

National Exhibition on Dairy Processing & Packaging Machinery, Dairy Products and Allied Industries

3rd Edition

# DairyTech

**Pune 2019**

22-23-24 February 2019

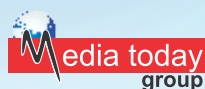
H A Exhibition Ground, Pimpri, Pune, India



Concurrent Event:

3rd Edition  
**FoodTech**  
**Pune 2019**

Organized by:



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# Gateway to the Largest DAIRY, LIVESTOCK & TECHNOLOGY Market ....western India

3rd Edition  
**DairyTech**  
Pune 2019

## INTRODUCTION

Dairy sector has traditionally been integral to India's rural economy and apart from offering profitable business opportunities, the dairy industry in India serves as a tool of socio-economic development. It is, therefore, no wonder that the country ranks as the world's largest producer and consumer of dairy products. For almost two decades now India has remained the largest milk producing country in the world. Nearly all of the dairy produce in India is consumed domestically, with the majority of it being sold as fluid milk. The increased production of milk has improved the per capita milk availability to 250 grams per day. The demand of milk and milk products in India is projected to increase to 191.3 million tones in 2020.

Thus, the Indian dairy industry holds tremendous potential for value-addition. According to the latest report by IMARC Group, the dairy market in India reached a value of INR 7,916 Billion in 2017. The Government of India has taken several initiatives aimed at the development of the dairy sector aimed at improving cattle productivity and increasing the production of milk, strengthening the rural milk procurement infrastructure and greater market access to the farmers. The private participation in the Indian dairy sector has also increased over the years. Both national and international players are entering the dairy industry, attracted by the size and potential of the Indian market. The focus now has shifted towards value-added products such as cheese, yogurt, probiotic drinks, and innovative products keeping in mind the specific requirements of the Indian consumers. Thus, the dairy industry in India has transformed into a professionally managed organized sector. These players are also improving their milk procurement network which is further facilitating the development of the dairy industry in India. The dairy market is expected to reach a value of INR 18,599 Billion by 2023, exhibiting a CAGR of around 15% during 2018-2023.

The Indian ice cream industry is one of the fastest growing segment of the dairy industry. Currently the ice cream market in India is estimated to be over INR 4,000 crores, and with an year-on-year growth rate of 15-20% it is projected to reach INR 6,198 Crores by 2019. Thus, the future prospect of India's ice-cream market is promising for manufacturers, suppliers and retailers.

**Future Challenges:** With all the positives, there are some future challenges also to be tackled. These include nutritional requirements of the vast livestock, improving the productivity of the land for meeting out the feed and fodder requirements from the limited area available for this purpose, bridging the demand and supply gap in nutrients.

### Emergence of Commercial Dairy Farming

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. These dairies mainly cater to the needs of the urban consumers. Their average herd size ranges from having 10 to 20 milch animals (small size dairy farms), 21 to 50 milch animals (medium size dairy farms) to more than 50 milch animals (large size dairy farms). Realizing the growing importance of commercialization, the livestock sector needs to meet the challenges of globalization, in terms of organized production and marketing.

Many States' Dairy Development Departments, cooperatives like Amul

and private sector dairy players are giving an impetus to setting up Hi-tech commercial dairy farms leading to clean milk production.

### Holistic growth

Since agriculture and dairy sector share a relationship because of the mutually linked inputs and outputs, it is important to promote the two in tandem to move towards holistic growth. It is important to introduce efficient feeding methods and feeds, encourage commercialization and mechanization of dairy farms, develop networks to promote processed food and beverages based on milk, have well managed cold chain facilities to minimize wastage and organize the sector.

**3rd DairyTech Pune 2019** is a unique platform for dairy companies, investors, packaging and processing machinery manufacturers, cold-chain developers, feeds suppliers, livestock healthcare companies to bring forth the latest trends and developments in product diversification and technologies. Co-located with 3rd FoodTech Pune 2019 and 5th Agrex India 2019, the 3rd edition of DairyTech Pune 2019 is being held during 22nd to 24th of February, 2019 at Pune. This is the best place to become part of the emerging Indian Dairy Industry and promote its further commercialization.

**Exhibitor Profile at 3rd DairyTech Pune 2019:** Profile of exhibits at the event would include manufacturers of dairy Equipment & Machinery, packaging equipment suppliers, dairy products manufacturers, cold chain and other technology providers, logistics companies etc.

### Why Pune?

Pune, the second largest city of the commercial capital of India –Maharashtra State- is bestowed with suitable infrastructure and conducive climate for high value agriculture, Floriculture, dairy farming, dairy products etc. Pune is one of the only six districts in the state with per capita income above state average. It is located at the confluence of Mula-Mutha rivers. It is bounded by hills on the western side. One can see the Sinhagad-Katraj hilly area to the south. The district is with high literacy level of 86.15%. The rivers like Bhima, Neera, Mula, Mutha, Indrayani and Ghod flow through this district which carry a great volume of water and many irrigation dams are constructed across these rivers. The district presents a varied physiographic with highly undulating hilly topography on western side and large plain stretch towards east.

Pune district is actively involved in promoting commercial dairy farming through the Dairy Development Department of the state government and the National Dairy Development Board (NDDB). The operation flood program by the NDDB in 23 districts of the state, played a major role in meeting this objective. Two other programs implemented by the government to increase milk supply were the Integrated Cattle Development Project (ICDP) and the Integrated Dairy Development Project (IDDP). The successful implementation of 'Operation Flood' has made a sound impact on rural masses and has encouraged them to take up dairying as a subsidiary occupation, apart from their regular crop production. The state ranks second at national level in terms of number of dairy co-operative societies. Pune, in addition has the locational advantage of being close to Mumbai, the trade hub of India. It also enjoys a proximity to Telangana, Andhra Pradesh, and Karnataka, which are also the major producers of milk and are developing rapidly.



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## PRODUCTS / EXHIBITOR / VISITOR PROFILE

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Dairy Technology &amp; Equipment Manufacturer/ Exporters</li> <li>• Dairy Products Manufacturer/ Exporter/ trader</li> <li>• Fresh and Processed Food Manufacturers/ Traders</li> <li>• Livestock Technology</li> <li>• Ghee Making Machines, Mixer, Feeders &amp; Grinders</li> <li>• Packaging Machinery, Equipment &amp; Materials</li> <li>• Feed Manufacturing Machinery</li> <li>• Feed Storage System</li> <li>• Feeds, Feedings &amp; Feed Additives-Vitamins</li> <li>• Milk Storage Tanks/ Silos Mfrs</li> <li>• Butter/ Cheese/ Cone Machines</li> <li>• Dairy &amp; Processed Food Plant Consultants</li> <li>• Animal Farming Consultants</li> <li>• Veterinary Products</li> <li>• Milk &amp; Food Process Industry Owners</li> <li>• Cattle/ Dairy Progressive Farmers</li> <li>• Milk Collection Agencies</li> <li>• Dealers, Distributors of Dairy Industry</li> <li>• APEDA Members of Exporters</li> <li>• Cooling, Fermentation &amp; Freezing Systems</li> </ul> | <ul style="list-style-type: none"> <li>• Fermented Milk, Ice Cream &amp; Milk Powder</li> <li>• Butter, Butter oil, Cheese, Condensed Milk</li> <li>• Animal Husbandry Products</li> <li>• State &amp; Central Govt. Department/ Agencies</li> <li>• Milk Co-operatives/ NGO's</li> <li>• Food Lab &amp; Quality Testing Equipment</li> <li>• Waste Disposal Systems &amp; Equipment</li> <li>• Disinfectants For Dairy Industry</li> <li>• Enzymes &amp; Health Management</li> <li>• Housing &amp; Environment Management</li> <li>• Value Added Milk Products</li> <li>• Animal Health Products</li> <li>• IT Solution</li> <li>• Cold Chain/ Cold Storage/ Refrigerated Van</li> <li>• Magazines/ News Paper/ Books/ Directories</li> <li>• New Dairy &amp; Agro Entrepreneurs</li> <li>• Ministries/ Export Promotion Bodies/ Departments</li> <li>• Educational Institutes/ College/ Universities etc</li> <li>• Agri/ Dairy Farmers</li> <li>... and many more other trade visitors</li> </ul> |
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### GLIMPSES



## STALL RESERVATION FORM

National Exhibition on Dairy Processing & Packaging Machinery, Dairy Products and Allied Industries

### SHELL SCHEME PER SQUARE METER

STALL AREA	RATES IN RS.	RATES IN EURO	SHELL SCHEME INCLUDES
Min. 9 sqm (1 side open)	7500/- sqm	230	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. 18 sqm (2 side open)	7900/- sqm	245	
Min. 36 sqm (3 side open)	8300/- sqm	260	
Min. 75 sqm (4 side open)	8700/- sqm	270	

### RAW (BARE) SPACE (INSIDE HALL) PER SQ. MTR.

STALL AREA	RATES IN RS.	RATES IN EURO	BARE SPACE INCLUDES
Min. 18 sqm (1 side open)	6500/- sqm	195	Floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.
Min. 27 sqm (2 side open)	7000/- sqm	205	
Min. 36 sqm (3 side open)	7500/- sqm	215	
Min. 75 sqm (4 side open)	8000/- sqm	230	

### OPEN TO SKY RAW (BARE) SPACE PER SQUARE METER

STALL AREA	RATES IN RS.	RATES IN EURO	BARE SPACE INCLUDES
Min. 18 sqm (1 side open)	3900/- sqm	145	Floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.
Min. 27 sqm (2 side open)	4300/- sqm	155	
Min. 36 sqm (3 side open)	4800/- sqm	165	

### PREMIUM STALL RATES PER SQUARE METER UNDER SHELL SCHEME

STALL AREA	RATES IN RS.	RATES IN EURO
Min. 27 sqm (2 side open)	12500/- sqm	275

**Note:**

- 1) Add 18% GST
- 2) Extra Power Charges Rs. 2500 (Euro 45) per KW (if required)
- 3) Stall area can be booked in multiples of 3 meter like 9, 12, 15, 18 and so on

I agreed to book stall at "DairyTech Pune 2019". Please reserve of space.....Sq.m. under Raw Scheme / Shell Scheme at above expo in a/c hall / non a/c hall . We agreed to all terms condition (Written Overleaf or mentioned on Website) applicable for participation in the Expo. Our details are as follows:

Name:..... Designation:.....

Company / Organization Name :.....Address:.....

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

Tel.:.....Fax:.....E-mail:.....Website:.....

We are enclosed 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.

Date:

Signature & Seal



## ORGANIZER INTRODUCTION

India's leading agro trade events and publication group, is pioneer in organising focused and very specialized trade exhibitions. Media Today Group Organises Trade Exhibition on Food, Agriculture, Horticulture, Dairy, Poultry, Grains, Floriculture, Landscape, Nursery, Cold Chain, Stone Industry and many more food and commodities conferences, workshops etc. with active support, sponsorship and valued guidance from different Ministries and Departments like Ministry of Agriculture & Farmers Welfare (Govt. of India), MIDH, NHB, NCCD, Ministry of Food Processing Industries (Govt. of India), APEDA (Ministry of Commerce & Industry), Coffee Board, Tea Board, National Mission on Micro Irrigation, NCPAH, Food Processing & Packaging Machinery Industry Association and all State Departments.

Since 1996, Media Today Group of publications & Exhibition Organiser, is backed by dedicated team of professionals, technocrats and marketing experts with over two decades of experience in publishing and conducting exhibitions, conferences, workshops, training

programmes, right from planning to execution. Media Today Group publishes very prestigious magazines like *Floriculture Today*, *Agri Business & Food Industry*, *Saarc Oils & Fats Today*, News Paper 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.

To promote exhibitions, magazines and directories, Media Today Group participates in all major National and International exhibitions related to floriculture, agriculture, food & technology, held at major centers like Holland, Japan, Germany, France, Italy, South Africa, Russia, Singapore, China, Saudi Arab, Pakistan, UAE, Nepal and Sri Lanka etc. The group has very strong marketing network spread over all major business destinations like New Delhi, Mumbai, Pune and Chennai with marketing associates in China and Taiwan.

### Official Publications :



### TV Partner



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For stall booking and other details please contact:



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