INTERNATIONAL EXHIBITION ON

Dairy Products, Processing and Packaging, Cold Chain, Machinery and Allied Industries

8th Edition

DAIRY Expo

25 26 27

JUNE 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 in 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 milkproduction and Milk production increased from 42 lakh tonnes in 2014-15 to 57.6 lakh tonnes by 2022

As per the statatistics 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 prducing states stand to be Uttar Pradesh (15.72%), Rahasthan (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











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.

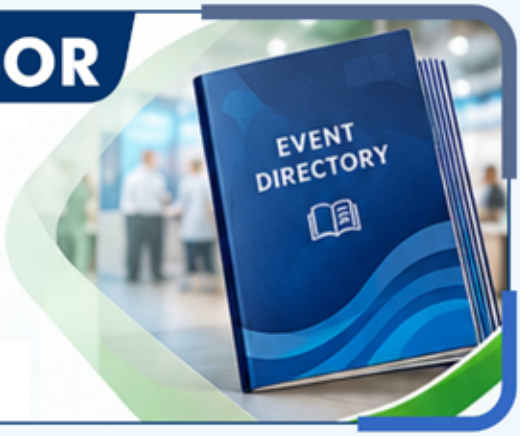


*** This is a platform only sponsorship. The organizer will only be providing the platform and all deliverables have to be made by the sponsor**

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

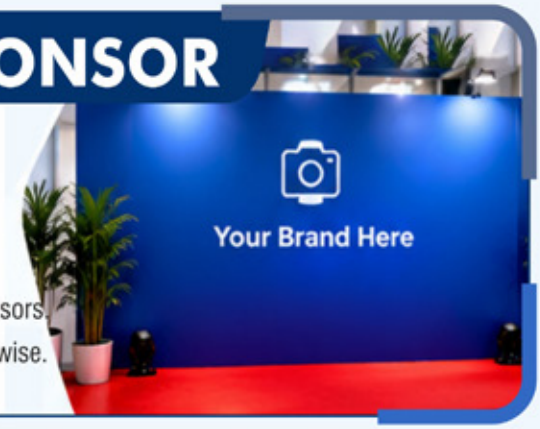
- Branding on one registration counter only.
- Logo on the approved counter fascia or panel.
- One approved QR code or short call-to-action may be included if space permits.
- Additional counters are charged separately.
- Production and installation are separate unless included in the final proposal.



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.

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

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

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

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

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.

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

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

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

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 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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