

POST SHOW REPORT 2025



DDX asia
RETAIL | OOH

Expo | Conference | Awards

Presented by



In partnership with



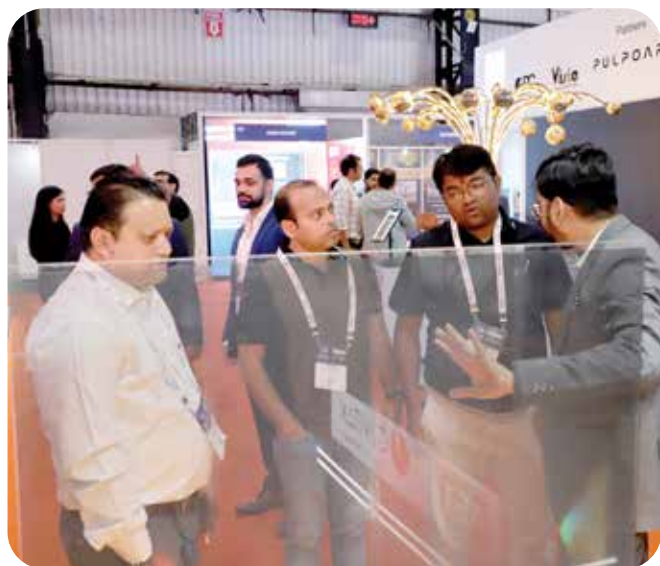
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About DDX Asia

Launched in 2023 as a platform to showcase new digital display and experiential technologies **for Retail and OOH spaces.**

DDX Asia was conceived as an **opportunity for buyers and sellers in this industry** to converge and collaborate.



About DDX Asia 2025



The second edition of DDX Asia held at the **Bombay Exhibition Centre (Nesco), Goregaon, Mumbai** reflected its evolving potential as an important platform for the industry



23
Stalls



3150
Visitors

DDX Asia 2025

included two key highlights:



**DDX Asia
Business Conference**



**DDX Asia
Business Awards**

DDX Asia Business Conference

A knowledge sharing platform that had industry leaders sharing best practices and business enabling insights in the context of digital displays and front-end technology applications in Retail and OOH.



102
Delegates



Launch of DDX Asia Business Awards

Aimed at recognising innovations & benchmarks in the use of digital display and experiential technologies in retail and OOH spaces



The inaugural edition of DDX Asia Business Awards had:

25
Winners



DDX Asia Business Awards: Jury



Amanda Dorenberg

Co-founder and Global CEO
ArtsHouse Media Group



Ambika Mehrotra

Senior Media Manager
Nestle



Arkaprava Ray

SVP and Head of Marketing
HSBC



Jean-Pierre Lacroix

President
Shikatani Lacroix Design



Mac Gangam

President
Atenti Technologies



Matthew Dearden

CEO
Alight Media



Stephen Joseph

Group CEO
Ocean Outdoor



Nishant Poddar


CMO & Head Retail Experience
Wrogn



DDX Asia Marketing Activities: Social Media

Delegates/Conference

Pre Event	During Event	Post Event
35 posts	22 posts	16 posts



DDX Asia

477 followers


3w •


+ Follow


...

Decoding the retail journey!

Anurag S. dives deep into customer experiences, stakeholder dynamics, and ...more








5

1 comment • 1 repost



DDX Asia


478 followers

6mo • Edited •

+ Follow

...

#InsightsAtDDXAsia: "By placing the customer at the center of the design process, we create tech-driven solutions that enhance user engagement and amplify brand narratives," say Saurabh Sameer, Director of Strategy, and Debashish Banerjee. ...more



'We see a future where technology serves as a seamless extension of human creativity'

retailgrowth.com

7


1 repost

Like

Comment

Repost

Send



DDX Asia

478 followers


1mo •

+ Follow

...

"Opportunities, like DDX Asia, to exchange knowledge & case studies with the industry leaders & community are very important for the development of this industry," says Anurag S., Managing Director of Digital Transform Private Limited, who ...more

SPEAKER



DDX asia

RETAIL & DDX

'RETAIL TECH BLUEPRINT: DIGITAL TRANSFORMATION FOR THE FRONT-END CONSUMER RETAIL EXPERIENCE'

Anurag Sehgal

Managing Director, Digital Transform Pvt. Ltd.

10

2 reposts

Like

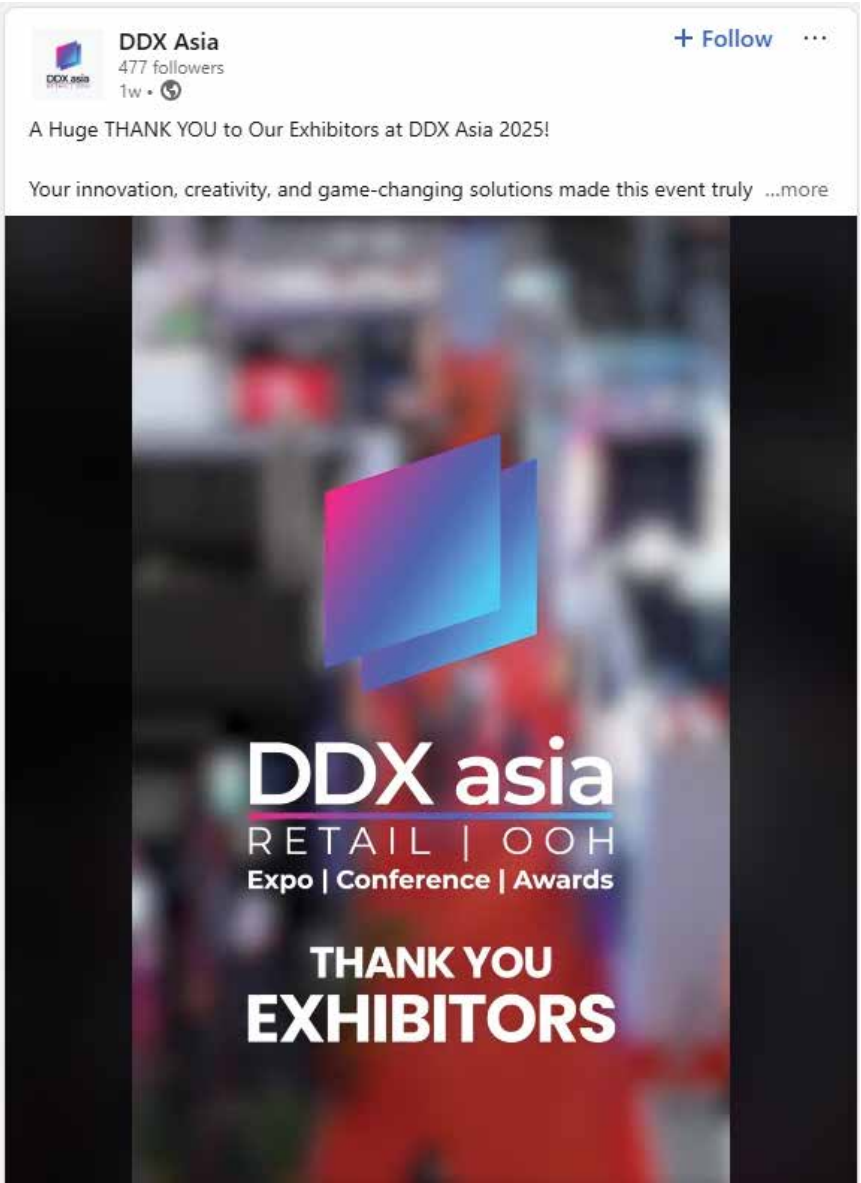
Comment

Repost

Send

Visitors/Exhibitors

Pre Event	During Event	Post Event
50 posts	05 posts	01 post



Awards

Pre Event	During Event	Post Event
10 posts	01 post	02 posts



Insight Videos

Pre Event

07 posts



DDX Asia
478 followers
1mo • 

[+ Follow](#) [...](#)

'For your Outdoor screen to be truly resilient to any kind of weather, it has to be IP66 rated.' ...more



Sanket Rambhia
Managing Director
Xtreme Media

 6

1 repost

 Like  Comment  Repost  Send



DDX Asia
491 followers
3mo • 

[+ Follow](#) [...](#)

In this episode of the 'Insights@DDXAsia' video series, we sit down with **Lekshumanan Annamalai** and **Sonia Lal**, Partners at Coral Media, to uncover the realities of executing a successful DOOH campaign. ...more



Play

1:24 1x   

 11

2 reposts



DDX Asia
478 followers
2mo • Edited • 

[+ Follow](#) [...](#)

We are back with Insights@DDX Asia series, this time we take it up a notch with exclusive video insights from Media Owners, Agencies and Top of the line consumers of Digital Out-of-Home. ...more



20 21 FEB 2025

Head of Digital Marketing, [unclear]



DDX Asia
478 followers
2mo • Edited • 

[+ Follow](#) [...](#)

We are back with the third interview in the Insights@DDXAsia video series. This time from a brand perspective of none other than HSBC's SVP and Marketing Head: **Arkaprava Ray**. ...more





DDX Asia
478 followers
2mo • Edited • 

[+ Follow](#) [...](#)

'Since DOOH is expensive, small media owners should get loan at a subsidised rate from the Government to buy and install assets'. ...more



Aid to overcome challenges

20 21 February 2025

Head of Digital Marketing, [unclear]

Total Social Media Promotions

Pre Event	During Event	Post Event
102 posts	28 posts	19 posts

Social Media Promos:

Final Count

149 posts



Impressions from Social Media Marketing

Total posts	Impressions	Reach
150 posts	7,83,858	4,65,372(59.3%)

Impressions breakdown



2,39,547



4,24,129



1,20,182



DDX Asia Marketing Activities: Email

Email Marketing: Pre event

Delegate/ Conference	Visitors/ Exhibitors	Awards
06	09	06

Social Media Promos:

Final Count

21

**SHOWCASE YOUR LATEST
DIGITAL DISPLAY SOLUTIONS
TO POTENTIAL BUYERS**

BOOK YOUR STALL NOW!

at

DDX asia
RETAIL | OOH

February 20 & 21, 2025
Hall no 5, Nesco Exhibition Centre,
Goregaon, Mumbai.

Contact: Nimisha Shah
+ 91 9967111587 | nimi@vjmediaworks.com

DDX asia
RETAIL | OOH

**MEET AND
ENGAGE YOUR
POTENTIAL
BUYERS!**

Welcome to DDX Asia – the one-of-a-kind
expo of digital display & experiential solutions
for the Retail and OOH Advertising Industries.

Date: February 20 & 21, 2025
Venue: Hall no 5, NESCO Exhibition Centre, Goregaon, Mumbai

Don't miss the opportunity! Book your stall now!

Sakshi Sanghavi: 7021821690 | Rahul Shinde: 98235 29429



DDX Asia Marketing Activities: Website

Delegates/Conference

Pre Event	During Event	Post Event
17 articles	08 articles	10 articles



DDX ASIA

EV charging stations as powerful DOOH touchpoints

Matt Tymowski, CEO of ChargeEuropa, explored how e-charging stations can double as powerful advertising platforms at DDX Asia Expo.



DDX ASIA

Decoding the eco-system that powers every DOOH display

Rajiv Raghunath, Business Adviser, elaborated on the constituents, linkages and opportunities of the DOOH ecosystem, on day of the DDX Asia Business Conference 2025 on February...



DDX ASIA

'Let's humanise technology,' says Dr Kushal Sanghvi

Media, Marketing & Digital Transformation Specialist Dr. Kushal Sanghvi delivered the keynote address at DDX Asia Business Conference 2025, sharing his insights on the theme, 'Digital...'

Visitors/Exhibitors

Pre Event	During Event	Post Event
24 articles	02 articles	01 article



DDX ASIA

Winners felicitated at DDX Asia Business Awards ceremony

Nexus Select Malls bagged four metals - 3 Gold and 1 silver with Khushi Advertising, and 1 Gold with Vision Display at DDX Asia Business Awards...



DDX ASIA

DDX Asia Business Conference 2025 inaugurated

The much awaited DDX Asia Business Conference has kicked off in Mumbai at The Bombay Exhibition Centre (Nesco), promising two days of insights on the digital...



DDX ASIA

DDX Asia 2025 Expo kicks off in Mumbai

The second edition of the much awaited DDX Asia Expo has kicked off in Mumbai at the Bombay Exhibition Centre (Nesco), bringing together cutting-edge digital display...

Awards

Pre Event

10 articles

During Event

01 article



DDX ASIA

Last date to submit entries for DDX Asia Business Awards extended

The date to submit entries for the contest has been extended to January 31, 2025.



DDX ASIA

Winners felicitated at DDX Asia Business Awards ceremony

Nexus Select Malls bagged four metals - 3 Gold and 1 silver with Khushi Advertising, and 1 Gold with Vision Display at DDX Asia Business Awards...

Total Website Promotions

Pre Event	During Event	Post Event
51	11	11

Website Promos

Final Count

73



DDX ASIA

Armour Display Systems partners with DDX Asia 2025 as Presenting Sponsor

Armour Display Systems Limited joins forces with DDX Asia 2025 as a Presenting Sponsor, reinforcing its leadership in the dynamic world of digital out-of-home media.



DDX ASIA

ThinPC Technology Pvt. Ltd. to exhibit at DDX Asia 2025

By participating in DDX Asia 2025, ThinPC aims to demonstrate its latest advancements and connect with industry stakeholders, contributing to the evolving landscape of digital display...



CAMPAIGNS

DDX Asia shines across digital billboards in Mumbai

With high-impact digital creatives now dominating key locations across the city, the campaign builds momentum for the highly anticipated event, set to take place on February...



DDX Asia Marketing Activities: Magazine

Coverage in magazine

Post Event

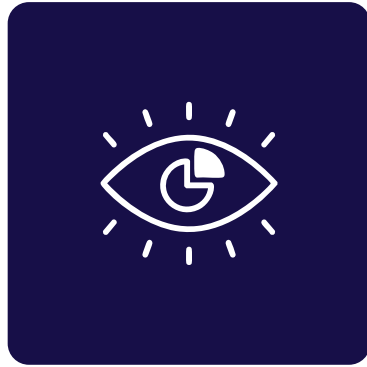
08 articles



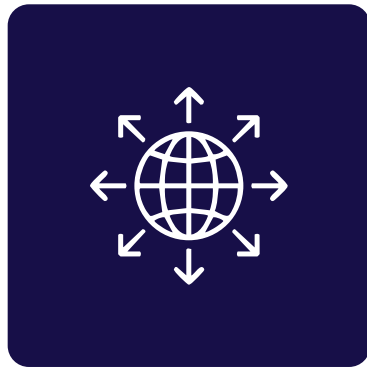


DDX Asia Marketing Activities: Impact

Social Media Impressions

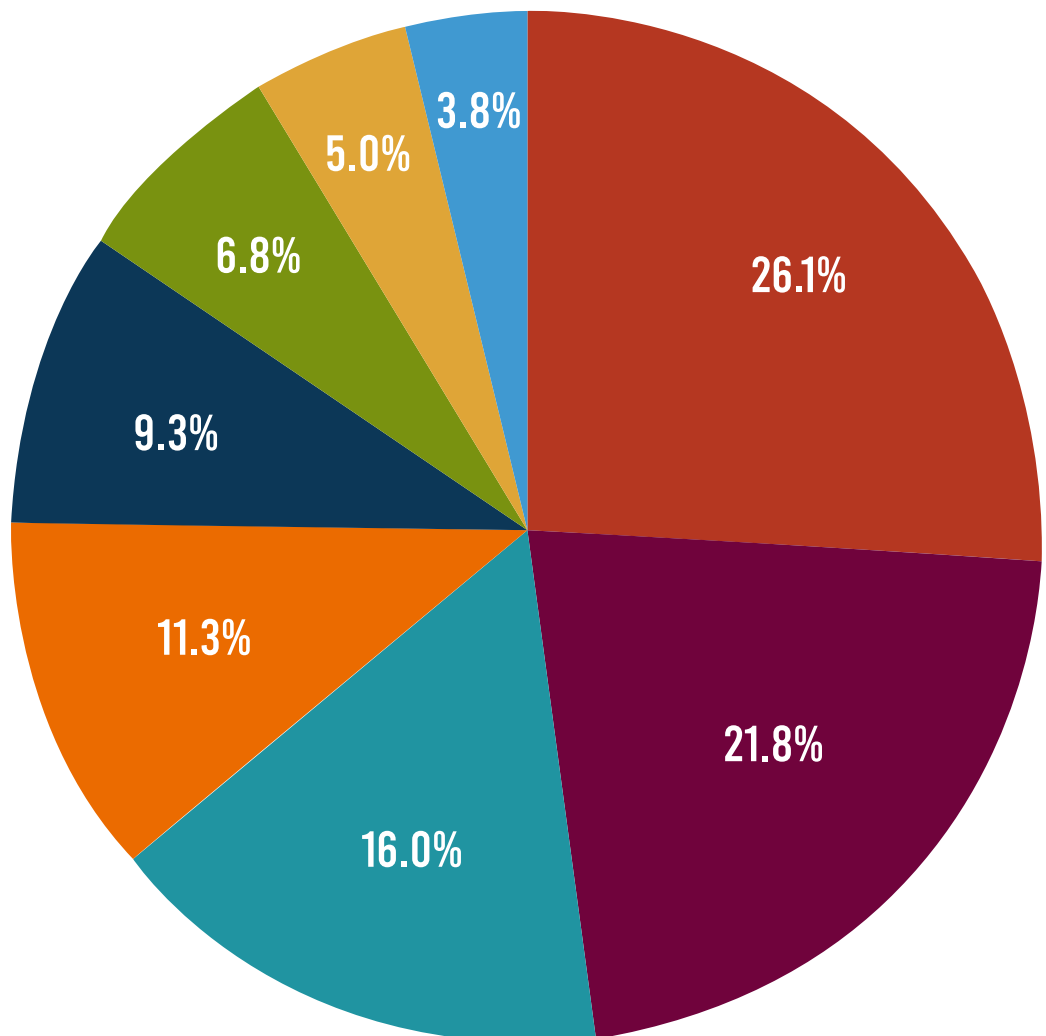


783858
Impressions



465372
(59.3%) Reach

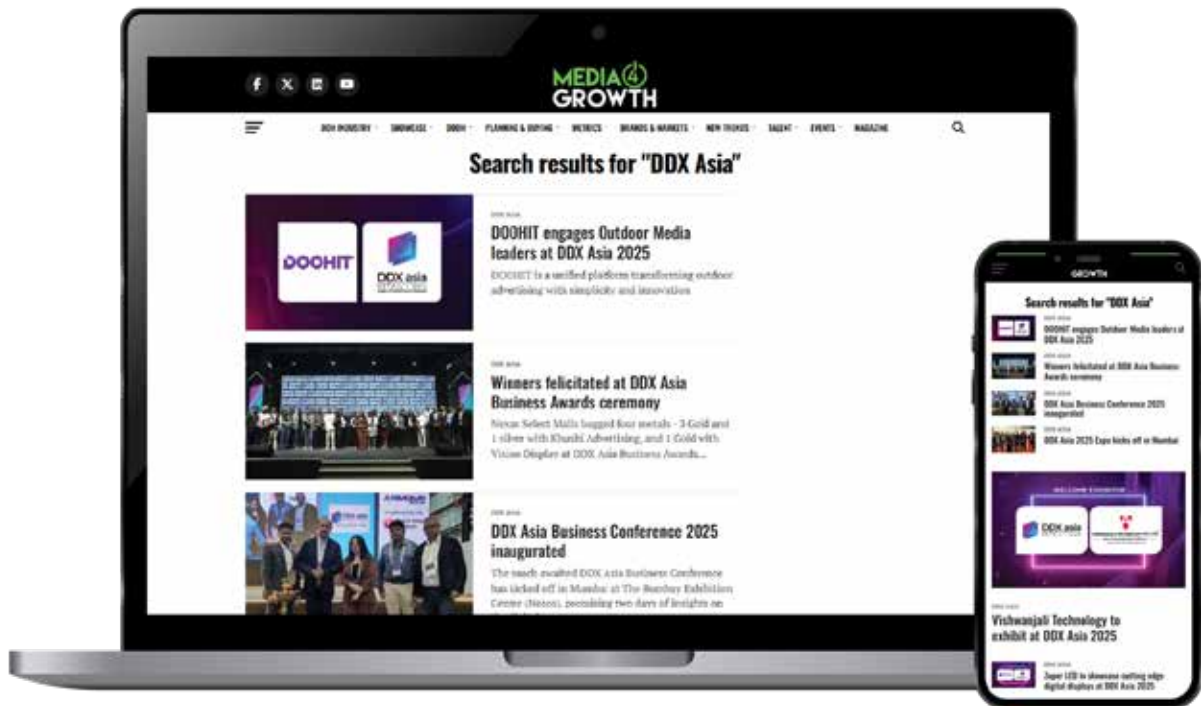
Visitors Breakdown





DDX Asia 2025 Media Coverage

Media4Growth



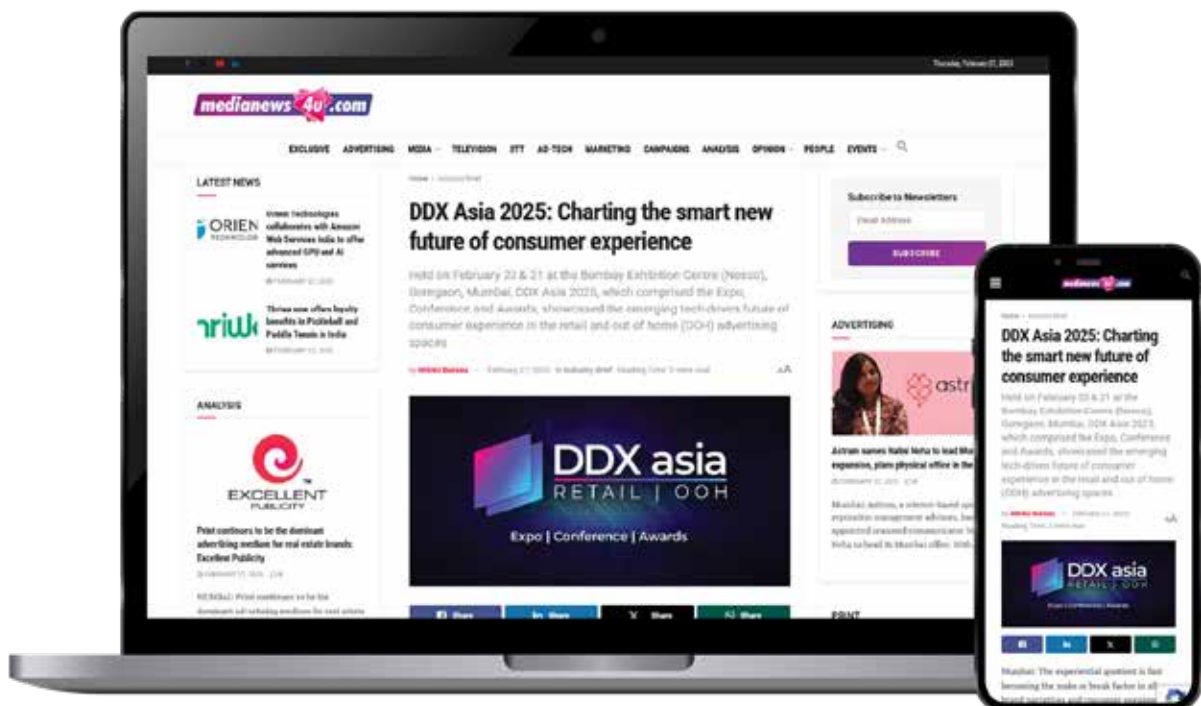
Retail4Growth



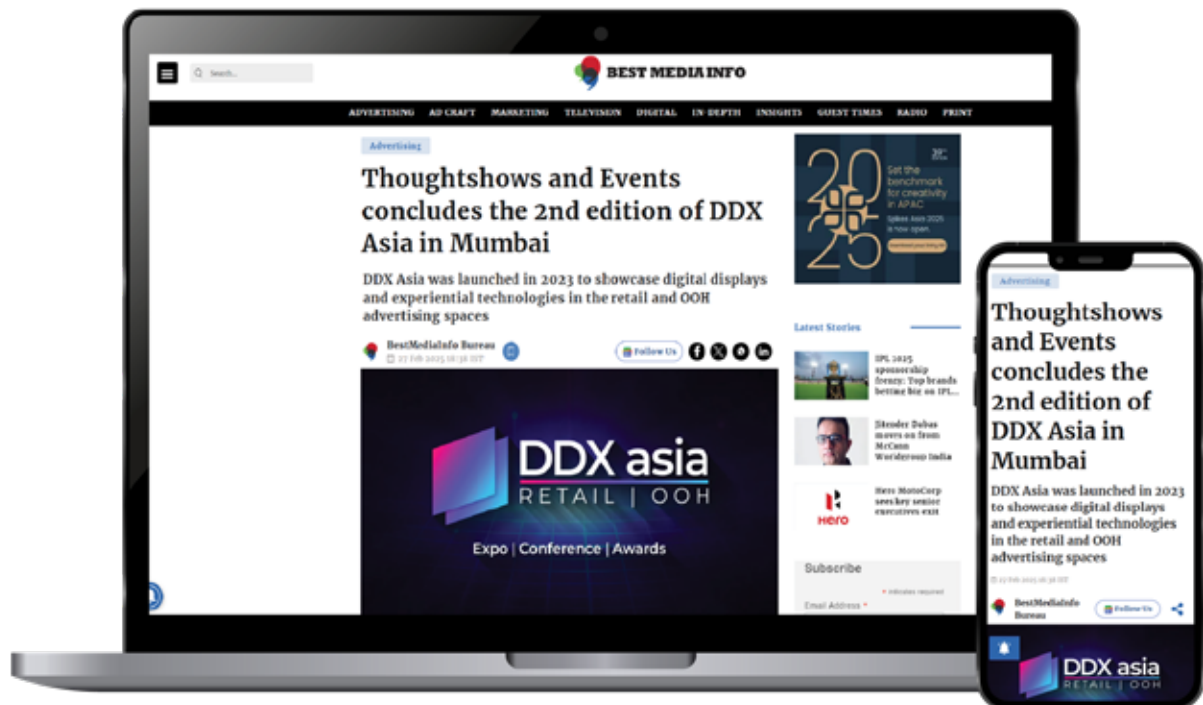
Marksmen Daily



MediaNews4U



Best Media Info





DDX asia

RETAIL | OOH

Expo | Conference | Awards

**Thank
You**