

Customer : Canara Lighting Industries Pvt. Ltd.
Industry/Sector : Electricals, Engineering & Automation
Exhibitions : Palm Expo
Where: Mumbai, India



Case Study

Canara Lighting – A Successful Exhibition Experience with Creeya™



Canara Lighting is a 40 years old company. It is the biggest manufacturer of specialized lighting equipment and total lighting solution. Canara has been constantly innovating and revolutionizing this technology.



The Insta Advantage:

Insta Worldwide Group is a leading point of contact solutions provider for experiential marketing spaces. We understand brands because of our 4000+ clientele globally which include industry specific market leaders.

Our strong presence is marked by our state of art facilities, manufacturing offices in 7 Indian metros and a network of trusted vendors across India.

We're a global player for International Shows with 100% owned subsidiaries and manufacturing units in USA, Europe and the MENA region.

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Challenge Accepted:

- Canara Lighting required portable product that ensured convenience in transport and assisted in easy mobility
- One of the important requirements was the durability of the product. Canara emphasised on the product strength and toughness along with reusable feature
- The given solution should meet the brand guidelines
- Emphasised on spacious exhibition stall for maximum capacity
- Required high-quality graphics along with impressive print of their product information to garner high visibility

Engaged:

- Insta provided them with Creeya™ exhibition solutions that features optimum portability and encourages easy mobility
- Insta was successful in implementing the brand guidelines by a pro-active attitude
- The high-quality product built ensured durability and sturdiness
- With high-quality product print and information, Insta provided Canara with superior standard graphics

Scale:

- Canara successfully used Insta's Creeya™ solution for their national and international exhibitions multiple times

Result:

- Due to the durable nature of the Creeya™ solutions, Canara effectively reused the exhibition stalls for their domestic and international expo
- The portable and easy-to-use nature of the Creeya exhibition stalls acted as a promising and dependable solution
- Creeya™ successfully satisfied Canara Lighting exhibition needs