

STONE FEST EXPO 2027

From Mineral Wealth to Global Business Opportunities

The State's Flagship Platform for Stone, Minerals & Mining Technologies.
Pilot Edition — Visakhapatnam — 20–23 January 2027.

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An initiative of the **Department of Mines & Geology**, Government of Andhra Pradesh.

Conceptualised & Delivered by **iFlyStation**

The Numbers Say It: This Is Andhra Pradesh's Mining Decade

Rs 3,416 Cr

Record Collections

Mineral revenue in FY 2025–26 (108% of target). 32% growth over previous year — outpacing Odisha, Karnataka, Chhattisgarh, Rajasthan, and MP.

Rs 4,650 Cr

Record Ambition

Mineral revenue target set for 2026–27. A massive 36% jump the Department has publicly committed to.

Rs 1.90 Lakh Cr

Investment Runway

Investment potential projected. 1.52 lakh jobs in the mining sector. 1,938 million tonnes of iron ore reserves identified.

6,000+

Policy Reset

A.P. Minor Mineral Policy 2025 has unlocked pending lease applications, extended granite leases to 30 years, and introduced drone surveillance/blockchain traceability.

Momentum of this scale deserves a stage of its own. Today we propose that stage.

One State. A National-Scale Mineral Inventory.



Production Proof (MCDR 2023–24): 60.0M tonnes of limestone (13% of India’s output, +14% YoY); manganese ore up 64% in a year; 182 reporting mines filing live MCDR returns.

This is not potential waiting to be discovered. It is production waiting to be showcased.

Black Galaxy Exists Nowhere Else on Earth. It Exists Here.

A Global Monopoly

Chimakurthy, Prakasam district is the world's only source. Exported for three decades to the USA, Europe, China, and the Gulf. Supported by a complete value chain: ~135 active leases feeding 80+ processing factories in and around Ongole.

The Wider Arsenal

Srikakulam blues, Kanigiri golds, colour granites of Rayalaseema, Kadapa limestone, quartz, barytes, and coastal heavy mineral sands.

The world's buyers know Andhra Pradesh stone. They have simply never been invited to meet it at home.

Rajasthan Built Stonemart. Karnataka Built STONA. The Resource State Built Neither — Yet.

Rajasthan

Flagship Platform

India Stonemart (Jaipur)

Result

Made Jaipur the commercial address of Indian stone, anchoring buyer visits, MoUs, and branding every edition.

Karnataka

Flagship Platform

STONA (Bengaluru)

Result

Made Bengaluru the technology address of the industry, drawing global machinery majors.

Andhra Pradesh

Resource base?

Yes — leading producer.

Ports & Infrastructure?

Yes.

Flagship Platform?

The gap this Expo fills.

AP Stone & Minerals Expo fills this vacuum — designed to capture the exhibitors, buyers, and revenue optics currently accruing to other states.

The Port City Advantage: Where AP's Minerals Already Meet the World

1

Export Gateway

Visakhapatnam Port and Gangavaram sit minutes away. The export story is visible from the venue.

2

Industrial DNA

Home to steel, heavy engineering, and local bauxite/apatite belts.

3

Proven Mega-Event Protocol

Tested infrastructure from hosting the Global Investors Summit.

4

Infrastructure Legacy

Anchors the argument for a permanent international exhibition center in AP's commercial capital.

Build Once. Compound Every Year.

Government Vision

Visible demonstration of policy intent.

Industry Mobilisation

Connecting AP producers directly with global buyers on home ground.

Technology Adoption

Putting modern quarrying/processing tech in front of every leaseholder.

Investment Attraction

Structured dialogue and MoUs feeding domestic/foreign capital.

Brand AP

Positioning the state as India's preferred mineral destination.



A Working Demonstration of Governance, Growth, and Intent



Governments are judged by what people can see. An Expo is governance made visible.

10,000+ Sqm Total Canvas. Every Square Metre Engineered for Business.

Pilot Edition Blueprint: 255+ Units | 10,400 sqm Revenue-Generating Floor

Indoor Exhibition Stalls	4,200 sqm	1x1m modular grid for the Business Pavilion.
Outdoor Display	4,400 sqm	Designated for heavy mining machinery and rough blocks.
Live Demo Zone	1,000 sqm	Earthmoving, live granite cutting, and stone art.
Conference Arena	1,000 sqm	Policy, sustainability, and beneficiation tracks.
Govt. Showcase & Admin	2,000 sqm	VIP Entry, Mines & Geology, APMDC pavilions, Buyer lounges, and Food zones.

Every Square Metre Has a Job to Do

1

Government Showcase

Mines & Geology, APMDC, MSME, Industries, Tourism. The State's story told first, at the entrance axis.

2

Buyer & Delegation Lounge

Hosted international and national buyers with pre-scheduled meetings. Sellers meet decision-makers, not passers-by.

3

Business Pavilion

Quarry owners, processors, exporters, machinery, tools, abrasives, logistics. Organised by sector.

4

Conference Arena

Policy, sustainability, beneficiation, exports, and technology sessions running parallel to the floor.

5

Live Demonstration Zone

Earthmoving, drilling, wire-saw and processing equipment running under supervision. The biggest exhibitor magnet.

The Complete Value Chain, Assembled for the First Time in the State

The Exhibitor Universe (Sellers)

- Mining & quarry leaseholders; granite, marble, and slab processors.
- Mineral processing industries; mining machinery, equipment, tools, abrasives, and chemicals.
- Logistics, port operators, banks, NBFCs, and PSUs.

The Visitor Universe (Buyers)

- Domestic stone buyers, builders, architects, and cement/infrastructure majors.
- International buyers via Indian missions and EPCs (targeting current AP stone markets: USA, EU, China, Gulf).
- Geologists, R&D institutions, and students (the talent pipeline).

B2B

The Conference Track: Where Policy Meets the Quarry Face

Day 1 · 20th Jan

Vision Session

Andhra Pradesh 2035 — from mineral revenue to mineral value, featuring Department and industry leadership.

Day 2 · 21st Jan

Policy & Investment

Minor Mineral Policy 2025 in practice; lease-to-production acceleration; financing modernisation.

Day 3 · 22nd Jan

Tech & Sustainability

Wire-saw quarrying, waste-to-value from granite slurry, drone surveys, and blockchain traceability.

Day 4 · 23rd Jan

Exports & Markets

Global stone demand, port logistics from Vizag/Gangavaram, and buyer-country panels.

The Permanent Artifact: The conference leaves a document trail, not just applause. All sessions feed into a formal Knowledge Compendium submitted to the Department post-event.

We Build Industry Platforms. Exhibitions Are How They Begin.

What We Do

Strategic exhibition management, government communication, integrated marketing, and business events — delivered end-to-end under one roof.

Where We Work

Large-format B2B exhibitions across engineering, manufacturing, metallurgy, mining, construction materials, and international trade.

How We Work

Account-based exhibitor acquisition, association partnerships, sponsorship structuring, conference curation, and command-centre operations.

Our strength is not event execution alone — it is creating commercially successful industry platforms that grow year after year.

This Year Alone, Fair Logistics & Orange Marcom Is Delivering on Three Continents



InstallerSHOW 2026

NEC Birmingham, UK · June 2026

India Exclusive Partner mobilising Indian exhibitors onto a 20,000+ visitor international floor.



MITEX 2026

Moscow, Russia · Nov 2026

India Channel Partner for the Moscow International Tool Expo, capturing the Russian market.



India Stone Show 2026

New Delhi · June 2026

India's first dedicated international natural-stone exhibition.

MET & HTS 2026

Navi Mumbai · Dec 2026

Full-mandate delivery under ASM International. Phase 1 fully sold out.

A Visakhapatnam edition sits naturally inside a calendar that already runs from Birmingham to Moscow.

You Set the Vision. We Carry the Weight. Five Verticals, One Accountability.



The Extended Arm: a single-window Project Director reporting on a fixed weekly cadence. The Department reviews; it never has to chase.

The Sales Engine: Account-Based Selling, Not Mass Invitations

Ground Game	Associations & Anchors	Roadshows	Sales Discipline
Named-account mapping of every quarry leaseholder and processor cluster across Prakasam, Kadapa, Kurnool, Guntur, and Srikakulam.	Structured MoUs with national stone/mining bodies and EPCs. CEO-level meetings for anchor exhibitors.	Tactical mobilisation events in Chennai, Bengaluru, Hyderabad, Jaipur, and Kishangarh.	Phased release of inventory, early-bird windows, and strict published rate cards to drive scarcity.
100% Target Pool Reached	5+ National MoUs Signed	5,000+ Event Attendees	30% Funnel Conversion
75% Initial Contact	90% Key Association Buy-in	85% Qualified Prospects	150% Early-Bird Target
400+ Meetings	20+ CEO-Level Agreements	60% High-Intent Leads	0% Discounting Deviations

Global Outreach: Putting Andhra Pradesh on the Buyer's Map

International Buyer Programme

Direct outreach via Indian missions and EPCs. Hosted-buyer programme ensuring pre-fixed meeting diaries.

Brand & Content

Multilingual collateral (English, Telugu, Hindi, Mandarin, Arabic) and international-standard expo films.

PR Architecture

Steady drumbeat of positive coverage across trade media, national business press, and industry publications.

Digital Engine

Full-funnel performance marketing, sector-segmented WhatsApp/email campaigns, and a proprietary AI matchmaking app.

Every rupee of marketing is pointed at one outcome: qualified buyers standing in front of Andhra Pradesh sellers.

Rs 4.69 Crore Space Revenue — Already Underwritten by the Plan on the Table

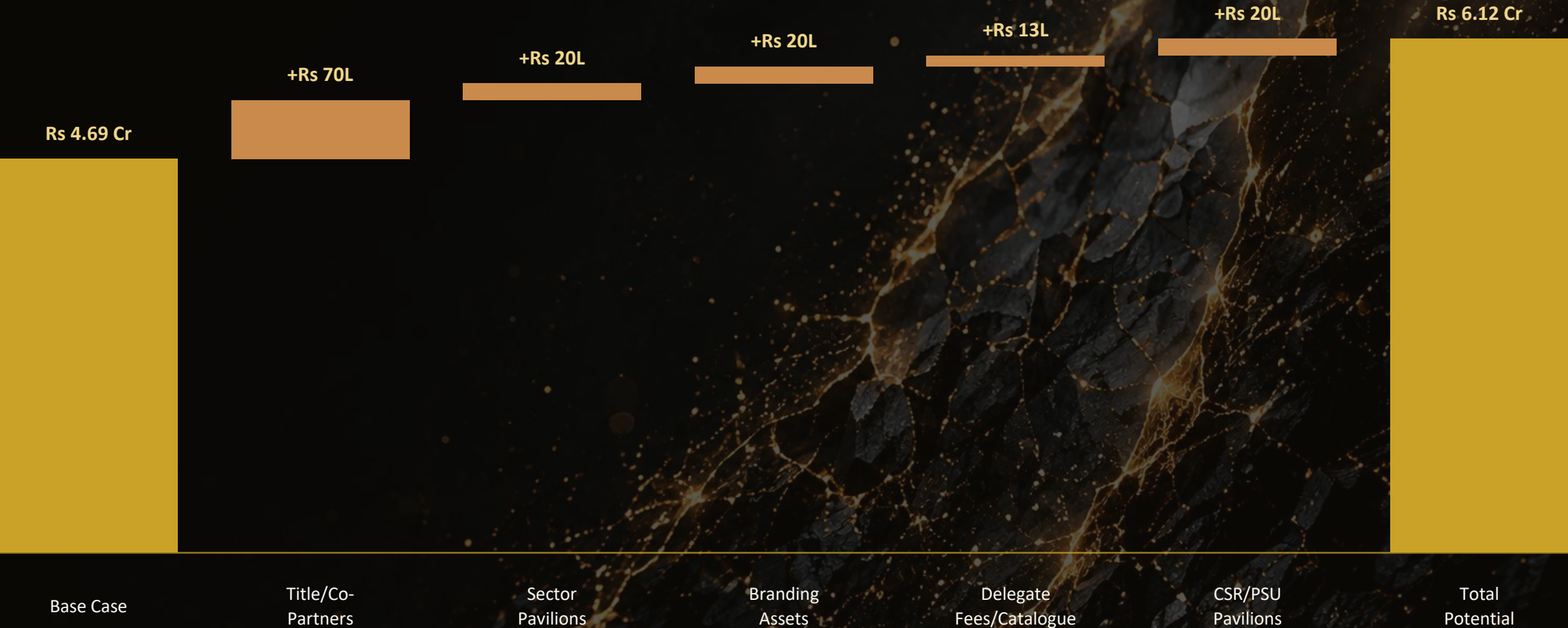
Base Case (As per Fair Zone Plan)

Exhibition Stalls (Indoor): 4,200 sqm @ Rs 7,000	Rs 2,94,00,000
Outdoor Area (Heavy Machinery): 4,400 sqm @ Rs 3,000	Rs 1,32,00,000
Demo Zone (Machinery): 1,000 sqm @ Rs 3,500	Rs 35,00,000
Food & Dining Licensing: 800 sqm @ Rs 1,000	Rs 8,00,000

BASE CASE TOTAL (10,000+ sqm sellable)	Rs 4,69,00,000 (Rs 4.69 Crore)
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- Built-in headroom: the layout carries 3,100 sqm more sellable inventory than the base plan, paying for itself.
- GAP funding is treated strictly as a safety net, not the plan.

The Enhanced Model: Same Floor. Smarter Monetisation. 20%+ Uplift.



Every line above is standard, proven exhibition monetisation — no exotic assumptions. Stated as capacity, committed as Rs 4.6 crore.

Delivery Assurance: Government Events Have One Non-Negotiable — Nothing Goes Wrong

Safety Architecture

Structural certification of all hangars. Rehearsed SOPs for fire, crowd management, weather contingency, and power backup.

VIP & Protocol

Dedicated vertical for ministerial movement, security-agency coordination, and ceremonial programming. Planned to the minute.

Command Centre

Centralized control hub active from build-up through dismantling. Daily reporting to the Department with a named escalation matrix.

Compliance

Empanelled-vendor discipline, strict contractor handbooks, and transparent, audit-ready procurement records.

We plan for the days the cameras are on — and for the fifteen build-up days when they are not.

Trajectory Grid: 15 Weeks to Opening Day

IGNITION	MOBILISATION	ACCELERATION	CONVERSION	COUNTDOWN	SHOWTIME
Sept 7, 2026	Oct 1, 2026	Oct 15, 2026	Oct 29, 2026	Nov 26, 2026	Dec 10, 2026
- Governance sign-off with the Department - Brand identity & rate card kickoff - Core project team mobilised	- Anchor exhibitor outreach launched - Association MoUs opened - Venue layout finalised	- Roadshows across Chennai, Bengaluru, Hyderabad - Sales funnel scaling - International buyer outreach begins	- Booking targets cross 50% - Sponsorship closures - Conference speaker lineup locked	- Inventory near sell-out - Logistics & build-up planning - Final statutory clearances	- Build-up & rehearsals - VIP protocol finalised - Doors open

Tangible Outcomes of the Expo

Post-Event Impact Report

Full event analytics capturing exhibitor volume, international buyers, and quantified media value. Formally submitted to the Department.

MoU & Deal Tracker

Every investment intent, machinery order, and export enquiry generated on the floor is logged — the direct contribution to the State's pipeline.

Exhibitor ROI Report

Verified leads, meetings, and conversions extracted from the AI engine — the hard data that makes Edition 2 renewals a formality.

Knowledge Compendium

Recorded proceedings, policy recommendations, and technical papers from all four conference days. A permanent reference asset.

Industry Database

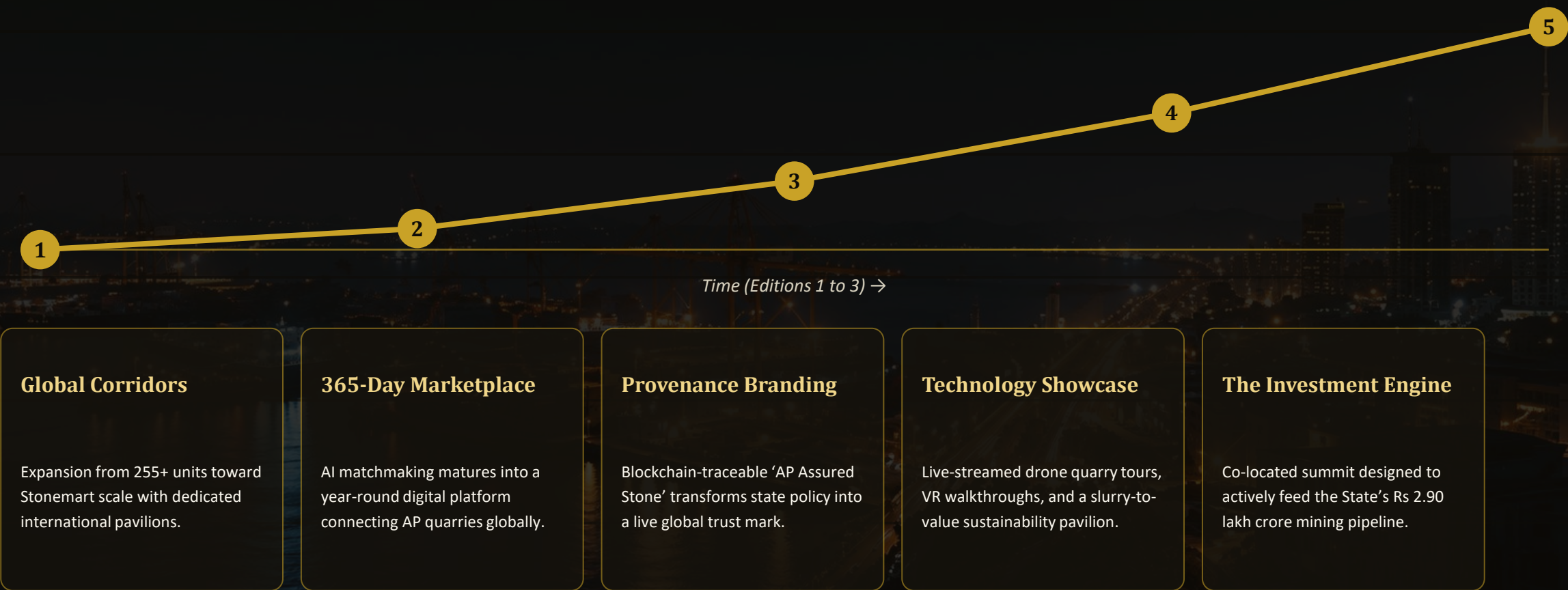
A newly verified, comprehensive directory of the state's entire stone ecosystem. Handed over as a permanent state asset.

Edition 2 Roadmap

The complete prospectus for the next edition including pricing strategy and the formal business case for permanent infrastructure.

Applause fades in a day. Documents, databases, and deal pipelines compound for years. — Delivered by Day 45.

The Pilot Proves It. The Editions Compound It.



Stonemart took two decades to become an institution. With this resource base and this momentum, Andhra Pradesh does not need two decades — it needs a confident first edition.

IMMEDIATE 30-DAY PROTOCOL

- ✓ Governance structure and reporting cadence agreed with the Department.
- ✓ Brand identity, rate card, and refined DPR presented for final approval.
- ✓ Anchor exhibitor and sponsorship conversations formally opened; association MoUs initiated.
- ✓ Venue layout and statutory clearance calendar frozen.



THE APPOINTMENT

Appointment of Ifly Station LLP, Hyderabad, as Event Management & Knowledge Partner for the Andhra Pradesh Mines & Geology, Government of Andhra Pradesh and Andhra Pradesh Granite Association — Visakhapatnam (20th–23rd January 2027).

THE ROLE

Functioning as the Department's extended arm across sales, branding, conference shaping, management, and logistics.

“Andhra Pradesh has spent decades supplying the world’s stone and minerals. This Expo is where the world finally comes to Andhra Pradesh. We would be honoured to build it with you.”