

INTERNATIONAL EXHIBITION ON
Dairy Products, Processing and Packaging, Cold Chain,
Machinery and Allied Industries

8th Edition
DAIRY
Expo

21 22 23

MAY 2027

**BIEC, Bangalore International
Exhibition Center, India**



Organizer



**MEDIA DAY
MARKETING**

www.dairyexpo.in

ABOUT DAIRY EXPO

The Dairy industry has undergone a transformational change in milk procurement, processing, chilling & pasteurization, supplying hygienic pasteurized and homogenized pouched milk at the door step of the consumer in urban, semi-urban and rural areas, developing an integrated network of processing facilities and finally in developing a strong and extensive marketing network for marketing of milk & milk products.

The Dairy Expo would be a Three Day Event focusing on bringing the complete chain of stake holders in the dairy industry onto one platform giving a fair chance of interaction and growth for the industry stake holders.

The event would be showcasing the latest Technologies, New Players, Processing & Packaging Machinery, Supply Chain Management and Allied Industry.

WHY BANGALORE?

Bangalore is a vibrant and dynamic city that plays a significant role in India's economic, cultural, and educational landscape. The Huge urban population of Bangalore combined with the many incentives and opportunities offered by the state government are a lucrative market for the Dairy and allied Industry.

- Bangalore's strategic location as a hub for private dairies and milk cooperative societies makes it an ideal venue for this exhibition.
- The Huge urban population of Karnataka combined with the many incentives and opportunities offered by the state government are a lucrative market for the Dairy and allied Industry.
- It is also home to one of the famous brands of milk and milk products in India and is surrounded by many dairy farms around the city.
- The event is an exclusive opportunity for your company to promote your products through franchise opportunities in this region leading to business promotion.
- Your company will have the unique chance to showcase your products and explore potential franchise opportunities in this thriving region. • By participating in this exclusive event, you'll have the chance to increase brand awareness, generate leads, and ultimately drive business growth through strategic franchising partnerships.



INTRODUCTION

Agriculture and dairy have been the backbone of the Indian economy since ages. Being an agriculture oriented country, there was always a place for dairy animals in the Indian households for ages. The dairy sector though very vast was scattered and each dairy farmer has one or two animals, the milk of which was either self consumed or sold to a very small group of people.

The animal husbandry sector provides a good opportunity for income generation throughout the year as the farmers get an opportunity to sell the milk and meet their monetary needs even during the dry season when agriculture is not possible.

The operation flood, an initiative of Government of India, The setting up of the National Dairy development board changed the scenario in the dairy industry in India and India moved on to be a self sufficient milk producer for being a country faced with scarcity of milk.

The majority of the dairy produce in India is consumed in the country itself and hence there is a huge potential for value addition and over all development in this sector. As per National Dairy Development Board, India is one of the top countries in milk production and Milk production increased from 42 lakh tonnes in 2014-15 to 57.6 lakh tonnes by 2022

As per the statistics released for 2023, The total Milk production in the country stands at 230.58 million tonnes during 2022-23 showing an increase in milk production by 3.38% as compared to previous year. The per-capita availability of milk is 459 grams per day. The top 5 milk producing states stand to be Uttar Pradesh (15.72%), Rajasthan (14.44%), Madhya Pradesh (8.73%), Gujarat (7.49%), Andhra Pradesh (6.70%) collectively contributing 53.08% of the total milk production in the country.

EXHIBITOR PROFILE

> MILK & MILK PRODUCTS

- Milk producers
- Milk Power
- Butter
- Ghee
- Cheese
- Paneer
- Flavored Milk
- Lassi
- Curd
- Yogurt

> ANIMAL HEALTH

- Genetics
- Health and Nutrition agencies
- Insecticides Manufactures

> QUALITY CONTROL

- Quality Testing service providers
- Quality testing equipment agencies
- Quality certification agencies

> DAIRY FARMING

- Animal suppliers
- Animal Feed suppliers
- Animal Nutrition providers
- Animal Health care providers
- Banks & Insurance Services

> DAIRY EQUIPMENT

- Animal Housing
- Climate Control equipment manufactures
- Cold chain Equipment for Perishable Produces
- Cold room & Refrigeration Appliances
- Cold storage Machinery & Services
- Cooling Pads & Heat Extractors
- Dairy Equipment suppliers
- Dairy Technology Providers
- Digital Temperature Controller & Data Logger
- Dairy Equipment Manufacturers
- Feeding Equipment
- Milking Machines
- Powder making equipment manufactures

> TECHNOLOGY PROVIDERS

- Farming Technology providers
- Farm Lighting manufactures
- Liquid Processing Technology
- Packaging equipment manufactures and suppliers
- Pollution control equipment manufactures
- Pre production equipment suppliers
- Post production equipment suppliers
- Perishable Cargo Handling
- Refrigeration Technology
- Waste Management System
- Water harvesting system

> PROCESSING & PACKAGING

- Milk Processing
- Milk Packaging
- Milk Processing technology
- Milking machine manufactures
- Milk packaging manufactures
- Milk testing equipment manufactures
- Printing and coding
- Labeling

> STORAGE & TRANSPORTATION

- Refrigeration vehicle manufactures
- Refrigerated Van & Trucks / Body Builders
- Storage technology providers
- Storage Equipment /Packaging Solutions

> OTHERS

- Dairy Consultants
- Dairy Management
- Greenhouses Manufactures
- Green houses equipment Suppliers
- Logistic agencies for milk management
- Marketing & Export Services
- Magazines/papers/Books/Directories/ CD etc.
- Nodal Government Agencies / Department
- R & D Organizations
- Water Management suppliers



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 variety 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 sponsorer)
- 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 ORGANIZERS

"Media Day Marketing is a premier Hyderabad-based B2B event organizing firm, driven by a seasoned management team with over 20 years of hands-on experience in delivering successful events across diverse sectors, including – Automotive, E- Mobility, Dairy, Food Processing, Bakery & Kitchen Equipment, Poultry, Renewable Energy, Paint & Coating, Doors Windows and Facades, Lifts, Cable and wires, Cyber security, Logistics and Ware housing etc.

With a steadfast commitment to excellence, we strive to connect with an ever-growing network of stakeholders through our events, providing unparalleled value and expertise to our clients."



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. 9,000/- per sqm + GST
For Foreign Exhibitor
USD 220 per sqm + GST

GET IN TOUCH



**MEDIA DAY
MARKETING**

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