



# Uttar Pradesh Paint & Surface Coating Expo

Organised By Vyapar India Association



SAT 6 SUN 7 JUNE 2026

Trade Facilitation Centre, Varanasi,  
Uttar Pradesh



## Vyapar India Association (VIA)

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For Space Booking & Sponsorship  
Kunal Mishra

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uppaintexpo.com



Where Color Meets Innovation

Amber media

## About Organiser

Vyapar India Association (VIA) organizes impactful trade events that connect startups and traditional industries, focusing on real results and growth. Led by visionary Kunal Mishra, VIA is a trusted platform for collaboration, innovation, and long-term success.

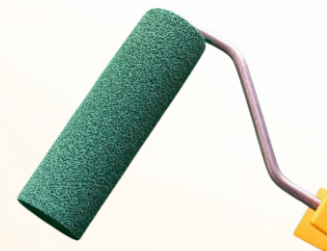
## About Event

The Uttar Pradesh Paint & Surface Coating Expo is the ultimate gathering for the paint, coatings, and surface finishing industry. From raw materials to cutting-edge application technologies, the expo showcases innovations shaping the future of the sector. It's a vibrant space where manufacturers, suppliers, and industry pros connect, share ideas, and explore business opportunities. With a focus on driving growth and positioning Uttar Pradesh as a key industry hub, this event is your gateway to the latest trends, breakthrough solutions, and meaningful partnerships.

## Why Exhibit

Showcase your brand at the Uttar Pradesh Paint & Surface Coating Expo, a premier platform for business growth and industry connections.

- Connect with buyers and decision-makers.
- Launch products to a targeted audience.
- Strengthen your presence in North India.
- Build partnerships with industry leaders.
- Gain insights into trends and technologies.



## Exhibitor Profile

- Paint & Coating Manufacturers
- Raw Material Suppliers (Resins, Pigments, Additives, Solvents)
- Surface Treatment & Finishing Companies
- Application Equipment & Machinery Manufacturers
- Powder Coating & Liquid Coating Specialists
- Quality Testing & Inspection Equipment Providers
- Packaging & Storage Solution Providers
- Environmental, Recycling & Waste Management Solutions
- Technology Providers & R&D Organizations



## Visitor Profile

- Industrial Buyers & Procurement Heads
- Paint Dealers, Distributors & Retailers
- Architects, Builders & Interior Designers
- Automotive & Engineering Industry Professionals
- Infrastructure & Construction Companies
- OEMs & Production Heads
- Consultants & Industry Experts
- Government Bodies & Policy Makers
- Entrepreneurs & New Market Entrants

## Premium Sponsorship Categories

### Title Sponsor – ₹10,00,000

Exclusive Category | Powered By Branding  
Largest Prime Stall | Keynote | 25 VIP Passes

### Platinum Sponsor – ₹7,00,000

Prime Stall | Stage Branding | Social Promotions  
20 VIP Passes

### Gold Sponsor – ₹5,00,000

Priority Stall | Registration Branding  
Digital Visibility | 12 VIP Passes

### Silver Sponsor – ₹3,50,000

Exhibition Stall | Website Branding  
Social Mention | 8 VIP Passes

