

INTERNATIONAL EXHIBITION ON DAIRY PRODUCTS,
PROCESSING & PACKAGING MACHINERY,
COLD-CHAIN AND ALLIED INDUSTRIES

Concurrent Show:

11th INTERNATIONAL
PULTRY
& Livestock Expo 2023

12th edition
DairyTech
India 2023

25

26

27

AUGUST 2023

BIEC, BANGALORE

INDIA



Organizer:



Supported by:



Progressive Dairy Farmers'
Association (Reg.)

GATEWAY TO THE LARGEST DAIRY, LIVESTOCK & TECHNOLOGY MARKETINDIA



Indian Dairy Industry:

India has been the leading producer and consumer of dairy products globally ever since 1998 with a persistent growth. Dairy activities form one of the fundamental segments of the rural Indian economy, serving as a significant source of employment and income.

Nearly the entire of the dairy produce in India is consumed domestically, with the majority of it being sold as fluid milk. On account of this, the Indian dairy industry holds tremendous potential for value-addition and overall improvement. The dairy market in India had reached a value of INR 11,357 billion in 2020. Along with putting forward beneficial business prospects, the dairy industry in India serves as a tool of socio-economic development.

Keeping in view, the Government of India has established various schemes and initiatives aimed at the improvement of the dairy sector. The private participation has also increased over the past few years. Both national and international players are entering the dairy industry attracted by the magnitude and potential of the Indian Dairy Market.

The center of attention has been the value-added products for instance cheese, yogurt, probiotic drinks, etc. and also launching of modern products keeping in mind the particular requirements of the Indian consumers. The improvisation of milk procurement network is promoting the development of the dairy industry in India.

Looking forward, the market is expected to reach a value of INR 21,971 billion by 2024, exhibiting a CAGR of around 16% during 2019-2024.

Trends in the Dairy Industry

Customers leaning towards a healthy way of life have turned tables for the dairy industry. This has encouraged players in the dairy foods market to innovate a lot in their offerings. One of the major areas of focus in the dairy industry is to give sustainable nourishment to populace produced in an environment-friendly way.

Clean labels have turned out to be the 'new supreme' for dairy products. It has now turned from a 'fad' to a 'need'. The big players have made clean labels a behavior as in helping to increase customer faith and alleviate brand risk.

Also, there is a fast growing requirement for clearness among customers in the dairy industry. Using data technologies for example sensors, data analytics and digital technology at unparalleled levels are empowering dairy companies to facilitate better decision-making.

Corporations are contributing new and ground-breaking ways to attract clienteles. Flavoured dairy products are gathering much attention of the younger inhabitants. Corporations in the dairy industry are captivating this trend quite gravely as in bringing products that contain no or very less added sugar content.

Corporations in the dairy industry have been using the useful and technological benefits in product development to drive more variety and enthusiasm into their products.

Challenges

India has the largest bovine population in the world as blessed with a huge

biodiversity of 43 indigenous cattle breeds and 13 Buffalo breeds. However, the milk production per animal is significantly low as compared to the other major dairy producers.

Besides, the Indian dairy sector is plagued with various other impediments like shortage of fodder, poor quality of feed, poor transportation facilities and lack of appropriate cold chain infrastructure. As a result, the supply side lacks in elasticity that is expected of it.

In terms of packaging, there is an additional need for protective packaging for cow's milk due to artificial lighting. Light-protective packaging may be the most effective approach in protecting milk from photo-induced sensory damage.

Despite challenges, one emerging trend in Indian dairying is the growing number of the commercial dairy farms in the urban and peri-urban areas of the metros and big cities.

Emergence of Commercial Farming

Commercial dairy farming in India is undoubtedly playing a significant role in the total milk manufacturing and economy of our country. And approximately all regions of India are appropriate for setting up dairy farming business. Farmers need to learn about better dairy or cattle management, good breeding, balanced diet, preventing disease, primary care and modern farming techniques to get improved production. Keeping good prevention and management system improve dairy farming.

Understanding the growing significance of commercialization, the dairy sector needs to meet the challenges of globalization, in terms of organized manufacturing and marketing. A lot of State Dairy Development Departments, cooperatives like Amul and private sector dairy players are giving a momentum to setting up technically profitable dairy farms leading to clean milk production.

Holistic growth

As farming and dairy sector share an association owing to the equally connected inputs and outputs, it is significant to promote the two together to move towards holistic growth. It is significant to bring in quality feed material and well-organized feeding techniques, encourage commercialization and automation of dairy farms, expand networks to promote processed food and beverages based on milk, have well managed cold chain amenities to reduce wastage and organize the sector further.

So as to promote these and make sure the all-round development of the Indian dairy industry, we invite dairy companies, investors, packaging and processing machinery manufacturers, cold-chain developers, feeds suppliers, livestock healthcare companies to join us at 12th DairyTech India 2023 from **25-26-27 August, 2023** in Bangalore, India. The event will have co-located shows - 14th AgriTech India 2023, 14th India Foodex 2023 and 11th International Poultry & Livestock Expo 2023.

DairyTech India 2023 is the best place to become part of the emerging Indian Dairy Industry and promote its further commercialization.





Products/Exhibitor/ Visitor Profile

- Dairy Technology & Equipment Manufacturer / Exporters
- Dairy Products Manufacturer / Exporter / Traders
- Ice-cream Machinery & Equipment
- Livestock Technology
- Ghee Making Machines, Mixer, Feeders & Grinders.
- Packaging Machinery, Equipment & Materials
- Feed Manufacturing Machinery
- Feed Storage System.
- Feeds, Feeding & Feed Additives-Vitamins
- Milk Storage Tanks / Silos Mfrs.
- Butter / Cheese / Cone Machines.
- Animal Farming Consultants
- Veterinary Products
- Milk & Food process industry owners
- Cattle / Dairy farmers
- Dealers, Distributors of Dairy Industry
- Cooling, Fermentation & Freezing Systems
- Fermented milk, Ice cream & milk powder
- Butter, Butter oil, Cheese, Condensed milk
- Animal Husbandry Products
- State & Central Govt. Department/ Agencies
- Milk Co-operatives / NGOs.
- Food Lab & Quality Testing Equipment
- Waste Disposal Systems & Equipment
- Disinfectants For Dairy Industry
- Enzymes & Health Management
- Housing & Environment Management
- Value Added Milk Products
- Animal Health Products
- IT Solutions
- Cold Chain / Cold Storage / refrigerated Van
- Magazines/ News Paper / Books / Directories
- New Dairy & Agro entrepreneurs
- Ministries / Export Promotion Bodies / Departments
- Educational Institutes / College / Universities etc
- Agri / Dairy Farmers
-and many dairy products & services suppliers.



Join us as

✓SPONSOR

✓EXHIBITOR

✓VISITOR





ORGANIZER INTRODUCTION:

Media Today Group is among one of the India's leading agro trade event organiser and publications House. Media Today Group is pioneer in organizing specialised trade exhibitions on Food, Hospitality, Agriculture, Horticulture, Dairy, Grains, Floriculture, Landscape, Nursery, Cold Chain Industry including food and commodities conferences, workshops, etc. with the active support, and valued guidance from different Ministries and Departments like Ministry of Agriculture and Farmers Welfare (Govt. of India), Mission for Integrated Devolvement of Horticulture (MIDH), NHB, Ministry of Food Processing Industries (Govt. of India), APEDA, (Ministry of Commerce & Industry), National Agricultural Cooperative Marketing Federation of India (NAFED), Coffee Board, Tea Board, National Mission on Micro Irrigation, NCPAH, Food Processing & Packaging Machinery Industry Association and all State Govt. Departments.

Since 1996, Media Today Group is backed by dedicated team of

professionals, technocrats and marketing experts with over a decade of experience in publishing and conducting Exhibitions, Conferences, Workshops, Training Programmes right from Planning to Execution. The Group publishes prestigious magazines like Floriculture Today, AgriBusiness & Food Industry, Oils & Fats Today, Newspaper like AGRITECH INDIA and Directories like APEDA Exporters Directory, Food Processing Industry & Trade Directory, Roller Flour Mills & Allied Industries Directory, Floriculture, Nursery & Landscape Industry Directory.

Media Today Group participates in all major National and International Exhibitions related to Agriculture, Food Processing, Technologies, Floriculture & Horticulture held at major centers like Holland, Japan, Germany, France, Italy, South Africa, Russia, Singapore, China, Saudi Arab, Nepal, Sri Lanka, etc. The Group has a strong marketing network spread over all major business destinations like New Delhi, Bombay, Pune with Marketing Associates in China, Turkey, Thailand, Taiwan and Russia.

Official Publications:

AgriBusiness & FOOD INDUSTRY

AGRITECH INDIA

International Media Partner:

DAIRY GLOBAL **IDM**

Media Partners:

food

DAIRYMAN

The BUSINESS SUCCESS
ADVISOR BOOK

AGRICULTURE PRODUCTS NEWS

INDIAN PUMPS AND VALVES REVIEW

पेय

HIND PULTRY

Poultry Herald

For Stall booking & other details please contact:

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pvt. ltd.

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E-mail: dairytechindiampl@gmail.com, Website: www.dairytechindia.in

Members of :

IEIA Indian Exhibition Industry Association

STALL RESERVATION FORM

SHELL SCHEME PER SQUARE METER

(Applicable GST 18%)



Shell Scheme includes: floor rental, back and side walls, fascia board with company name, one table, two chairs (per 9 Sqm.), 3 spot lights, registration fee, electric point (300 watts single power socket per booth), carpet and company entry in the official show catalogue.

Min. 9 sq. Mtr.	1 side open	Rs. 8300/- per sqmt.	Euro 230 per sqmt.
Min. 18 sq. Mtr.	2 sides open	Rs. 8900/- per sqmt.	Euro 245 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 9300/- per sqmt.	Euro 260 per sqmt.
Min. 75 sq. Mtr.	4 sides open	Rs. 9500/- per sqmt.	Euro 270 per sqmt.

1 SIDE OPEN STALL	
9 sqm. stall	Rs. 74700/- + 18%GST
12 sqm. stall	Rs. 99600/- + 18%GST
15 sqm. stall	Rs. 124500/- + 18%GST
18 sqm. stall	Rs. 149400/- + 18%GST
2 SIDES OPEN STALL	
18 sqm. stall	Rs. 160200/- + 18%GST
21 sqm. stall	Rs. 186900/- + 18%GST

RAW (BARE) SPACE (INSIDE HALL) PER SQ. MT.

Bare Space includes: floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.

Min. 18 sq. Mtr.	1 side open	Rs. 7300/- per sqmt.	Euro 195 per sqmt.
Min. 27 sq. Mtr.	2 sides open	Rs. 7900/- per sqmt.	Euro 205 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 8300/- per sqmt.	Euro 215 per sqmt.
Min. 75 sq. Mtr.	4 sides open	Rs. 8900/- per sqmt.	Euro 230 per sqmt.

1 SIDE OPEN STALL	
18 sqm. stall	Rs. 131400/- + 18%GST
21 sqm. stall	Rs. 153300/- + 18%GST
2 SIDES OPEN STALL	
27 sqm. stall	Rs. 213300/- + 18%GST
30 sqm. stall	Rs. 237000/- + 18%GST
3 SIDES OPEN STALL	
36 sqm. stall	Rs. 298800/- + 18%GST
45 sqm. stall	Rs. 373500/- + 18%GST

OPEN TO SKY RAW (BARE) SPACE PER SQ. MT.

Bare Space includes: floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.

Min. 36 sq. Mtr.	Rs. 5500/- per sqmt.	Euro 165 per sqmt.
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PREMIUM STALL (INSIDE HALL) PER SQ MT.

Bare Space includes: floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.

Min. 27 sq. Mtr.	Rs. 14500/- per sqmt.	Euro 275 per sqmt.
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- Extra Power Charges Rs. 2500/- (Euro 45) per KW (if required).
- Stall booking on first come first serve basis.

- Stall booking is subject to receive 100% payment in advance.
- Stall area can be booked in multiples of 3 meter like 9, 12, 15, 18 and so on.

Yes, I agreed to book stall at "DairyTech India 2023". Please reserve space ofSq.m. under Shell Scheme / Raw Space (inside hall) / Open to Sky Raw Space Scheme / Premium Stall scheme at expo. We agree to all terms and conditions (mentioned on our website) applicable for participation in the Expo. Our details are as follows:

Name:.....Designation:.....Company / Organization Name.....

Address:.....City:.....Pin/Zip:.....

State:.....Country:.....Mobile:.....E-mail:.....Date.....

We are enclosing a Cheque/DD of Rs.....No. Dated Drawn in favour of

MEDIA TODAY PVT. LTD., payable at delhi, India or sending money through Bank Transfer.

Office Use only:

Hall No. Stall No. Remark

Signature and Seal

Beneficiary Name: Media Today Pvt. Ltd. | Bank Name & Address: HDFC Bank Limited, Safdarjung Development Area, New Delhi
IFSC Code: HDFC0000032 Account No.: 00322320001071 | GST No. : 29AABCM3465H1ZC



Phone: +91-11-49854161, Mobile : +91-9654333067, 9899380104

E-mail: dairytechindiamtp@gmail.com

FAIR CATALOGUE ADVERTISEMENT TARIFF

	Size in Cm (HxW)	In Rs.	In Euro
Full Page Color	19.5 x 11.5	17000/-	375
Half Page Color	9.5 x 11.5	9000/-	195
Full Page b/w	19.5 x 11.5	9000/-	195
Half Page b/w	9.5 x 11.5	6000/-	100
Quarter Page Color	9.5 x 5.5	5000/-	100
Quarter Page b/w	9.5 x 5.5	3500/-	NA

DairyTech India 2023 fair catalogue will feature editorial on the exhibitors, listing their products and services on display. The catalogue with exhibitor listing and advertisement, will be distributed free of cost to all exhibitors. It will be available for sale to all trade visitors.



CONDITIONAL PAGES (SPECIAL POSITIONS ALL COLOR)

	Size in Cm (HxW)	In Rs.	In Euro
1st Inner Page	19.5 x 11.5	35000/-	680
1st Opening (3rd Page)	19.5 x 11.5	35000/-	680
Last Inner	19.5 x 11.5	33000/-	680
Back Cover Page	19.5 x 11.5	55000/-	950
4th, 5th, 6th & 7th Page (each)	19.5 x 11.5	33000/-	680
Opposite to last Inner Page	19.5 x 11.5	33000/-	680

(Add 5% GST)

I / We would like to advertise in the fair Catalogue. Please book ad space Color / B/W..... size option. Art work / positive in the appropriate size is/are ☐ enclosed ☐ will be sent separately by.....through courier / e-mail.

BANNER ADVERTISING OPTION AT VENUE

RATES: Banner space Rs. 2000 (100 USD / 75 EURO) per sqft.

I / We would like to book banner space of (sqft.) at the venue (Location will be decided by Organizer)

General Conditions of advertising in fair catalogue

* Advertisement opportunities in fair catalogue are equally available for exhibitor and non-exhibitor. *Order will be accepted by the organizer provided it is received with a DD or Cheque for the full amount in advance, payable to MEDIA TODAY PVT. LTD., Delhi, India. Accordingly, the advertiser must send JPEG, PDF (minimum 300 dpi resolution in CMYK) and CDR (with curve) to reach the organizer latest by 10th July 2023.

Declaration: I / We read the terms and conditions and undertake to observe and follow them.

Name:..... Designation:Company / Organization Name:.....

Address:.....

City:..... Pin/Zip: State: Country:

Tel.....Mail:Website:.....

We are enclosing a Cheque/DD.of Rs..... No.dated

Drawn..... in favour of MEDIA TODAY PVT. LTD., payable at Delhi, India or Sending money through Bank Transfer.

Signature and Seal

Beneficiary Name: Media Today Pvt. Ltd. | Bank Name & Address: HDFC Bank Limited, Safdarjung Development Area, New Delhi
IFSC Code: HDFC0000032 Account No.: 00322320001071 | GST No.: 29AABCM3465H1ZC



Phone: +91-11-49854161, Mobile : +91-9654333067, 9899380104

E-mail: dairytechindiamtpl@gmail.com



PARTNERSHIP OPTIONS

TITLE PARTNERSHIP

Rs. 25 Lakh
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 100 sq. mt. (under shell scheme) 4 side open stall in the exhibition or 125 sq.mt. Stall under bare space (raw)
- Two Full Page Color Advertisement in Fair Catalogue at Special position cover page).
- Two Full Page Color Company Profile in the Fair Catalogue.
- Full Page Color Advertisement in Official Magazine "AgriBusiness & Food Industry" on Special Position
- Company Logo on Front Page of Fair Catalogue
- 15 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- E-mails to the industry database by the Organizer
- 1500 Entry Passes (hard copy)

- Full Page Color Advertisement in Fair Catalogue at Spl. position
- Full Page Color Advertisement in Official Magazine "AgriBusiness & Food Industry"
- Company Logo on Front Page of Fair Catalogue
- 5 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- E-mails to the industry database by the Organizer
- 1000 Entry Passes (hard copy)

PLATINUM PARTNERSHIP

Rs. 17 Lakh
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 60 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 75 sq.mt. Stall under bare space (raw)
- Full Page Color Advertisement in Fair Catalogue at Special position.
- Full Page Color Company Profile in the Fair Catalogue.
- Full Page Color Advertisement in Official Magazine "AgriBusiness & Food Industry"
- Company Logo on Front Page of Fair Catalogue
- 8 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- E-mails to the industry database by the Organizer
- 1000 Entry Passes (hard copy)

SILVER PARTNERSHIP

Rs. 6.5 Lakh
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 21 sq. mt. (under shell scheme) 1 side open stall in the exhibition or 27 sq.mt. Stall under bare space (raw)
- Full Page Color Advertisement in Fair Catalogue at "AgriBusiness & Food Industry"
- Company Logo on Front Page of Fair Catalogue
- 3 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- 1000 Entry Passes (hard copy)

BRONZE PARTNERSHIP

Rs. 5 Lakh
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Magazines.
- 18 sq. mt. (under shell scheme) 1 side open stall in the exhibition or 24 sq.mt. Stall under bare space (raw)
- Full Page Color Advertisement in Fair Catalogue at "AgriBusiness & Food Industry"
- Company Logo on Front Page of Fair Catalogue
- 2 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- 200 Entry Passes (hard copy)

DIAMOND PARTNERSHIP

Rs. 13 Lakh
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 36 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 45 sq.mt. Stall under bare space (raw)
- Full Page Color Advertisement in Fair Catalogue at Special position.
- One Full Page Color Company Profile in the Fair Catalogue.
- Full Page Color Advertisement in Official Magazine "AgriBusiness & Food Industry"
- Company Logo on Front Page of Fair Catalogue
- 5 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- E-mails to the industry database by the Organizer
- 1000 Entry Passes (hard copy)

LANYARD PARTNERSHIP

Rs. 5 Lakh
(+18% GST)

- Distribution of Lanyard from the registration counter to all visitors/ exhibitors
- Full Page Color Advertisement in Fair Catalogue at "AgriBusiness & Food Industry"
- Company Logo on Front Page of Fair Catalogue
- 2 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- 300 Entry Passes (hard copy)

REGISTRATION COUNTER PARTNERSHIP

Rs. 1.99 Lakh
(+18% GST)

(Including designing, rental, printing, installation etc.)

GOLD PARTNERSHIP

Rs. 9 Lakh
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 27 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 35 sq.mt. Stall under bare space (raw)

FLAG PARTNERSHIP

(Rs. 6000/- per flag (min. booking of 10 flags) + 18% GST)
(Including designing, rental, printing, installation etc.)

Beneficiary Name: Media Today Pvt. Ltd. | Bank Name & Address: HDFC Bank Limited, Safdarjung Development Area, New Delhi
IFSC Code: HDFC0000032 Account No.: 00322320001071 | GST No. : 29AABCM3465H1ZC

Organised by :



For partnership options & other details, please contact:

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