



## **Passion. Platform. Progress.: A New Chapter Begins for India's Automotive Aftermarket**

The automotive aftermarket in India is preparing for a defining moment as the inaugural AutoStyle World Expo gets set to open its doors from **5–6–7 December 2025 at Bharat Mandapam (Pragati Maidan), New Delhi**. Designed as India's first and only dedicated platform for accessories, styling, detailing, car audio, off-road equipment, and pre-owned vehicles, the expo marks the beginning of a long-awaited chapter for an industry that has grown rapidly but never before had a unified stage to showcase its full potential.

For years, the aftermarket community has operated on relentless passion—from installers and garages to detailing studios, accessory brands, audio specialists, off-road innovators, and independent entrepreneurs. Yet despite this momentum, the sector lacked a professional space where every vertical could meet, collaborate, and grow together. AutoStyle World Expo steps in to fill this gap, creating a structured B2B marketplace built specifically for the needs and aspirations of the automotive customisation ecosystem.

The debut edition brings together leading brands across the core segments of the aftermarket. Exhibitors in accessories and styling will showcase advanced body kits, wraps, custom lighting, premium interior upgrades, performance-inspired trims, and a wide range of personalisation solutions that mirror the rising appetite for customised vehicles in India. The detailing segment—now among the country's fastest-evolving categories—will highlight protective coatings, paint correction systems, polishing tools, premium chemicals, and the next wave of technology-driven car-care solutions. Car audio and entertainment brands will demonstrate immersive sound systems, expert-tuned setups, multimedia upgrades, and innovations that continue to raise the bar for in-car experiences. Off-road and motorsport exhibitors will introduce rugged gear, high-performance suspensions, recovery tools, lifestyle accessories, and purpose-built upgrades inspired by India's growing adventure and overlanding culture. The pre-owned segment will present upgraded, certified, and quality-assured vehicles, reflecting how this space is becoming more organised and trusted.

Beyond the business-driven exhibition, the event will also feature experiences designed to celebrate automotive culture in a more engaging way. A dedicated drifting arena will bring motorsport energy to the venue, offering visitors a rare opportunity to witness controlled skill, precision driving, and high-adrenaline action up close. A curated supercar display will add a dose of aspiration and excitement, showcasing iconic performance machines that represent engineering excellence and modern automotive craftsmanship. Adding to the excitement, the

Red Bull Racing Simulator will give visitors a chance to immerse themselves in the intensity of racing through a world-class virtual experience. Together, these elements add vibrancy to the show, connecting the professional side of the aftermarket with the passion that drives enthusiasts.

Hosting the launch edition at Bharat Mandapam (Pragati Maidan) is a strategic choice, offering a prestigious, well-connected venue that matches the scale and ambition of a platform designed to elevate India's automotive aftermarket. Its modern infrastructure provides the ideal backdrop for a debut event of this significance.

As the dates approach, the industry's response has been strongly encouraging. From established brands and distributors to emerging entrepreneurs, detailing professionals, workshop owners, accessory retailers, and installers, stakeholders across the country have shown enthusiasm for a dedicated platform built exclusively for their segment. AutoStyle World Expo is being welcomed not just as a trade event, but as a much-needed ecosystem builder—one that brings together suppliers, buyers, innovators, and specialists under one roof.

The energy behind the show is driven by the aftermarket's growing maturity. With increasing personalisation trends, rising vehicle ownership, and stronger consumer interest in upgrades and enhancements, the sector is moving toward greater professionalism and scale. The timing of this debut could not be more fitting, offering a structured environment that supports the industry's evolution and creates new opportunities for growth.

At its core, the show embodies the spirit of its theme—**Passion. Platform. Progress.** It represents the passion that built the industry, the platform now being created to unite it, and the progress the community aims to achieve together. When AutoStyle World Expo opens this December at Bharat Mandapam, it will mark not just the beginning of a new event, but the start of a movement that promises to shape the future of India's automotive aftermarket in meaningful and lasting ways.

#### About Organiser:



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