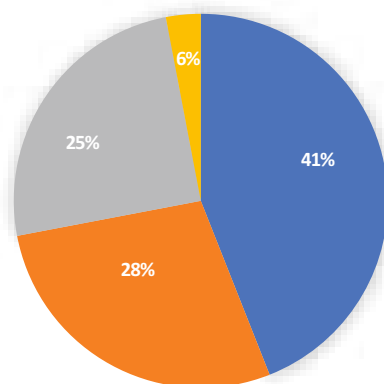
Factors which influenced their visit

- Opportunity to buy new products
- Variety of products on display
- Networking Opportunity with Industry Leaders
- New Suppliers
- To gather general information
- Opportunity to look for dealerships

Factors which influenced their visit

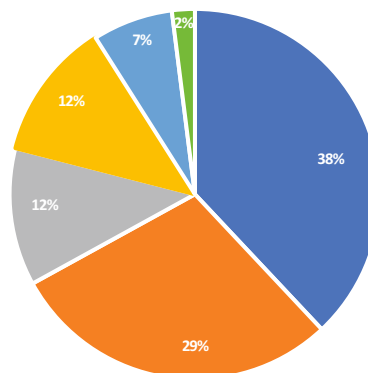
- Exporters & Importers
- Distributors & Traders
- Industry Suppliers
- PSUs
- Large & Medium scale engineering Industries
- Operation & Maintenance
- Government Bodies
- Chemical Plants
- Pharmaceutical Plants
- Environmental Consultants
- Ground Water Authorities
- Public Works Department

Rating the Exhibition



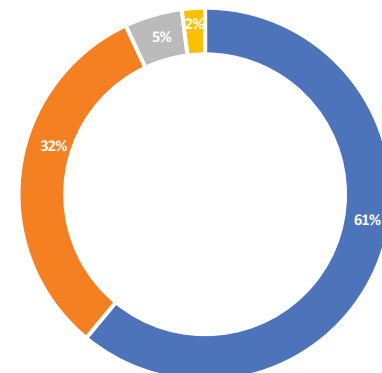
■ Excellent ■ Very Good
■ Good ■ Satisfactory

Source of Information About the Show



■ Direct Invitation ■ Email Campaigns ■ Facebook campaign
■ Whatsapp ■ Newspaper Advertisements ■ Others

Role in decision making process



■ Authorize ■ Influence
■ None ■ No Comments

WATMAN INTERNATIONAL CONFERENCE 2025

DAY 1 HIGHLIGHTS

The opening day of the **WATMAN 2025 International Conference**, organized by **Water Today Pvt Ltd** in association with **MCCI**, set the stage for critical conversations on **Sustainable Urban Water Management**.

Keynote by Shri. Sanjay Sharma (Chief Water Analyst - Delhi Jal Board) addressed the evolving water landscape and future trends.

Technical Sessions:

- Smart water infrastructure & AI integration
- Urban flood resilience & sustainable networks
- Water credit and community-centric approaches

A powerful **Panel Discussion** brought together leaders from IIT Madras, WRI India, Action India, and more - emphasizing climate resilience, circular economy, and public engagement in urban water systems.

DAY 2 HIGHLIGHTS

In Association With:

- Indian Institute of Chemical Engineers (IICChE) • Indian Desalination Association

IICChE Focused on **Sustainable & Innovative Water Technologies for the Chemical Industry**, Day 2 featured insights from leading experts from academia and industry. Key topics included:

- Design of water and wastewater treatment plants
- Zero Liquid Discharge systems
- Use of activated carbon and biochar
- Algae-based wastewater treatment
- Advanced photocatalysis and membrane technologies
- Desalination and water reuse innovations

The day concluded with a panel discussion and special lectures, highlighting cutting-edge solutions for industrial water sustainability.

INDA Provided Lectures on

- Innovative Desalination Technologies for Freshwater Production
- Innovation in Water Reuse and Resource Recovery.



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DAY 3 HIGHLIGHTS

The final day focused on **Industry-Driven Water Treatment Solutions** in association with the **Indian Environmental Association**.

Key highlights included:

- Upgradation of conventional sewage treatment plants
- Efficiency improvements in wastewater systems
- Fecal sludge management strategies
- Energy-efficient and innovative technologies in CETPs

30+ Conference Speakers

100+ Delegates

15+ Insightful Sessions

PARALLEL EVENTS

OPEN DOOR SYMPOSIUM AT THE 18TH WATER TODAY'S WATER EXPO

The **Open Door Symposium** featured a dynamic lineup of **30+ leading companies** from the water and wastewater industry, showcasing cutting-edge solutions, products, and innovations across the 3-day event.

Forbes Marshall, Sensorex, HWM Global, KWS Evaporators, Nextgen Enviro, Hubert Enviro Care, Cair Euromatic Automation, Alpha Blowers, IMTB Engineers, Waterpro Systems, Daiki Axis, Yukon Industries, Home N Style Textiles, Energenius Technologies, Arun Pipes, and many more showcased their latest Products & Technologies to a highly focused audience from the business Industry. This open-format platform enabled direct interaction with industry leaders, fostered business networking, and promoted awareness of the latest water technology trends.



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Visit : www.waterexpo.biz

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CONCLAVE HIGHLIGHTS

The Water Today's Water Conclaves, held at various key Industrial cities, brought together leading voices and innovators in water management and sustainability. The conclave centered on cutting-edge technologies and practices in water recycling, Zero Liquid Discharge (ZLD), effluent treatment, and smart automation for Large end - user industries. The Conclave was strong business platform exclusively for business networking, lead generation and meeting decision makers.

Key highlights included:

- Setting the tone for a strong emphasis on policy-driven water sustainability in industries emphasis on a strategic shift to latest cost-efficient Technologies that are crucial for Industrial compliance and water reuse.
 - Companies presented innovations in effluent treatment for various industries highlighting advanced purification techniques.
 - Companies introduced smart water Management & IoT-based automation in sewerage plants,ETP's & WWTP's showcasing the role of smart tech in water infrastructure.
 - Automation companies provided insights into WTP plant upgrades, focusing on efficient valve retrofitting.
 - Membrane companies explored greywater recycling in hotels & resorts, encouraging sustainable tourism infrastructure.
 - Companies addressed odour control in ETPs and hazardous sites, aligning with public health and environmental standards.
- Overall, the conclaves underscored future-forward practices in water conservation, industry-specific sustainability strategies, and integration of smart automation—setting the path for a water-secure tomorrow

CITY	FOCUS INDUSTRY
HYDERABAD	Pharma, F&B and Chemicals
KHOLAPUR	Textile Sugar, Distillery & Dairy
ODISHA	Steel, Iron, Mining, Heavy Metal Industry
TIRUNELVELI	Chemical, Pharma & Power
TIRUPUR	Textiles & Dye Sector
VIZAG	Pharma, Steel & Refineries



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EVENT PROMOTION

Visitors and exhibitors alike consider Water Expo a must attend event for the international market as the show offers a platform to showcase numerous products and discover more cost-effective solutions to existing processes.

Here is a breakdown of 2024 campaign which shows how we promoted the event. Vast promotional campaigns were carried out in the form of Mailers & inserts, Display Advertising, External emails, Internal Advertising and Online & Newsletter Advertising. More than 20 media houses including print, digital and television attended the event.

PRINT PROMOTION

- English Newspapers - The Hindu, Business Line, Indian Express, DeccanChronicle.
- Magazine Advertisements
- Tamil Newspapers - Dinamani, Trinity Mirror, Makkal Kural, Maalai Malar.
- Brochures/leaflets Circulation.

TV ADVTs

- TV advertisements were widely promoted in 4 south Indian languages – Kannada, Malayalam, Tamil and Telegu
- TV News Channels; Sun News, Puthiya Thalaimurai, Thanthi TV, News 7, News 18 Tamil, ETV (Telengana), ETV (AP), News 18 Kerala, News 18 Karnataka

Outdoor Advertisements – Bus back banners – Tamil Nadu, LED Display

SOCIAL MEDIA

Our social media campaigns and promotions are targeted not just in India, but also international OEMs, large end-user industries, govt bodies, industrial associations, professionals, PMCs, and more.

- Facebook
- LinkedIn
- Twitter
- Instagram
- Youtube
- Youtube Influencers
- Google

ONLINE PROMOTION

- 10 times - Across India
- Trade India - Across India
- Whatsapp
- Bulk emails
- E-Newsletters
- Telecalling
- Websites
- Event Lising Platforms
- Press Release



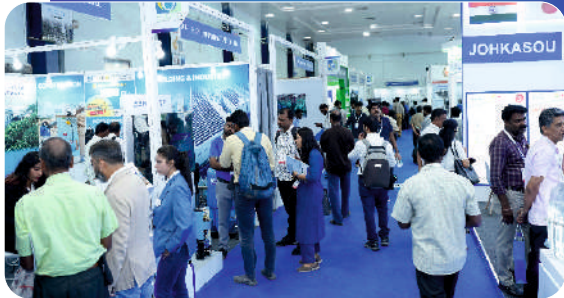
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WATER EXPO PHOTOS



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WATER EXPO PHOTOS



BOOK YOUR SPACE NOW

WATER TODAY'S WATER EXPO

February 26th, 27th, 28th 2026
CHENNAI TRADE CENTRE

As an Exhibitor

- *Display your latest array of products, technology and services to highly focused trade visitors, trade media and delegates*
- *One-to-one interaction with the industry at one location*
- *Brand building among industry and end users*
- *Explore new business and investment opportunities*

As a Sponsor

- *Benefit from an ideal time, place and opportunity to get noticed*
- *Stand out from the crowd*
- *Enhance your leadership status*
- *Project a long-lasting brand image to a targeted audience*

As a Visitor

- *Access to the latest technology, products and services available in the market*
- *Find availability of raw materials, alternate suppliers, recent trends in the manufacturing and trading segments*
- *Find about sources of investments & funding*



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