



St. Francis Institute of Management & Research (SFIMAR)

Report on Visit to IFAT India Exhibition 2025

Organized by: *Nirmiti – The Marketing Club*, St. Francis Institute of Management and Research (SFIMAR)

Date of Visit: 16th October 2025

Time: 3:00 PM onwards

Venue: Bombay Exhibition Centre, Goregaon (East), Mumbai

Theme: *Sustainability and Circular Economy*

1. Introduction

Nirmiti – The Marketing Club of St. Francis Institute of Management and Research organized a marketing visit to the IFAT India Exhibition 2025 on 16th October 2025 at 3:00 PM. The activity aimed to expose students to innovative marketing practices and sustainable business models showcased at one of India's leading exhibitions on environmental technology. This visit was designed to help students understand how sustainability and circular economy concepts are positioned and promoted through marketing strategies across industries.

2. About IFAT India

IFAT India is the country's premier trade fair for water, sewage, solid waste, and recycling management. It serves as a platform for environmental technology professionals, companies, and innovators to share sustainable solutions. The exhibition highlights how organizations market eco-friendly technologies, build green brand identities, and communicate corporate sustainability initiatives to various stakeholders.

3. Objectives of the Visit

- To understand how sustainability and circular economy themes are integrated into marketing and branding strategies.
- To explore how companies promote green innovations through exhibition marketing and experiential displays.
- To analyze real-world examples of sustainable product positioning and corporate social responsibility (CSR) communication.
- To connect marketing theories of consumer perception, green marketing, and brand differentiation with practical insights from industry leaders.



4. Key Highlights of the Exhibition

- **Exhibitor Branding:** Over 200 exhibitors showcased their eco-friendly technologies using impactful visual merchandising, product demonstrations, and green branding messages.
- **Marketing Communication:** Exhibitors used interactive digital displays, storytelling, and live demos to create strong brand recall and communicate sustainability commitments.
- **Panel Discussions:** Industry experts shared perspectives on marketing sustainability as a competitive advantage and the role of communication in driving eco-conscious consumer behavior.
- **Networking:** Students interacted with professionals from marketing and corporate communication departments of leading environmental firms and startups.

5. Learning Outcomes

Students observed how sustainability can be marketed effectively to create both economic and ecological value. They learned how green marketing influences consumer choices and brand perception. The visit strengthened their understanding of experiential marketing, product positioning, and public relations in the context of sustainable business models.

6. Student Reflection

Participants found the experience highly engaging and educational. They appreciated seeing how marketing principles—such as branding, segmentation, and communication—are applied to promote sustainable technologies. The visit inspired them to think about how future marketers can shape consumer behavior toward eco-friendly choices and responsible consumption.

7. Conclusion

The marketing visit to IFAT India 2025 was a valuable experiential learning activity for the students of SFIMAR. It successfully linked marketing education with real-world applications in sustainability. The initiative by *Nirmiti – The Marketing Club* effectively demonstrated how marketing can play a pivotal role in advancing the goals of a circular economy.

8. Acknowledgement



St. Francis Institute of Management & Research (SFIMAR)

Nirmiti – The Marketing Club extends sincere gratitude to the Director, Faculty Members, and Management of SFIMAR for their guidance and support. Special appreciation is also extended to the IFAT India 2025 organizers for providing students with this insightful platform to explore the marketing dimensions of sustainability.

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Pictures of the Event:



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