

## PRESS RELEASE

INDIA TRADE PROMOTION ORGANISATION  
Pragati Maidan, New Delhi

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### A MUST VISIT 'INNOVATION PAVILION' AT IITF 2013.

The on-going India International Trade Fair (IITF-2013), is showcasing young talents in business entrepreneurship and viable new ideas and innovations in the Innovation Pavilion outside Hall No.14 that is attracting a large number of business and foreign delegations.

The models on display by the students of Lovely Professional University (LPU) of Phagwara (Punjab) is a big draw. The students of this University has displayed India's first life-like miniature park and models of go-cart, Formula-1 Car and F-bicycle which runs manually as well as on battery with 2-persons seating capacity. Apart from LPU, nine more participants have organized their participation in this Pavilion, showcasing new ideas and innovations

M/s. Sumona Automation has brought revolution in industrial automation by introducing products aimed at conserving water, electricity and fuel. The CIH (Control in Hand), a SMS based monitoring and control system by which one can switch on/switch off electrical devices such as geysers, ACs, pumps, gensets, street lights etc. from anywhere in the world through mobile phone is evincing interest of public at large and business users. M/s. Klug Kraft have created smart living experience using ZIGBEE wireless technology in their products such as home automation coordinator; light automation switches and dimmers; motion, light, temperature sensors; window/wardrobe/lockers safety sensors; gas leak valve sensor &

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Regd. & Corp. Office : Pragati Bhawan, Pragati Maidan, New Delhi-110 001

Ph. 23371540 Extn.373/415 Ph. (D) +91-11-2337 1445 Fax : 2337 1492

E-mail : [cpnr.itpo@gmail.com](mailto:cpnr.itpo@gmail.com)

Website : [www.indiatradefair.com](http://www.indiatradefair.com)

controller and intelligent locks that can be used for intelligent homes and smart buildings.

Panic buttons, invented by M/s. Smart 24x7 aims to send a SMS notification to the near and dear ones as well as the company's network operation centre (NOC) which informs police/ambulance/fire PAF during any emergency, at a time when the safety of the user is threatened. This particularly is attracting the attention of women visitors.

M/s. Inventive Hospitality (P) Ltd. has introduced a Bio-Liquid formulation first time in India - KEEEN. KEEEN stands for Keeping Ecology, Environment, Earth, Natural. It is the bioremediation agent which comprises of eight strains of oil degrading microbes, enzymes and bio-surfactants that are capable of dissolving oil molecules and all organic substances including hydrocarbons, residual waste spills etc., thereby reducing the need for expensive waste handling and disposal. The various formulae of KEEEN can be used as Surface Cleaner, Parts cleaner, Oil Spill Clean-up, Bio-Sanitiser, Waste-water Treatment, Odour Neutralizer, Natural Hand Wash, Surface Cleaner, Germ Killer etc.

M/s Green Karma has introduced a water based multi purpose cleaner, which can be used for Deodorizing, Cleaning, Antibacterial, Antistatic, Rust prevention, Degreasing and Sterilizing applications. The 'Bluepie' of M/s. Buledo is a unique product that bring fun and entertainment back from mobile to the television. This enables running Android 4.2 jelly Bean on to a television. With its plug and play hassle free features, one can stream online content, download and play android games from play store, watch movies in full HD, listen to music, check on social media updates, stream content from mobile etc., directly on the television. The youngsters are making a beeline to the new innovation.

Alongside are Kritika Poly Corporation (part of Technology Business Incubator of IIT-BHU) who are displaying various statues and art works, made up of a unique polymer, Waxlene. Waxlene improves texture and crystallization and gets glossier, silkier and smoother over time. This gives the ever-improving antique value to the art work. It enhances burn time, prevents de-shaping, reduces soot and improves oil

binding qualities of conventional wax. Now is the opportunity to have our own was museum of reavred personalities, say Mr. Pratyush of the Enterprise.

If you are a connoisseur of tea, here is 100% organic natural tea and lemon tea with natural caffeine, manufactured by M/s. CC Tea Company at the same venue.

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