

India Exposition Mart Limited

October 03, 2025

Facilities/Instruments	Amount (₹ crore)	Rating ¹	Rating Action
Long Term Bank Facilities	7.05 (Reduced from 17.11)	CARE BBB+; Stable	Reaffirmed

Details of instruments/facilities in Annexure-1.

Rationale and key rating drivers

Reaffirmation of the long-term rating assigned to the bank facilities of India Exposition Mart Limited (IEML) continues to reflect the company's healthy profitability margins, cash accruals, and stable revenue from trade mart maintenance. The rating also factors in IEML's comfortable financial risk profile, as evidenced by low overall gearing, healthy debt coverage indicators, and an adequate liquidity position supported by unencumbered fixed deposits. The rating further draws comfort from the experienced management team, which has a long-standing track record in the events and exhibitions industry, and from IEML's established relationships with reputed organisers, as reflected in its diversified and healthy event order book. However, the rating remains constrained by intense competition from other major venues in the vicinity, which limits pricing flexibility and scalability. Rating further remains constrained due to concentration of its business operations at a single property in Greater Noida, which exposes it to geographical and event seasonality risks.

Rating sensitivities: Factors likely to lead to rating actions

Positive factors

- Increase in the scale of operations as marked by total operating income (TOI) above ₹250 crore and improvement in the profit before interest, lease rentals, depreciation, and taxation (PBILDT) margin above 30%, along with sustenance of a comfortable financial risk profile.

Negative factors

- Moderation in operational performance as reflected by a decline in TOI and PBILDT margin, primarily due to competition risk from existing and new players in the vicinity such as India Trade Promotion Organization (ITPO) and India International Convention and Expo Centre (IICC), among others.
- Deterioration in the financial risk profile as marked by overall gearing beyond 0.75x and total debt to gross cash accruals (GCA) above 1.00x.
- Deterioration in the liquidity position leading to a depletion in free cash and bank balance below ₹30 crore.

Analytical approach: Standalone

Outlook: Stable

The Stable outlook reflects CARE Ratings Limited (CareEdge Ratings)' opinion that India Exposition Mart Limited (IEML) will sustain its operational performance while maintaining its financial risk profile and adequate liquidity position.

Detailed description of key rating drivers:

Key strengths

Experienced management with long track record of operations

India Exposition Mart Limited (IEML), incorporated in 2001 and operational since 2006, benefits from the leadership of Mr. Rakesh Sharma, Executive Chairman and Whole-Time Director. With over three decades of experience in export promotion and SME development, he brings domain expertise in the exhibitions and handicrafts sector. His academic background includes postgraduate studies and specialised training in international marketing and export procedures from institutions such as Indian Institute of Foreign Trade (IIFT) and UNCTAD/GATT. He has previously worked with Apparels Export Promotion Council, Federation of Indian Export Organisations and Export Promotion Council for Handicrafts. He has also served on the Steering Committee of the Asian Development Bank. Mr. Sharma is supported by other directors and a qualified tier-II management team having relevant experience.

¹Complete definition of ratings assigned are available at www.careratings.com and other CARE Ratings Limited's publications.

Reputed organisers and healthy order book

IEML has demonstrated a robust track record in hosting a wide array of national and international exhibitions and conferences. The company has successfully organised events such as Auto Expo, Uttar Pradesh International Trade Show, Clean India, Sports India, EV India, World Dairy Summit, Renewable Energy India Expo and India International Garment Fair. It organises exhibitions for various ministries of Government of India and statutory corporations such as Ministry of Finance, Ministry of Commerce and Industry, Ministry of Health and Family Welfare, Export Promotion Council for Handicrafts, International Garment Fair Association and Trade Promotion Council of India. The company has also catered to reputed corporates and institutions such as CFA Exams, Messe Frankfurt, Messe Muenchen, Dreamz India and Nuernberg Messe. Its consistent delivery of high-quality services at one location and at economical pricing, has resulted in repeat contracts from many organisers. As on August 31, 2025, IEML holds an unexecuted event order book of ₹138.39 crore, providing strong revenue visibility over the near term and reinforcing its position in the competitive meetings, incentives, conferences and exhibitions (MICE) industry.

Comfortable financial risk profile

IEML's financial risk profile remains comfortable, as reflected by its low overall gearing of 0.09x as on March 31, 2025 (PY: 0.14x). This improvement is primarily driven by strengthening of the company's tangible net worth due to accretion of profits to reserves. Debt coverage indicators also stood comfortable as on March 31, 2025, marked by interest coverage of 25.29x (PY: 14.63x) and total debt to gross cash accruals (GCA) of 0.37x (PY: 0.68x).

Healthy profitability with periodic fluctuations

In FY25 (FY refers to April 01 to March 31), IEML reported a 21.97% year-on-year growth in total operating income (TOI) to ₹232.95 crore (PY: ₹190.99 crore), primarily driven by improved occupancy in the hotel segment and stable income from trade mart maintenance. The company hosted 42 physical events with 253 occupied days, contributing significantly to core revenue streams including ₹183 crore from space rent and ₹33 crore from hotel operations at an average occupancy of 51%. In Q1FY26 (April 01, 2025 to June 30, 2025), the company booked TOI of ₹42 crore, supported by a healthy event order book and continued contribution from the hotel segment and trade marts. Profitability margins remained healthy, with PBILDT and PAT margins at 31.15% (PY: 28.31%) and 18.16% (PY: 15.07%) respectively in FY25. However, margins have shown some volatility over the years, primarily due to competitive pricing pressures from nearby venues, initial losses in the hotel segment and fluctuations in the mix of self-organised versus third-party events. Sustaining this trend will depend on maintaining event volumes, optimising cost structures and expanding revenue streams.

Key weaknesses

Competition from players in the vicinity

The event management and exhibition industry is highly competitive, marked by the presence of numerous players catering to the same market, which limits IEML's bargaining power. The company faces direct competition from established venues such as India Trade Promotion Organization (ITPO) or Bharat Mandapam in Pragati Maidan, New Delhi, which cater to medium- and large-scale exhibitions and corporate events. The entry of India International Convention and Expo Centre (IICC), also known as Yashobhoomi, located in Dwarka, Delhi, has further intensified competitive pressures. However, to mitigate this risk, IEML is expanding its portfolio and planning to launch proprietary shows in the upcoming year such as Elder Care India Expo, Bharat Shiksha Expo, Uttar Pradesh International Trade Show (UPITS), and Hospitality Expo. The company is also onboarding new clients and continues to secure repeat business from reputed organisers, supported by its infrastructure and service delivery. While competition remains a key constraint on scalability, IEML's strategic focus on proprietary events and client diversification is expected to support sustainable growth.

Operations concentrated to single property and geographical area

India Exposition Mart Limited (IEML) operates a single exhibition-cum-convention centre in Greater Noida, Uttar Pradesh. This geographical concentration limits the company's ability to tap into opportunities across other regions and exposes its revenue and profitability to seasonal fluctuations and location-specific risks. To mitigate this, IEML has started organising events at alternate venues in other cities, demonstrating its intent to diversify operational reach. Further, the company's investment in Garment Technology Expo Private Limited in FY25, which specialises in organising garment and textile exhibitions across multiple locations, is expected to support regional expansion and reduce dependency on its core venue. These initiatives, along with onboarding of new clients and expansion of proprietary events, are likely to enhance IEML's market presence and partially offset risks associated with single-location operations.

Liquidity: Adequate

IEML's liquidity position remains adequate, reflected by unencumbered cash and bank balances of over ₹60 crore as on June 30, 2025. There is sufficient cushion between expected gross cash accruals (GCA) of ₹68.32 crore against repayment obligations of ₹9.54 crore in FY26. Liquidity ratios are comfortable, marked by current ratio and quick ratio of 2.39x (PY: 2.34x) and 2.36x (PY: 2.33x), respectively, as on March 31, 2025. Moreover, IEML has minimal capital expenditure of ₹15 crore towards setting up a new banquet hall in Noida, which is being funded through internal accruals and is expected to commercialise by October 2025.

Applicable criteria

[Definition of Default](#)

[Liquidity Analysis of Non-financial sector entities](#)

[Rating Outlook and Rating Watch](#)

[Hotels & Resorts](#)

[Financial Ratios – Non financial Sector](#)

[Service Sector Companies](#)

About the company and industry

Industry classification

Macroeconomic indicator	Sector	Industry	Basic industry
Consumer Discretionary	Consumer Services	Other Consumer Services	Other Consumer Services

India Exposition Mart Limited (IEML) operates an exhibition-cum-convention centre under the name India Expo Centre and Mart, located in Greater Noida. The venue spans an area of ~58 acres with a built-up complex area of ~2.34 lakh sq m and an exhibition area of ~73,308 sq m. It offers a combination of trade marts with exhibition and convention facilities, lawn, business centre, transportation and parking facilities, and is suitable for hosting national and international business-to-business (B2B) exhibitions, conferences, product launches, large-scale consumer shows and promotional events. The venue acts as a contact point for overseas buyers and cottage-based manufacturer-exporters for conducting business and promoting handicraft items such as carpets, jute and silk products manufactured in India. Currently, the venue houses over 800 permanent trade marts, 14 multi-purpose halls, 29 meeting rooms, 4 open areas and 4 restaurants. Further, IEML has ~1,800 marts leased for a tenor of 90 years. IEML has also launched a hotel named 'Expo Inn Suites and Convention', an integrated venue for trade and leisure stays, located at the same site, comprising 134 rooms.

Brief Financials (₹ crore)	March 31, 2024 (A)	March 31, 2025 (A)	Q1FY26 (UA)
Total operating income	190.99	232.95	42.00
PBILDT	54.08	72.56	3.00
PAT	28.79	42.31	NA
Overall gearing (times)	0.14	0.09	NA
Interest coverage (times)	14.63	25.29	NA

A: Audited UA: Unaudited NA: Not available; Note: 'the above results are latest financial results available'

Status of non-cooperation with previous CRA: Not applicable

Any other information: Not applicable

Rating history for last three years: Annexure-2

Detailed explanation of covenants of rated instrument / facility: Annexure-3

Complexity level of instruments rated: Annexure-4

Lender details: Annexure-5

Annexure-1: Details of instruments/facilities

Name of the Instrument	ISIN	Date of Issuance (DD-MM-YYYY)	Coupon Rate (%)	Maturity Date (DD-MM-YYYY)	Size of the Issue (₹ crore)	Rating Assigned and Rating Outlook
Fund-based - LT-Term Loan		-	-	March 2028	7.05	CARE BBB+; Stable

Annexure-2: Rating history for last three years

Sr. No.	Name of the Instrument/Bank Facilities	Current Ratings			Rating History			
		Type	Amount Outstanding (₹ crore)	Rating	Date(s) and Rating(s) assigned in 2025-2026	Date(s) and Rating(s) assigned in 2024-2025	Date(s) and Rating(s) assigned in 2023-2024	Date(s) and Rating(s) assigned in 2022-2023
1	Fund-based - LT-Term Loan	LT	7.05	CARE BBB+; Stable	-	1)CARE BBB+; Stable (03-Oct-24)	1)CARE BBB+; Stable (06-Sep-23)	1)CARE BBB+; Stable (02-Sep-22)

LT: Long term

Annexure-3: Detailed explanation of covenants of rated instruments/facilities: Not applicable**Annexure-4: Complexity level of instruments rated**

Sr. No.	Name of the Instrument	Complexity Level
1	Fund-based - LT-Term Loan	Simple

Annexure-5: Lender details

To view lender-wise details of bank facilities please [click here](#)

Note on complexity levels of rated instruments: CareEdge Ratings has classified instruments rated by it based on complexity. Investors/market intermediaries/regulators or others are welcome to write to care@careedge.in for clarifications.

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