

# BakeryTech India 2024

22-23-24, August 2024  
BIEC, Bangalore, India

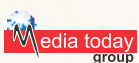
INTERNATIONAL EXHIBITION ON TECHNOLOGY FOR  
BAKERY, CONFECTIONARY, SNACKS, CAKES, BAKERY PROCESSING, PACKAGING  
& EQUIPMENTS, HORECA, COLD CHAIN, FLAVOUR, INGREDIENTS AND ALLIED INDUSTRIES



Concurrent Shows:



Organizer:



Industry Partners:



In Association with:



Official Publications:



[www.bakerytechindia.com](http://www.bakerytechindia.com)

# GATEWAY TO THE BIGGEST TECHNOLOGY MARKET FOR BAKERY, CONFECTIONARY, SNACKS, FOOD PROCESSING, HORECA, COLD CHAIN AND ALLIED INDUSTRY

## INDIAN BAKERY INDUSTRY OUTLOOK

The Indian bakery market is being driven by the growing demand for biscuits and cookies, rapid advancement in technology, and increasing population in the region. In the food processing industry, bakery, which is also a traditional activity, holds an important place. Bakery products have become preferred consumer choice due to their high nutrient value and affordability and are an item of huge consumption in the region. With the fluctuating eating habits of people due to their busy lifestyle, coupled with the rising demand for western taste, bakery products have gained huge popularity. The emergence of a female working population is further contributing significantly to the growth trajectory of the Indian bakery market. Bakery products like bread and biscuits are quite popular among millennials due to their convenient and affordable nature.

Further, the growing use of online platforms in the region is enhancing the 'click and collect' trend, with millennials ordering baked goods online. This still is an untapped market in the region and is expected to create huge revolution in the future, thus, aiding the Indian bakery market further. The Indian bakery market stood at a value of approximately USD 10.1 billion in 2022. The market is further estimated to grow at a CAGR of 9.6% between 2023 and 2028 to reach a value of USD 17.44 billion by 2028.

The biscuits and cookies industry in India accounts for nearly 72% of the sales in the Indian bakery market. In comparison to other baked FMCG products, the penetration of cookies and biscuits is quite high in both the urban and rural areas owing to their affordable price and cholesterol-free nature. Currently, India is the world's largest biscuit consuming nation. Recognizing new opportunities and emerging technologies to implement into the business in gaining a competitive advantage, Media Today Group organising "BakeryTech India 2024" along with 15th Edition of India Foodex 2024 and 14th GrainTech India 2024 from 22-23-24, August 2024 at BIEC, Bangalore, Karnataka State, India.

## VISITOR PROFILE

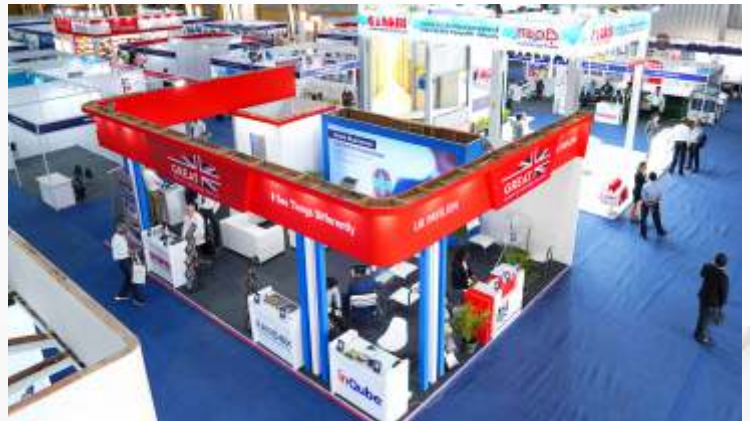
Dealers, Distributors, Manufacturers, Owners, CEOs, MD, Exporter & Importers, Chefs / Purchase manager From the following Sectors:

- Bakery Snacks & Confectionary
- Corporate Houses / Small & Big Brands
- MSME/ New Entrepreneurs
- Hotel / Restaurant / Café
- Chefs & Hotel Purchase manager
- Commercial kitchen consultant
- FMCG
- Bakery, Snacks, Confectionary & Pastry Products Manufacturers / Exporter / Trader / Franchisee
- Supermarket Chain & Convenience Stores.
- Retail Shops / Home Bakers
- Caterers
- Food delivery companies
- Bakery & chef training Intitutes/Colleges
- Food ingredients & its materials suppliers
- Ice cream Equipment & Technologies
- Packaging materials
- Food Ingredients
- Cold Chain and fermentation technology
- Bar code / Ink Coding/ POS Technology
- Food, Bakery, Snacks, Confectionary, ice cream Companies
- Food Processing & Packaging
- Quality Certification Agencies
- Food Testing Lab & Equipment
- Food Sector Infrastructure
- Post-Harvest Technology
- Pack Houses/ Warehousing
- Packaging Technology & Services
- Automation and Robotics
- Grading & Sorting Machinery
- Wrapping, Sealing & Lamination Equipment
- Elevator / Conveyors / Rotary Separators
- Cleaning and hygiene Products & Technology
- Refrigerated Van & Trucks / Body Builders
- Air ventilation & air-conditioning technology
- Pack House/ Warehousing / Surveyors
- Digital Temperature Controller & Data Logger
- Food Consultants
- IT Companies
- Marriage Hall
- Trade Bodies / Trade councils /Trade Missions / Associations/ Govt. Departments /Embassies
- Banks/ Agri Finance Companies





## EVENT GLIMPSES



## EXHIBITOR PROFILE

- Bakery Equipment Manufacturers/ Suppliers
- Snacks & Confectionary Technology companies
- Kitchen Equipment manufacturers
- Bakery, Snacks, Confectionary & Pastry Products Manufacturers / Exporter / Trader / Franchisee
- Food Processing & Packaging Machinery
- Food ingredients, Colour & related materials suppliers
- Ice cream Equipment & Technologies Manufacturers
- Packaging materials Suppliers
- Cold Chain and fermentation technology Suppliers
- Bar code / Ink Coding/ POS Technology
- Food, Bakery, Snacks, Confectionary, ice cream Companies
- Quality Certification Agencies
- Food Testing Lab & Equipment Food Sector Infrastructure
- Post-Harvest Technology
- Pack Houses/ Warehousing
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- Grading & Sorting Machinery
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## ABOUT US

Media Today Group is among one of the India's leading agro trade event organiser and publications House. Media Today Group is pioneer in organizing specialised trade exhibitions on Food, Hospitality, Agriculture, Horticulture, Dairy, Grains, Floriculture, Landscape, Nursery, Cold Chain Industry including food and commodities conferences, workshops, etc. with the active support, and valued guidance from different Ministries and Departments like Ministry of Agriculture and Farmers Welfare (Govt. of India), Mission for Integrated Devolvement 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. The Group publishes prestigious magazines like Floriculture Today, AgriBusiness & Food Industry, 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 strong marketing network spread over all major business destinations like New Delhi, Bombay, Pune with Marketing Associates in China, Turkey, Thailand, Taiwan and Russia.

### Media Partners:



For stall booking & other details please contact



Phone: +91-11-49854161, Mobile: +91-9899380104, 9319608806, WhatsApp: 9811152139

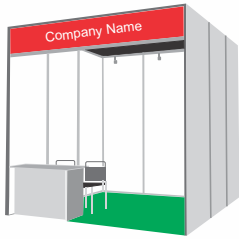
E-mail: bakerytechindia@gmail.com, Website: www.bakerytechindia.com

Members of :



## 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.

### 1 SIDE OPEN STALL

9 sqm. stall	Rs. 74700/- + 18%GST
12 sqm. stall	Rs. 99600/- + 18%GST
15 sqm. stall	Rs. 124500/- + 18%GST
18 sqm. stall	Rs. 149400/- + 18%GST

### 2 SIDES OPEN STALL

18 sqm. stall	Rs. 160200/- + 18%GST
21 sqm. stall	Rs. 186900/- + 18%GST

### 1 SIDE OPEN STALL

18 sqm. stall	Rs. 131400/- + 18%GST
21 sqm. stall	Rs. 153300/- + 18%GST

### 2 SIDES OPEN STALL

27 sqm. stall	Rs. 213300/- + 18%GST
30 sqm. stall	Rs. 237000/- + 18%GST

### 3 SIDES OPEN STALL

36 sqm. stall	Rs. 298800/- + 18%GST
45 sqm. stall	Rs. 373500/- + 18%GST

### 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 "BakeryTech India 2024". Please reserve space of .....Sqm. 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

For stall booking & other details please contact



Phone: +91-11-49854161, Mobile: +91-9899380104, 9319608806, WhatsApp: 9811152139

E-mail: bakerytechindia@gmail.com, Website: www.bakerytechindia.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

BakeryTech India 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.



**(Add 5% GST)**

**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

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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NATIONAL EXHIBITION ON TECHNOLOGY FOR BAKERY,  
CONFECTIONARY, SNACKS, FOOD PROCESSING, HORECA,  
COLD CHAIN AND ALLIED INDUSTRIES

22-23-24, August 2024  
BIEC, Bangalore, India



## 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)

- 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)

### SILVER PARTNERSHIP

Rs. 7 Lakh  
Euro 8000  
(+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)

### BRONZE PARTNERSHIP

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

- Branding in Promotional Material Like Banners, Poster, Hoarding, Magazines.
- 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)

### LANYARD PARTNERSHIP

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

- 9 sq. mt. stall (under shell scheme) 1 side open
- Distribution of Lanyard from the registration counter to all visitors/ exhibitors
- 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)
- 300 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 :  Media today  
pvt. ltd.

For partnership options & other details, please contact:

Phone: 011-49854161 | Mobile: +91-9899380104 | WhatsApp: +91-9811152139 | E-mail : bakerytechindia@gmail.com | Web.: www.bakerytechindia.com