



## Media Release

Basel, 12 September 2016

### **MCH Group takes a co-ownership stake in India Art Fair**

MCH Swiss Exhibitions (Basel) Ltd., a company of MCH Group Ltd., is acquiring 60.3% of the shares in Seventh Plane Pvt. Ltd in New Delhi, the organiser of India Art Fair. With the participation of MCH Group and the co-ownership with Angus Montgomery Ltd. (29.7%) and the Founding Director Neha Kirpal (10%), India Art Fair will have new ownership for its ninth edition taking place 2-5 February 2017.

India is the first region of focus and India Art Fair is the first step in realising MCH Group's ambition to create a portfolio of leading regional art fairs, as it announced in March 2016. India Art Fair, founded in 2008, is South Asia's leading platform for modern and contemporary art and a portal to the region's cultural landscape. The dynamic growth of the South Asian art market at a global level, supported by a buoyant Indian economy, has seen the strength and significance of India Art Fair grow rapidly over the past few years.

With the co-ownership in India Art Fair, MCH Group enters a new geographic and market segment, pursuing its strategic aim to expand its range of services and to make its product portfolio more international. India Art Fair will benefit from MCH Group's knowledge as an international leading exhibition organiser as well as its digital expertise. MCH Group will work in partnership with the existing team at India Art Fair and the value of its engagement will fully come into effect from 2018.

Commenting on the partnership, Marco Fazzone, Managing Director of Design and Regional Art Fairs, MCH Group, said, "We are happy to launch our strategic initiative with India Art Fair, as our first regional partnership. It gives us a co-ownership position in the leading art platform for modern and contemporary Indian and international art in South Asia. We are looking forward to contributing to the further development of India Art Fair as a leading face-to-face and digital platform."

Neha Kirpal, Founding Director of India Art Fair, commented: "We are delighted to have MCH Group as an experienced international partner joining us in India. Their commitment to this region will help us develop the fair in the coming years."

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Sandy Angus, Chairman of Angus Montgomery, said: “Since we joined India Art Fair in 2011, we have seen significant growth in visitor numbers and sales, with the fair truly establishing itself as by far the most significant art fair in the region. With MCH Group’s network and expertise we look forward to realising the full potential of this signature event”.

More Information about MCH Regional Art Fairs:

<http://www.mch-group.com/en-US/exhibitions-events/exhibitions-regionalartfairs.aspx>

### **MCH Group**

The MCH Group with its Head Office in Basel is a leading international group of live-marketing companies with a comprehensive services network spanning the entire exhibition and event market. It takes in the exhibition companies in Basel, Lausanne and Zurich together with a number of companies in the field of live marketing solutions. MCH organises and hosts around 90 exhibitions, including the globally leading Baselworld show, and Art Basel in Basel, Miami Beach and Hong Kong. Design and Regional Art Fairs is a new unit of MCH Group to build a portfolio of leading regional art fairs, led by Managing Director Marco Fazzone.

→ [www.mch-group.com](http://www.mch-group.com)

### **India Art Fair**

India Art Fair is an annual Indian modern and contemporary art fair held in New Delhi, India. Its Founding Director Neha Kirpal launched the fair in 2008, and has been instrumental in steering the fair’s unprecedented growth over eight years into becoming the premier destination for art in the region.

→ [www.indiaartfair.in](http://www.indiaartfair.in)

### **Angus Montgomery**

Angus Montgomery is an independent exhibition and events company at the forefront of trade and consumer shows in Europe, Asia, Africa and the Middle East. They run over fifty events in over fifteen countries, and their events span the fields of art, photography and design, food, drink and hospitality. Their art fairs include Art Central (Hong Kong), India Art Fair (New Delhi), Photo San Francisco and Photo Shanghai.

→ [www.montex.co.uk](http://www.montex.co.uk)

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