GOVERNMENT OF
KARNATAKA

BENGALURU
TECH SUMMIT

29TH NOV – 1ST DEC 2023 • BANGALORE PALACE

BTS 2023
EVENT REPORT

Co-Host
STPI | K-tech | STARTUP KARNATAKA

Event Curator
MM ACTIV
Sci-Tech Communications
Media | Events | Partnering | Advisory

INAUGURATION

Inaugurated by

Shri Siddaramaiah
Hon'ble Chief Minister of Karnataka

Shri D.K. Shivakumar
Hon'ble Deputy Chief Minister
of Karnataka

Mr. Bagdat Mussin
Hon'ble Minister of Digital Development,
Innovations and Aerospace Industry of
Kazakhstan

Ms. Sari Multala
Hon'ble Minister of Science and
Culture of Finland
(Recorded Message)

Mr. Volker Wissing
Hon'ble Minister of Digital Affairs
and Transport of Germany
(Recorded Message)

Shri M B Patil
Hon'ble Minister for Large
& Medium Industries,
Govt. of Karnataka

Shri Priyank Kharge
Hon'ble Minister for Information
Technology & Biotechnology and
Rural Development & Panchayat Raj,
Govt. of Karnataka

Mr. Mark Papermaster
Executive Vice President
& Chief Technology Officer, AMD

Shri Rishad Premji
Executive Chairman,
Wipro

Shri Arvind Kumar
Director General, Software
Technology Parks of India (STPI)

Ms. Nivruti Rai
Managing Director and CEO,
Invest India

Ms. Vandita Sharma, IAS
Chief Secretary,
Government of Karnataka

Dr. Kiran Mazumdar Shaw
Chairperson, Vision Group on
Biotechnology, Govt. of Karnataka;
Executive Chairperson – Biocon Ltd.

INAUGURATION

Shri Kris Gopalakrishnan
Chairman, Vision Group on IT,
Govt. of Karnataka;
Co-founder, Infosys

Shri Prashanth Prakash
Chairman, Vision Group on Startups,
Govt. of Karnataka; Founding
partner, Accel Partners India

Dr. Ekroop Caur, IAS
Secretary to Government,
Dept. of Electronics,
IT, Bt and S&T, Govt. of Karnataka

Darshan H V, IAS
Director, Dept. of Electronics, IT & Bt and Managing
Director, KITS, Govt. of Karnataka

Shailendra Kumar Tyagi
Director, STPI- Bengaluru

KEY HIGHLIGHTS

- Over **4773 Delegates** from over **45 countries** attended BTS 2023

- **83 Live sessions** covered the full spectrum of the multi-track conference with more than **401 Speakers** from across domains.

- **28,134 Business Visitors** visited the BTS 2023 Exhibition with **553 Exhibitors**, with an overall footfall of **50,000+** over the three days.

- **258 Startups** across diverse sectors like IT Services, AI & ML, IoT, Digital Learning, Mobility, Blockchain, Robo & Drone, Cyber Security, Gaming, HealthTech, Fintech, Edutech, SmartTech and Agri Tech, participated in the Exhibition

- **International GIA Expo** participants included delegations from **Australia, Denmark, South Korea, Japan, NRW City of Dusseldorf, Thailand, British Deputy High Commission, Finland, Israel and Russia**

- **37 Innovative Products** were launched at BTS 2023. A highlight was launch of **Uber Green- Uber** has officially launched its global flagship electric vehicle service at BTS 2023

- Over **427** Physical & over **1981** virtual B2B meetings were held

- **Chandrayaan** Pavilion was the center of attraction among visitors

- Focused Roundtable Meetings were initiated including VC, GCC, GovTech and Ambassadors and MNC's

- Three **MoUs** were signed at BTS 2023 : **US-India Business** Council and the Karnataka Innovation and Technology Society (KITS), Government of Karnataka ; a Formal partnership with Team Switzerland/ Swissnex - Govt of Karnataka announced; Opportunities New Brunswick (ONB) and the Association of Biotechnology LED Enterprises (ABLE)

- For the first time at BTS 2023, the **Venture Capital** community received recognition, and **Assistive Technology** Awards were also presented.

- Two Draft Policies were released: Biotech & AVGC Policies

- Launch of Centre of Excellence on Efficiency Augmentation, setup by STPI in collaboration with the Government of Karnataka, supported by HPEIPL at the hands of Shri Rajeev Chandrasekhar, Hon'ble Minister of State for Skill Development and Entrepreneurship and Electronics and Information Technology, Government of India.

BENGALURU TECH SUMMIT

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BREAKING BOUNDARIES

BTS 2023 AT-A-GLANCE

Day 1 | Wednesday 29th November 2023

10.00 AM - 11.45 AM	Summit Inauguration [Main Stage: Kamala Sohonie Hall]
11.45 AM - 12.30 PM	Exhibition Inauguration
1.00 PM - 02.00 PM	Expo Visit and Lunch Break

Time	J.C. Bose Hall – 1 ITE & Deeptech Track	G.N. Ramachandran Hall – 2 Biotech Track	C. V. Raman Hall – 3 Startup Track	M.S.Swaminathan Hall – 4 GIA (I) Track	Vikram Sarabhai Hall – 5 GIA (II) Track
2.00 PM - 2.50 PM	GCC Sessions Panel discussion 1 GCC Transformation and unlocking the opportunities Panel discussion 2 Customer Centricity and preparing for the future Fireside Chat - Evolution of Leadership role	Bharat Biomanufacturing Initiative (Keynote Talk) (02.00 – 02.30 PM)	Opening Partnership (02.00 – 02.15 PM) Pad-up with DPGs to Super – Scale your Start-Up (02.15 – 03.50 PM)	Australia - Transcontinental Technology Collaboration – Bridging Borders for Equity, Equality & Sustainability	NRW - Greening the Future: How Digital Transformation & Sustainability Merge - Insights from & opportunities in Düsseldorf and NRW
3.00 PM - 3.50 PM		BioTechnology for a Fossil Carbon-free Future (02.30 – 03.50 PM)		Finland - Use of AI in Sustainability	India USA Tech Conclave : Opening Session
4.00 PM - 4.50 PM	AI Unleashed - At the Cross-Section of innovation, Regulation and Society	Synthetic Biology and Next Generation Biotechnology	Hitting the Fastest Century – Journey from Ideas to IPO	Netherlands - Women in Space	India USA Tech Conclave : Shaping the Commercial Space Frontier
5.00 PM - 5.50 PM		Sustainable Food & Agri-Systems		South Korea – Exploring Collaboration between Karnataka and South Korea	India USA Tech Conclave : eCommerce, Supply Chain & Logistics
6.00 PM - 7.00 PM	Fireside Chat with Shri N.R. Narayana Murthy, Founder, Infosys Moderated by Nikhil Kamath, Co-founder, Zerodha [Main Stage]				
7.30 PMOnwards	Global Leaders Gala Dinner (By Invitation Only)				

Day 2 | Thursday 30th November 2023

Time	J.C. Bose Hall – 1 ITE & Deeptech Track	G.N. Ramachandran Hall – 2 Biotech Track	C. V. Raman Hall – 3 Startup Track	M.S.Swaminathan Hall – 4 GIA (I) Track	Vikram Sarabhai Hall – 5 GIA (II) Track
10.00 AM- 10.50AM	Tech interventions for a sustainable future				
11.00 AM – 11.50 AM	The C.A.S.E. for Future Mobility	Basic Research to High-Impact Innovation: A Fireside Chat with Dr. Kiran Mazudar-Shaw & Nobel Laureate Dr. H. Robert Horvitz	Get Ready for a Quantum Spin Bowling – The Future of Quantum Computing	Israel – From Idea to Impact: Israel's Innovation Odyssey	TCS Rural IT Quiz National Finals
12.00 PM - 12.50 PM	Navigating the Digital Frontier: Internet Governance, Cybersecurity, & Cyber Warfare	Preventing Tomorrow's Illnesses	Understanding the AI Power Play – the Rapid Evolution of Gen AI	Austria- The Future of Austria –India Technology and Innovation Partnership	
01.00 PM - 02.00 PM	Expo Visit and Lunch Break				
02.00 PM- 02.50 PM	5G Adoption and Future Wireless Technologies	Keeping Epidemics at Bay		France - Open innovation across borders: fostering successful corprate-startups collaboration	Switzerland – Startup Showdown: Swiss Precision & Indian Ingenuity
03.00 PM - 03.50 PM	Electronics & Semiconductor Focus Part I: Electronics : The Backbone of Digital Economy	Enablers: Early & Growth Stage Capital	Winning the Toss of the Coin in the Game of Fintech	UK - Partnering to prosper : a free, peaceful and secure cyberspace	India USA Tech Conclave : Innovative technologies defining the future of healthcare
04.00 PM - 04.50 PM	Part II: Semiconductor : Making India a Semiconductor Nation	Enablers: Skill Development	Watering the Green Pitch – Riding the Agritech Waves	Japan – India & Japan: Co-creating Solutions for the Digital World	India USA Tech Conclave : Women leaders in Healthcare
05.00 PM - 05.50 PM		Cell & Gene Therapy		Sweden – Smart Mobility	India USA Tech Conclave : Media & Entertainment, AVCG-XR & IP within US-India Partnership
06.00 PM - 08.30 PM	Fireside Chat & STPI IT Export Awards (By Invitation Only) and Awards Ceremony [Main Stage: Kamala Sohonie Hall]				

Day 3 | Friday 1st December 2023

10.00 AM - 11.00 AM	Plenary Address Dr. R.A. Mashelkar, Former Director General, Council of Scientific & Industrial Research (CSIR) [Main Stage: Kamala Sohonie Hall]

Time	J.C. Bose Hall – 1 ITE & Deeptech Track	G.N. Ramachandran Hall – 2 Biotech Track	C. V. Raman Hall – 3 Startup Track	M.S.Swaminathan Hall – 4 GIA (I) Track	Vikram Sarabhai Hall – 5 GIA (II) Track
11.00 AM - 11.50 AM	From the Moon to the Sun- The Dawn of the India Story	Enablers: Regulators	Opening Partnerships for the Grand Tour – Exploring Opportunities in Tourism	Germany Berlin - A Launchpad to Europe	Europe – India Tech and Innovation collaboration opportunities
12.00 Noon - 12.50 PM		Biotech Future Forward	Rattling the Audible Ball in Assistive Tech	Denmark - Commercialising Innovation for the Future	Thailand – Business and Innovation Opportunities
01.00 PM - 02.00 PM	Expo Visit and Lunch Break				
02.00 PM- 02.50 PM	Imagining the Future of AVGC, XR – Karnataka Leading the way	Bio Quiz Poster Awards Ceremony	Finding Boundary Hitters – Beyond Bengaluru	Poland Polish Tech Connect : Bridging Innovation and Opportunity	Harnessing the Potential of Web3 to Tackle Government Challenges
03.00 PM - 03.50 PM			The Weather Report – State of Start-ups by Start-up India	Lithuania: from IoT to Semicon	

04.00 PM - 07.00 PM	Startup Conclave & Valedictory [Main Stage]
04.00 PM - 04.15 PM	Building a vibrant Start Up Ecosystem By Mr. JF Gauthier, CEO, Startup Genome
04.15 PM - 04.45 PM	Fireside Chat : Ms. Smriti Shriniwas Mandhana, Indian Cricketer & Mr. B V Jagadeesh, Serial Entrepreneur & Investor
04.45 PM - 05.15 PM	Technology for Better Governance: Fireside Perspectives
05.15 PM - 05.25 PM	Announcement of Unboxing BLR Habba & TiE Global Summit 2024- Bengaluru
05.25 PM - 06.30 PM	Exhibitor Awards / Smart Bio Awards / VC Felicitation / Assistive Tech Awards
06.30 PM - 06.45 PM	Valedictory Address
07.00 PM onwards	Musical Evening with Aathma Band

INTERNATIONAL CONFERENCE AT BTS 2023

Plenary Sessions

- The inaugural day of the event featured a captivating Plenary Session titled "**Legends, Legacy & Leadership**: A Fireside Chat with **Shri N.R. Narayana Murthy**, Founder, **Infosys**," moderated by **Mr. Nikhil Kamath**, Co-founder of Zerodha.

- The Second Day's plenary session was a Fireside Chat with **Shri Rajeev Chandrasekhar**, Hon'ble Union Minister of State for Electronics and Information Technology & Skill Development and Entrepreneurship, Govt. of India. This was moderated by **Ms. Jaya Jagadish**, Country Head, Senior Vice President, Silicon Design Engineering, AMD India.

- The third day commenced with great anticipation as **Dr. R.A. Mashelkar**, Former Director-General, Council of Scientific and Industrial Research (CSIR), delivered a much-awaited Plenary Address. His Vision Talk, themed "**Breaking Boundaries - Innovation from India**: **Impact for the World**," set the stage for a thought-provoking morning.

- The third day also included a series of plenary session under the **Startup Conclave,** including

Building a vibrant Start Up Ecosystem, a Plenary Address by **JF Gauthier**, CEO, Startup Genome

Fireside Chat with Smriti Mandhana, Indian Cricketer and BV Jagadeesh, Entrepreneur, Managing Partner, KAAJ Ventures conducted by Madan Padaki, Founder & CEO, 1BRIDGE and President, TiE Bangalore

- Technology for Better Governance: Fireside Perspectives ITE & Deeptech Track: A conversation with **Shri Dinesh Gundu Rao**, Minister for Health & Family Welfare, GoK, **Shri. Krishna Byre Gowda**, Minister for Revenue, GoK, **Shri Prashanth Prakash**, Chairman, Vision Group on Startups, GoK; Founding partner, Accel Partners India. The conversation was moderated by Naganand Doraswamy, Founder & Managing Director, Ideaspring Capital

- These sessions collectively enriched the BTS, providing diverse perspectives on innovation, leadership, and the future of technology.

INTERNATIONAL CONFERENCE AT BTS 2023

ITE & Deeptech Track

This track encompassed **15 sessions** over the three-day conference, exploring diverse topics within **IT**, **Electronics**, and **Deeptech**. Day 1 featured a profound session on the evolving landscape of Global Capability Centres in India, while the subsequent session delved into the impact of Artificial Intelligence across the tech landscape.

Day 2

of this track opened with a session on Sustainability and explored tech interventions that could shape a sustainable future, followed by a session on Mobility systems and technologies that are undergoing a paradigm shift. Later in the day, sessions addressed **Internet Governance**, **Cybersecurity**, and **Cyber warfare,** which are pivotal concerns. Second part of the day included focused session on '**Electronics Industry– the backbone of India's Digital economy**' followed by a session exploring technologies, policies and investments, to make India a Semiconductor Nation.

Day 3

commenced with an insightful deep dive into **Space Tech** and emerging opportunities in space. This was followed by a captivating panel on **AVGC** titled '**Imagining the Future of AVGC, XR - Karnataka leading the way**,' and another panel on **Web 3.0**.

INTERNATIONAL CONFERENCE AT BTS 2023

Biotech Track

The theme for the Biotech segment in BTS 2023, '**BioNexa Bengaluru**: **Biotech Brilliance Unleashed**,' featured 13 focused sessions led by global experts. The track commenced with a three-part Bio-Manufacturing session, including a Keynote by **Dr. Rajesh Gokhale**, Secretary, Department of Biotechnology, Government of India. He outlined the initiatives under the Bharat Biomanufacturing Initiative. The subsequent session, 'BioTechnology for a **Fossil Carbon-free Future**,' highlighted innovative bio-solutions for reducing carbon footprint. The series continued with '**Synthetic Biology and Next-gen Biotechnology**,' exploring industry advancements and applications in healthcare, agriculture, and manufacturing.

Day 1
Concluded with a session on '**Sustainable Food** and **Agri-Systems**,' addressing plant biotech for climate adaptation and molecular breeding for improved crop-productivity.

Day 2 of the Biotech Track opened with the much-awaited Fireside Chat session conducted by **Dr. Kiran Mazumdar-Shaw**, Executive Chairperson – Biocon Limited, & Chairperson, Vision Group on Biotechnology, Govt. of Karnataka with Nobel Laureate **Dr. H. Robert Horvitz**. This was followed by an invigorating Panel on Preventing Tomorrow's Illnesses which explored how cutting edge biotech is reshaping the future of Healthcare. Subsequent sessions covered '**Keeping Epidemics at Bay**,' Bio investments, the role of capital in fostering innovation, growth, and Skill Development trends in the Biotech sector. Day 2 concluded with a session on '**Cell & Gene Therapy**,' providing insights into the latest advancements.

Day 3 of the Biotech Track commenced with a session about the **Draft Biotech Policy** which was released during the Inauguration of BTS 2023. The final session, '**Biotech Future Forward**,' delved into cutting-edge innovations and trends reshaping the biotech sector.

INTERNATIONAL CONFERENCE AT BTS 2023

Startup Track

Day 1 of the Startup Track opened with a focused session on '**Digital Public Goods**' and explored the trends, challenges and opportunities through two panels. This was followed by another focused session on '**Journey from Ideas to IPO**'. Through keynote talks, a Masterclass and Panel Discussions, this session provided a unique opportunity for delegates to hear from Founders and offered real-world inspiration.
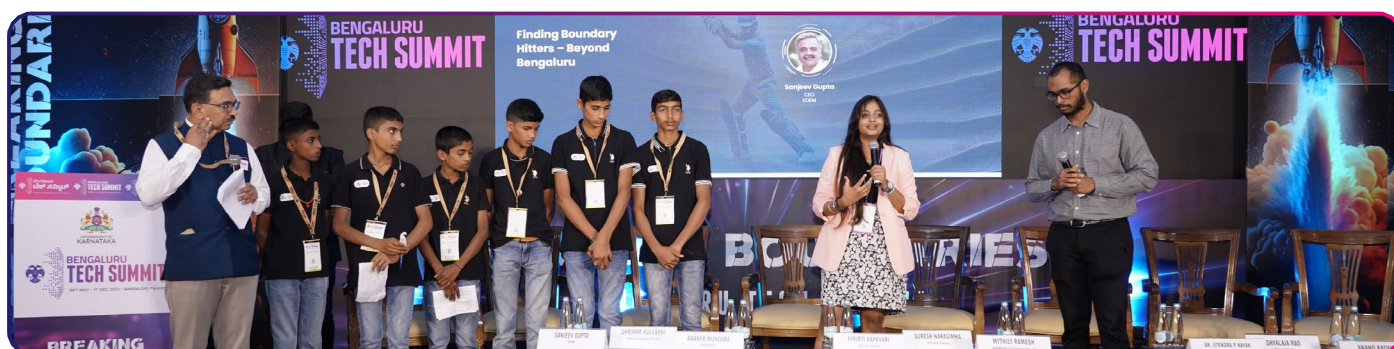
Day 2 centered on emerging technologies, featuring sessions such as '**Future of Quantum Computing**,' '**Rapid Evolution of Gen AI**,' and discussions on **Fintech**, **AgriFintech**, and **Agri 4.0**.
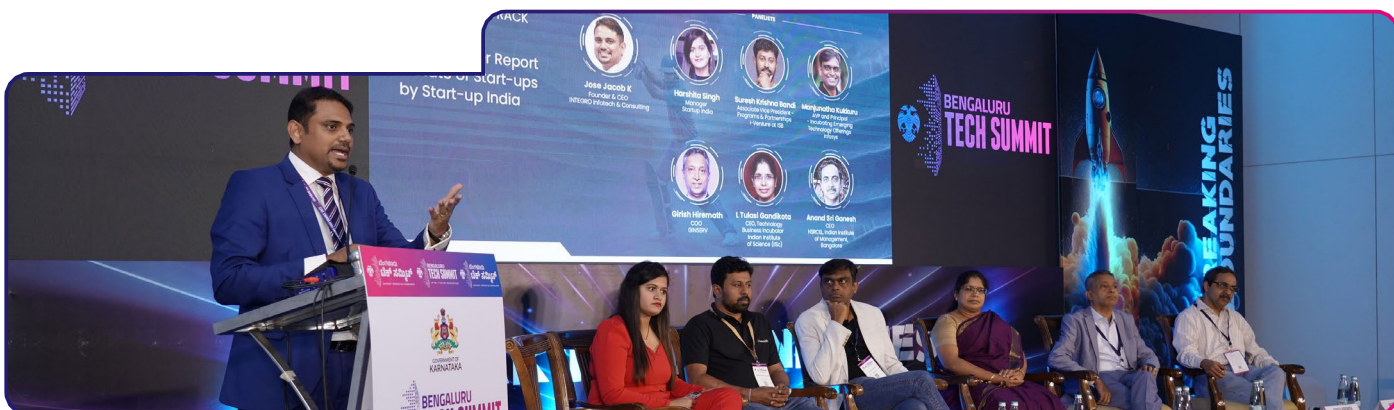
Day 3 commenced with an exploration of opportunities in tourism and the transformative influence of technologies on the sector. This was followed by a session on **Assistive Technology**, **covering diverse devices**, **software**, and **services**. The agenda continued with a session spotlighting Karnataka's technology landscape '**Beyond Bengaluru**,' and the track concluded with a session focused on **Startup Ecosystem** Enablers.

INTERNATIONAL CONFERENCE AT BTS 2023

GIA Track

The Global Innovation Alliance (GIA) is an initiative of the Government of Karnataka to forge partnerships with the world's leading tech nations in the areas of **co-creation**, **co-innovation** and **co-invention**- **G2G**

Strategic Relationships, technology sharing, cooperation on skilling, trade promotion, Startup/ Soft Landing and Academic Institutions/R&D. The GIA Partners from different Countries were given a platform for knowledge sharing through Sessions across the three-days of the Summit. Leadership from the Industry and Government represented these countries who gave a deep dive information of the various sectors.

The GIA Track had **18 sessions** across 3 days. The sessions had leadership from countries such as **Australia, Finland, Netherlands, South Korea, Germany, Israel, Austria, France, UK, Japan, Sweden, Denmark, Poland, Lithuania, Switzerland and Thailand.**

India-USA Tech Conclave

- The inauguration of the third edition of the India-USA Tech Conclave, graced by **Mr. Christopher Hodges**, **U.S. Consul General**, Chennai, **Shri. Priyank Kharge**, Minister for IT and Biotechnology & RDPR, Government of Karnataka, and **Mr. Alexander Slater**, Managing Director, USIBC India, set the tone for the event.

- The conclave commenced with a session on Commercial Space, followed by 'Linking Entrepreneurs and Startups for Long-term Relationships.' **Day 1** concluded with an insightful session on '**e-Commerce, Supply Chain & Logistics**.'

- **Day 2** opened with a technology-focused session on '**Innovative Technologies Defining the Future of Healthcare**,' followed by a session on '**Women Leaders in Healthcare**.' The day continued with an engaging panel discussion in the Media and Entertainment space, with a specific focus on **AVGC-XR** and fostering **Indo-US** partnerships.

BTS 2023 HIGHLIGHTS

83
PLENARY &
SESSIONS

50000
EXPO
FOOTFALLS

401
SPEAKERS

BTS
Participation

28,134
REGISTERED
BUSINESS
VISITORS

4773
DELEGATES

553
EXHIBITORS

37
WORKSHOPS
& PRODUCT
LAUNCHES

45
COUNTRIES
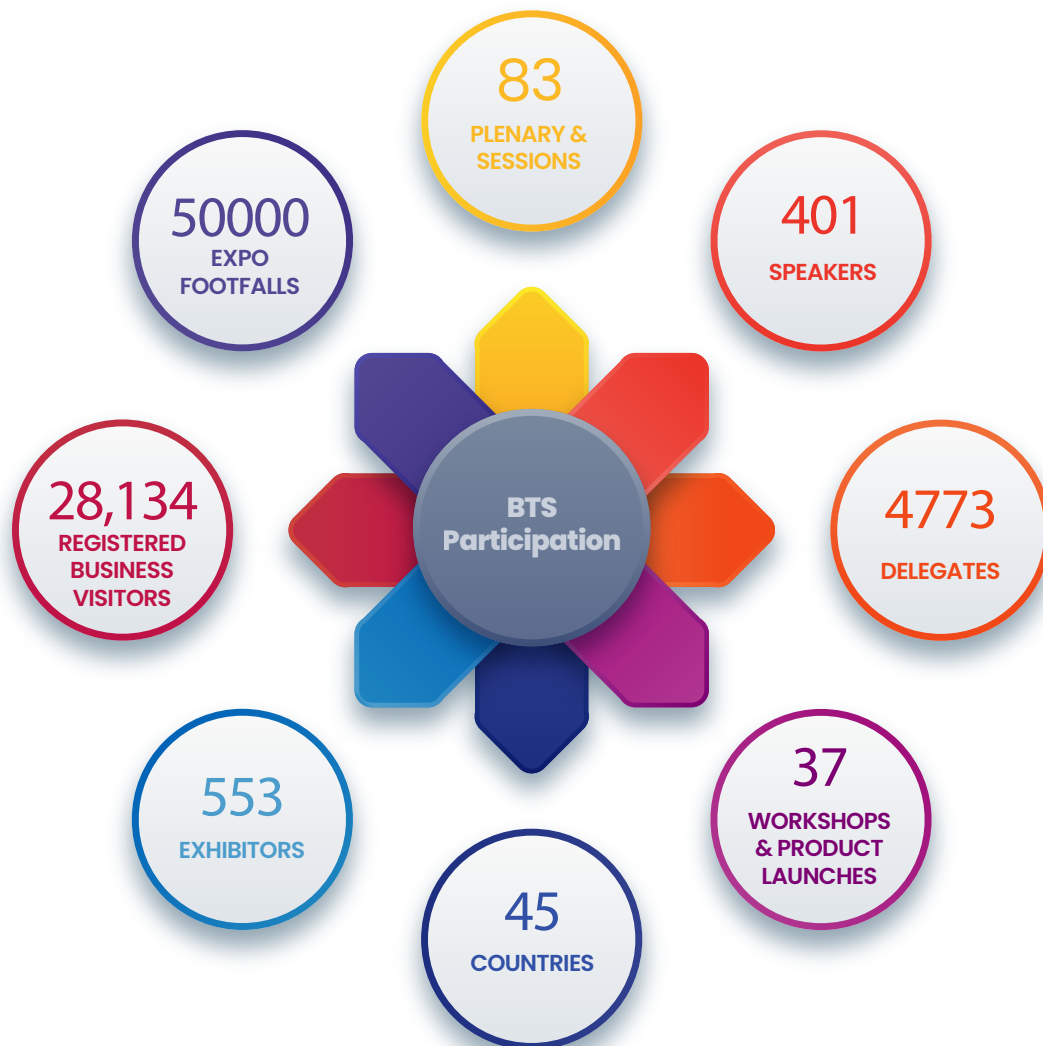
GIA PARTICIPATIONS

20	284	115	6
COUNTRIES SESSION	DELEGATES	SPEAKERS	AMBASSADORS

Australia, Finland, Netherlands, South Korea, Israel, Austria, France, UK, Japan, Sweden, Germany, Denmark, Poland, Lithuania, Switzerland, Thailand, Ireland, Spain, Belgium, Bulgaria

EXPO HIGHLIGHTS

Exhibition as Business Platform

553 Exhibitors

28,134 Business Visitors

The International Pavilion consisted of exhibitors from various countries including **Australia, Denmark, South Korea, Japan, NRW City of Dusseldorf, Thailand, British Deputy High Commission, Finland, Israel and Russia.**

Leading **ITE** and **Biotech** majors as well as **SMEs** including **Infosys**, **Biocon**, **Robert Bosch**, **Microsoft-Startup**, **Cashfree**, **Builder.ai**, **OVH Cloud**, **Applied Materials**, **Honeywell**, **ACT**, **Broadridge Financial Solutions**, **Techno Tackle Software Solutions**, **Sniper Systems**, **Sopra Steria**, **Blackbuck Insights** (BBI), **TeleIndia**, **MethodHub**, **Allied Worldwide Business Solutions**, **Quoqo**, **TataTele**, **NamLabs Technologies**, **Clinical Research Network India**, **Eppendorf**, **Murhopye Scientific Company**, **Norwich Clinical Services**, **BIO 360 Life Sciences Park**, **Vipragen Biosciences**, **RxPropellant**, participated.

R&D Lab to Market pavilion hosted leading R&D labs of India which showcased their technologies & original IP that had the potential to venture into the market as products & services that could create significant social impact & reduce import dependence. India's premier R&D institutes including **ICMR Labs**, **DRDO Labs**, **C-DAC**, **IIAP**, **NRDC**, **IIIT-B**, and **BIRAC** were part of R&D Lab to Market pavilion at the exhibition.

Academic Institutions- **Amity University, VTU, Manipal University, Alliance University, Garden University, Presidency University**.

Start-ups Hall had **258** exhibitors from diverse sectors such as **IT Services**, **AI** & **ML**, **IoT**, **Digital Learning**, **Mobility**, **Blockchain**, **Robo & Drone**, **Cyber Security**, **Gaming**, **HealthTech**, **Fintech, Edutech**, **SmartTech** and **Agri Tech** along with pavilions of **TiE Bangalore**, **KEDM**, **IKP Knowledge Park**, **NASSCOM IoT** & **AI** Presidency Launch Pad many more.

Industry Pavilions of **STPI**, **ELCIA**, **BBC**, **ArtPark**, **MSME**, **VoICE** Consortium and **ABLE** showcased their members from across India including Corporates and SMEs.

Chandrayaan 3 Mission

In the course of the Hon'ble Chief Minister's dialogue with Industry CEOs, the noteworthy contribution of **SMEs** to the **Chandrayaan 3** Mission was discussed and highly commended. Following the guidance of the Hon'ble CM, it was decided that BTS 2023 will feature a dedicated pavilion by **ISRO**, spotlighting the Chandrayaan Mission. This pavilion also showcased the significant involvement of Industry and SMEs in both the Chandrayaan Mission and other key initiatives of ISRO.
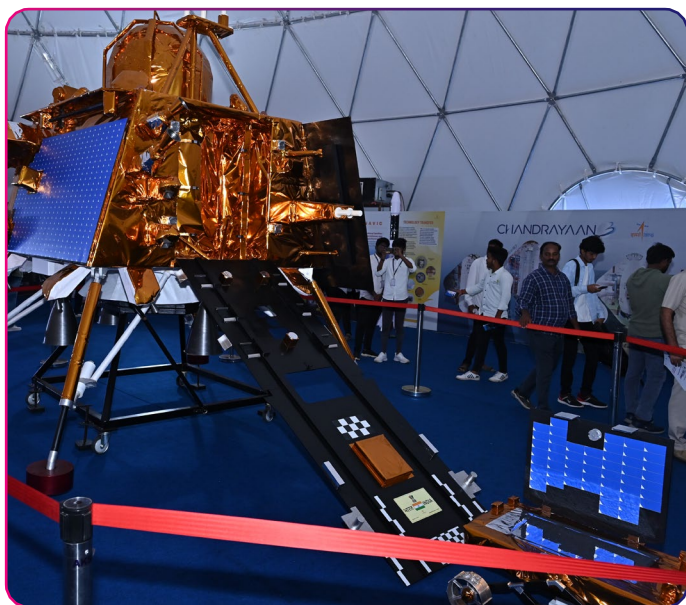
The ISRO-Industry pavilion was housed in a special dome structure and was a major highlight of BTS Expo. The ISRO Pavilion , for the first time, showcased a 1:1 scale model of **Chandrayaan** Module including the technology and mission covering indigenous Lander Module (LM), Propulsion Module (PM) and a Rover along with Launch vehicles and other systems.

In the same pavilion **Industry** & **SMEs** that contributed to Chandrayaan Mission as well as other Missions & Programmes showcased their products & technologies. The pavilion attracted enormous interest among visitors, with ISRO officials providing detailed information on the Chandrayaan -3 mission as well as other space and outer space programs of ISRO.

START-UP PRODUCT / SOLUTIONS LAUNCH

Shri Priyank Kharge, Hon'ble Minister for Electronics, IT, Bt, RDPR, GoK also launched **37** ground-breaking products and solutions developed by startups. The array of Products and solutions launched spanned a diverse range of sectors, including **IT/ITeS**, **Agritech**, **Medtech**, **Healthcare**, **Cleantech**, **AI**, **DeepTech**, **Blockchain**, **IoT**, **Cybersecurity**, **Environment Tech**, **AVGC** and **ESDM**. **Notably**, among the **37** startups, **9** are led by **women**, underscoring the inclusive and diverse nature of Karnataka's startup ecosystem. Majority of these startups flourished within GoK-supported incubators, such as Innovation Hubs, Centres of Excellence (CoEs) and Technology Business Incubators (TBIs) and anchored by **C-CAMP**, **NASSCOM**, **Jain Incubation Centre**, **Deshpande Startups**, and **CoE- Cybersecurity**.

Workshops

Several Workshops were also conducted at the event which offering practical insights to attendees. Some of the notable contributors of these workshops include **TiE**, **ArtPark**, **Microsoft**, **Co Learn Education**, **Google Startup Clinic** Session and **C-CAMP**.
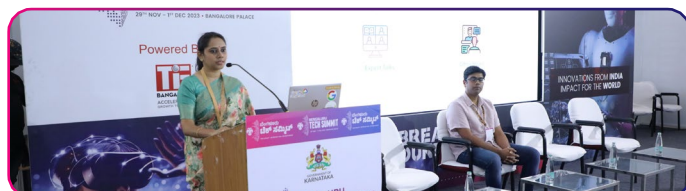
AWARDS

STPI IT Export Awards

The Annual **STPI IT Export Awards** were presented to high-achieving IT companies from Karnataka's IT sector, for their performance in the 2022-23 financial year. The prestigious **IT Ratna of Karnataka** was awarded to **Infosys** and **Intel**. Some of the other Awards presented include **IT Pride of Karnataka**; High Growth in **IT/ITES Exports- Karnataka**; Best Performers in Tier II & Tier III Region, Electronic Hardware; Exports per Employee and Employment; Highest New Jobs Creator; Highest per Employee and Highest Growth in Women Employment. In total, **43 awards** were presented to the deserving winners during the ceremony.

The awards were presented by the Chief Guest Hon'ble Minister **Shri Rajeev Chandrasekhar**, Union MoS for Entrepreneurship, Skill Development, Electronics & Information Technology, GoI, **Shri Priyank Kharge**, Hon'ble Minister for Electronics, IT, Bt, RDPR, GoK, **Dr. Sharanaprakash Rudrappa Patil**, Minister for Medical Education & Skill Development, GoK, **Shri Rajesh Dhar**, Senior Director – Industry Vertical Sales, HPE; **Dr. Ekroop Caur**, IAS, Secretary, Dept. of Electronics, IT, Bt and S&T, GoK, **Shri Arvind Kumar**, Director General, STPI, **Shri Shailendra Kumar Tyagi**, Director, STPI Bengaluru, **Shri Prashanth Prakash**, Chair, Vision Group on Startups, GoK, **Shri Darshan H V**, MD-KITS and Director – Dept. of Electronics, IT, Bt and S&T, GoK.

Smart Bio Awards

The India **Bio@BTS** has been presenting **Smart Bio Awards** with an objective of recognizing biotechnology firms that have shown dynamic leadership, exciting technologies and stand-out contribution in their chosen fields of biotech activities.

These awards were presented by **Shri Priyank Kharge**, Hon'ble Minister for Electronics, IT, Bt, RDPR, GoK; **Shri Dinesh Gundu Rao**, Minister for Health & Family Welfare, GoK; **Ms. Sowmya Reddy**, Former MLA, GoK, and **Shri Prashanth Prakash**, Chairman, Vision Group on Startups, GoK; Founding partner, Accel Partners India.

Smart Bio Awards were conferred to organizations across six different categories as follows:

CATEGORY	ORGANISATION
Innovator of the Year	ImmunitasBio Private Limited
Startup of the Year	Cambrian Bioworks Private Limited
Women Entrepreneur of the Year	Aaarna Therapeutics Private Limited
Startup of the Year (Beyond Bengaluru)	Cosmos Bio Private Limited
Startup of the Year (Campus)	Papersens Private Limited
Best Social Enterprise	Foundation for Neglected Disease Research (FNDR)

Bengaluru Tech Summit
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BREAKING BOUNDARIES

AWARDS

were presented for the best three Exhibitors across the various pavilions as follows

Australia

INTERACTIVE and BEST MANAGEMENT
Havi.Co

CATEGORY	WINNER
Interactive and Best Management	• Bhashini AI Solutions • Havi.Co • Bangalore BioInnovation Centre (BBC)
Content and Information	• Pinakastra Computing • Cureous Labs • Neosan Waste Management • Yakairol Engineering Service
Innovative Display	• Galore Systems • Exter Energy • Australia

VC Felicitation The VC Felicitation at BTS acknowledged contributions of VC firms in Karnataka that have nurtured and propelled tech Startups to success, fostering a dynamic ecosystem of Entrepreneurship. The following VCs were felicitated during the ceremony

VC FELICITATION

Awardees List

1. Nexus Venture Partners
2. Peak XV
3. Accel Partners
4. Lightspeed India
5. Matrix Partners India
6. Fireside Ventures
7. 3one4 capital
8. Chiratae Ventures
9. Kalaari Capital
10. Capria Ventures
11. LetsVenture
12. Catamaran
13. Axilor Ventures
14. Prosus
15. Premji Invest
16. Stellaris Venture Partners
17. Athera Ventures
18. Prime Ventures
19. KITVEN
20. Ascent Capital
21. Westbridge Capital
22. Elevar Equity
23. Saama Ventures
24. Bessemer Venture Partners

Assistive Tech Awards The ATF Awards, established by the Assistive Technology Foundation, mark India's pioneering recognition for individuals and organizations striving to bring about positive change in the lives of people with disabilities through the use of Assistive Technologies. The ATF Awards comprise 10 accolades distributed across three categories, acknowledging the efforts of startups, NGOs, governments, educational institutions, and investors.

QUIZES

TCS Rural IT Quiz

The Rural **IT Quiz** is being conducted by Dept. of Electronics, IT, BT and S&T, GoK in partnership with **Tata Consultancy Services** (TCS) as a integral part of the BTS event for more than **2** decades. The program was initiated in the year 2000 by Government of Karnataka & TCS and has reached over **18** million students till date. The Rural **IT Quiz** takes the gamified approach to enhance IT awareness amongst students at the grassroots, keeping them abreast of the latest developments in the world of Information Technology. The **24th** edition was held this year with participation of **5.5 Lakh** students from **28** States and **5** Union Territories.

The 8 finalists competed at the Grand Finale which took place during the event. The Winner Teams are as follows

Winner - **Udit Pratap Singh**: BSP Senior Secondary School, Bhilai Chhattisgarh, Prize **Rs. 1 Lakh**

Runner-Up- **Vignesh Nauso Shetye** : Dr. K.B. Hedgewar Vidyamandir, Bicholim Goa, Prize **Rs. 50,000**

BioQuiz

The **India Bio@BTS** has been hosting the **Bio Quiz** competition with an objective to create awareness about the fascinating world of Biotechnology, with a view encourage students to delve deep into the subject in a holistic manner. The **16th** edition of **National Bio Quiz** offering an opportunity to showcase to the world, the talent of our country in the fast growing area of Biotechnology was held with participation of **923** registration from PAN India from **28** States and **5** Union Territories.

Winners

National Winner: Bevan Mathew A, IISER Berhampur, ODISHA, East Prize Money - **Rs. 50,000**

1st Runner-up: Sancheti Kalyani, Rajarshi Shahu Mahavidyalaya Latur, MAHARASHTRA, West Prize Money - **Rs. 25,000**

2nd Runner-up: Kamalesh P, Mepco Schlenk Engineering College, TAMIL NADU, South Prize Money - **Rs. 15,000**

3rd Runner-up: Ishika Agrawal, Motilal Nehru National Institute of Technology, UTTAR PRADESH, North Prize Money - **Rs. 10,000**

POSTER & B2B MEETINGS

BIO Posters- Walk way of Discovery

The Poster Exhibit showcases innovative ideas, outstanding research, ground-breaking studies undertaken by young minds from Research Institutes and Universities that have the potential to make a significant impact in the field of Life Sciences & Biotechnology.

In this edition, **BIOTECH POSTERS** from **85** Young Researchers were presented at the Walkway of Discovery exhibit. Some of the prominent participating Institutions/Universities included **INDIAN INSTITUTE OF SCIENCE**, **DAYANANDA SAGAR UNIVERSITY**, **ACHARYA INSTITUTE OF TECHNOLOGY**, **PES UNIVERSITY**, **R V COLLEGE OF ENGINEERING**, **ICFRE-INSTITUTE OF WOOD SCIENCE AND TECHNOLOGY**, **PADMASHREE INSTITUTE OF MANAGEMENT & SCIENCES**, **MS RAMAIAH UNIVERSITY OF APPLIED SCIENCES**, **GARDEN CITY UNIVERSITY**, **BIOCON ACADEMY** etc. The Top 5 best posters were awarded a cash prize of **RS. 20,000**/- each.

Winners

Shruptha Padival, Shree Dharmasthala Manjunatheshwara University

Sindhu Abraham, M S Ramaiah University of Applied Sciences

Nandhini M, **Praphulla Rao**, B M S College of Engineering

Umme Najma, University of Mysore, Manasagangothri

Parth B **Sanghavi**, **Afroz Shaik**, **Syed Azhar Ahmed**, **Ramchandra Prasad LA**, Garden City University

B2B Partnering @ BTS 2023

The registered delegates leveraged an advanced AI-based B2B partnering tool- **InterlinX**. This tool facilitated the scheduling of targeted meetings with potential partners and collaborators from the IT, Electronics, Biotech industry, and R&D Institutions.
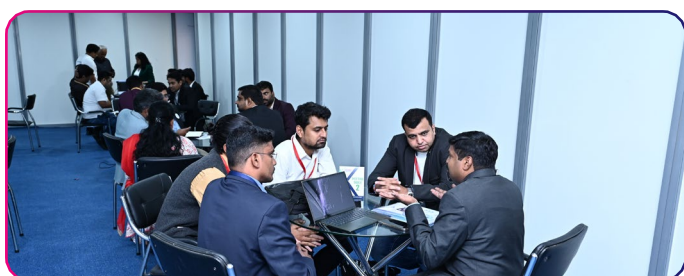
A total of **1537** meeting requests were exchanged, leading to **2064** (+ actual meetings 427) interactions via physical meetings at the B2B Zone or Exhibition booths or through exchanged contacts for further dialogue during the summit's three-day duration.

GREEN BTS

VISION To establish a Sustainability Transition Roadmap For Bengaluru Tech Summit to etch new milestone in the Indian ecosystem of summits & events.

• **ELEVATE** BTS to be India's pioneering Sustainable & Responsible Large-scale Tech Summit

• Establish the **BASELINE** footprint of key environmental parameters like carbon and water impact of the event

• **SET PRECEDENCE** for a transition towards sustainability for Large-scale Sustainable Events across India

• Offer Sustainability **EXPERIENCE** to stakeholders to enhance the awareness and involvement

• Develop A **ROADMAP** with targets for BTS to incrementally transition towards a Net Zero event

Sustainability Footprint – Carbon

Absolute event emissions= 14,30,000 kg CO_2e
Per capita = 28 kg CO_2e
Scope 1 = 6,93,000 kg CO_2e
Scope 2 = 0 kg CO_2e
Scope 3 = 7,36,000 kg CO2e
Diesel consumed - 34,700 lts
Energy generated - 87080 kWh

Sustainability Footprint -Water

Total water consumed - 1,09,000 L

Per capita consumption - 2.2 L

Best Practices:

Individual water dispensers at multiple locations

Sustainable packaging for drinking water

Best Practices:

Sustainable welcome kit which evoked new sustainability practices

Pure biodegradable paper cups

Sustainability Footprint - Resources

Avoided waste generation through directories - 1350 kgs
Avoided plastic consumption & waste generation - 95%

Composition of waste disposed across BTS 2023

Plastics 1%
Glass Bottles 2%
Food Waste - cafeteria 13%
MAT Waste 8%
Canvas flex & banners 2%
Plastic - LDPE (BLACK) 18%
Plastic - LDPE (WHITE) 8%
Wood Waste 3970 41%

Sustainability Footprint -Waste

Total waste generated - 9750 kgs
Per capita waste generation - 200 gms
Zero waste to landfill
--Kgs Waste reduction
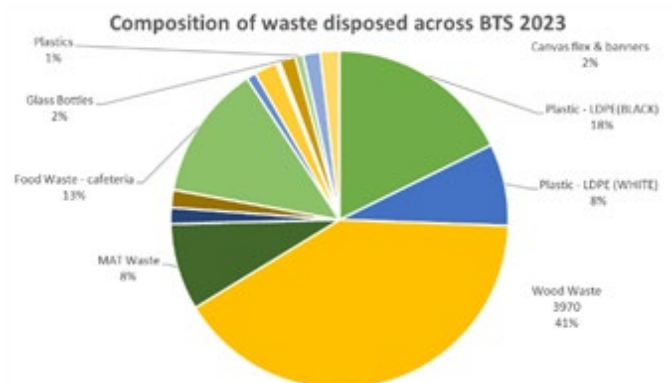
95.8%
Quantity of waste brought back to life enabling circular economy

GREEN BTS

Sustainability Footprint -Waste

Total waste generated- 9750 kgs
Per capita waste generation - 200 gms
Zero waste to landfill
--Kgs Waste reduction
100% waste segregation at source

Sustainability Footprint – Food

Food waste - 1350 kgs
Biogas from food waste - 61 kgs

Source segregation of waste by visitors

100% Sustainable cutlery at cafeteria

Sustainability Footprint – Experience

Surveyed -160 exhibitor stalls, delegates & students
Sustainability experience to 50,000 attendees

Best Practices:

Source segregation of waste by waste management team

System for waste segregation & storage

Segregated waste disposed to authorized recycler

Addressing the waste collection team

2) How would you rate the event's waste management practices at BTS2023?

76 responses

- a. Excellent
- b. Good
- c. Fair
- d. Poor

57.9%   10.5%   28.9%
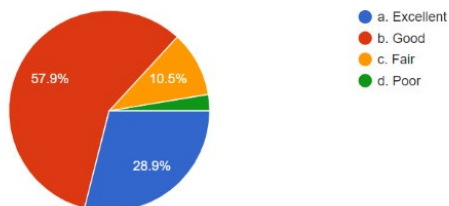
1) Did you observe visible efforts to reduce the environmental impact of BTS2023:

76 responses

- a. Yes, extensive efforts
- b. Yes, some efforts
- c. Yes, minimal efforts
- d. No, none observed

31.6%   51.3%
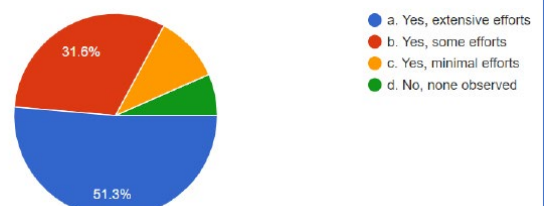
CONCLUSION

Towards **Net Zero 2023** BTS , this report's data-backed insights, actionable recommendations & ambitious roadmap forge a future where innovation thrives hand in hand with environmental responsibility.

Embracing sustainability in BTS is etching new history.

CXO Breakfast Meet : 4th September 2023

This meet was organized to interact with IT, Electronics, Biotech & Startup industries. Hon'ble Chief Minister of Karnataka, **Shri Siddaramaiah** interacted with **100**+ CEOs of leading IT, Semiconductor & Electronics and Biotech organizations. Also present at this 2-hour breakfast meet were **Shri D. K. Shivakumar**, Hon'ble Deputy Chief Minister of Karnataka, **Shri Priyank Kharge**, Hon'ble Minister for IT, Bt Govt. of Karnataka; **Dr. Kiran Mazumdar-Shaw**, Chairperson, Vision Group on Biotechnology and **Shri Kris Gopalakrishnan**, Chairman, Vision Group on Information Technology.

The interactions were facilitated by leading industry associations like **NASSCOM**, **IESA**, **TiE** and **ABLE**.

GIA Breakfast Meet - 28th August 2023

This meet was organized to promote International Partnerships at BTS 2023 and Special Remarks by **Shri Priyank Kharge**, Hon'ble Minister for Electronics, IT & Bt, and RDPR, Govt. of Karnataka

The GIA Partners meet was also addressed by **Dr. Ekroop Caur**, **IAS**, Secretary to Government, Department of Electronics, IT, Bt and S&T, Govt. of Karnataka; **Shri Shailendra Tyagi**, Director, STPI, Bengaluru; **Shri B.V. Naidu**, Chairman, KDEM and **Shri Darshan H.V, IAS**, Director, Dept. of Electronics, IT, Bt, and Managing Director, KITS, Govt. of Karnataka. A detailed event presentation was made by **Shri Jagdish Patankar**, Executive Chairman of MM Activ Sci-Tech Communications, and the Event Curators, encompassing all relevant information about the event.

PROMOTIONAL EVENTS

Delhi Road Show : October 31, 2023

The Run-up Event of Bengaluru Tech Summit 2023 at Delhi was Inaugurated by Dignitaries which included **Shri Priyank Kharge**, Hon'ble Minister for Electronics, IT & Bt, and Rural Development & Panchayat Raj, Govt. of Karnataka

This meet was also addressed by **Shri Arvind Kumar**, Director General, STPI; **Dr. Ekroop Caur, IAS**, Secretary to Government, Dept. of Electronics, IT, Bt and S&T, Govt. of Karnataka; **Shri Shailendra Tyagi,** Director, STPI, Bengaluru; **Shri Darshan H.V, IAS**, Director, Dept. of Electronics, IT, Bt, and Managing Director, KITS, Govt. of Karnataka and **Shri Jagdish Patankar**, Executive Chairman of MM Activ and the Event Curator for BTS.

The event saw the presence of key industry organisations representing various sectors such as

IT, Deeptech, Electronics and semiconductors, Telecom, Animation, EV and Gaming. Trade Missions of over 10 countries and Leading R&D Institute heads were also present during the interaction.

VALEDICTORY

An inspiring and visionary keynote valedictory address was delivered by **Shri Priyank Kharge**, Hon'ble Minister for Electronics, IT & Bt, and Rural Development & Panchayat Raj, GoK along with Department officials. This function was concluded with distribution of **Smart Bio Awards**, **VC Felicitations**, **Assistive Tech Awards**, **Exhibitors Awards**.
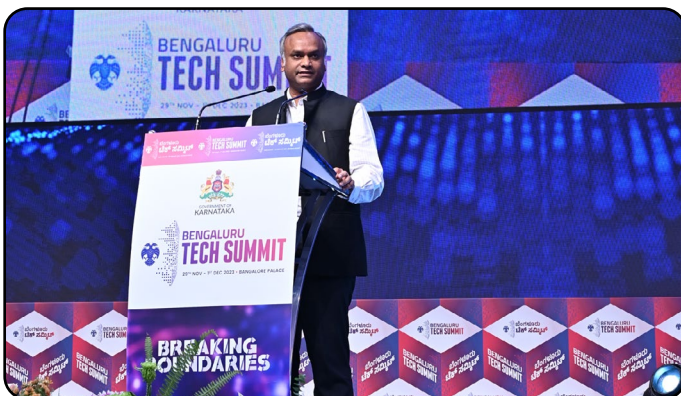
PRINT MEDIA- RUN-UP TO BTS 2023 ADVERTISEMENTS

Print media has consistently served as a robust platform for promoting BTS events, and this year, under the theme "**Breaking Boundaries**," it proved to be exceptionally effective in generating visibility for the occasion. The campaign commenced well in advance with state-specific and national insertions. Subsequently, an extensive promotion was carried out across mainstream, business, and Kannada newspapers in the lead-up to the event. The grand campaign, spanning an impressive **15,541** sqcm, not only achieved widespread reach but also delivered the impactful presence essential for an event of BTS's stature. With a well-balanced mix of advertisements targeting audiences across India, South India, and Karnataka, the campaign successfully garnered significant publicity for the event.

Leading newspapers used across the campaigns were

Sr. No	Date	Publication	Advt Size in Sqcm
1	Thu, 5th Oct	Deccan Herald- Karnataka Edition	812.5
2	Fri, 6th Oct	Hindu Business Line- All India Edition	812.5
3	Mon, 9th Oct	Times of India- Karnataka Edition	822.5
4	Tue, 10th Oct	Economic Times- All India Edition	822.5
5	Wed, 11th Oct	Hindu- Karnataka Edition	825
6	Thu, 12th Oct	Mint- All India Edition	830
7	Fri, 13th Oct	Prajavani- Karnataka Edition	240
8	Fri, 13th Oct	Deccan Herald- Karnataka Edition	240
9	Fri, 27th Oct	Deccan Herald- Karnataka Edition	240
10	Fri, 27th Oct	Dainik Jagran- Delhi Edition	240
11	Fri, 27th Oct	Dainik Bhaskar- Delhi Edition	240
12	Mon, 30th Oct	Hindustan Times- Delhi	600
12	Tue, 31st Oct	Economic Times- All India Edition, separate material for Delhi	560
14	Wed, 1st Nov	Hindu- Karnataka Edition	432
15	Thu, 2nd Nov	The New Indian Express- Karnataka Edition	432
16	Fri, 3rd Nov	Deccan Herald- Karnataka Edition	432
17	Sat, 4th Nov	Dainik Jagran- Delhi Edition	432
18	Sat, 4th Nov	Amar Ujala- Delhi Edition	432
19	Mon, 6th Nov	Times of India- Karnataka Edition	432
20	Tue, 7th Nov	Economic Times- All India Edition	432
21	Wed, 8th Nov	Times of India- All India Edition- Times Techies page	300
22	Thu, 16th Nov	Times of India- Karnataka Edition	432
23	Fri, 17th Nov	Deccan Herald- Karnataka Edition	432
24	Mon, 20th Nov	Times of India- Karnataka Edition	432
25	Tue, 21st Nov	Economic Times- South Edition	432
26	Wed, 22nd Nov	Deccan Herald- Karnataka Edition	432
27	Thu, 23rd Nov	Hindu- Karnataka Edition	432
28	Fri, 24th Nov	Times of India- Karnataka Edition	432
29	Sat, 25th Nov	Vijayvani- Karnataka Edition	300
30	Sun, 26th Nov	Vijay Karnataka- Karnataka Edition	300
31	Mon, 27th Nov	Times of India- Karnataka Edition	432
32	Tue, 28th Nov	Economic Times- South Edition	432
33	Wed, 30th Nov	Economic Times- Karnataka Edition	432

PRINT MEDIA- RUN-UP TO BTS 2023 ADVERTISEMENTS

Print Media- Inauguration Advertisements

The inauguration advertisement for BTS 2023 was a compelling blend of influential figures from India, the international community, and various industries. The campaign strategically emphasized key publications in Delhi and Mumbai, with a heightened emphasis on publications specific to Karnataka. On this significant day, a total of **16,253** sqcm of advertisements were released, contributing to the impactful promotion of the event.

Newspapers used for Inauguration Advertisements were

Sr. No	Publication	Size in cm W X H	Advt Size in Sqcm
1	Times of India- Delhi Edition	32.9 X 25	822.5
2	Mint- Delhit Edition	33.2 X 25	830
3	Economic Times- Mumbai Edition	32.9 X 25	822.5
4	Economic Times- South Edition	32.9 X 25	822.5
5	Times of India- Karnataka Edition	32.9 X 25	822.5
6	Hindu- Karnataka Edition	33 X 25	825
7	Deccan Herald- Karnataka Edition	32.5 X 25	812.5
8	Business Standard- Karnataka Edition	32 X 25	800
9	Financial Express- Karnataka Edition	32 X 25	800
10	The New Indian Express- Karnataka Edition	32 X 25	800
11	Vijay Karnataka- Karnataka Edition	32.9 X 25	823
12	Vijayvani- Karnataka Edition	32.9 X 25	822.5
13	Prajavani- Karnataka Edition	32.5 X 25	812.5
14	Vartha Bharathi- Karnataka Edition	32.5 X 25	812.5
15	Kannada Prabha- Karnataka Edition	32 X 25	800
16	Vishwavani- Karnataka Edition	32 X 25	800
17	Udayvani- Karnataka Edition	32.5 X 25	812.5
18	Sanjevani- Karnataka Edition	32 X 25	800
19	Ee Sanje- Karnataka Edition	32 X 25	800
20	Samyukta Karnataka- Karnataka Edition	32.5 X 25	812.5

PRINT MEDIA- RUN-UP TO BTS 2023 ADVERTISEMENTS

ENGLISH ADVERTISEMENT

KANNADA ADVERTISEMENT

TRADE MEDIA

To engage with stakeholders across the IT, Biotechnology, and Startup ecosystems, established partnerships with various trade media portals. This involved strategic placement of online banner advertisements, as well as garnering coverage through social media posts.

Campaign was executed in collaboration with renowned tech media portals to maximize reach and impact.
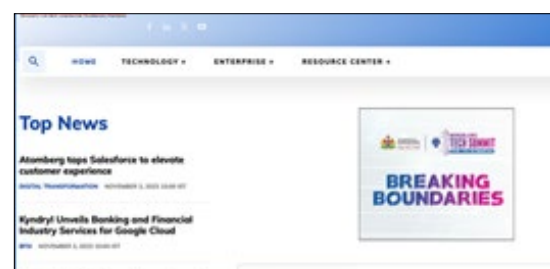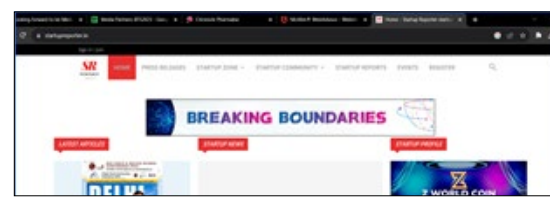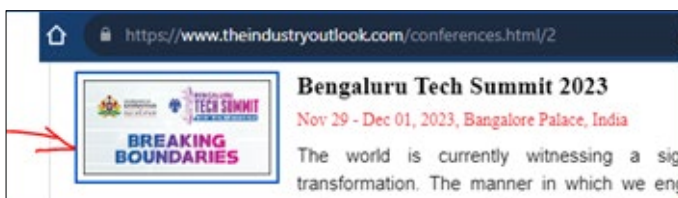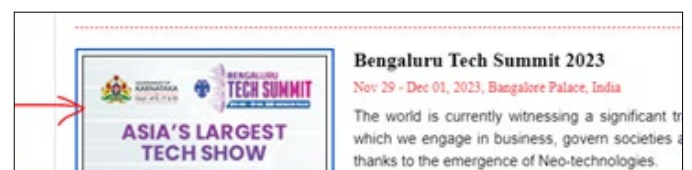
OUTDOOR CAMPAIGN

Gantry at Mekhri Circle towards Palace Road

Green Line	Purple Line
Nagasandra	Majestic
Banashankari	Btappnalli
Rajaji Nagar	Vidhana Soudha
Jayanagar	Vijayanagar
Mahakavi Kuvempu Road	MG Road
Jayaprakash Nagar	Cobbon Park
Southend Circle	Kengeri Bus Terminal
Lalbhag	Rajarajeshwari Nagar
Rashteeya Vidyalaya Road	Indra Nagar
National College	Sir M. Visveshwaraya

Mobile Van covering Tech Parks on weekdays and malls on weekends

OUTDOOR CAMPAIGN
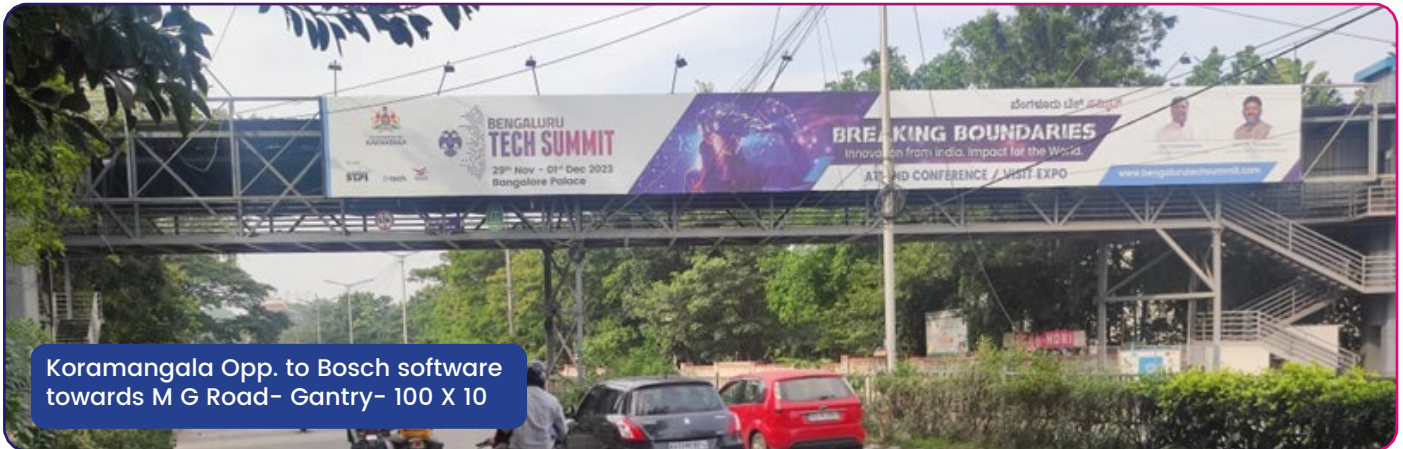
Koramangala Opp. to Bosch software towards M G Road- Gantry- 100 X 10
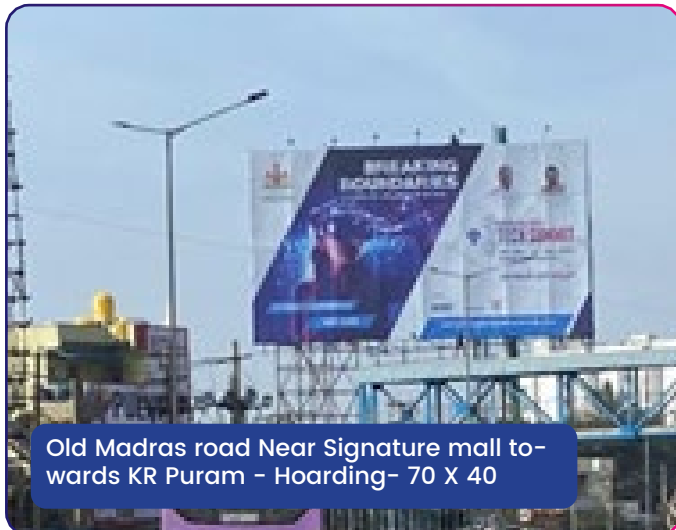
Old Madras road Near Signature mall towards KR Puram - Hoarding- 70 X 40

Electronic city Flyover Hosur Road Before Infosys twds E City - Hoarding- 50 X 40
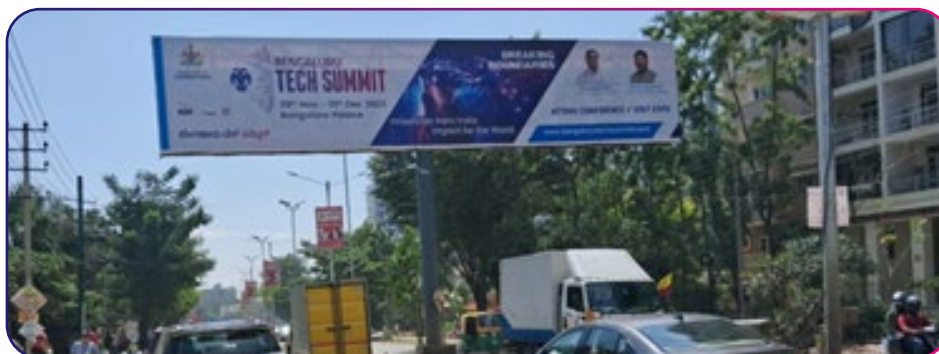
Kadugodi Main Rd Opp to Pavani Group towards Old Madras Road Gantry- 50 X 10

Kadugodi Main Rd Opp to Pavani Group towards Whitefield Road Gantry- 50 X 10

Bengaluru, Karnataka, India
XHGP+CWW, Ambedkar Veedhi, Bengaluru, Karnataka 560001, India
Lat 12.976213°
Long 77.587553°
11/11/23 09:41 AM GMT +05:30
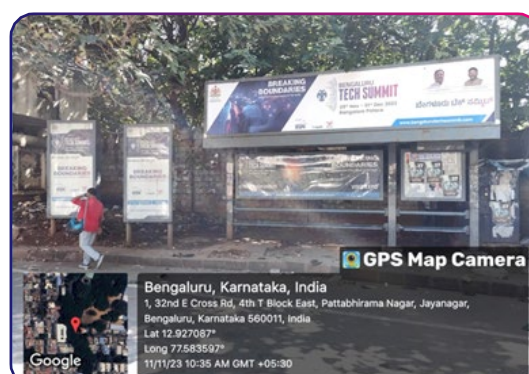
Bengaluru, Karnataka, India
1, 32nd E Cross Rd, 4th T Block East, Pattabhirama Nagar, Jayanagar, Bengaluru, Karnataka 560011, India
Lat 12.927087°
Long 77.583597°
11/11/23 10:35 AM GMT +05:30

Sarjapura Road Wipro
M G Statue MG Road
Jayanagar 4th Block Bus Stand
Marathalii Isro 2
Kasthuri Nagar
Vidhana Soudha Ms Building (Shelter1)
BEL Road SBI Stop
Wed, 1st Nov
Thu, 2nd Nov

Radio Campaign played a pivotal role in generating excitement for the event, focusing primarily on promoting Expo visits and encouraging delegate registrations. We produced three jingles tailored for diverse audiences, available in English, Kannada, and Hindi.

Leading Stations used were

RADIO

▶ LIVE

Radio City91.1 FM (Kannada)

Big FM 92.7 (Kannada)

Red FM 93.5 (Hindi)

This year for the first time Radio Campaign was done across cities like **Chennai Surya FM**, **Hyderabad Red FM**, **Delhi Fever FM** and **Pune BIG FM**.

Total of **9015** secondages FCT campaign was done between Nov **22nd** to **Nov 30th** across these stations.

English Electronic Media

A TVC campaign unfolded on **CNBC TV 18** and **Times Now** from November 24th to November 30th, 2023. The campaign featured a 30-second spot. Across CNBC TV 18, **50** spots were aired, utilizing a total FCT (Free Commercial Time) of **1500** seconds. Simultaneously, on Times Now, **50** spots of **30** seconds each were broadcast, consuming a total of 1500 FCT seconds.

Kannada TV Channels

The BTS 2023 event also experienced promotion through several prominent Kannada TV channels. The campaign leveraged the following channels to enhance visibility

and outreach:

- **Public TV**
- **News First**
- **TV9**
- **Power TV**
- **Raj TV**
- **TV5**
- **Vistara**
- **Suvarna TV**

The extensive Social Media Campaign for BTS 2023 achieved remarkable success. As the landmark silver jubilee edition, special emphasis was placed on elevating the event's visibility across various social media platforms, resulting in surpassing all previous edition metrics and establishing it as a mega success.

Leading up to the event, the pre-event campaign encompassed diverse content, including posts covering the BTS event spectrum, participation opportunities, announcements of Conference tracks, session details, speaker and panel discussion highlights, video bytes, Exhibition insights, and other special program updates. Throughout the event, the campaign provided live coverage across the three days, featuring posts on the inauguration, parallel sessions, felicitation ceremonies, awards presentations, valedictory sessions, and daily wrap-up videos.

The post-event campaign focused on sharing success stories, featuring video bytes, and offering comprehensive event coverage. This multifaceted approach ensured that the Social Media Campaign played a pivotal role in amplifying the reach and impact of BTS 2023.

5.9 Crore Total Impressions

3.16 Crore Total Reach

2,43,455 Unique Clicks

34,678 Live views Across BTS social media platforms on all 3 days

5,88,475 Total Engagement

LIVE

SOCIAL MEDIA NUMBERS
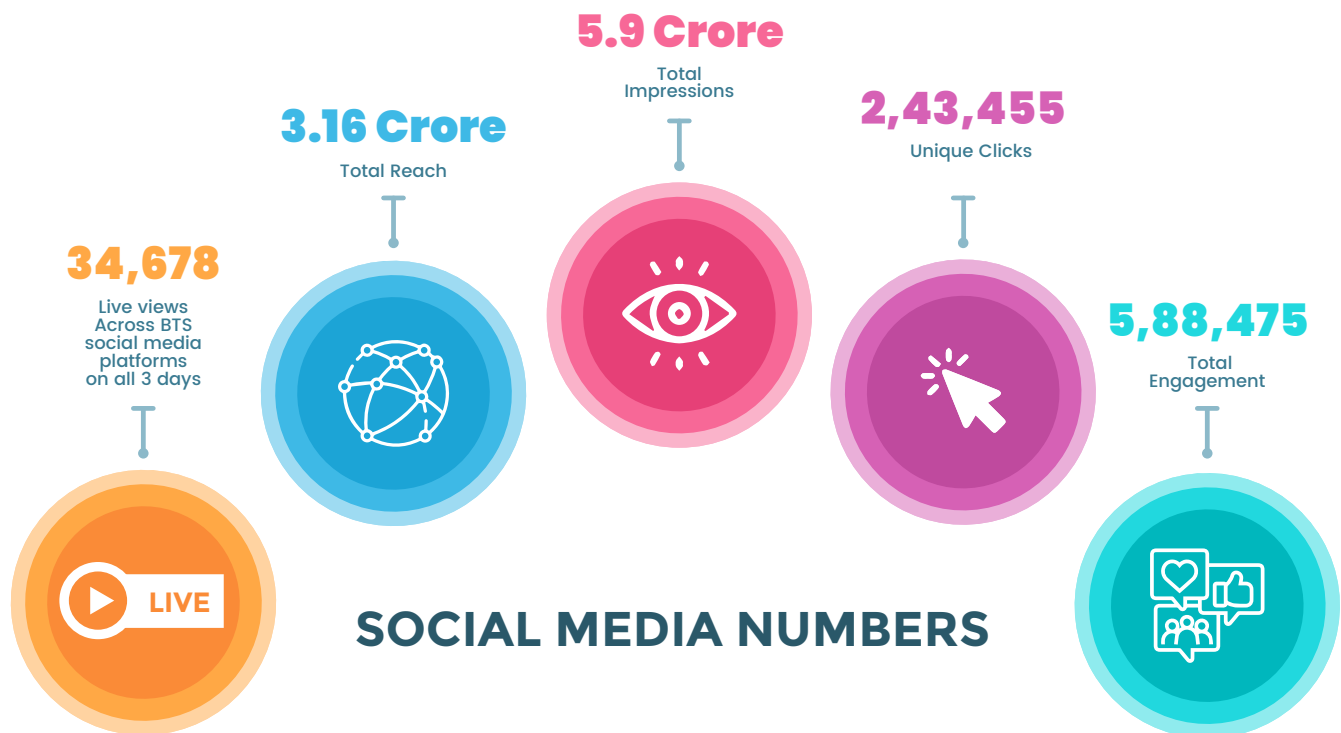
Your Story

A targeted campaign with Your Story was executed to engage with the dynamic startup community and visionary entrepreneurs. Through this campaign, we sought to amplify the narrative of entrepreneurship and contribute to the growth and success of the vibrant startup ecosystem.

The campaign included following

- 1 Pre Event Article
- 1 Post Event Article
- Web Banners
- 2 Roadblocks
- 2 Rounds of Social Media Promotion
- Newsletter Inclusion
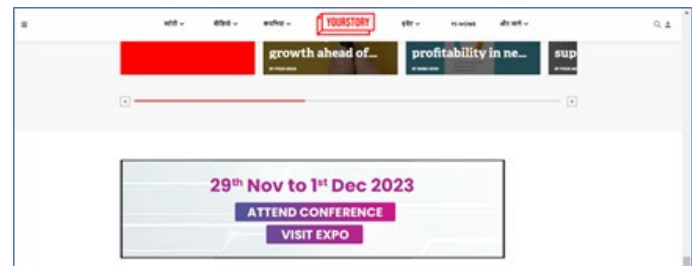
Forbes India, MoneyControl, Entrepreneur

A strategic campaign was undertaken with these portals owing to their esteemed readership and influential reach. These platforms uniquely amalgamate financial and business news, making them an ideal choice for a comprehensive and impactful campaign.

The campaign yielded impressive results, with Forbes India generating 70 lakh impressions, Entrepreneur with 1.5 lakh impressions and MoneyControl contributing an additional 1 million impressions. This collaborative effort significantly enhanced the visibility and impact of the campaign, reaching a diverse and engaged audience.
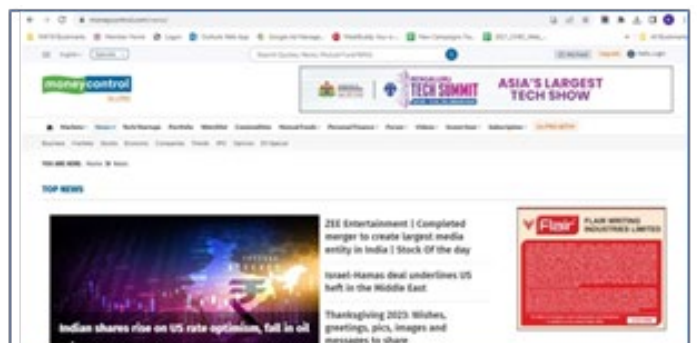
Mint

A strategic campaign in collaboration with Mint featured specific web banners on their portal. This initiative successfully garnered an impressive 2.85 million impressions, significantly boosting visibility for the event, particularly in the Northern region. The targeted approach with Mint proved effective in creating awareness and generating traction for the campaign.


One India, Eedina.com

A promotional campaign with One India and Eedina portals was orchestrated to amplify the buzz surrounding the event. These portals, renowned for their significant visibility in the South and particularly in Bengaluru, played a pivotal role in generating heightened excitement and increased traction for the event.
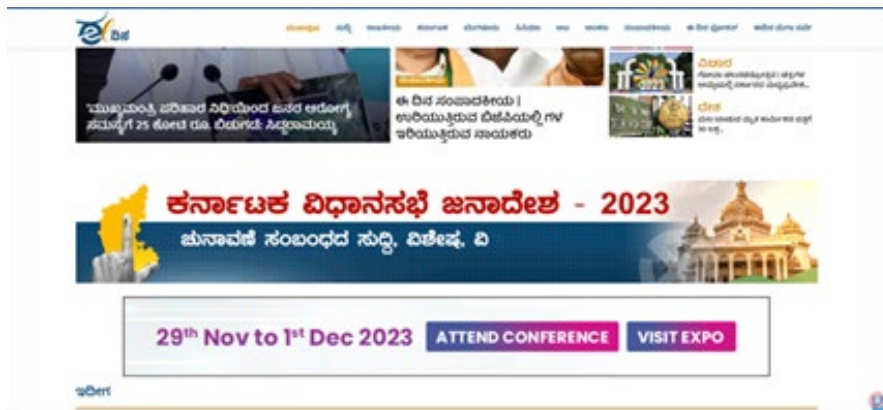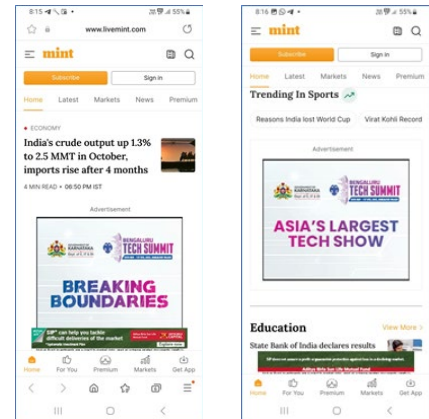
Tech Influencers Campaign

- 40+ CAT A & B Influencers has been used
- 1000+ CAT C Influencers has been used
- 1.65+ Million Impressions generated through Influencer marketing activity
- 1.8+ Million Reach and Engagement generated specific through Twitter Trending

Twitter Trending on the 29th November during Inauguration

TECH INFLUENCERS

Some of the posts by the Tech Influencers

Media Coverage - English

Media Coverage - Regional

VENUE INFRASTRUCTURE & BRANDING

VENUE MAIN ENTRANCE
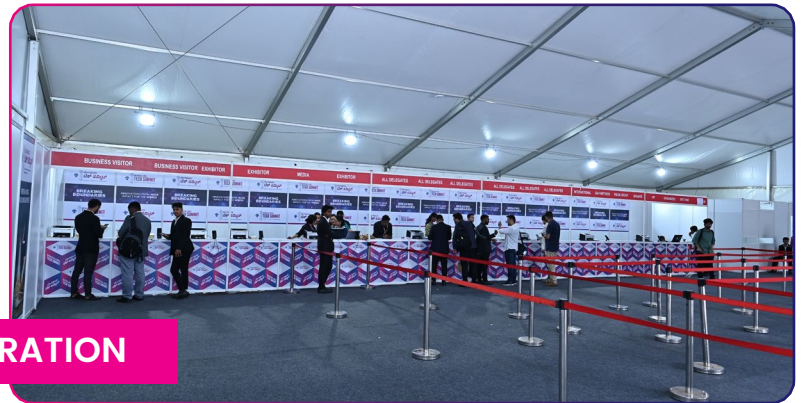
REGISTRATION

WELCOME ARCH
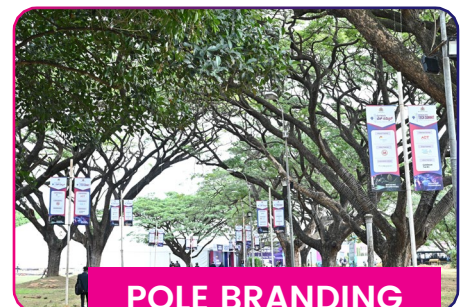
POLE BRANDING

VENUE INFRASTRUCTURE & BRANDING

INSTALLATIONS
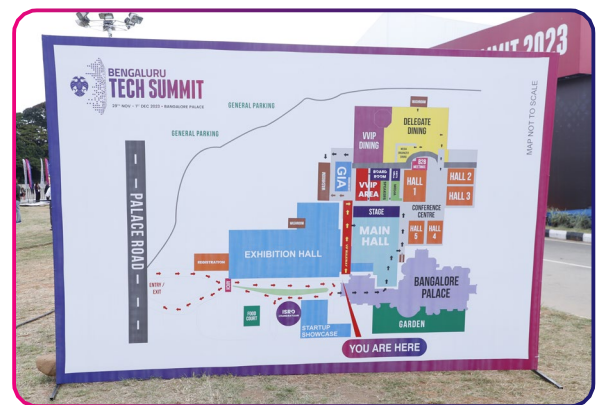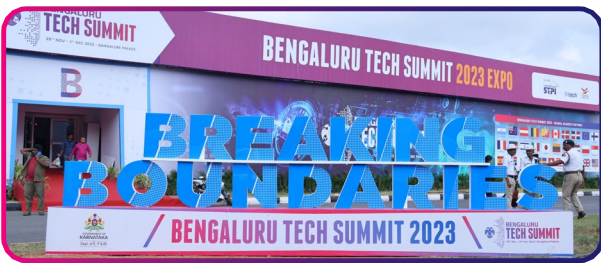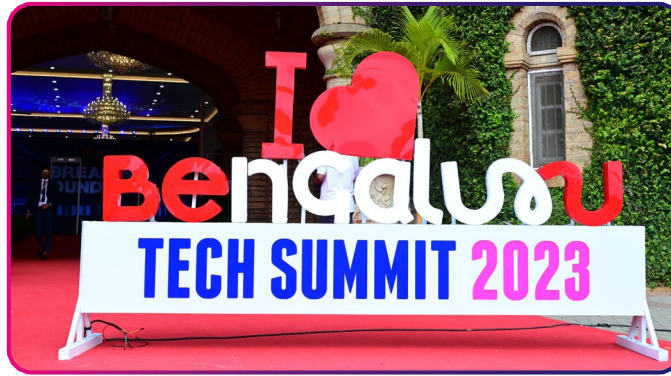
VENUE INFRASTRUCTURE & BRANDING

MAIN EXPO HALL

CHANDRAYAAN HALL
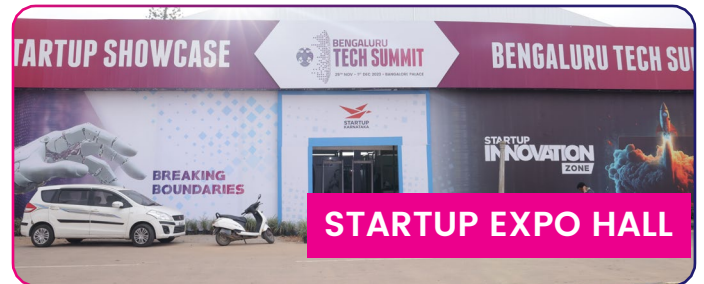
STARTUP EXPO HALL

BEACH FLAGS

SIGNAGE

POLICE

AMBULANCE

FIRE

FOOD COURT

VENUE INFRASTRUCTURE & BRANDING

VIP ENTRY

INAUGURAL STAGE

SEATING PLAN

SIDE WALL

LED SCREEN

LIGHTING OF LAMP

PODIUM

BENGALURU TECH SUMMIT
29TH NOV – 1ST DEC 2023 • BANGALORE PALACE

BREAKING BOUNDARIES
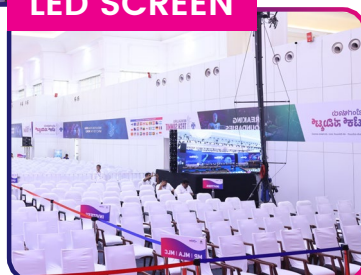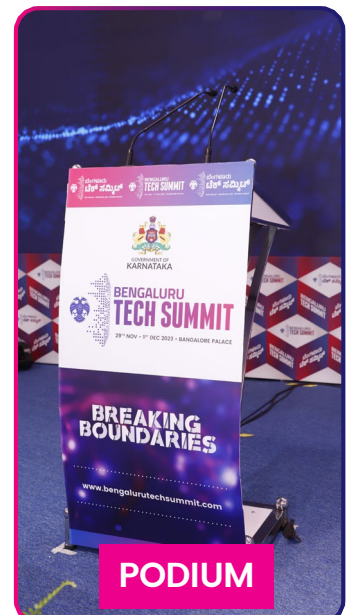
VENUE INFRASTRUCTURE & BRANDING

CONFERENCE HALL

1 ITE & Deeptech
J.C. BOSE Hall

2 Biotech
G.N. RAMACHANDRAN Hall

3 Startup
C. V. RAMAN Hall

4 GIA-I
M.S. SWAMINATHAN Hall

5 GIA-II
VIKRAM SARABHAI Hall

CONSOLE
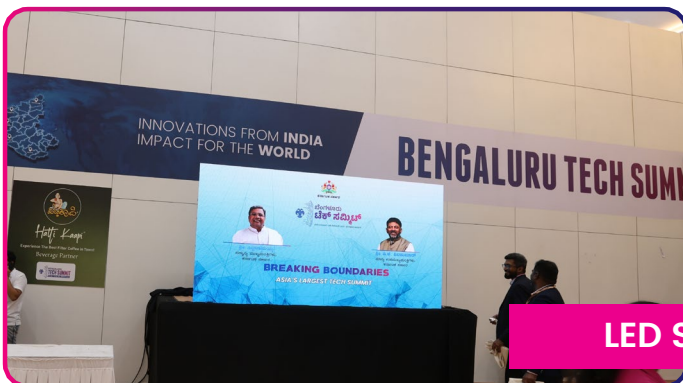
LED SCREEN

CONF HALL SEATING

CONF HALL STAGE

DIGITAL STANDE
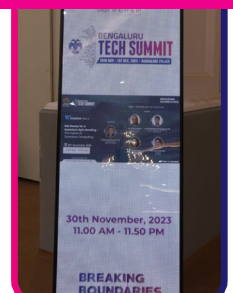
VENUE INFRASTRUCTURE & BRANDING

MINISTER, SECRETARY & MD, OFFICES IN VENUE

SECRETARY, E, IT & BT

VIP LOUNGE

VIP LOUNGE – WALKWAY

MEETING HALLS
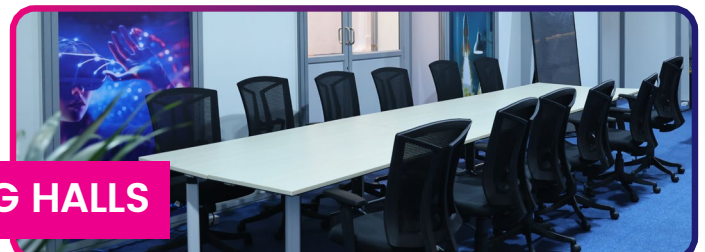
VENUE INFRASTRUCTURE & BRANDING

GIA LOUNGE
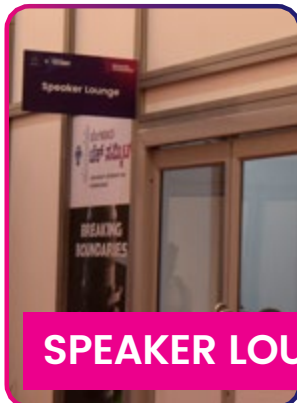
SPEAKER LOUNGE

BOARD ROOM

MEDIA LOUNGE

B2B MEETING

VENUE INFRASTRUCTURE & BRANDING

DELEGATE FOOD COURT

VIP FOOD COURT

WALL BRANDING

ACKNOWLEDGEMENT

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BREAKING BOUNDARIES

VENUE BIRD'S EYE VIEW

HALL 2
HALL 3
HALL 4
HALL 5
HALL 1
CONFERENCE CENTRE

DELEGATE DINING
WASHROOM
B2B MEETINGS
MEDIA ORGANIZER DINING
KBITS Office
MEDIA
BOARD ROOM
SPEAKERS
VVIP AREA
STAGE
MAIN HALL
WASHROOM

BANGALORE PALACE
GARDEN

VVIP DINING
GIA
WASHROOM

VIP WALKWAY

STARTUP SHOWCASE
ISRO CHANDRAYAAN

EXHIBITION HALL
WASHROOM

FOOD COURT
SERVICES
ARCH
REGISTRATION

GENERAL PARKING
GENERAL PARKING

ENTRY / EXIT

PALACE ROAD

ACKNOWLEDGEMENTS

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Silver Partner	Silver Partner	Silver Partner	Energy Partner	Energy Partner	Tourism Partner
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