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Indian Ceramics Asia 2026 opens with a focus on efficiency, raw materials, and next-stage technology adoption



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Indian Ceramics Asia 2026 opens with a focus on efficiency, raw materials, and next-stage technology adoption



Gandhinagar January 28th: Indian Ceramics Asia 2026 opened on 28 January at the Helipad Exhibition Centre, marking the 20th edition of the trade fair with a clear and realistic outlook. This year, the focus has shifted from rapid expansion to improving efficiency, controlling costs, and making smarter technology choices.

Organised by Messe Muenchen India in partnership with Unifair Exhibition Service Co. Ltd., the three-day B2B exhibition features **over 300 leading brands**. The exhibitor mix spans ceramic raw materials, machinery, processing equipment, and allied technologies, underlining where current industry conversations are concentrated improving efficiency, managing energy costs, and ensuring consistent product quality rather than pursuing aggressive capacity expansion.

International participation remains strong, with exhibitors from **eight countries Belgium, Bulgaria, China, Germany, Italy, Japan, Portugal, and Slovenia**. Dedicated country pavilions from Germany and Italy highlight continued interest from European technology suppliers in the Indian ceramics market.

Bhupinder Singh, President – IMEA, Messe München & CEO of Messe Muenchen India, said in a statement that the industry has entered a more disciplined phase of decision-making. “Manufacturers today are looking closely at where technology can deliver measurable savings in energy, consistency, and output. Indian Ceramics Asia has always reflected the industry’s priorities, and this edition clearly shows a shift towards smarter, more sustainable manufacturing choices,” he said.

Hareshbhai Ramjibhai Bopaliya, President (Wall Tiles Division), Morbi Ceramic Association, said, “For MSME and mid-sized units in Morbi, the priority today is to reduce cost per tile and improve consistency without taking big financial risks. Indian Ceramics Asia 2026 is useful because it shows a variety of technologies that can be adopted in stages. This makes the exhibition highly relevant for Morbi companies planning careful, ROI-driven upgrades.”

One of the key highlights of the 2026 edition is the Innovation Exchange Forum built around the theme **“Ceramics for Tomorrow: Sustainable, Smart, and Advanced.”** Sessions cover energy management, raw material optimisation, digitalisation, alternative fuels, and environmental compliance, areas that are now central to day-to-day operations. Alongside this, a live demonstration area allows visitors to see machinery and processing technologies running under real conditions, helping buyers assess performance before making investment decisions.

Robert Schoenberger, Global Industry Lead at Messe München GmbH, emphasised that India’s ceramics industry continues to attract the attention of global suppliers despite near-term challenges. “The focus is no longer solely on expanding capacity. There is a clear interest in automation, digital process control, and energy optimization. These developments bring Indian manufacturing closer to international benchmarks and make the market strategically important for global technology providers,” Schoenberger said.

Ken Wong, General Manager of Unifair Exhibition Service Co. Ltd., highlighted the growing importance of knowledge exchange alongside sourcing. “Indian companies are increasingly asking detailed questions about lifecycle costs, process stability, and long-term returns. Platforms like the Innovation Exchange Forum and live demo areas support more informed and cautious investment decisions, especially for mid-sized manufacturers planning gradual upgrades,” he said.

With domestic demand stabilising and export markets remaining selective, Indian Ceramics Asia 2026 presents a clear picture of an industry in transition. The emphasis is firmly on efficiency, sustainability, and smart manufacturing choices that deliver measurable business outcomes.

ARTICLE SENTIMENT



● **NEUTRAL**

Overall Tone

The article maintains a balanced tone with limited emotional bias.

KEYWORDS

Indian Ceramics Asia 2026

Ceramics Industry

Trade Fair

Efficiency

Raw Materials

Technology Adoption

Messe Muenchen India

Unifair Exhibition Service

Ceramic Raw Materials

Machinery

Processing Equipment

Allied Technologies

Energy Costs

Product Quality

European Technology Suppliers

Sustainable Manufacturing

Morbi Ceramic Association

ROI-Driven Upgrades

Innovation Exchange Forum

Energy Management

Digitalisation

Alternative Fuels

Environmental Compliance

Automation

Digital Process Control

Energy Optimization

Global Technology Providers

Knowledge Exchange

Smart Manufacturing.

ARTICLE CATEGORIES

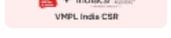
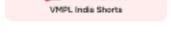
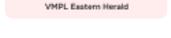
Environment, CSR & Sustainability

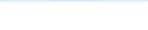
MSME / Industry Updates

Enterprise Tech (SaaS, Cloud, AI/ML, Cybersecurity)

Innovations / Patents

●●● PUBLISHED LINKS

#	Logo	Media	DA	PA	Potential Audience	PR Links
1.		Google	95	89	369.5M	View Release
2.		Yahoo	93	75	239.8M	View Release
3.		Dailyhunt	60	53	232.6M	View Release
4.		The Hindu News Portal	91	<25	64.5M	View Release
5.		Hindu Business Line News Portal	87	<25	30.8M	View Release
6.		Tribune News Portal	87	57	13.6M	View Release
7.		India CSR News Portal	46	48	6.9M	View Release
8.		The Week News Portal	80	54	5.2M	View Release
9.		The Wire News Portal	83	61	3M	View Release
10.		India Shorts News Portal	66	48	2M	View Release
11.		Eastern Herald News Portal	62	45	1.5M	View Release
12.		PTI News And Media	65	54	1.4M	View Release
13.		Business Upturn News Portal	70	52	1M	View Release
14.		Karo Startup Finance/Finance	25	27	278K	View Release
15.		Sangri Today Spotlight News And Media	29	41	221K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
16.		The CEO Magazine Business And Consumer Services/Business Services	58	51	175.8K	View Release
17.		Sangri Times News And Media	25	27	150K	View Release
18.		News Bolt News Portal	<25	<25	141.2K	View Release
19.		Business News this week News And Media	40	50	51.1K	View Release
20.		Karnataka News Network News Portal	28	28	50.2K	View Release
21.		Kerala News Journal News Portal	27	30	12.4K	View Release
22.		Buzz Center News Portal	26	26	12.4K	View Release
23.		India Dazzle News Portal	28	29	12.4K	View Release
24.		News Indian Link News Portal	26	28	12.4K	View Release
25.		Insightful News News Portal	<25	30	12.4K	View Release
26.		India News Connect News Portal	26	25	12.4K	View Release
27.		Rajasthan News Time News Portal	28	26	12.4K	View Release
28.		India Wire News News Portal	30	30	12.4K	View Release
29.		News Economic India News Portal	<25	26	12.3K	View Release
30.		News India Headline News Portal	27	28	12.3K	View Release
31.		Madhya Pradesh News Tribune News Portal	26	<25	12.3K	View Release

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33.		India Press Buzz News Portal	27	25	12.3K	View Release
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35.		Nation Republic News Portal	29	30	12.3K	View Release
36.		Indian Headline News News Portal	28	29	12.3K	View Release
37.		Maharashtra NewsFlash News Portal	27	30	12.2K	View Release
38.		The India Brief News Portal	27	<25	12.2K	View Release
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40.		News India News Portal	<25	26	12.2K	View Release
41.		Jharkhand News Hub News Portal	28	27	12.2K	View Release
42.		India Flash News News Portal	26	30	12.2K	View Release
43.		The Indian Post Online News Portal	26	<25	12.2K	View Release
44.		India News Break News Portal	27	<25	12.1K	View Release
45.		Gossip Today News Portal	<25	27	12.1K	View Release
46.		Traveller News India News Portal	<25	28	12.1K	View Release
47.		Jharkhand India News Agency News Portal	26	30	12.1K	View Release

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48.		India Global Live News Portal	25	27	12.1K	View Release
49.		News India Network News Portal	25	27	12.1K	View Release
50.		Manipur News World News Portal	30	26	12.1K	View Release
51.		Mizoram News Pulse News Portal	26	25	11.8K	View Release
52.		News Indian Update News Portal	29	29	11.8K	View Release
53.		Newz Today 24 News Portal	<25	<25	11.8K	View Release
54.		The Hindustan Express News Portal	27	26	11.8K	View Release
55.		Rapid Report News Portal	<25	25	11.8K	View Release
56.		India Today Daily News Portal	26	26	11.8K	View Release
57.		India Briefings News Portal	25	26	11.8K	View Release
58.		Village Voice News News Portal	29	26	11.7K	View Release
59.		Report World News Portal	<25	27	11.7K	View Release
60.		India Latest News Feed News Portal	27	28	11.7K	View Release
61.		Times Of India Daily News Portal	25	<25	11.7K	View Release
62.		Odisha News Voice News Portal	30	29	11.7K	View Release
63.		India Bulletin News News Portal	26	26	11.7K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
64.		The Quick Update News Portal	<25	29	11.7K	View Release
65.		Mizoram News Voice News Portal	30	29	11.7K	View Release
66.		Indian News Daily Update News Portal	30	29	11.7K	View Release
67.		Weekly News Report News Portal	<25	30	11.7K	View Release
68.		The News India Now News Portal	27	<25	11.7K	View Release
69.		Rajasthan Headlines News Portal	27	26	11.7K	View Release
70.		Indian Express Newsfeed News Portal	28	30	11.7K	View Release
71.		Indian News Views News Portal	25	28	11.7K	View Release
72.		India Globalnews News Portal	<25	29	11.7K	View Release
73.		India Live News News Portal	27	26	11.7K	View Release
74.		Brief Buzz News Portal	<25	<25	11.4K	View Release
75.		News Eagle India News Portal	30	30	11.4K	View Release
76.		Indian World News News Portal	<25	28	11.4K	View Release
77.		India Wire Channel News Portal	27	25	11.4K	View Release
78.		News India Connectivity News Portal	27	25	11.4K	View Release
79.		Punjab News Network News Portal	26	<25	11.4K	View Release

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81.		India Today Newsflash News Portal	28	27	11.4K	View Release
82.		Reach News News Portal	<25	29	11.4K	View Release
83.		India News Portal News Portal	27	30	11.4K	View Release
84.		India Story Line News Portal	30	28	11.4K	View Release
85.		Indian Express News News Portal	30	30	11.4K	View Release
86.		State Newz News Portal	27	28	11.4K	View Release
87.		India Live New Update News Portal	26	<25	11.4K	View Release
88.		India Reporter Live News Portal	30	26	11.4K	View Release
89.		Meghalaya News Daily News Portal	28	<25	11.4K	View Release
90.		India latest News Update News Portal	29	<25	11.4K	View Release
91.		Indian press Connect News Portal	30	30	11.4K	View Release
92.		Scroll India News News Portal	<25	28	11.4K	View Release
93.		Nagaland News Watch News Portal	27	25	11.4K	View Release
94.		Business Line Print News Portal	<25	28	11.4K	View Release
95.		Punjab News Update News Portal	28	30	11.1K	View Release

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98.		News Indian Pulse News Portal	28	29	11.1K	View Release
99.		India Tribune Times News Portal	28	<25	11.1K	View Release
100.		Mizoram News Buzz News Portal	27	26	11.1K	View Release
101.		News Mirror News Portal	<25	27	11.1K	View Release
102.		The Daily Glimpse News Portal	<25	29	11.1K	View Release
103.		Chronicle Today News News Portal	<25	<25	11.1K	View Release
104.		Standard News Wire News Portal	25	27	11.1K	View Release
105.		News India Point News Portal	30	26	11.1K	View Release
106.		Odisha News Hour News Portal	30	30	11.1K	View Release
107.		India Today Headline News Portal	27	30	11.1K	View Release
108.		Daily India Updates News Portal	27	<25	11.1K	View Release
109.		Report India News Portal	<25	30	10.9K	View Release
110.		India Career Week News Portal	<25	30	10.9K	View Release
111.		The Report Net News Portal	<25	28	10.9K	View Release

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113.		Nagaland News 24x7 News Portal	27	25	10.9K	View Release
114.		News Indian Bulletin News Portal	26	30	10.9K	View Release
115.		Story India News Portal	<25	25	10.9K	View Release
116.		India Brief Update News Portal	30	29	10.9K	View Release
117.		Jaipur Times News Portal	30	28	10.9K	View Release
118.		The Indian Post News Portal	29	30	10.9K	View Release
119.		Indian Focus News News Portal	25	29	10.9K	View Release
120.		India Live News Feed News Portal	27	28	10.9K	View Release
121.		India Globe Today News Portal	30	25	10.9K	View Release
122.		Hoist News Portal	28	29	10.9K	View Release
123.		News Indian Line News Portal	26	30	10.9K	View Release
124.		District Daily News News Portal	28	28	10.9K	View Release
125.		Bihar News Watch News Portal	28	29	10.9K	View Release
126.		News India Times News Portal	30	27	10.9K	View Release
127.		Daily gossip online Adult	30	32	10.9K	View Release

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129.		Sikkim News Update News Portal	30	25	10.9K	View Release
130.		The India Talks News Portal	26	<25	10.9K	View Release
131.		Report Today News Portal	<25	26	10.9K	View Release
132.		India Post Daily News Portal	26	29	10.9K	View Release
133.		Latest News Himachal News Portal	27	28	10.9K	View Release
134.		India Global News News Portal	30	<25	10.9K	View Release
135.		Tripura News Central News Portal	25	26	10.9K	View Release
136.		Indian Press Coverage News Portal	26	28	10.9K	View Release
137.		Indian For Media News Portal	30	29	10.9K	View Release
138.		My News Today News Portal	28	25	10.9K	View Release
139.		India World News News Portal	<25	28	10.9K	View Release
140.		India Latest News News Portal	27	<25	10.7K	View Release
141.		Indian Pulse Media News Portal	28	29	10.7K	View Release
142.		India Watch Daily News Portal	25	<25	10.7K	View Release
143.		Indian Daily Press News Portal	30	28	10.7K	View Release

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147.		India Wire Media News Portal	28	27	10.7K	View Release
148.		The Report World News Portal	<25	27	10.7K	View Release
149.		Tamilnadu News Update News Portal	28	25	10.7K	View Release
150.		Sandwich News Portal	27	26	10.7K	View Release
151.		News India Web News Portal	<25	25	10.7K	View Release
152.		Now Report News Portal	<25	25	10.7K	View Release
153.		Indian News Channel News Portal	29	30	10.7K	View Release
154.		India Times News News Portal	30	28	10.5K	View Release
155.		Telangana News Spot News Portal	28	28	10.5K	View Release
156.		Media Minds News Portal	29	27	10.5K	View Release
157.		India Today Live Update News Portal	26	<25	10.5K	View Release
158.		The India Watch News Portal	26	<25	10.5K	View Release
159.		India Today Times News Portal	28	30	10.5K	View Release

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161.		Discover Weekly Gambling/Sports Betting	27	36	10.5K	View Release
162.		State News Today News Portal	<25	27	10.5K	View Release
163.		India press Coverage News Portal	25	27	10.5K	View Release
164.		Goa New Time News Portal	26	25	10.5K	View Release
165.		Indian Express Update News Portal	25	30	10.5K	View Release
166.		Daily News India Online News Portal	<25	26	10.5K	View Release
167.		News Today Pro News Portal	<25	<25	10.5K	View Release
168.		Standard Today News News Portal	<25	25	10.3K	View Release
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171.		Delhi News Daily News Portal	29	28	10.3K	View Release
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175.		News India Live News Portal	28	25	10.3K	View Release

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178.		India Buzz Channel News Portal	28	28	10.3K	View Release
179.		Express Times News News Portal	<25	28	10.3K	View Release
180.		Tripura News Point News Portal	25	30	10.3K	View Release
181.		Patrolling Wire News News Portal	<25	29	10.3K	View Release
182.		News India Talks News Portal	30	29	10.3K	View Release
183.		Indian Express Daily News Portal	27	29	10.2K	View Release
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186.		India Pulse Update News Portal	27	<25	10.2K	View Release
187.		Indian Former News Portal	26	28	10.2K	View Release
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189.		Himachal Pradesh News Flash News Portal	30	27	10.2K	View Release
190.		Gujarat Watch News Portal	30	<25	10.2K	View Release
191.		Quick News Now News Portal	<25	30	10.2K	View Release

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194.		India News Nation News Portal	28	27	10.2K	View Release
195.		Rabale News Portal	28	25	10.2K	View Release
196.		India Current Update News Portal	25	<25	10.2K	View Release
197.		India Viral Newsnow News Portal	30	29	10.2K	View Release
198.		Goa News Online News Portal	27	29	10.1K	View Release
199.		News Today99 News Portal	<25	<25	10.1K	View Release
200.		Jammu and Kashmir News Report News Portal	27	30	10.1K	View Release
201.		Report News News Portal	<25	26	10.1K	View Release
202.		India Flash Bulletin News Portal	30	25	10.1K	View Release
203.		India Bulletin Live News Portal	27	26	10.1K	View Release
204.		India Watch Live News Portal	30	27	10.1K	View Release
205.		Indian News Beat News Portal	28	26	10.1K	View Release
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207.		India News Junction News Portal	29	26	10.1K	View Release

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210.		Buzzing info News Portal	25	27	10.1K	View Release
211.		Daily Indiane News Portal	29	26	10.1K	View Release
212.		India Mirror News News Portal	30	26	10.1K	View Release
213.		News Wave India News Portal	28	27	10.1K	View Release
214.		Latest News Today News Portal	<25	28	10.1K	View Release
215.		Himachal News Report News Portal	28	27	10.1K	View Release
216.		Tech Times News News Portal	<25	26	10.1K	View Release
217.		India News Wire News Portal	26	<25	10.1K	View Release
218.		The India Times Online News Portal	30	<25	10.1K	View Release
219.		News India Connect News Portal	30	30	10.1K	View Release
220.		New India 24x7 News Portal	26	25	10K	View Release
221.		India Vibes Media News Portal	26	27	10K	View Release
222.		Karnataka News Room News Portal	27	25	10K	View Release
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225.		India Buzz News News Portal	25	27	10K	View Release
226.		Trend stellers News Portal	<25	29	10K	View Release
227.		India Breaking Buzz News Portal	30	25	8.6K	View Release
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DA **93** PA **67**
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Livemint
DA **90** PA **64**
Potential Reach **72.1M**
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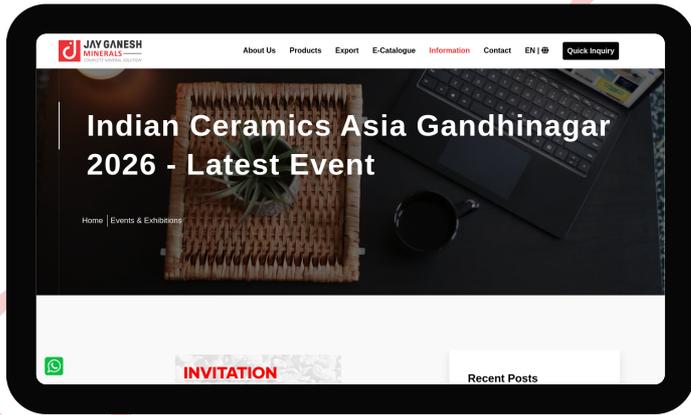
Times Of India
DA **94** PA **77**
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The Economics Times
DA **94** PA **75**
Potential Reach **2M**
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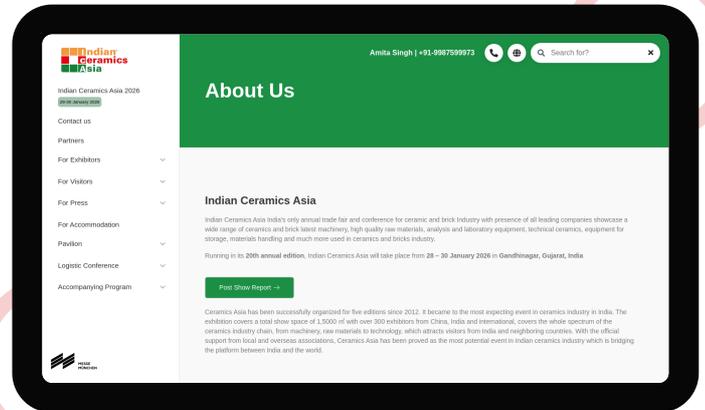
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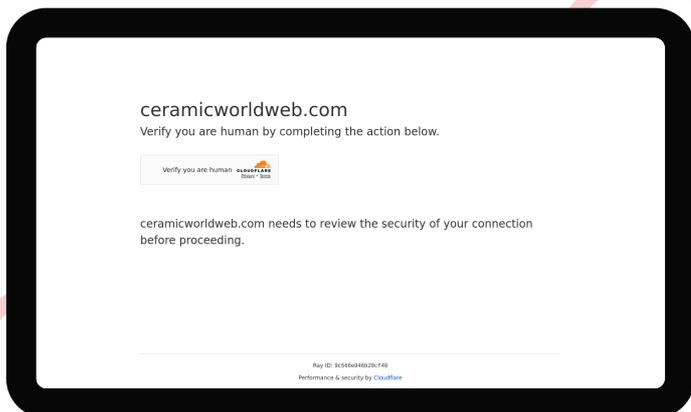
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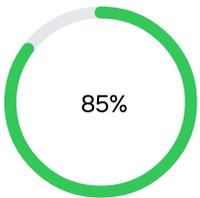
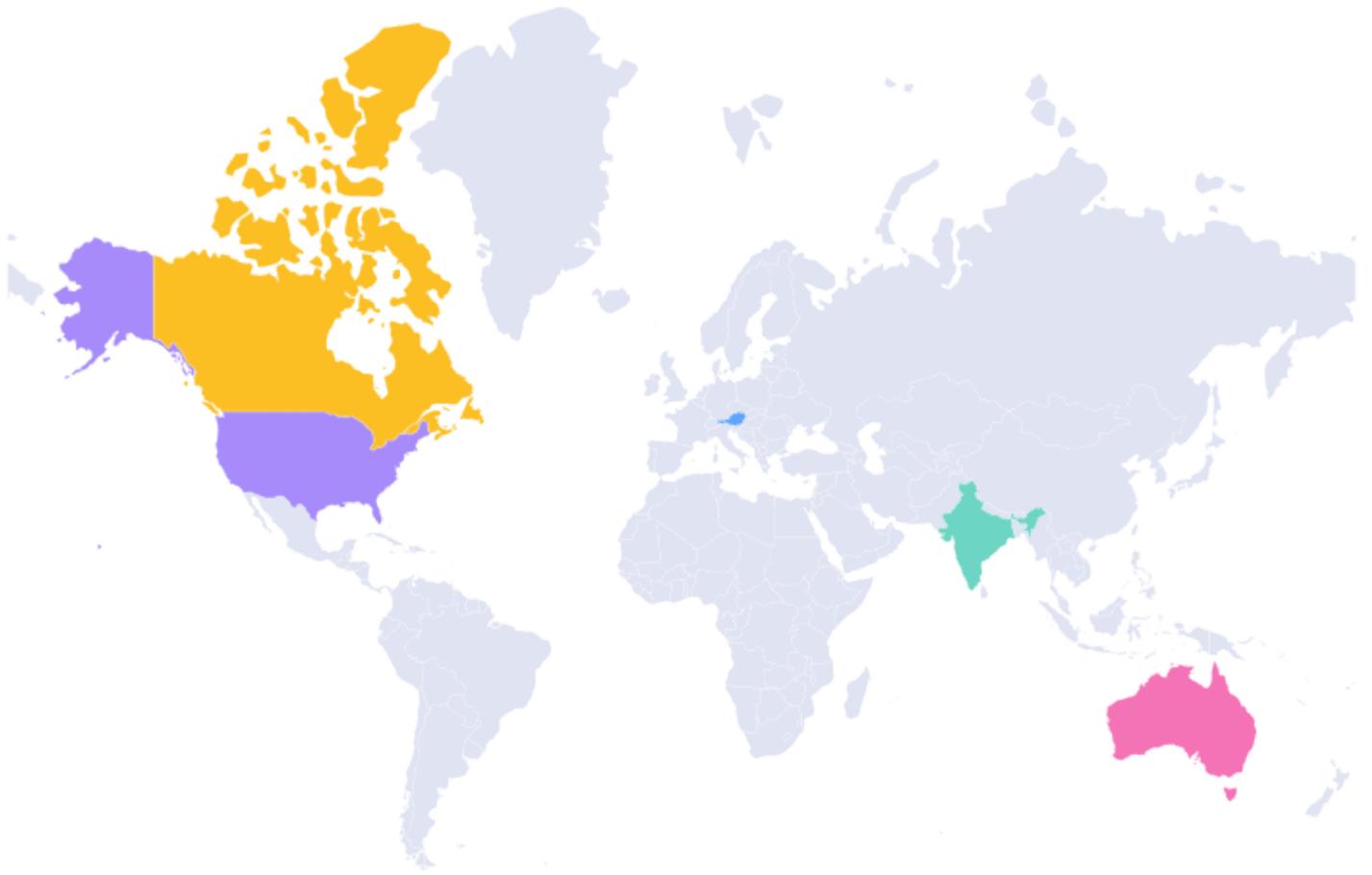
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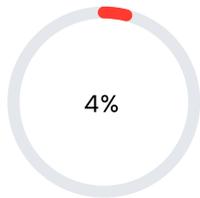
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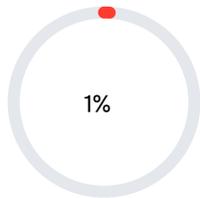
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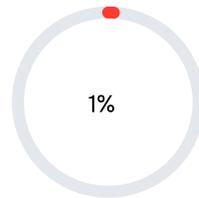
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