

8<sup>th</sup> Edition



21 22 23

MAY 2027

BIEC, Bangalore International  
Exhibition Center, India

**INTERNATIONAL EXHIBITION ON**  
Food Products, Beverages, Processing,  
Packaging, Cold Chain, Kitchen Equipment,  
Bakery Equipment & Allied Industry

CONCURRENT EVENT



Organizer



MEDIA DAY  
MARKETING

[www.foodexpo.in](http://www.foodexpo.in)



## ABOUT FOOD EXPO



The Food Expo will be a three day event bringing in the best Services, Machinery, Equipment, Technology, Products & Services and allied industry stake holders in the Food sector on to a single platform for their Mutual Benefit.

Food Expo focus on providing an ideal platform to interact directly between producers & retailers and exporters of food and dairy products, processed foods, frozen foods, beverages, allied industries such as cold chain & refrigeration, processing machinery & equipment's, packaging machinery, quality certification agencies, testing labs and equipment's, post harvest technology, grading & sorting machinery.

Through this mega fair we have initiated a platform for brining together the very latest Food Technologies and professionals to

interact, understand buyer-seller needs, and bring awareness to all segments of end users.



## THE FOOD AND PROCESSING SECTOR OVERVIEW:

India's food processing sector is one of the largest in the world and its output is expected to reach US\$ 535 billion by 2025–26. A strong supply-demand scenario, supply-side advantages such as abundant availability of raw materials and manpower, export opportunities, and proactive government policies aim to make India an attractive destination for the food processing industry.

India's food and beverages market recorded a growth at a CAGR of 8.92% between 2017–22. It is forecasted that this growth will increase to 9.41% from 2022–27.

According to MRFR, as per an industrial estimate, in the calendar year 2022, Asia Pacific emerged as the dominant region for the food & beverages market, accounting for about 41.5% share of the global market. India's food & beverages market stood as the third-largest, followed by China and Japan.

The export of agricultural food products increased from 13.70% in 2014–15 to 25.60% in 2022–23. The food sector alone employs nearly 12.2% of the workforce in the registered factory sector, making it one of the most significant sectors in the country.

Schemes like the PM Formalisation of Micro Food Processing Enterprises (PMFME) Scheme, with a budget allocation of INR 10,000 crore, aim to directly assist micro food processing units by providing credit-linked subsidies.

## The Potential for the Food Processing Industry in India

-  The Food Processing industry is expected to attract investments worth \$33 billion and generate employment to about 9 million people by the year 2024.
-  The total worth of the Food Processing sector is expected to be worth more than half a trillion dollars.
-  India is expected to be the 5th largest consumer with annual household consumption to triple by 2030

## Some of the major decisions taken by the government of India to boost the sector include

-  Sanctioning 37 food parks across the country under the Mega Food Parks Scheme.
-  100% FDI permitted under the automatic route in Food Processing Industries.
-  100% FDI allowed through government approval route for trading, including through e-commerce in respect of food products manufactured in India



## Food Processing Sector in Karnataka

Karnataka, a flourishing Indian state, offers a fertile ground for opportunities and innovation. Its strategic location and supportive ecosystem, combined with a skilled workforce, favorable policies, and robust infrastructure, create an ideal environment for businesses and entrepreneurs to thrive and shape the future.

The State's agro-based industries are widespread, with a significant number of 54,905 agro-processing units operating across all 30 districts. These units, primarily in the MSME sector, have invested Rs. 4,42,879 Lakhs and employ 3,24,148 people as of 31.03.2015. Notably, the region hosts major players like ITC, Nestle, Gujarat Ambuja, Britannia, Parle, and Cargill India in the agribusiness and food processing sector, contributing to its overall growth and development.

The State's efforts to bolster the food processing industry through subsidies, policies, and programs are commendable. By tailoring these initiatives to address Karnataka's unique profile and geographical conditions, the government can effectively target different food processing segments, ultimately driving growth and development within the industry.

The State, being a prominent food grain producer, holds immense potential to diversify its agricultural output by establishing units for bakery, ready-to-eat, and ready-to-cook products. This would not only create new job opportunities but also allow for the production of a vast array of items using various processing techniques, ultimately contributing to a more robust and sustainable food industry.





## WHY EXHIBIT

- Lead Generation
- Branding
- An Apt Platform to reach the Targeted Customers
- A one stop for all latest industry trends in one place.
- An Excellent opportunity to showcase new products and technologies to leading Clients
- The Right Platform to boost you business
- An Excellent opportunity to engage Face-to-Face with Prospective Clients.
- An Apt Platform to Connect with Right Partners for your business needs.
- Individual pages to open for all 14 events from the home page

## EXHIBITOR PROFILE

- Packaging Technology & Services
- Wrapping, Sealing & Lamination Equipment
- Food Testing Lab & Equipment
- Grain Milling Technology
- Dairy, Bakery Product & Technology
- Grading & Sorting Machinery
- Pack Houses/ Warehousing Equipments& Machinery
- Cold room & Refrigeration Appliances
- Food products-Bakery and Confectionary, Edible Oil and Seeds, Frozen and Functional Foods, Milk and Milk Products, Pickles, Jam and Appalam (Pappad), Poultry and Cattle Feed, Ready to Cook (RTC) Food & Dry Fruits, Soft Drinks and Beverages, Spices and Condiments, Tea and Coffee etc.
- Bakery and Confectionary, Snacks, Chocolates
- Organic Food Products
- Herbal foods products
- Quality Certification Agencies
- Perishable and food Cargo Handling
- Banks/ Agri Finance Companies
- Food Sector Infrastructure
- Food Park Developers
- Conveying, transport and storage facilities

## WHY VISIT

- A One stop for all latest industry trends in one place
- See new products and technologies from leading vendors.
- Compare and decide what best suits your business needs
- A helping platform for making purchasing decisions
- Learn about the latest trends, and engage Face-to-Face with Suppliers.
- An apt platform to connect with right partners for your business needs.

## VISITOR PROFILE

- Supermarket
- Grocery and convenience store
- Distributor, wholesaler & retailer
- Food catering / food service
- Hotel, restaurant and bar
- Packaging & distribution centre
- Food manufacturer
- Food importer / exporter
- Cash & carry company
- Departmental store
- Fast food
- Bakery / Bakery organisation
- Prospective Entrepreneurs / start up who intend to set up Food Processing Industries.
- Existing Food Processing manufacturers / service providers looking for new Technologies, products & processing etc.
- Scientists, Technology seekers and suppliers
- Consultants and Representatives from Institution dealing in Food processing R&D /innovations.
- Delegates desiring to know about Government Policies and incentives for setting up the Food Processing Industry.
- Purchaser of Food items.
- Entrepreneurs willing to venture into the Food Processing Sector Import / Export.
- Key personnel from core and allied industries
- Policy Makers and Government Officials.
- Students from Professional & Educational Institutions





# SPONSORSHIP OPTIONS

Your participation as a sponsor will ensure your brand visibility among the stake holders in the industry and will help you in creating a Global Image and better market penetration. MDM offers a verity of sponsorship opportunities that are tailored to suit your needs. Team MDM will be happy to offer you a package that will be of maximum benefit to your organization. The team is happy to discuss any new proposals you may wish to put forward.

## Organizer



MEDIA DAY  
MARKETING

## TITLE SPONSOR

Booth Space: 200 sqm (Central Prime Location)

₹ 25 Lacs + GST

### Key Benefits:

- Sponsor's Name will be highlighted in the event name (example: ABC Limited presents EXPO NAME in all publicity materials and website)
- Sponsor's CEO to be on Dias at Inaugural function
- Sponsor's Logo prominently displayed as "Title Sponsor" in printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees , and Post show report
- Inside front cover advertisement in Exhibition Directory) (to be provided by the sponsorer)
- Two Sponsor's Hoarding in the Exhibition (10 feet x 10 feet) (to be provided by the sponsorer)
- 4 standees of the Sponsor at the Exhibition ((to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc.  
(to be provided by the sponsorer)
- Announcement in Press release / Newsletters
- Special e-mailer for visiting Sponsor stall



## EVENT PARTNER

Booth Space: 160 sqm (Premium High-Traffic Zone)

₹ 20 Lacs + GST

### Key Benefits:

- Sponsor's Logo to be prominently displayed as Event Partner on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- 2 standees of the Sponsor at the Exhibition (to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Literature of the Sponsor to be Distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Highlighted as the "Event Partner" in the post-show report and event website



## PLATINUM SPONSOR

Booth Space: 120 sqm

₹ 15 Lacs + GST

### Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Platinum Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Platinum Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)



# DIAMOND SPONSOR

Booth Space: 100 sqm

₹ 12 Lacs + GST

## Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Diamond Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Sponsor's Logo prominently displayed as "Diamond Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Diamond Sponsor" in the post-show report and event website



# GOLD SPONSOR

Booth Space: 72 sqm

₹ 10 Lacs + GST

## Key Benefits:

- Sponsor's Logo to be prominently displayed as Gold Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Gold Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Gold Sponsor" in the post-show report and event website



# SILVER SPONSOR

Booth Space: 50 sqm

₹ 7 Lacs + GST

## Key Benefits:

- Sponsor's Logo to be prominently displayed as Silver Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Silver Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Silver Sponsor" in the post-show report and event website





## EXHIBITOR BADGE SPONSOR

Booth Space: 09 sqm

Logo on the front side and company product profile and contact details on the back side will create wide publicity and help in reaching the markets effectively

### Key Benefits:

- Exclusive branding of the sponsor's logo as badge partner on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Logo and desired literature on the Exhibitor batch (backside)
- Mention as logo partner on the website
- Special mailer invitation to visit sponsor's stall
- One page advertisement in the Exhibitor directory (to be provided by the sponsor)
- Exclusive campaign on social media platforms

₹ 3 Lacs + GST



## WATER BOTTLE SPONSOR

Booth Space: 09 sqm

### Key Benefits:

- Sponsor's Logo to be prominently displayed as Water Bottle Sponsor on events' website on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Water Sponsor" on on-site signages and backdrop
- One page advertisement in the e-Exhibition Directory (to be provided by the sponsor)
- Highlighted as the "Water Sponsor" in the post-show report and event website
- 500 ml water bottles will be delivered to all exhibitors with sponsor's branding

₹ 3 Lacs + GST



\*All Art work for Promotional material has to be given by the sponsorer

## THANK YOU

For Sponsorship Contact: **+91 93421 85915 | +91 93414 73494**

**E-mail:** expo@mediaday.co.in, **Website:** www.mediaday.co.in



## ABOUT ORGANIZER

Media Day Marketing is a Hyderabad based leading B2B event organizing firm with a management team of marketing professionals having more than 20 years of Hands on experience handling successful events in the automotive, food processing, dairy, renewable energy, and e-mobility sectors being done in various parts of the country.

It has been our constant endeavor through our events to be able to reach more and more stake holders and MDM is constantly committed to provide the best to our stake holders.

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EXPO**

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## STALL CHARGES (PSM)



### SHELL SPACE

**For Indian Exhibitor**  
Rs. 9,500/- per sqm + GST  
**For Foreign Exhibitor**  
USD 250 per sqm + GST



### BARE SPACE

**For Indian Exhibitor**  
Rs. 9000/- per sqm + GST  
**For Foreign Exhibitor**  
USD 220 per sqm + GST

## GET IN TOUCH



**MEDIA DAY  
MARKETING**

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[www.foodexpo.in](http://www.foodexpo.in)