

2022 PROFILE

**THE WORKS**

INTERNATIONAL



# OUR STORY

“An international exhibition, event, and retail production company French own & managed.

Since our inception in 2006 as Electra India, we have recently rebranded to better portray the widening scope of expertise. Our work now spans over 28 countries in Exhibition production, retail display installation, luxury events & interiors.

# OUR JOURNEY

16 YEARS OF EXCELLENCE

Creating value for our clients, and maintaining the best standards in project delivery internationally has been our guiding principle since our inception. This was the steppingstone on which trust was built with leading brands & international design agencies since 2007.

Today, 16 Years in our journey, our services are enjoyed across **28 countries**. We are proudly contributing to improving industry standards across India, the Middle East, Southeast Asia, Oceania & in Europe.



**THE WORKS**

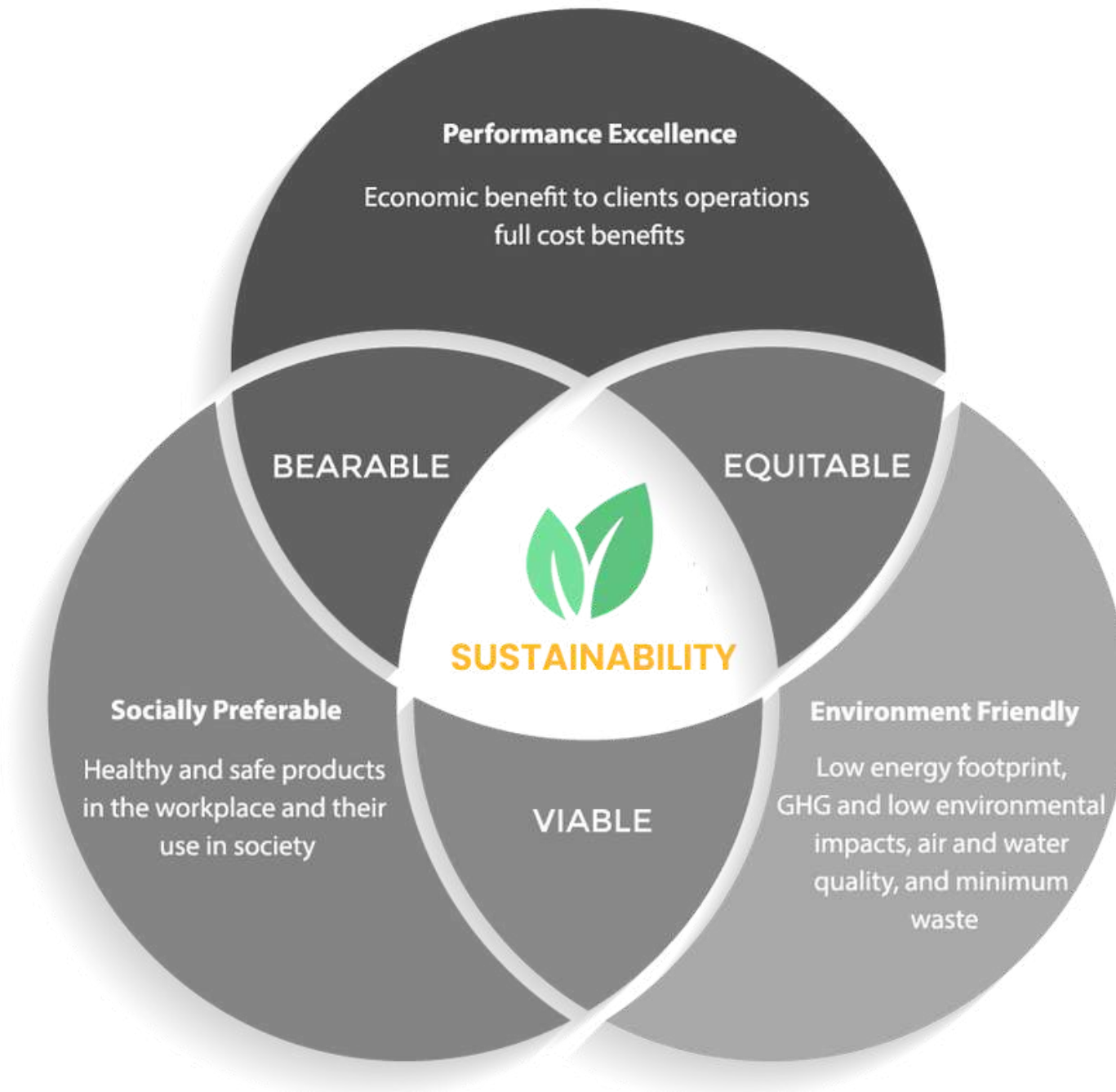
# OUR TEAM

Our team; most of whom have grown along with us, has gained an enviable reputation for their proactive attitude, technical know-how, and reliable project management capabilities around the globe.

With our extensive network of international production specialists, all sharing our values and equipped with their own production facilities, we bring together the local knowledge and the best understanding of our client's expectations. A strong network that enables us to deliver consistently worldwide.

Our knowledgeable and talented project management & engineering team is backed by a fully internalized production facility. This combination assures our clients of the best delivery experience as all solutions proposed have been thoroughly tested at the planning stage.

Over 16 years of working closely with international brands and agencies we have understood global requirements and have developed our expertise and infrastructure accordingly. Proudly bringing high-quality projects to life using sustainable, resource-conscious materials and processes.



# OUR WORKS

SETTING BENCHMARKS  
SINCE 2006

# OUR PROCESS

INTERNATIONAL  
QUALITY STANDARD

PHASE

- 01** Planning the entire project by keeping in mind crucial objectives to bring excellent production value with full economic benefits.
- 02** Every concept is brought to life with precision and value-engineering. Keeping in mind factors such as feasibility study & cost analysis.
- 03** The decision to focus on sustainability as our core factor during manufacturing and installations. Progressing with a low energy footprint.
- 04** We keep in mind the Health and safety standards of our workspace and society. Providing excellent service and management solutions.
- 05** Our prime focus is on re-usable materials and sustainable production cycle with minimum waste.



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# OUR EXPERTISE

BUILDING  
A DIVERSE CANVAS

## 01 CUSTOM BUILT STANDS

AVIATION  
DEFENSE  
AUTOMOTIVE  
REAL ESTATE  
PHARMA

## 02 LUXURY & ART

DESIGN SHOWS  
ART SHOWS  
LUXURY EVENTS  
LUXURY SHOWS

## 03 NATIONAL PAVILLIONS

MULTI-CITY  
MULTI-COUNTRY

## 04 INTERNATIONAL INSTALLATIONS

RETAIL INSTALLATIONS | DISPLAYS | STANDS  
POP-UP STANDS (INDOOR | OUTDOOR)  
CREATIVE DISPLAYS  
SITE SURVEY

## 05 SPECIAL PROJECTS

BRAND INTERIORS  
USER EXPERIENTIAL ZONES  
CONTAINER BASED STRUCTURES  
WEATHER PROOF STRUCTURES  
SIGNAGE

## 06 RENTALS

FURNITURE  
EVENT COVERS

THE WORKS

# OUR PRESENCE

SPANNING OVER  
28 COUNTRIES WORLDWIDE



**THE WORKS**

NEW ZEALAND

# CUSTOM BUILDS

## AVIATION

- DUBAI AIRSHOW
- SINGAPORE AIRSHOW
- AIRSHOW CHINA
- BAHRAIN INTERNATIONAL AIRSHOW
- INTERNATIONAL PARIS AIR SHOW
- ABU DHABI AIR EXPO
- SAUDI INTERNATIONAL AIR SHOW
- AERO INDIA BANGALORE
- ILA BERLIN
- ADEX SEOUL
- INTERNATIONAL AVIATION EXPO VIETNAM



Agency design - Detail available on request

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# CUSTOM BUILDS

# DEFENSE

- DESI LONDON
- DSEI JAPAN
- LAAD BRAZIL
- IADE TUNISIA
- DSE VIETNAM
- ADAS PHILIPPINES
- DSA KUALA LUMPUR
- FEINDEF MADRID
- LIMA MALAYSIA
- IMDEX SINGAPORE
- GDA KUWAIT
- EDEX EGYPT
- BIDEK BAHRAIN
- EUROSATORY FRANCE
- MILIPOL QATAR
- IDEX DUBAI



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# CUSTOM BUILDS

# AUTOMOTIVE

- AUTO EXPO INDIA
- AUTOMECHANIKA
- CAR DISPLAYS
- DUBAI MOTOR SHOW
- DUBAI / INDIA/ FRANKFURT /
- ISTANBUL / MOSCOW / VIETNAM



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# CUSTOM BUILDS

# REAL ESTATE

- DUBAI PROPERTY SHOW
- EMMAR



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# CUSTOM BUILDS

# OTHER SECTORS

- ENERGY
- PHARMA
- ELECTRICAL
- PACKAGING
- TECHNOLOGY
- CONSTRUCTION
- HEAVY MACHINERY



Agency design - Detail available on request

# THE WORKS

# CUSTOM BUILDS



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- ENERGY
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**THE WORKS**

# WHAT CLIENTS SAY

TESTIMONIALS

The works, have set the bar for great service provided at AAHAR 2022. Their attention to detail and quality of work is second to none. With their innovative and creative ideas in showcasing the brand value.

"We bagged  
The **Gold** Award"

for the best branding / display. We look forward to utilizing their expertise on any project in the future.

GERMAIN ARAUD  
MANAGING DIRECTOR  
MONIN

THE W  RKS

# DESIGN SHOWS

- ARCHITECTURAL DIGEST DESIGN SHOW (OFFICIAL CONTRACTOR)
- ID DESIGN (OFFICIAL CONTRACTOR)

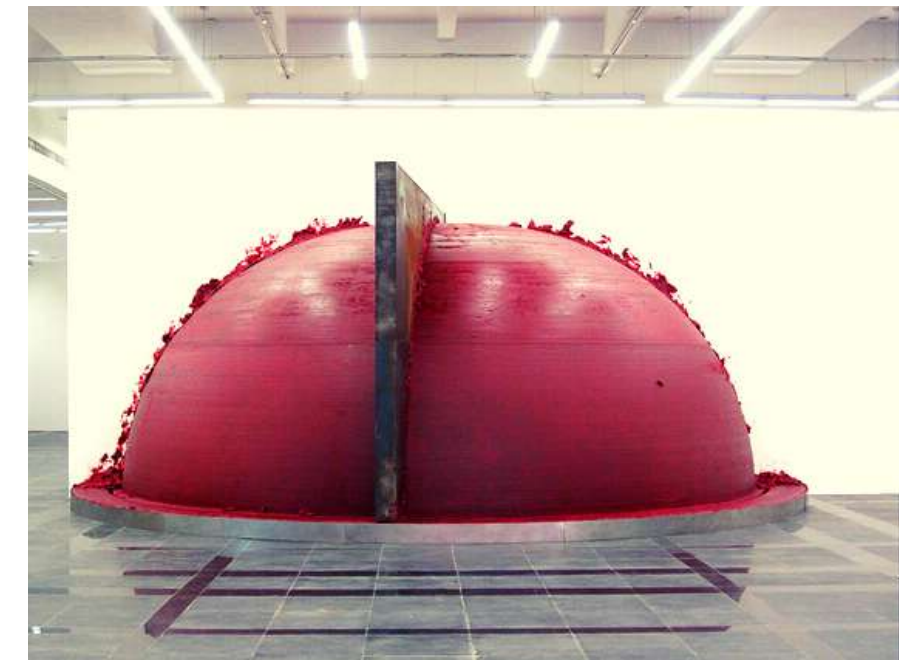


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**THE WORKS**

# ART SHOWS

- AUCTION PREVIEWS & LIVE AUCTION PRODUCTION
- INDIA ART FAIR (OFFICIAL CONTRACTOR)
- NATIONAL GALLERY OF MODERN ART
- ROAD SHOWS FOR DAG - PAN INDIA
- MICHELLE POONAWALLA AT KOCHI BIENNALE
- SHILPA GUPTA AT LALIT KALA ACADEMY
- GUNJAN GUPTA AT KOCHI BIENNALE
- DAG AT SERENDIPITY GOA
- ART INSTALLATION - ANISH KAPOOR
- MUSEUM INSTALLATION
- GALLERY INSTALLATION
- ART SHOWS - MULTI-CITY



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# LUXURY SHOWS

- VOGUE WEDDING SHOW DESIGN (OFFICIAL CONTRACTOR) SINCE INCEPTION



Agency design - Detail available on request

**THE WORKS**

# WHAT CLIENTS SAY

TESTIMONIALS

The works, has been our production partner for 7 years now.

" They have been instrumental in making both **The Vogue Wedding Show** and **AD Design Show**, the two most successful luxury shows in India."

The team is 100% reliable and we can always count on them to complete their work on time and at the required quality standard. We rely on their vast experience whenever we think of a large projects and they are truly a wonderful partner.

ARJUN M.  
CHIEF BUSINESS OFFICER  
CONDE NAST INDIA

THE WORKS

# LUXURY EVENTS



Agency design - Detail available on request

**THE WORKS**

# WHAT CLIENTS SAY

TESTIMONIALS

Creativity is their forte, they get inspiration from anything. And what's great about them is that they can actually implement their ideas, it's not just nice and fluffy fantasy that can not be implemented!

" They can find a **solution** to any problem, glitch, or hiccup. they have this **magic** that can make any problem evaporate, only because they are involved."

I have plenty of pictures of events that they have done, let me tell you they organized them single-handed and they were

immaculately **brilliant!**

VICTORIA MANUKIAN  
MANAGER  
PRADA GROUP

THE WORKS

# NATIONAL PAVILLIONS

- MULTI-CITY
- MULTI-COUNTRY



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# SPECIAL PROJECTS

• PIRAMAL GROUP



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**THE WORKS**



# SPECIAL PROJECTS

- BARCLAYS PREMIER LEAGUE



Agency design - Detail available on request

**THE WORKS**

# WHAT CLIENTS SAY

TESTIMONIALS

The booth was stunning and absolutely identical to the 3D design.

"**Amazing**  
**Amazing** work.."

It was a pleasure to work with you and I'll be sure to refer you to anyone I know in the area. Bravo and thank you so much.

HANNAH & TEAM  
**DISNEYLAND**  
PARIS

**THE W✕WORKS**

# SPECIAL PROJECTS

- CONTAINER-BASED STRUCTURES
- WEATHERPROOF STRUCTURES



Agency design - Detail available on request

**THE WORKS**

# SPECIAL PROJECTS

- BRAND INTERIORS
- OFFICE INTERIORS
- SALES CENTERS

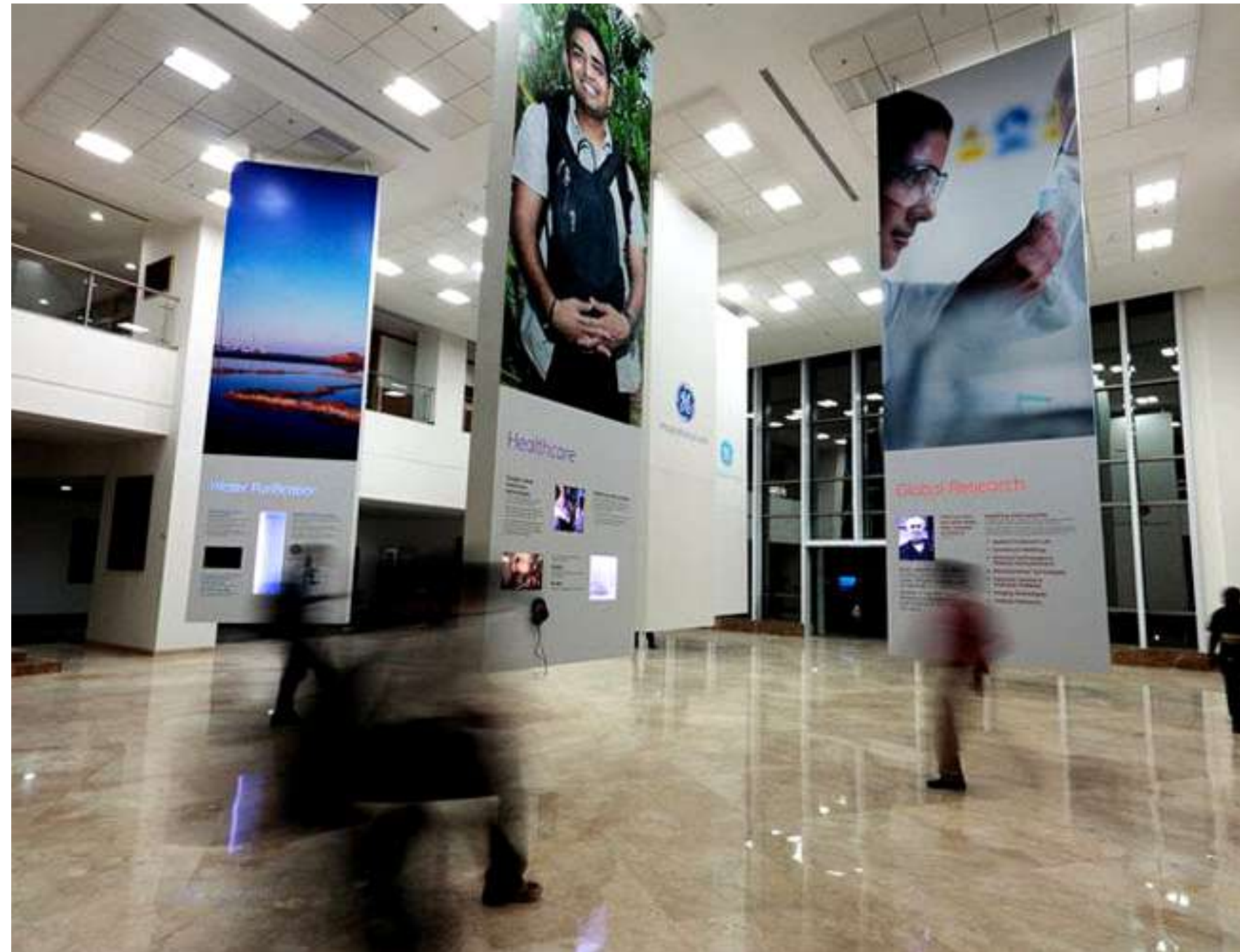


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**THE WORKS**

# SPECIAL PROJECTS

- USER EXPERIENTIAL ZONE



Agency design - Detail available on request

**THE WORKS**

# SPECIAL PROJECTS

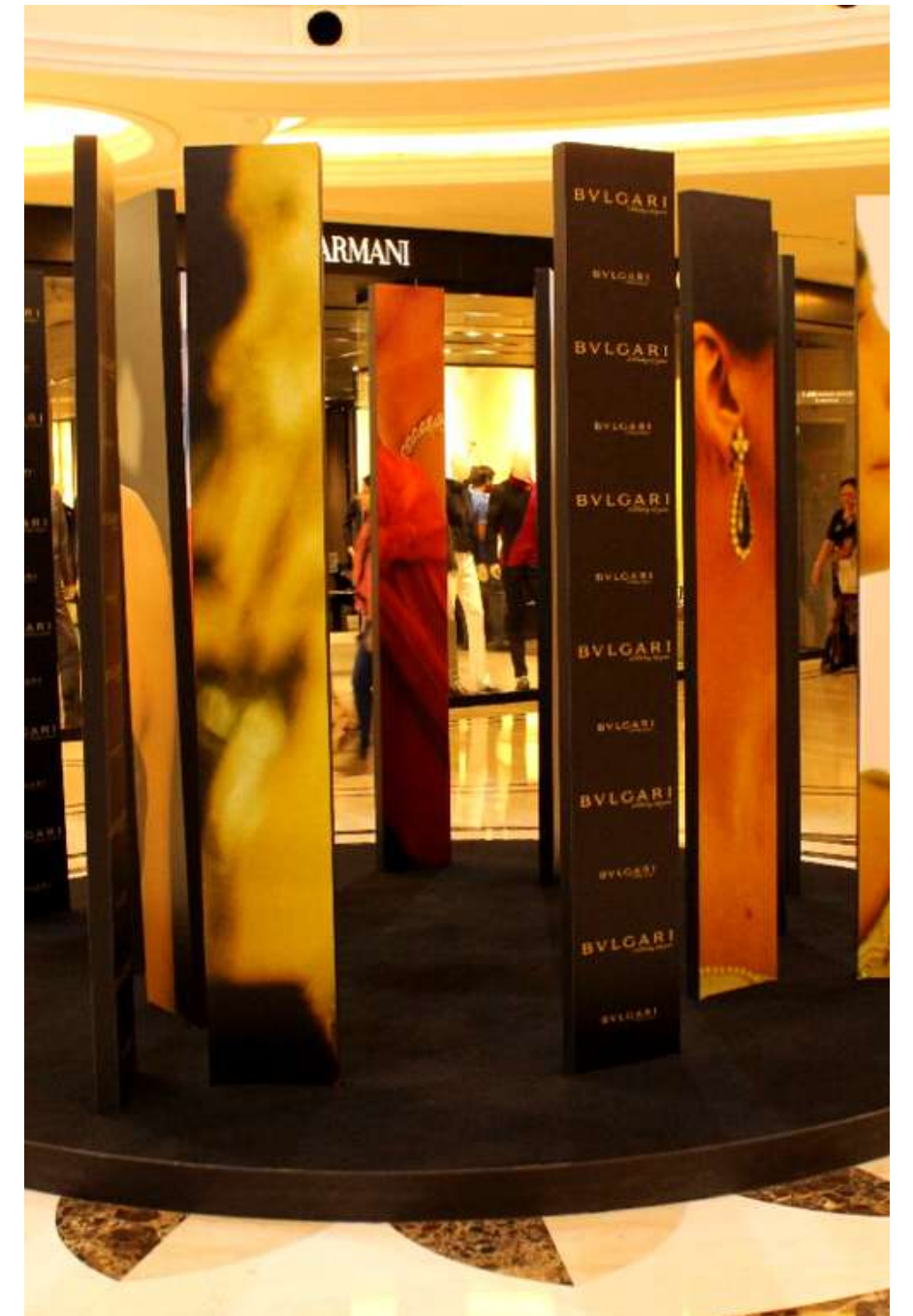
- SIGNAGE



Agency design - Detail available on request

# CREATIVE DISPLAYS

- MOLD DISPLAYS  
(INDOOR | OUTDOOR)



Agency design - Detail available on request

**THE WORKS**

# CREATIVE DISPLAYS

- MALL DISPLAYS



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**THE WORKS**



# CREATIVE DISPLAYS

- AUTOMOBILE DISPLAY FOR BMW INDIA (MALL DISPLAY)



Agency design - Detail available on request

**THE WORKS**

# WHAT CLIENTS SAY

TESTIMONIALS

They have a rich exposure in

" Delivering **high-class** results that cater to **luxury brands**"

Their creativity and endurance  
shown in the output.

ARUNABH VARMA  
HEAD OF MARKETING  
**BMW**

**THE W  ORKS**

# CREATIVE DISPLAYS

- AUTOMOBILE DISPLAY  
(INDOOR | OUTDOOR | MALL DISPLAYS)



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**THE WORKS**

# WHAT CLIENTS SAY

TESTIMONIALS

They have managed to put together a fantastic team while remaining a part of all projects.

" The team has delivered **exceptional results** on the many **projects** in which we have collaborated. across industries, ideas, location."

They consistently delivered and I look forward to lots of work with them in the future.

HARI KALSIA  
MANAGER  
PORSCHE MOTORSPORT ASIA PACIFIC LTD.

THE WORKS

# POP-UP STANDS



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**THE WORKS**

# EVENT COVERS



# FURNITURE RENTALS



**THE WORKS**

# OUR CLIENTS

AND BRANDS WE SERVICED  
FOR DESIGN AGENCIES



THE WORKS



# OUR FACILITY

SOP COMPLIANT  
FOR CONTROLLED & SAFE  
DELIVERY



**THE WORKS**

**THANK**  
**YOU**



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**THE WORKS**