

8th Edition



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JUNE 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

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





**MEDIA DAY
MARKETING**

SPONSORSHIP OPPORTUNITIES

PUT YOUR BRAND WHERE BUSINESS HAPPENS

A premium platform for brands seeking visibility,
meaningful industry presence and connection
with the exhibition community.



BE SEEN

Event-linked brand
visibility



STAY VISIBLE

Digital and on-site
placements



SHOW VALUE

Clear, agreed
deliverables



Designed for sponsors looking to build awareness, present products and
associate their brand with a professional B2B exhibition environment.

INDIVIDUAL ASSET DELIVERABLES

Each opportunity is scoped clearly to protect both sponsor expectations
and event delivery.

WATER BOTTLE SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 1

- Sponsor supplies branded bottles and all required quantities.
- Sponsor handles production, packaging, transport and replenishment.
- Media Day Marketing provides the agreed sponsorship platform and approved sponsor recognition.
- Distribution point, quantity and process must be confirmed in writing.



CARRY BAG SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 3

- Sponsor supplies the branded bags.
- Sponsor manages design, printing, quantity, packing and delivery.
- Media Day Marketing provides the agreed sponsorship platform and approved sponsor recognition.
- No bag manufacturing or printing is included in the sponsorship fee.



EXHIBITOR KIT SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 1

- Sponsor supplies kits and any approved inserts or contents.
- Sponsor manages assembly, packing, delivery and replenishment.
- Media Day Marketing provides the agreed platform and sponsor recognition.
- Kit contents, quantities and distribution process must be confirmed in writing.



* This is a platform only sponsorship. The organizer will only be providing the platform and all deliverables have to be made by the sponsor

EVENT DIRECTORY SPONSOR

Sponsorship Fee: ₹2,00,000 | Max 2

- Sponsor logo and approved company details in the agreed directory placement.
- Clickable website link in the digital directory, if supported by the format.
- One short company profile or promotional message within content limits.
- Artwork and placement subject to the directory deadline.



DIRECTIONAL SIGNAGE SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Branding on approved directional signage located inside the exhibition centre only.
- Placement on agreed signage units, subject to venue approval and availability.
- Sponsor supplies print-ready artwork by the deadline.
- Printing, fabrication and installation are separate unless included in writing.



HALL ENTRANCE BRANDING SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Branding on the agreed hall entrance unit at one approved location.
- Sponsor artwork incorporated into the approved layout.
- All placements are subject to venue rules and final approval.
- Fabrication, printing, installation and removal are separate unless agreed otherwise.



REGISTRATION COUNTER SPONSOR

Sponsorship Fee: ₹3,00,000 | One Counter Each

- Branding on one registration counter only.
- Logo on the approved counter fascia or panel.
- One approved QR code or short call-to-action may be included if space permits.
- Additional counters are charged separately.
- Production and installation are separate unless included in the final proposal.



OFFICIAL PHOTO WALL SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Sponsor logo included in the approved photo wall design.
- Brand may appear in photographs taken at the wall, subject to actual usage.
- Sponsor branding appears alongside event branding and other confirmed sponsors.
- Fabrication, printing, installation and removal are separate unless agreed otherwise.



LENYARD SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Sponsor branding on the approved lanyard design.
- Sponsor logo positioned alongside event branding and other approved marks.
- Sponsor approves final artwork and confirms quantities and deadlines.
- Manufacturing, printing and delivery are separate unless explicitly included.



EXHIBITOR BADGE SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Sponsor logo on the approved exhibitor badge design or designated area.
- Sponsor recognition in the agreed digital sponsor listing.
- Badge layout must retain required event identification details.
- Badge printing and production are separate unless explicitly included.



MAIN SPONSORSHIP PARTNERSHIPS

Choose the level that matches your brand ambitions. Higher tiers receive broader visibility and more promotional inclusions, while entry tiers provide a focused event association.

BRONZE SPONSOR

Sponsorship Fee: ₹3,00,000

- Logo and website link in digital sponsor listing.
- One social media sponsor acknowledgement.
- Company name in post-event sponsor acknowledgement, where published.



SILVER SPONSOR

Sponsorship Fee: ₹4,50,000

- Logo and website link in digital sponsor listing.
- Up to 2 social media acknowledgements.
- Company profile in sponsor listing.
- Post-event acknowledgement.



GOLD SPONSOR

Sponsorship Fee: ₹6,00,000

- Logo on selected digital event materials.
- Company profile and website link in sponsor listing.
- Up to 2 social media mentions/posts.
- One event email inclusion.
- Post-event sponsor acknowledgement.



DIAMOND SPONSOR

Sponsorship Fee: ₹7,50,000

- High-visibility logo placement on selected digital materials.
- Logo on one agreed shared event branding placement, subject to availability.
- Up to 3 social media mentions/posts.
- One event email inclusion.
- Company profile and website link in digital sponsor listing.
- Post-event delivery evidence.



PLATINUM SPONSOR

Sponsorship Fee: ₹10,00,000

- Premium logo placement on selected event website and digital materials.
- Logo on agreed event backdrop or selected on-site branding, where available.
- Up to 3 social media sponsor mentions/posts.
- Up to 2 event email inclusions.
- One company or product spotlight.
- Prominent digital directory listing.
- Post-event delivery evidence.



TITLE SPONSOR

Sponsorship Fee: ₹12,00,000

- Title Sponsor recognition, subject to approved naming format.
- Top-tier logo placement on selected event website and digital sponsor materials.
- Prominent logo placement on agreed main event branding/backdrop, where available.
- Up to 4 social media sponsor mentions/posts across agreed channels.
- Up to 2 inclusions in relevant event email campaigns.
- One dedicated sponsor/company spotlight using sponsor-approved content.
- Priority sponsor listing in the digital event directory.
- Post-event proof pack with available links and photographs.



COMMERCIAL & DELIVERY TERMS



PLATFORM-ONLY SPONSORSHIPS

Water Bottle, Carry Bag and Exhibitor Kit fees cover the sponsorship platform and approved event association only. Sponsors supply products, printing, packing, transport and replenishment.



DIRECTIONAL SIGNAGE

This package applies only to approved signage inside the exhibition centre.



ARTWORK & APPROVALS

Sponsor must provide final artwork and company details by the agreed deadline. Venue and event approvals apply.



DATA PRIVACY

Personal attendee/exhibitor data is not included. Enquiry capture, if approved, must be voluntary and compliant with applicable privacy requirements.



Payment

Sponsorship is confirmed only after written acceptance and agreement on payment terms. Production must not be ordered before scope and costs are approved.



PRODUCTION

Printing, fabrication, installation, dismantling, freight, storage and applicable taxes are excluded unless expressly included in a signed quotation.



REGISTRATION COUNTER

One counter is included; additional counters require separate approval and charges.



DIGITAL DELIVERABLES

Post counts are planned inclusions, not guarantees of impressions, reach, clicks, leads or sales. Channels and dates are agreed in the campaign plan.



AVAILABILITY

Placements depend on inventory, event layout, venue permissions and written confirmation. Category exclusivity is not included unless separately agreed.



READY TO PARTNER WITH US?

Choose the sponsorship level or individual asset that best supports your marketing objectives.

Media Day Marketing will confirm availability, placement, final deliverables and any production costs in a written proposal.



MEDIA DAY MARKETING Sponsorships & Brand Partnerships

A professional platform for brand visibility at B2B exhibitions.



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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**Food
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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