

WATER TODAY PVT. LTD.

UNITING THE VIBRANT WORLD OF WATER

MEDIA KIT



ABOUT US

Established in 2005, Water Today is India's leading knowledge sharing and marketing platform catering to the Water and Wastewater Industry. Our aim is to provide business and networking platforms through EXHIBITIONS to industry professionals and experts who can converge and move forward towards a common goal – Profit with Responsibility.

Water, Energy & Environment is the three basic elements requisite for a sustainable growth, development and economic efficiency of any country. Knowing the significance of each element, Water Today has identified the needs of the events and has developed a more integrated approach to provide business and networking platforms through exhibitions.

A pioneer in the field, Water Today is the leading providers of business and networking platforms for Water, Renewable Energy & Environment Sectors through International Exhibitions in the Indian subcontinent. Held annually, the events are considered to be a major opportunity to showcase the latest technologies & innovations, and provide a platform for buyer-seller meet for technical & commercial personnel in Water, Renewable Energy & Environment Sectors. Water Today is the first Indian company to organize 12 events annually in different locations catering to Water, Renewable Energy & Environment sectors.

THINK OF US AS – KNOWLEDGE SHARING PLATFORM

- ▶ *Information silo having largest data and relevant information on water domain*
- ▶ *Recognizing emerging trends in the water industry*
- ▶ *An integrated marketing platform for all your communication needs*
- ▶ *Contact point for international technology providers*
- ▶ *Provider of valuable information for knowledge updation and market growth*
- ▶ *Aid to strategy and policy makers in government and industry bodies*

WHO WE ARE

Water Today is India's leading knowledge sharing and marketing platform catering to the Water and Wastewater Industry. Our aim is to create a perfect business and networking platform for industry professionals and experts working towards a common goal: Profit with Responsibility.

Our focus is to bridge knowledge gaps across the water industry and promote interactions geared towards delivering the best possible water solutions that are environment friendly and economically feasible. Water Today supports industry and business establishments to efficiently utilize water resource and water management. We aim to serve professionals involved in this industry to succeed in planning, designing, installation, operating and maintaining water systems.

WHAT WE BELIEVE

***Water Today's mission is UNITING THE VIBRANT WORLD OF WATER** and provide a proactive platform for the Water industry to converge and work together in achieving solutions to global water problems. Our chief objective is to unify various segments of water and wastewater industry to gain knowledge, disseminate information by bridging gaps, promote business opportunities and water management across the world.*

Our vision is to increase business opportunities for water professionals and enable them to forge global partnerships and benefit from Water industry. With this focus we deem that it is the responsibility of the water industry to ensure the sustainability and the availability of potable water to those who have been deprived of it. While we propagate profit with responsibility should go along with social awareness, we also hope to bring in people together on a common platform to enhance value to our clients, and to bring in positive social change to the community at large.

WHAT WE DO

Driven with a passion to meet these objectives, Water Today offers a variety of quality products and services to the water industry such as Water Today - The Magazine, Technical Books, WATER EXPO and WATMAN conference and H2O Bazaar, a comprehensive platform for the water world to converge, network and forge new business alliances.

WATER TODAY- THE MAGAZINE

Water Today – The Magazine is India's leading publication that provides in-depth knowledge related to Water and Wastewater Treatment Industry and create awareness about effective Water Management Systems. In every issue, we cover various information and news related to water treatment plants, types of treatment plants, technical information, OEM's products launch. Our annual directory, Water Pages is a comprehensive directory of companies, across every segment of the water and wastewater industry. It is a massive compilation showcasing the addresses, orientation and contact details of all the Indian companies engaged in the water and wastewater industry.

The inaugural issue of Water Today - The Magazine was launched in January 2007. Keeping with the tradition of constant growth and expansion, the Magazine has evolved from being a quarterly magazine in 2007, to a bimonthly magazine in 2008, and is proud to be a monthly publication from May 2010 onwards.

The magazine provides high profile information on niche markets, enabling decision making expertise and robust business ties. The magazine carries national and international news on current developments, technical awareness, and information on new products and services in the Water and Wastewater industry. Every issue of the magazine is a comprehensive literature, covering all the different aspects of the industry.

EXCLUSIVE FEATURES

Readership: *The Magazine has achieved the status of being the most widely circulated publication dealing with the water and wastewater industry in South Asia, and has an international readership of over 30,000 such as end user industry, manufactures (water component), system integrators/ OEMs distributors, environmental consultants, government departments and its PSUs, research and educational institutes, industry associations, NGOs, country embassies etc.*

Coverage: *Every issue of the magazine focuses on the objective editorial topics such as Filtration, Desalination, Disinfection, Membranes, Water Quality, Water Reuse/Recycle, Water & Wastewater Treatment, Sludge Treatment/ Management, Water & Wastewater Management, and Automation, Process Monitoring & Control Technology.*

WATER PAGES

In 2006, Water Today published the first Edition of WATER PAGES, a comprehensive annual directory exclusively catering to Water and Wastewater Industry. Water Pages features a host of new categories listed alphabetically in a user friendly and easy to search layout with information about water and waste water treatment solutions providers, products and services listed alphabetically classified in under 155 product categories listed in the directory along with an exhaustive list of advertisers. This collectable edition is an essential handbook for all the water and waste water professionals as a useful guide to access users and OEMs in this fraternity.

WATER PAGES aims at:

- ▶ Filling the vacuum between water solutions/service providers and end users.
- ▶ Increasing the visibility of companies involved in the Water and Wastewater industry to enable them to make the most of the current boom in the water industry.
- ▶ Updating relevant information on products and services offered (Including an exhaustive list of suppliers, service providers for increased business opportunities).

SPECIAL FEATURES

- ▶ Circulation: Subscribers of regular editions
- ▶ Shelf Life: 12 months and more
- ▶ Helpful: For readers making decisions, purchase depts. of products & services
- ▶ Additional Reach: 50,000+ end user industries and professionals
- ▶ Added information: Complete details of manufacturers, various products and services
- ▶ Branding: Unmatched quality and different from regular edition



EXPO SPECIAL

The special issue features South Asia's largest annual WATER EXPO with a comprehensive list of all the exhibitors. It comprises of various elements, aspects and the success of the WATER EXPO. Besides the issue will also include articles, research/white papers related to the theme and with the need of the hour analysis.



WHY ADVERTISE WITH US

CONTENT

Since inception, we are committed to publish relevant case studies and technical articles based on the highlighted topic for the issue, written by renowned industry experts from national and international scene. Besides this, find out the latest news, events, products, developments and technologies in the Water and Wastewater sector around the world. Every year, Water Today publishes WATER PAGES, a business directory and EXPO SPECIAL, a complete list of exhibitors' profile engaged in the Water and Wastewater Industry.

FOCUS

The Magazine focuses on bridging knowledge gap across the water industry and promotes interactions geared towards better understanding of the products, technologies and services available in the market, so that you can find the best solutions for managing your Water and Wastewater.

AUDIENCE

The magazine is put together for management, operations, engineering and consulting professionals in the Water and Wastewater Industry. The magazine reports the news and product/service particulars required to effectively plan, design, operate and maintain water and wastewater plants.

READERSHIP

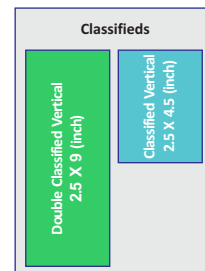
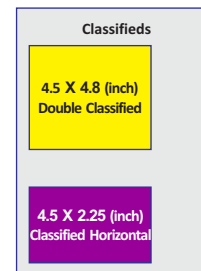
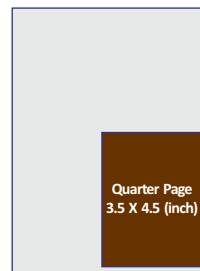
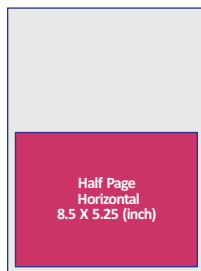
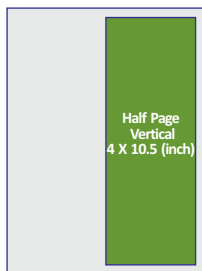
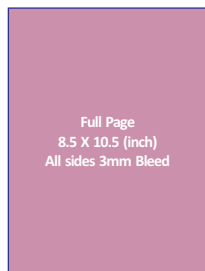
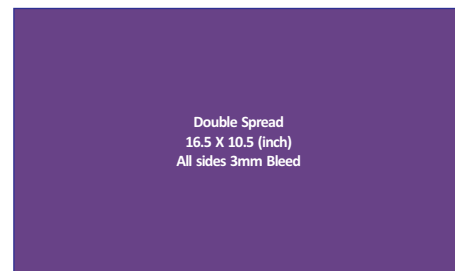
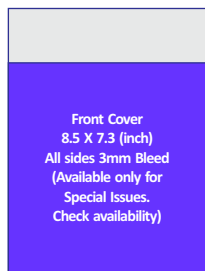
The Magazine has achieved the status of being the most widely circulated publication dealing with the water and wastewater industry in South-East Asia, and has a readership of over 30,000 such as end user industry, manufactures (water component), system integrators/ OEMs distributors, environmental consultants, government departments and its PSUs, research and educational institutes, industry associations, NGOs, country embassies etc.

MONTHLY COVERAGE

- ▶ **Full Tide** focuses on case studies and technical articles, based on the highlighted topic for the issue, written by renowned industry experts from the national and the international scene.
- ▶ **Water Works** focuses on the latest trends in the industry.
- ▶ **Water Wire** carries national and international news about the happenings in the water and wastewater sector around the world.
- ▶ **Product Zone** details about the products and technologies available in the market.
- ▶ **Launch Pad** newly launched products and technologies available in the market, keeping the reader aware of all the new options available.
- ▶ **Event Zone** carries information about all the important water and wastewater related events taking place across the globe.

ADVERTISEMENT SPECS

Discover new markets, expand your business, boost your brand visibility by advertising in Water Today – The Magazine!



ADVERTISEMENT RATES

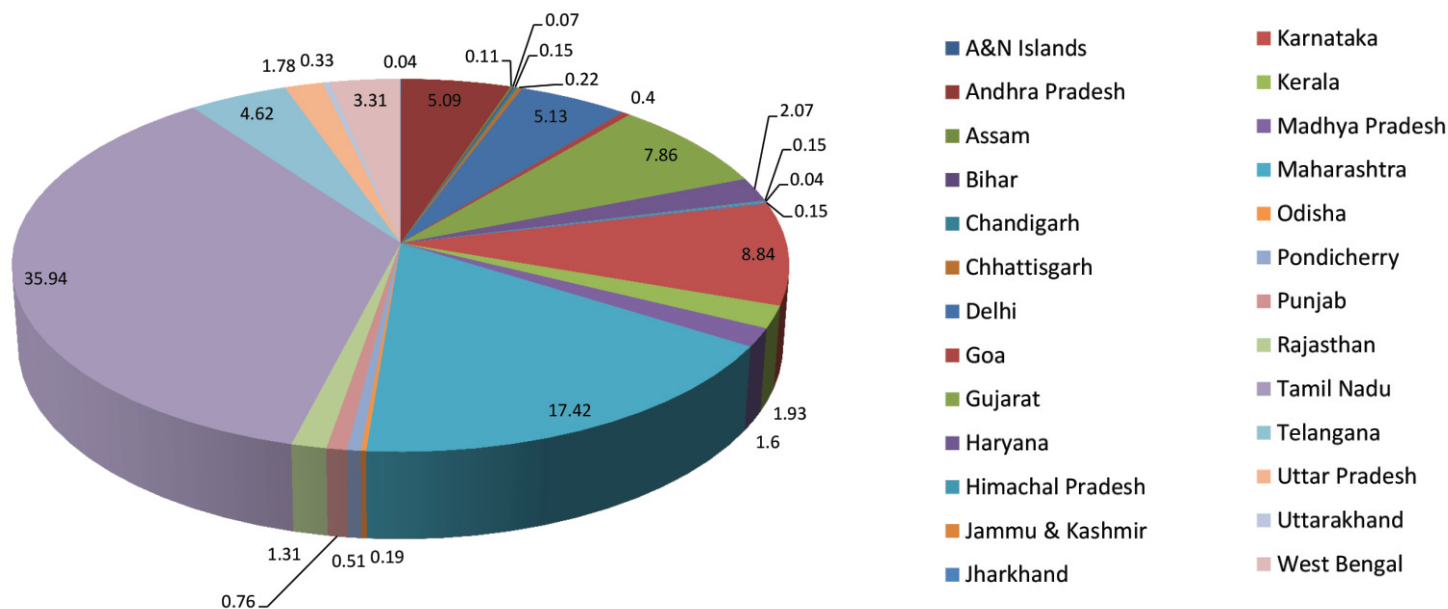
Water Today Advertisement Options & Tariff For The Magazine

ADVERTISING OPTIONS	DIMENSIONS			VALUE PER ADVERTISEMENT	
Pages	Trim Size (Inch)	Bleed Size (mm)	Print Size (Inch) Width & Height	INR	USD
Front Gate Fold	16.5 X 10.5	3mm all sides	16.5 X 10.5	1,50,000	1816
Front Cover	8.5 X 7.3	3mm all sides	8.5 X 7.3	1,50,000	2724
Front Inner Cover	8.5 X 10.5	3mm all sides	8.5 X 10.5	85,000	1900
Back Inner Cover	8.5 X 10.5	3mm all sides	8.5 X 10.5	75,000	1800
Back Cover	8.5 X 10.5	3mm all sides	8.5 X 10.5	1,00,000	1816
Double Spread	16.5 X 10.5	3mm all sides	16.5 X 10.5	65,000	1650
Full Page	8.5 X 10.5	3mm all sides	8.5 X 10.5	40,000	1050
Half Page - Vertical	4 X 10.5	3mm top right & Bottom	3.5 X 10.5	22,500	700
Half Page - Horizontal	8.5 X 5.25	—	7.5 X 4.5	22,500	700
Quarter Page	3.5 X 4.5	—	—	12,500	450
Double Classifieds Display	4.5 X 4.5	—	—	14,000	540
Classifieds Display	2.5 X 4.5	—	—	7,500	350
+ 5% GST Applicable					

CIRCULATION & REGION WISE READERSHIP

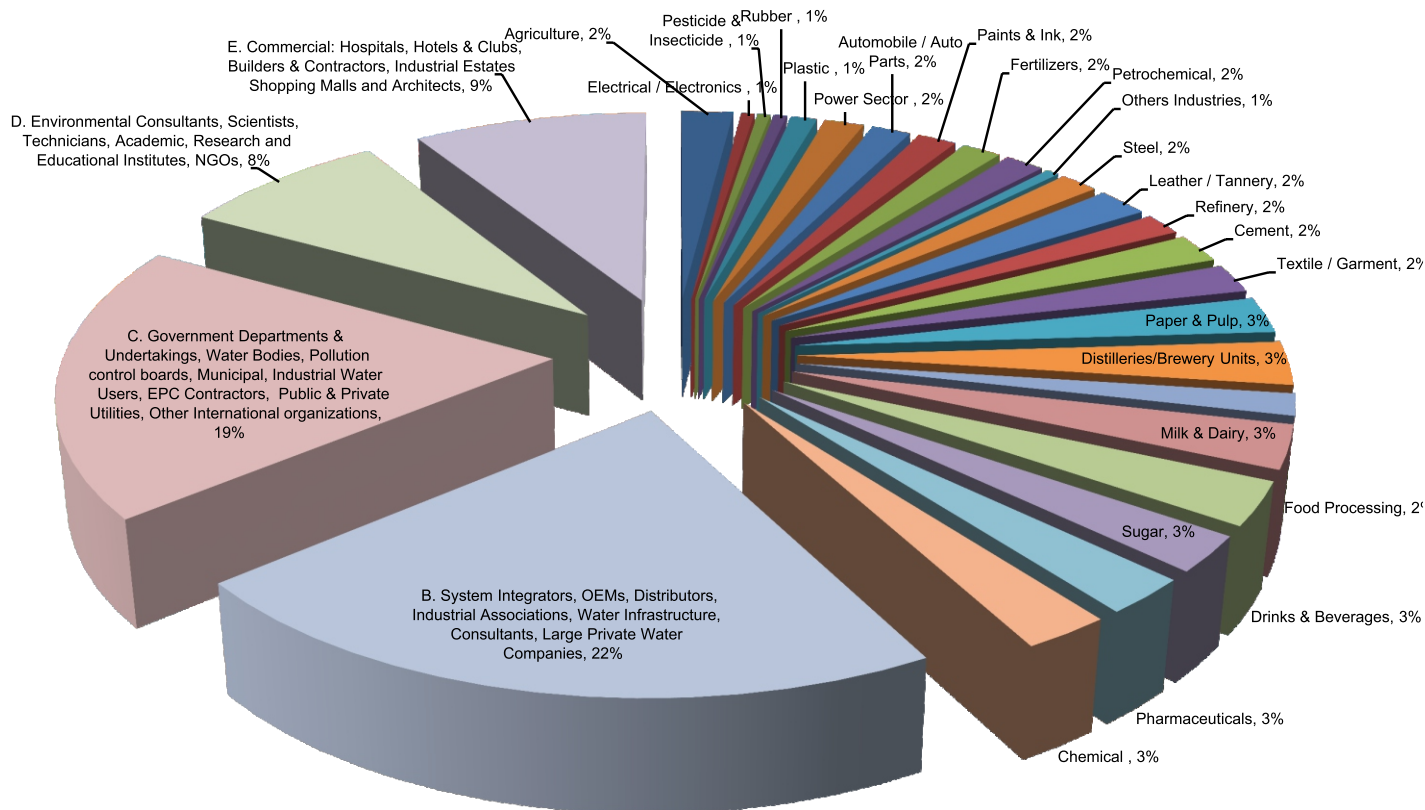
Water Today - The Magazine has achieved the status of being the most widely circulated publication catering to water and wastewater industry in South Asia

The region wise readerships are A&N Islands - 0.04, Andhra Pradesh - 5.09, Assam - 0.11, Bihar - 0.07, Chandigarh - 0.15, Chhattisgarh - 0.22, Delhi - 5.13, Goa - 0.4, Gujarat - 7.86, Haryana - 2.07, Himachal Pradesh - 0.15, Jammu & Kashmir - 0.04, Jharkhand - 0.15, Karnataka - 8.84, Kerala - 1.93, Madhya Pradesh - 1.6, Maharashtra - 17.42, Odisha - 0.51, Pondicherry - 0.19, Punjab - 1.31, Rajasthan - 0.76, Tamil Nadu - 35.94, Telangana - 4.62, Uttar Pradesh - 1.78, Uttarakhand - 0.33 & West Bengal - 3.31.



CIRCULATION & READER DEMOGRAPHY

The Magazine has achieved the status of being the most widely circulated publication dealing with the Water and Wastewater industry in South Asia and has an international readership of over 94,000. The readership demographics are as follows:



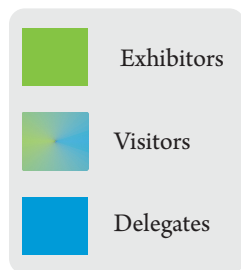
EDITORIAL CALENDAR 2022 - 2023

May 2022	Is Zero Liquid Discharge a Viable Solution?
June 2022	Chennai Expo Special Directory
July 2022	Current Trends in Membrane Filtration
Aug 2022	Delhi Expo Special Directory
Sep 2022	How to Improve WWTP Operational Efficiency using ML, AI, IIoT & Cloud
Oct 2022	Water Pages 2022 (Annual Directory)
Nov 2022	Techniques in Design, Construction & Commissioning of Wastewater Treatment Plants
Dec 2022	Choosing the Right Pumps, Pipes, Valves & Storage Systems for a Sustainable Water Infrastructure
Jan 2023	Advances in Sludge Management in Wastewater Treatment
Feb 2023	Trends in Centralised & Decentralised Effluent Treatment Systems
Mar 2023	Quality Compliance and Analytical Measurements for Water & Wastewater
Apr 2023	Rainwater Harvesting: New Technologies and Innovations

WATER EXPO

The first ever water exhibition by Water Today was held in 2006 and since then it has emerged as the pioneer in the field. Water Today has been delivering successful events that attract not only the attendees, but also exhibitors from across the nation. We have always been able to identify the demands of the events in the water industry and have thus worked in the best interest of our clients that match their tastes and preferences. Our WATER EXPOS have witnessed participation from foreign countries like Australia, China, Canada, Denmark, Germany, Italy, Israel, Norway, Taiwan, UK and USA.

Over these years, technology manufacturers of Desalination, Biological Wastewater Treatment, Zero Liquid Discharge, Boilers Cooling Water Treatment and many more have been our potential clients. The success of the event is derived from the positive feedbacks and increasing number of participation of exhibitors, visitors, speakers and delegates across the globe. This reception has aspired Water Today to continue as the key business association forum and WATER EXPO as the leading water event in India.



WATER EXPO

A decennium is a long term in the world of Water. Over these years, Water Today has successfully bench-marked WATER EXPO with the maximum footfalls, contented exhibitors, repetitive participants and increasing qualitative visitor ship, making it the most prominent and the largest International event in South Asia. WATER EXPO is earmarked as one of the Largest & Premium Annual Water & Wastewater Event for continuously Redefining the Water Exhibitions in the South Asia. Our past experience has enriched us in developing a more integrated approach to water management, innovation and financing. The company has successfully organized 13 international expos in India, 2 international Events in Sri Lanka and 2 international Expo in Bangladesh and is exploring opportunities in other developing countries such as Kenya, Vietnam etc.

KEY FOCUS:

Waste water Treatment Equipment, Clean Water Supply to Rural & Urban Areas, Desalination, Wastewater, Zero Liquid Discharge, Non Revenue Water, Water Transportation, Water Treatment Equipment, Process Control Instrumentation, Membrane Separation, Disinfection, Biological Equipment, Sludge Dewatering, Drinking Water, Process Water, Rainwater Harvesting, Filtration Systems, Pumps & Valves.

CONCURRENT EVENTS

- ▶ WATMAN International Conference on Water and Wastewater Management Systems
- ▶ Exclusive conference on Membrane Technology along with Indian Membrane Society
- ▶ Water Excellence Awards
- ▶ Water Conclave – A Platform to deliver your commercial presentations

WATER TODAY'S WATER EXPO CHENNAI

15th
Edition

2nd 3rd 4th JUNE 2022

CHENNAI TRADE CENTRE
NANDAMBAKKAM, CHENNAI

**The Largest Premium B2B International
Water & Wastewater Event**

www.waterexpo.biz

WATER EXPO PHOTOS

Exhibition



2016

Exhibition



2014

Exhibition



2013

Conference



2013

Exhibition



2016

Exhibition



2015

Conference



2014

Exhibition



2013

Conference



2016

CONFERENCE & WORKSHOP

WATMAN International Conference is acclaimed as the most comprehensive and diverse water conference. WATMAN provides an unbiased forum that explores the future of safe water and an insight into cutting-edge research and best practices of the water community.

Water Today conducts a series of Seminar-cum-Discussion Forums and Certified workshops to impart training on varied technical topics. During the Technical Workshops, eminent speakers shed light on finding solutions for issues related to the water industry, in addition to specific cases that need to be considered during the treatment and management of wastewater plants and systems. The overall objective is to familiarize the industry with the latest concepts in construction, operation and maintenance of industrial water and wastewater treatment plants using environmentally benign technologies.

Work Shop



Work Shop



Work Shop



WATER EXCELLENCE AWARD

In the pursuit of recognizing and rewarding the outstanding achievements by industry experts for their contribution, the awards aim to acknowledge the most important achievements broadly categorized under:

1. *Achieving operational excellence*
2. *Acquiring, encouraging and retaining skilled manpower*
3. *Minimizing fresh water usage and maximizing wastewater reuse and*
4. *Exceptional commitment towards Corporate Social Responsibility*

Considering healthy competition in the industry to improve water management and motivate other companies to achieve excellence, specific awards are being bestowed for exceptional fields as

1. *Uniqueness of concepts and practices in pollution control*
2. *Wastewater conservation and reuse*
3. *Minimizing the fresh water usage per unit of product*
4. *Air quality control in ETP environment*
5. *Concentration and containment of solid wastes*
6. *Acquiring and sustaining operators of high caliber*
7. *Knowledge dissemination by publications*
8. *Exposure of operators to training courses*
9. *Corporate Social Responsibility Initiatives*
10. *Professionals following Safety Operating Procedures 24 x 7 in their ETP*

Further, to encourage gender equality, the number of awards will be distributed as 65% for men, 30% for women and 5% for transgender. If adequate entries do not qualify in the 30% and 5%, these awards will be moved to the 60%. A couple of all paid round trip surface transport fellowships are planned for exceptional professionals to be deputed to designated centers of excellence in other industries so that they gain the vital exposures and broaden their knowledge.



WATER TODAY TRAINING WEBINARS

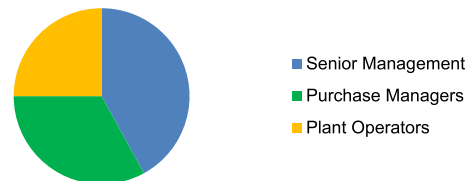
Water Today has been successfully organising webinars, 1-day training programs and Master Class Programs for water/wastewater treatment professionals. We understand the pulse of our audience and from time to time their requirement and the need of the subject. Our water and wastewater training programs reflect the latest in best practices and technologies.

Our subject-matter experts are knowledgeable about the changing regulatory requirements, and we review our programs regularly to remain relevant in today's environment. We develop and organise training courses for water/wastewater treatment professionals. Our programs are well known for its quality, technical knowledge and actual water know-how.

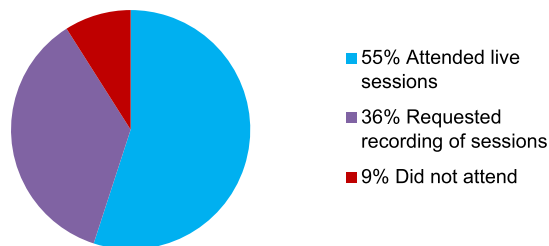
Water Today has compiled a selection of virtual training programs that help plant operators of the water and wastewater industries, as well as enhance the skills and knowledge of experienced water & wastewater treatment professionals. These virtual training programs are intended to promote the sharing of unique ideas and best practices for industry professionals.

Our team has been organising live, interactive training events and renowned industry experts, who our guest trainers can support your efforts to continue employee learning on a remote basis. These customised, virtual training programs maintain the integrity and impact of our in-person sessions and provide the opportunity to training your employees now, while they are working and can add value to their skills.

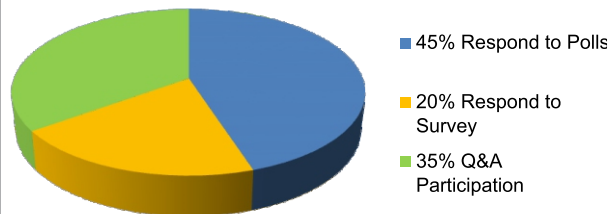
APPROXIMATELY 75% OF WEBINAR ATTENDEES ARE DECISION MAKERS WITHIN THEIR COMPANY



Total Webinar Attendance



Attendee Participation Levels



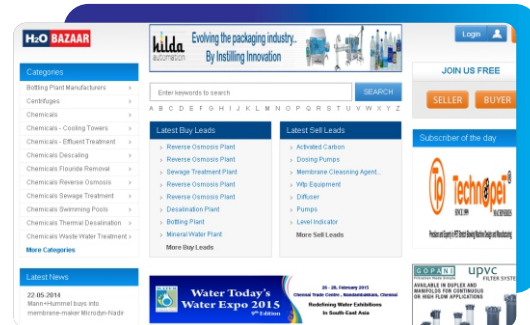
H2OBAZAAR

H2OBAZAAR.COM is Water Today's exclusive E-commerce portal for Water and Wastewater Management. Based on a business model, the portal is an endeavour to empower your business, connecting to national and international Manufacturers, Suppliers and Buyers. We work as a channel among the global buyers and sellers providing you with an opportunity to initiate the expansion of your business and promoting your profile to the industry. Our portal is an ideal forum for buyers and sellers across the globe to interact and conduct business smoothly and effectively. It is your gateway to innovative and comprehensive business solutions with a dedicated customer service aiming to convert every prospect into a successful business. The portal offers ample of opportunities that suit your business and project requirements, and is a great resource for those looking to trade online for the most updated water treatment facilities.

With a huge index of search results to choose from over 40,000 products offered by more than 15,000 suppliers, the portal is an authorized genuine online store that provides information on a wide range of products in the water and wastewater industry. Our customized services are aimed at complete promotion of your business at all level. Be a part of the success and take advantage of our membership package that best suits your business requirements.

WATER CAREER

WATER CAREER is the Human Resource Management division of WATER TODAY. Our industry is a niche market and is found to be booming. So, this has carved us to be specialized in WATER industry. WATER CAREER is the largest and the fastest growing pool of database of Water and Waste Water Professionals. We are proud to feel the pleasure of being the ONE AND ONLY company in India offering unbiased exclusive HR recruitment solutions to Water and Wastewater Industry nationally and internationally. We are multifaceted company who believe in offering the best of potential and talented professionals to satisfy your requirements to attain your goals and objectives. We have a list of highly proficient profiles spanning across various categories, functions and expertise levels to cater the growing demand of Water and Waste Water Industries.





ORGANIZED BY:

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