

NATIONAL EXHIBITION ON
ANIMAL HUSBANDRY, VETERINARY, FEED, EQUIPMENT & TECHNOLOGY

12th EDITION

P[🐣]ULTRY & Livestock Expo 2024

Date: 22-23-24 August 2024

Venue: BIEC, Bangalore, India

Concurrent Show:

13th Edition
DairyTech
India 2024



Organiser:

 **Media today**
group

GATEWAY TO THE BIGGEST ANIMAL HUSBANDRY, VETERINARY, FEED & TECHNOLOGY MARKET... INDIA !



12th EDITION
POULTRY
& Livestock Expo 2024

INDIAN POULTRY & LIVESTOCK INDUSTRY

India with a population of 1.37 billion people is highly focusing on “Development” i.e. Good Food, Better Health & Living conditions for everyone. The focus has led to an increase in the demand for eggs and chicken since last two decades. The Indian poultry market, consisting of broilers and eggs is further projected to reach INR 4,340 Billion by 2024, growing at a CAGR of 16.2% during 2019-2024.

India ranks first in having the largest livestock population in the world. This livestock is major source for family income generation and employment. In the poultry segment, the Government’s focus, besides framing suitable policies for enhancing commercial poultry production, is for strengthening the family poultry system, which addresses livelihood issues.

Poultry sector have shown major growth in food and agriculture industry. The trend of contract farming, broilers and fresh frozen meat selling is growing. Total 75% of egg production is contributed by commercial poultry farms, remaining comes from household/backyard poultry.

In coming years, poultry production and consumption in India is predicted to grow due to various factors such as a shift in food habits, urbanization, increasing awareness of balanced nutrition etc. The broiler meat consumption pattern shows that around 62% of meat is consumed in major 10 cities and rest of the consumption comes from other cities with a smaller percentage from villages.

Poultry Associations in India

There are several poultry associations in India playing important role by regularly guiding the farmers, creating awareness among consumers and presenting industry requirements to the government, promoting egg consumption on various occasions etc. To name a few are Poultry Federation of India (PFI), National Egg Coordination Committee (NECC), Indian National Federation of Animal Health (INFAH), Broiler Coordination Committee (BCC) and many more.

Integration in Poultry Operations

A paradigm shift is taking place in broiler sector operations where farmers are opting for integration to remain protected from market uncertainties. The model ensures better profitability also leading to improved farm management and FCR, and production of good quality chicken. Major integration companies are also expanding with new processing plants and product outlets.

Growth Opportunities and Challenges

India is leading with 10% in the poultry growth followed by Brazil with 7%, the USA with 2.1% and China with 2%. As it is most organized of all agricultural sectors in India, with increasing demand for egg and chicken in the country, it will further evolve into a vibrant and modern industry.

The huge domestic market offers good potential to increase consumption of meat & meat products in domestic markets. Despite all these efforts and achievements, lack of advanced technology, inadequate cold storage facilities and processing equipment, particularly at the farm level, act as a major constraint in enabling this sector to take a quantum jump in production and productivity.

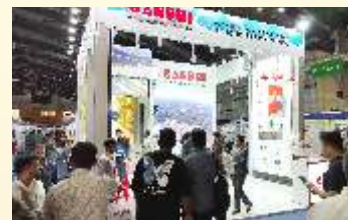
Transportation, waste management, use of green energy, disease diagnosis, land scarcity etc. are other major issues in India that might affect the further growth of the sector. What is needed is a strong platform for all stakeholders to share knowledge and technology.

Against this background Media Today Group is organizing 12th edition of “Poultry & Livestock Expo 2024”, a National Exhibition, concurrently with the 13th edition of DairyTech India 2024 and 15th edition of AgriTech India 2024 from **22-23-24 August, 2024** at **BIEC, Bangalore**, India. This would bring under one roof leading poultry and livestock players of India, especially Poultry and Dairy equipment manufacturers, breeders, food products exporters, expert leaders from the industry along with farmers’ delegations etc.

EXHIBITOR / PRODUCTS / VISITOR PROFILE

- Poultry equipment Manufactures / Traders
- Livestock Feed Manufactures
- Veterinary Products & Services
- Dairy Technology Manufactures / Exporters
- Animal Biotechnology / Bio Security
- Animal Nutrition / Health Products
- Poultry Turnkey Projects Suppliers
- Poultry Incubators Mfrs.
- Dairy Farming Equipment
- Poultry & Cattle Feed Machinery
- Poultry & other animal Breeders
- Dairy Technology Mfrs. / Exporters
- Dairy Products Mfrs. / Exporter / Traders
- Animal Laboratory / Instruments
- Pharmaceutical Products
- Cow / Goat / Sheep / Buffalo / Fish / Camel / Emu / Horse Farming
- Feed Additives
- Cold Chain Equipments / Cold Storage / Van
- Agricultural Technologies Mfrs.
- Agriculture Products
- Frozen Products
- Refrigerated Equipments/ Cold Storage
- Meat & Meat Products
- Feed Storage & Transport Equipment
- Milk Storage Tanks / Silos Mfrs.
- Environment Control / Egg Collection & Management Solutions.
- Egg Trays Mfrs.
- Seed/ Grains / Feed Storage Solutions / Silos
- Air Treatment and Ventilation

- Moisture Meter / Neighing Machine
- Sprinkler System
- Grower Feeder / Bell Drinker Mfrs.
- Packaging Machinery, Equipment & Materials
- Poultry Processing & Rendering
- Cleaning / Sanitation / Hygiene Solutions
- Plastic Injection Moulds & Articles
- Processing & Value Added Products
- Animal Husbandry
- Dealers, Distributors / Whole seller
- Post Harvest Agricultural Processing Machinery Mfrs.
- Herbal Animal Health Products
- IT / Software Technology
- Quality Control Equipments / Certifying Agencies
- Incubation Systems
- State & Central Govt. Department / Agencies
- Waste Disposal Systems & Equipment & Management
- Magazines / News Paper / Books / Directories
- Fisheries & Aquaculture
- New Dairy & Agro entrepreneurs
- Pellet Mill Dies
- Pulp Moulded Packaging Technology
- Industrial Strainers / Sound Enclosures / LED Light Mfrs.
- Energy & Hydro Systems / Pumps
- Ministries / Export Promotion Bodies / Departments
- Educational Institutes / College / Universities etc.
- Poultry & Livestock / Agriculture Farmers and many more directly and indirectly products & services suppliers



Join us as:

•SPONSOR •EXHIBITOR •VISITOR



ORGANIZER INTRODUCTION

Media Today, India's Leading Agro Trade Events and Publications Group, is Pioneer in organising Focused and very Specilaised Trade Exhibitions. Media Today Group organizes trade exhibitions on Food, Agriculture, Horticulture, Dairy, Grains, Floriculture, Landscape, Nursery, Cold Chain Industry and also food and commodities conferences, workshops, etc. with the active support, sponsorship and valued guidance from different Ministries and Departments like Ministry of Agriculture and Farmers Welfare (Govt. of India), Mission for Integrated Developement of Horticulture (MIDH), NHB, Ministry of Food Processing Industries (Govt. of India), APEDA, (Ministry of Commerce & Industry), National Agricultural Cooperative Marketing Federation of India (NAFED), Coffee Board, Tea Board, National Mission on Micro Irrigation, NCPAH, Food Processing & Packaging Machinery Industry Association and all State Govt. Departments.

Since 1996, Media Today Group is backed by dedicated team of professionals, technocrats and marketing experts with

over a decade of experience in publishing and conducting Exhibitions, Conferences, Workshops, Training Programmes right from Planning to Execution. Media Today Group is publishing very prestigious magazines like Floriculture Today, Agri Business & Food Industry, Saarc Oils & Fats Today, Newspaper 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.

Media Today Group participates in all major National and International Exhibitions related to Agriculture, Food Processing, Technologies, Floriculture & Horticulture held at major centers like Holland, Japan, Germany, France, Italy, South Africa, Russia, Singapore, China, Saudi Arab, Nepal, Sri Lanka, etc. The Group has a very strong marketing network spread over all major business destinations like New Delhi, Bombay, Pune, Coimbatore with Marketing Associates in China, Turkey, Thailand, Taiwan and Russia.

Organiser:

Knowledge Partner*:

Industry Partner:

Official Publications:

Media Partners*:



For stall booking & other details, please contact:

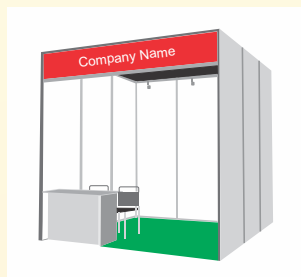


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E-mail : IPLexpo@gmail.com, Web.: www.IPLexpo.com

STALL RESERVATION FORM

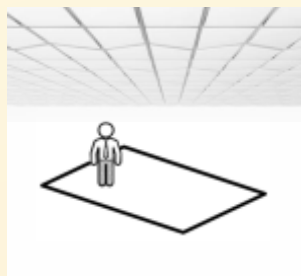
(Applicable GST 18%)



SHELL SCHEME PER SQUARE METER

Shell Scheme includes: 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. 9 sq. Mtr.	1 side open	Rs. 8300/- per sqmt.	Euro 230 per sqmt.
Min. 18 sq. Mtr.	2 sides open	Rs. 8900/- per sqmt.	Euro 245 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 9300/- per sqmt.	Euro 260 per sqmt.
Min. 75 sq. Mtr.	4 sides open	Rs. 9500/- per sqmt.	Euro 270 per sqmt.



RAW (BARE) SPACE (INSIDE HALL) PER SQ. MT.

Bare Space includes: floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.

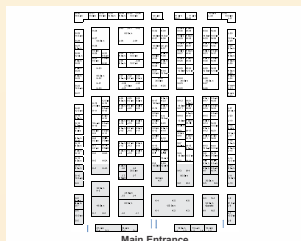
Min. 18 sq. Mtr.	1 side open	Rs. 7300/- per sqmt.	Euro 195 per sqmt.
Min. 27 sq. Mtr.	2 sides open	Rs. 7900/- per sqmt.	Euro 205 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 8300/- per sqmt.	Euro 215 per sqmt.
Min. 75 sq. Mtr.	4 sides open	Rs. 8900/- per sqmt.	Euro 230 per sqmt.



OPEN TO SKY RAW (BARE) SPACE PER SQ. MT.

Bare Space includes: floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.

Min. 36 sq. Mtr.	Rs. 5500/- per sqmt.	Euro 165 per sqmt.
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PREMIUM STALL (INSIDE HALL) PER SQ MT.

Bare Space includes: floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.

Min. 27 sq. Mtr.	Rs. 14500/- per sqmt.	Euro 275 per sqmt.
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- Extra Power Charges Rs. 2500/- (Euro 45) per KW (if required).
- Stall booking on first come first serve basis.

- Stall booking is subject to receive 100% payment in advance.
- Stall area can be booked in multiples of 3 meter like 9, 12, 15, 18 and so on.

Yes, I agreed to book stall at "Poultry & Livestock Expo 2024". Please reserve space ofSqm. under Shell Scheme / Raw Space (inside hall) / Open to Sky Raw Space Scheme / Premium Stall scheme at expo. We agree to all terms and conditions (mentioned on our website) applicable for participation in the Expo. Our details are as follows:

Name:.....Designation:.....Company / Organization Name.....

Address:.....City:.....Pin/Zip:.....

State:.....Country:.....Mobile:.....E-mail:.....Date:.....

We are enclosing 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.

Office Use only:

Hall No. Stall No. Remark

Signature and Seal

Beneficiary Name: Media Today Pvt. Ltd. | **Bank Name & Address:** HDFC Bank Limited, Safdarjung Development Area, New Delhi
IFSC Code: HDFC0000032 **Account No.:** 00322320001071 | **GST No.:** 29AABCM3465H1ZC



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E-mail : IPLexpo@gmail.com, Web.: www.IPLexpo.com

FAIR CATALOGUE ADVERTISEMENT TARIFF

	Size in Cm (HxW)	In Rs.	In Euro
Full Page Color	19.5 x 11.5	17000/-	375
Half Page Color	9.5 x 11.5	9000/-	195
Full Page b/w	19.5 x 11.5	9000/-	195
Half Page b/w	9.5 x 11.5	6000/-	100
Quarter Page Color	9.5 x 5.5	5000/-	100
Quarter Page b/w	9.5 x 5.5	3500/-	NA

Poultry & Livestock Expo 2024 fair catalogue will feature editorial on the exhibitors, listing their products and services on display. The catalogue with exhibitor listing and advertisement, will be distributed free of cost to all exhibitors. It will be available for sale to all trade visitors.



CONDITIONAL PAGES (SPECIAL POSITIONS ALL COLOR)

	Size in Cm (HxW)	In Rs.	In Euro
1st Inner Page	19.5 x 11.5	35000/-	680
1st Opening (3rd Page)	19.5 x 11.5	35000/-	680
Last Inner	19.5 x 11.5	33000/-	680
Back Cover Page	19.5 x 11.5	55000/-	950
4th, 5th, 6th & 7th Page (each)	19.5 x 11.5	33000/-	680
Opposite to last Inner Page	19.5 x 11.5	33000/-	680

(Add 5% GST)

I / We would like to advertise in the fair Catalogue. Please book ad space Color / B/W..... size option. Art work / positive in the appropriate size is /are ☐ enclosed ☐ will be sent separately by.....through courier / e-mail.

BANNER ADVERTISING OPTION AT VENUE

RATES: Banner space Rs. 2000 (100 USD / 75 EURO) per sqft.

I / We would like to book banner space of (sqft.) at the venue (Location will be decided by Organizer)

General Conditions of advertising in fair catalogue

* Advertisement opportunities in fair catalogue are equally available for exhibitor and non-exhibitor. *Order will be accepted by the organizer provided it is received with a DD or Cheque for the full amount in advance, payable to MEDIA TODAY PVT. LTD., Delhi, India. Accordingly, the advertiser must send JPEG, PDF (minimum 300 dpi resolution in CMYK) and CDR (with curve) to reach the organizer latest by 10th July 2024.

Declaration: I / We read the terms and conditions and undertake to observe and follow them.

Name:..... Designation:Company / Organization Name:.....

Address:.....

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

Tel.....Mail:Website:.....

We are enclosing 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.

Signature and Seal

Beneficiary Name: Media Today Pvt. Ltd. | Bank Name & Address: HDFC Bank Limited, Safdarjung Development Area, New Delhi
IFSC Code: HDFC0000032 Account No.: 00322320001071 | GST No. : 29AABCM3465H1ZC



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PARTNERSHIP OPTIONS

TITLE PARTNERSHIP

Rs. 25 Lakh
Euro 30000
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 100 sq. mt. (under shell scheme) 4 side open stall in the exhibition or 125 sq.mt. Stall under bare space (raw)
- Two Full Page Color Advertisement in Fair Catalogue at Special position cover page).
- Two Full Page Color Company Profile in the Fair Catalogue.
- Full Page Color Advertisement in Official **Magazine "Agribusiness & Food Industry"** on Special Position
- Company Logo on Front Page of Fair Catalogue
- 15 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- E-mails to the industry database by the Organizer
- 1500 Entry Passes (hard copy)

PLATINUM PARTNERSHIP

Rs. 17 Lakh
Euro 20000
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 60 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 75 sq.mt. Stall under bare space (raw)
- Full Page Color Advertisement in Fair Catalogue at Special position.
- Full Page Color Company Profile in the Fair Catalogue.
- Full Page Color Advertisement in Official **Magazine "Agribusiness & Food Industry"**
- Company Logo on Front Page of Fair Catalogue
- 8 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- E-mails to the industry database by the Organizer
- 1000 Entry Passes (hard copy)

DIAMOND PARTNERSHIP

Rs. 13 Lakh
Euro 15000
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 45 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 36 sq.mt. Stall under bare space (raw)
- Full Page Color Advertisement in Fair Catalogue at Special position.
- One Full Page Color Company Profile in the Fair Catalogue.
- Full Page Color Advertisement in Official **Magazine "Agribusiness & Food Industry"**
- Company Logo on Front Page of Fair Catalogue
- 5 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- E-mails to the industry database by the Organizer
- 1000 Entry Passes (hard copy)

GOLD PARTNERSHIP

Rs. 9 Lakh
Euro 12000
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 36 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 27 sq.mt. Stall under bare space (raw)

SILVER PARTNERSHIP

Rs. 7 Lakh
Euro 8000
(+18% GST)

- Full Page Color Advertisement in Fair Catalogue at Spl. position
- Full Page Color Advertisement in Official **Magazine "Agribusiness & Food Industry"**
- Company Logo on Front Page of Fair Catalogue
- 5 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- E-mails to the industry database by the Organizer
- 1000 Entry Passes (hard copy)

BRONZE PARTNERSHIP

Rs. 5.5 Lakh
Euro 6000
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 27 sq. mt. (under shell scheme) 1 side open stall in the exhibition or 18 sq.mt. Stall under bare space (raw)
- Full Page Color Advertisement in Fair Catalogue at
- Half Page Color Advertisement in Official **Magazine "Agribusiness & Food Industry"**
- Company Logo on Front Page of Fair Catalogue
- 3 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- 1000 Entry Passes (hard copy)

LANYARD PARTNERSHIP

Rs. 5 Lakh
Euro 6000
(+18% GST)

- Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc.
- 18 sq. mt. (under shell scheme) 1 side open stall in the exhibition or 21 sq.mt. Stall under bare space (raw)
- Full Page Color Advertisement in Fair Catalogue at
- Company Logo on Front Page of Fair Catalogue
- 2 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- 200 Entry Passes (hard copy)

REGISTRATION COUNTER PARTNERSHIP

Rs. 1.99 Lakh
Euro 300
(+18% GST)

(Including designing, rental, printing, installation etc.)

FLAG PARTNERSHIP

(Rs. 6000/- / Euro 60 per flag (min. booking of 10 flags)
+ 18% GST
(Including designing, rental, printing, installation etc.)

Beneficiary Name: Media Today Pvt. Ltd. | Bank Name & Address: HDFC Bank Limited, Safdarjung Development Area, New Delhi
IFSC Code: HDFC0000032 Account No.: 00322320001071 | GST No. : 29AABCM3465H1ZC

Organised by :



For partnership options & other details, please contact:

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