

India Events Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

Market Report | 2025-10-09 | 110 pages | EMR Inc.

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Report description:

The India events market attained a value of USD 14.30 Billion in 2024 and is projected to expand at a CAGR of 7.60% through 2034 . Event organisers are now focusing on cities such as Indore, Bhubaneswar, and Coimbatore to organise B2B expos for textile, machinery, and agri-tech industries. Such underserved centres provide lower costs, local administration backing, and proximity to rapidly growing SME clusters, thus pushing the market to new heights and aiding it to attain a value of USD 29.75 Billion by 2034 .

AI adoption by companies such as Dreamcast and Hubilo is transforming the events experience in India, enabling smarter planning, real-time analytics, and personalised engagement. This shift is further driven by the rise of micro-events, increased focus on workforce upskilling, and evolving attendee expectations. Through real-time matchmaking, personalised content, and automated networking through behavioural analytics, these platforms have augmented attendee engagement by more than 30%, according to Hubilo's 2024 user statistics. AI also maximises sponsor visibility through predictive placement, enhancing sponsor ROI by 25%. In hybrid events, AI-powered chatbots and session suggestions have reduced drop-off rates significantly. Such upgrades collectively offer immersive, effective, and interactive spaces, captivating tech-savvy corporate visitors and scaling engagement throughout Tier 1 and Tier 2 cities equally, thereby broadening the scope of India events market expansion.

The growth of Intellectual Property (IP)-based events has further stimulated the industry growth. Businesses are increasingly creating proprietary formats like branded festivals, trade shows, and niche conferences, generating steady revenue streams through sponsorships, ticket sales, and merchandise, while building long-term brand equity and audience engagement. For instance, BookMyShow's "Sunburn" and Wizcraft's "Global Citizen Festival India" have propelled high monetisation value. IP-based events yield long-term value, brand equity, and bargaining leverage for organisers when dealing with advertisers and partners. Rising consumer demand for immersive, themed experiences and stronger brand engagement is expected to drive IP-based events to dominate long-term revenue growth and consolidation in the India events market.

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India Events Market Report Summary

Description

Value

Base Year

USD Billion

2024

Historical Period

USD Billion

2018-2024

Forecast Period

USD Billion

2025-2034

Market Size 2024

USD Billion

14.30

Market Size 2034

USD Billion

29.75

CAGR 2018-2024

Percentage

XX%

CAGR 2025-2034

Percentage

7.60%

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CAGR 2025-2034 - Market by Region

South India

8.4%

CAGR 2025-2034 - Market by Region

East India

8.1%

CAGR 2025-2034 - Market by Event Type

Sports Events

8.8%

CAGR 2025-2034 - Market by Revenue Source

Sponsorship

9.0%

2024 Market Share by Region

North India

28.2%

Key Trends and Recent Developments

May 2025

The 10th International Convention of SPIC MACAY commenced at IIT-Hyderabad, uniting over 1,500 students and volunteers from India and abroad. The week-long event offered immersive experiences in Indian classical arts, featuring early morning yoga sessions, workshops with legendary artists, heritage walks, craft sessions, and evening concerts by maestros like Pt Hariprasad Chaurasia and Begum Parween Sultana. This convention showcases the rising demand for culturally immersive educational events, reinforcing the India events market value.

May 2025

Vice President Jagdeep Dhankhar inaugurated the Agri-Industry Conclave 2025 in Narsinghpur, Madhya Pradesh. This three-day event focuses on agricultural innovation, farmer welfare, and investment in food processing, aiming to boost agri-industrial growth and connect farmers with enhanced market opportunities. This development reflects the expanding scope of sector-specific B2B events, connecting policy, innovation, and investment under curated experiential formats in regional hubs.

April 2025

A groundbreaking concert series, "Rhythm Odyssey," was announced. The event is set to redefine live entertainment by blending immersive stage designs, world-class production, and interactive audience engagement. Scheduled to be launched in September 2026, it will tour cities including Delhi, Chandigarh, Mumbai, Bangalore, Kolkata, and Dubai, offering unique interpretations of music, art, and storytelling. This development signals a shift toward multisensory, tech-infused live entertainment, pushing the boundaries of traditional concert experiences and elevating event production benchmarks in India.

February 2025

On Basant Panchami, Akashvani hosted a special event to launch "Har Kanth Mein Bharat," a radio series celebrating Indian classical music. The Ministry of Culture and Prasar Bharati inaugurated it virtually, featuring live Raag Basant performances. The launch event highlights hybrid event models and government-supported platforms that blend tradition with modern broadcast to engage mass audiences.

Government Policy Support and Tourism Initiatives

Government initiatives such as "Incredible India" and state-sponsored cultural tourism marketing now involve co-sponsorship of local event companies, accelerating the India events market opportunities. Rajasthan's 2024 Desert Festival incorporated rural artisan clusters and drone light displays, drawing 50,000+ travellers and facilitating more than 200 MSMEs to co-showcase. These festivals are being organised through public-private partnerships (PPPs), making room for B2B stakeholders in event technology, logistics, and digital ticketing to submit bids, promoting professionalisation of cultural events and enhancing monetisation through multi-stakeholder participation.

Technological Innovation and Hybrid Events

Hybrid event formats have become the core of business strategy for the India event market players. Event platforms such as Dreamcast and Samaaro provide real-time analytics dashboards to sponsors, reporting engagement metrics by session. These solutions are imperative to B2B event organisers of technology and BFSI sectors where accurate ROI measurement is a necessity. Smart CRM-integrated virtual booths are also simplifying lead capture to boost demand.

Corporate Event Growth and Brand Activation

Corporate interest in high-impact, hyper-local engagements is on the rise. Event managers are now placing mobile pop-up installations and dynamic LED screens to build on-ground visibility. BFSI and telecom clients are spending VR-facilitated training and product demonstrations at internal events. They are reshaping event companies into tech-driven marketing allies, particularly as brands crave personalisation at scale and quantifiable audience conversion rates. Such factors are primarily shaping new trends in the India events market.

Rising Popularity of Sports and Entertainment Events

IP-based sporting events are turning into investment magnets. Apart from IPL, domestic leagues such as Tamil Nadu Premier League (TNPL) and Ultimate Kho Kho have witnessed 30% YoY growth in ad revenue. Sports technology businesses now co-create content and fan zones with RFID-access-enabled and gamified sponsor kiosks. Stadium operators partner with players like BookMyShow to provide smart ticketing and dynamic pricing, propelling further demand in the India events market. While cities compete to accommodate new leagues, B2B prospects in logistics, branding, and merchandise integration are becoming common,

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particularly in Tier 1 and Tier 2 cities.

Sponsorship and Advertising Revenue Expansion

Targeting a niche through AI-driven audience categorisation is transforming sponsorship models. MEX Exhibitions leveraged advanced attendee analytics during its 2024 "Tech India" expo to optimise sponsor booth placements and engagement strategies. This data-driven approach enhanced sponsor visibility, resulting in improved sponsor satisfaction and a notable increase in repeat partnerships, supporting stronger long-term collaborations, thereby aiding to the India events market development. Event IP holders leverage data-sharing APIs to deliver brands rich audience profiles, supporting personalised, multi-touchpoint campaigns. Sponsorship now extends beyond booths to in-app branding, AR games, and post-event retargeting, making digital performance tracking essential for B2B negotiation and deal renewals.

India Events Industry Segmentation

The EMR's report titled "India Events Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Events

- ? Music Events
- ? Festivals and Cultural Events
- ? Sports Events
- ? Exhibitions and Trade Fairs
- ? Corporate Events and Seminars

Key Insight: Exhibitions and Trade Fairs are picking up robust momentum in the India events market due to the increasing B2B demand in industries such as manufacturing, auto, defence, and textiles. With Indian exports aimed at USD 2 trillion by 2030, platforms like Auto Expo, India International Trade Fair, and DEFEXPO are witnessing record participation. Organisers such as MEX Exhibitions and BE Expositions are expanding operations with government assistance, like Make in India and PLI schemes. These events provide vital lead-generation and industry networking, particularly in Tier 1 and industrial corridors such as NCR, Gujarat, and Tamil Nadu, boosting the market expansion.

Market Breakup by Revenue Source

- ? Ticket Sales
- ? Organisers
- ? Sponsorship

Key Insight: Sponsorship, as a revenue source, is picking up pace as brands shift from conventional advertising toward experiential marketing. FMCG, BFSI, and technology brands are investing in high-profile event sponsorships, particularly those of sports leagues, music concerts, and startup expositions, to directly connect with target groups. With increasing demand for data-based activations, sponsors require quantifiable ROI through lead generation, app integrations, and social metrics. Players such as Paytm, HUL, and Tata Motors increasingly leverage event sponsorships to connect with youth culture and tech-smart city consumers, driving this category's explosive growth in the India events market.

Market Breakup by Region

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- ? North India
- ? East India
- ? South India
- ? West India

Key Insight: South India is gradually becoming a hotspot for hosting various events driven by its strong IT sector, emerging startup scenario, and cosmopolitan urban centres of Bengaluru, Hyderabad, and Chennai. These destinations host high-value B2B technology conferences, SaaS product releases, and hybrid business events, thus bolstering the India events market revenue growth. The region also boasts a massive convention infrastructure, such as Hyderabad's HITECH and Bengaluru International Exhibition Centre, that supports global-standard exhibitions and trade events. Demand is also fuelled by global partnerships, MICE tourism, and a digitally engaged consumer base that actively engages in experience-based and content-driven business events.

India Events Market Share

Corporate Events Lead the Market with High-Volume, Sector-Focused Business Demand Across Urban India

Seminars and corporate events are gaining immense significance due to India's growing startup ecosystem and increasing global investments. High-frequency leadership summits, product launches, and tech conferences are hosted in major business centres such as Bengaluru, Mumbai, and Gurugram by organisations including Nasscom, CII, and multinational sponsors. Event stakeholders are forging alliances with coworking offices and 5-star hotels for instant deployments. Investor networking and localised knowledge-sharing events have experienced high demand across sectors such as fintech, healthcare, and AI innovation.

Music events are expanding at the fastest rate, spurred by branded IPs such as Sunburn and NH7, growing Gen Z expenditure, and international artist collaborations, thereby boosting the India events market value. Pune, Goa, and Hyderabad are developing event infrastructure to accommodate mass-scale live concerts and EDM festivals. Promoters utilise ticketing platforms, NFT passes, and influencer-led campaigns for enhanced engagement. Tier 2 cities such as Indore and Chandigarh are also becoming the hubs for independent music fests, indicating robust youth culture, local sponsorships, and decentralised entertainment consumption.

Ticket Sales Dominate the Industry Through Bundled Pricing and Tech-Led Reach in Metro Cities

As per the India events market report, ticket sales continue to be the largest source of revenue owing to the country's expanding middle class population and increased affordability of events. Sites such as BookMyShow and Paytm Insider make bulk ticketing easier for music festivals, sports leagues, and cultural performances. For example, BookMyShow paid a revenue share worth Rs 323.03 crore during FY24, accounting for 43.6% of the online ticket booking revenue. Organisers package tickets with VIP entry, merchandise, and early bird discounts to drive high profit margins. Urban hubs such as Mumbai, Bengaluru, and Delhi are responsible for the majority of this income, particularly from high-end live events and entertainment formats appealing to Gen Z and high-income millennial consumers.

Sponsorship is emerging as the fastest-growing revenue stream in the India events market, driven by brands seeking deeper consumer engagement and targeted visibility. As experiential marketing gains momentum, sponsors are aligning with high-impact events, from IP-based festivals to corporate expos, to boost brand recall. Companies increasingly prefer data-driven sponsorships that offer measurable ROI and audience analytics. With the rise of hybrid and themed events, sponsorship packages now include digital integration, influencer tie-ups, and exclusive branding zones, significantly enhancing commercial value and long-term partnerships.

India Events Market Regional Analysis

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North Occupies the Major Share of the Market, Whereas East, South, West Show Strong Diversified Growth Potential

The continuous dominance of the North India events market is stimulated by high activity across cultural festivals, trade fairs, and business events, led by Delhi NCR's economic lead and Rajasthan's cultural tourism. The state reaps government-sponsored initiatives to promote arts and tourism and is backed by business centres such as Gurgaon for business events.

Emerging markets like East India and South India offer significant growth prospects. East India's rich culture coupled with increasing corporate presence in Kolkata favour the development of event formats. South India's IT-based economy and cosmopolitan cities provide opportunities for innovative hybrid and technology-enabled events.

Competitive Landscape

Leading India events market players are entirely focusing on innovation, strategic partnerships, and diversification of offerings. Top companies invest in technology-driven event platforms and hybrid event capabilities to adapt to changing customer behaviour. Such collaborations with government authorities for cultural events and corporate partners for brand promotion have become standard growth strategies. Personalised experiences with data analytics-driven insight to maximise event ROI are being increasingly prioritised by companies. Growing sponsorship and online advertising revenue streams fuel competitive edge. The increasing popularity of sustainability in event planning also influences market strategies, with market leaders embracing green practices.

India events companies are pushing the boundaries of customisation with hyper-personalised virtual spaces for luxury product unveilings and art shows. Through AI-based attendee profiling and interactive 3D venues, businesses such as Wizcraft and E-Factor now provide virtual spaces simulating high-end physical experiences. These enable luxury brands to curate invitation-only showcases with live interaction and analytics. This strategy lowers logistics expenses without compromising on exclusivity, imperative for brands aiming India's HNI and NRI consumer bases with customised, technology-enabled interactions.

Percept Limited

Percept Limited, founded in 1985 and with its headquarters in Mumbai, provides a broad variety of event management services such as music concerts, sports leagues, corporate conferences, and experiential marketing campaigns throughout India.

Wizcraft Entertainment Agency Pvt. Ltd.

Wizcraft Entertainment Agency Pvt. Ltd., founded in 1992 and with its headquarters located in Mumbai, is well-known for organising large-scale entertainment events like award shows, international music festivals, and corporate brand activations.

E-Factor Experiences Ltd.

E-Factor Experiences Ltd., incorporated in 2005 and having its head office in Mumbai, deals in corporate events, product launches, and exhibitions and uses technology to provide hybrid and virtual experiences.

MEX Exhibitions Pvt. Ltd.

MEX Exhibitions Pvt. Ltd., incorporated in 2008 and having its head office in Mumbai, deals with hosting trade fairs and sector-specific exhibitions, bringing companies from various sectors like textiles, electronics, and agriculture together.

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Other key players in the India events market report include BE Expositions Pvt. Ltd., DNA Entertainment Networks Private Limited, Procam International Pvt. Ltd., Tafcon Projects India Private Limited, Seventy Event Media Group, and Oxygen Entertainment & Media Solutions Pvt. Ltd., among others.

Key Highlights of the India Events Market Report:

- ? Granular breakdown of event formats including corporate, cultural, wedding, and sports, with forecasts extending to 2034.
- ? Focus on innovations like AI-driven attendee analytics, hybrid event platforms, and immersive AR/VR experiences.
- ? Detailed vendor profiling covering experiential marketing agencies, production houses, and tech providers.
- ? City-wise mapping of high-growth event destinations beyond metro cities, including tourism-driven Tier 2 markets.
- ? Insights into demand surges driven by rising disposable incomes, social media culture, and government-backed tourism festivals.
- ? Revenue categorisation based on sponsorship, ticketing, F&B, and branded content to guide monetization strategies.

Why Rely on Expert Market Research?

- ? Dedicated coverage of the entertainment, media, and experience economy with sector-specific domain experts.
- ? On-ground intelligence sourced from event organisers, tech vendors, venue operators, and marketing firms.
- ? Methodology grounded in trend triangulation, blending social sentiment, regulatory movements, and real-time data.
- ? Strategic foresight tailored for planners, investors, and hospitality partners navigating evolving audience behaviour.
- ? Recognised by industry stakeholders for delivering decision-grade insights across both B2B and B2C event verticals.

Call to Action

Download your free sample report on the India events market 2025 today to explore the latest trends, growth drivers, and competitive landscape shaping this vibrant industry. Contact Expert Market Research for a detailed consultation to capitalize on emerging opportunities in the dynamic India events market 2025 and 2034 .

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary

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- 3.1 GDP Outlook
- 3.2 GDP Per Capita Growth
- 3.3 Inflation Trends
- 3.4 Democracy Index
- 3.5 Gross Public Debt Ratios
- 3.6 Balance of Payment (BoP) Position
- 3.7 Population Outlook
- 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Asia Pacific Events Market Analysis
 - 5.1 Key Industry Highlights
 - 5.2 Asia Pacific Events Historical Market (2018-2024)
 - 5.3 Asia Pacific Events Market Forecast (2025-2034)
- 6 India Events Market Analysis
 - 6.1 Key Industry Highlights
 - 6.2 India Events Historical Market (2018-2024)
 - 6.3 India Events Market Forecast (2025-2034)
 - 6.4 India Events Market by Event Type
 - 6.4.1 Music Events
 - 6.4.1.1 Historical Trend (2018-2024)
 - 6.4.1.2 Forecast Trend (2025-2034)
 - 6.4.2 Festivals and Cultural Events
 - 6.4.2.1 Historical Trend (2018-2024)
 - 6.4.2.2 Forecast Trend (2025-2034)
 - 6.4.3 Sports Events
 - 6.4.3.1 Historical Trend (2018-2024)
 - 6.4.3.2 Forecast Trend (2025-2034)
 - 6.4.4 Exhibitions and Trade Fairs
 - 6.4.4.1 Historical Trend (2018-2024)
 - 6.4.4.2 Forecast Trend (2025-2034)
 - 6.4.5 Corporate Events and Seminars
 - 6.4.5.1 Historical Trend (2018-2024)
 - 6.4.5.2 Forecast Trend (2025-2034)
 - 6.5 India Events Market by Revenue Source
 - 6.5.1 Ticket Sales
 - 6.5.1.1 Historical Trend (2018-2024)
 - 6.5.1.2 Forecast Trend (2025-2034)
 - 6.5.2 Organisers
 - 6.5.2.1 Historical Trend (2018-2024)
 - 6.5.2.2 Forecast Trend (2025-2034)
 - 6.5.3 Sponsorship
 - 6.5.3.1 Historical Trend (2018-2024)
 - 6.5.3.2 Forecast Trend (2025-2034)
 - 6.6 India Events Market by Region
 - 6.6.1 North India

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- 6.6.1.1 Historical Trend (2018-2024)
- 6.6.1.2 Forecast Trend (2025-2034)
- 6.6.2 South India
 - 6.6.2.1 Historical Trend (2018-2024)
 - 6.6.2.2 Forecast Trend (2025-2034)
- 6.6.3 East India
 - 6.6.3.1 Historical Trend (2018-2024)
 - 6.6.3.2 Forecast Trend (2025-2034)
- 6.6.4 West India
 - 6.6.4.1 Historical Trend (2018-2024)
 - 6.6.4.2 Forecast Trend (2025-2034)
- 7 Market Dynamics
 - 7.1 SWOT Analysis
 - 7.1.1 Strengths
 - 7.1.2 Weaknesses
 - 7.1.3 Opportunities
 - 7.1.4 Threats
 - 7.2 Porter's Five Forces Analysis
 - 7.2.1 Supplier's Power
 - 7.2.2 Buyer's Power
 - 7.2.3 Threat of New Entrants
 - 7.2.4 Degree of Rivalry
 - 7.2.5 Threat of Substitutes
 - 7.3 Key Indicators of Demand
 - 7.4 Key Indicators of Price
- 8 Competitive Landscape
 - 8.1 Supplier Selection
 - 8.2 Key India Players
 - 8.3 Key Regional Players
 - 8.4 Key Player Strategies
 - 8.5 Company Profile
 - 8.5.1 Percept Limited
 - 8.5.1.1 Company Overview
 - 8.5.1.2 Product Portfolio
 - 8.5.1.3 Demographic Reach and Achievements
 - 8.5.1.4 Certifications
 - 8.5.2 Wizcraft Entertainment Agency Pvt. Ltd.
 - 8.5.2.1 Company Overview
 - 8.5.2.2 Product Portfolio
 - 8.5.2.3 Demographic Reach and Achievements
 - 8.5.2.4 Certifications
 - 8.5.3 E-Factor Experiences Ltd.
 - 8.5.3.1 Company Overview
 - 8.5.3.2 Product Portfolio
 - 8.5.3.3 Demographic Reach and Achievements
 - 8.5.3.4 Certifications
 - 8.5.4 MEX Exhibitions Pvt. Ltd

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- 8.5.4.1 Company Overview
- 8.5.4.2 Product Portfolio
- 8.5.4.3 Demographic Reach and Achievements
- 8.5.4.4 Certifications
- 8.5.5 BE Expositions Pvt. Ltd.
- 8.5.5.1 Company Overview
- 8.5.5.2 Product Portfolio
- 8.5.5.3 Demographic Reach and Achievements
- 8.5.5.4 Certifications
- 8.5.6 DNA Entertainment Networks Private Limited
- 8.5.6.1 Company Overview
- 8.5.6.2 Product Portfolio
- 8.5.6.3 Demographic Reach and Achievements
- 8.5.6.4 Certifications
- 8.5.7 Procam International Pvt. Ltd.
- 8.5.7.1 Company Overview
- 8.5.7.2 Product Portfolio
- 8.5.7.3 Demographic Reach and Achievements
- 8.5.7.4 Certifications
- 8.5.8 Tafcon Projects India Private Limited
- 8.5.8.1 Company Overview
- 8.5.8.2 Product Portfolio
- 8.5.8.3 Demographic Reach and Achievements
- 8.5.8.4 Certifications
- 8.5.9 Seventy Event Media Group
- 8.5.9.1 Company Overview
- 8.5.9.2 Product Portfolio
- 8.5.9.3 Demographic Reach and Achievements
- 8.5.9.4 Certifications
- 8.5.10 Oxygen Entertainment & Media Solutions Pvt. Ltd.
- 8.5.10.1 Company Overview
- 8.5.10.2 Product Portfolio
- 8.5.10.3 Demographic Reach and Achievements
- 8.5.10.4 Certifications
- 8.5.11 Others

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