

# THE LIVESTOCK & AGRI EXPO

Exhibiting The Future  
of LIVESTOCK & AGRI  
Industry

**03-05 AUG. 22**

India Expo Center & Mart,  
Greater Noida, UP, India

Event by :

  
**pixie expomedia**  
CREATE • CONNECT • CONQUER



In Association with



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





## Indian **POULTRY** **INDUSTRY** Market Drivers

- **Increasing Incomes Coupled by Changing Food Habits:** With changing food habits and increasing exposure to global cuisines, the Indian population is increasingly converting to a non-vegetarian diet. Poultry meat is preferred over other meat products as it is considered more hygienic and is available throughout the year across the country at relatively lesser prices than fish/mutton.
- **Large Unpenetrated Market:** The annual per capita consumption of broiler meat and eggs remains one of the lowest in the world and is significantly lower than many emerging and developed markets. As a result of the low penetration levels and continuously increasing income levels, however, it is expected that the per capita consumption of both broiler meat and eggs to increase continuously during the next five years.
- **Growth in the Food Services Market:** Growth in the food services market such as restaurant and fast food joints are also creating a positive impact on the consumption of broiler meat and eggs. Both broiler meats as well as eggs represent important ingredients in both traditional Indian non-vegetarian recipes as well as fast foods.
- **Growth in the Bakery Foods Market:** Eggs represent an important ingredient in bakery foods. The Indian bakery foods market is currently exhibiting strong growth rates. We expect the growth of the bakery foods market to create a positive impact on the consumption of eggs in India.

## The Poultry Expo (TPEX)

Poultry is one of the fastest growing segments of the agricultural sector in India today. While the production of agricultural crops has been rising at a rate of 1.5 to 2 percent per annum, that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum. As a result, India is now the world's fifth largest egg producer and the eighteenth largest producer of broilers.

The India poultry market was valued at INR 1.98 billion in 2021 and is expected to reach INR 3.17 billion by 2027, growing at a CAGR of 10.5%. The potential in the sector is due to a combination of factors – growth in per capita income, a growing urban population and falling real poultry prices.

The poultry industry in India has undergone a major shift in structure and operation during the last two decades transforming from a mere backyard activity into a major industry with the presence of a large number of integrated players. This transformation has involved a sizeable investment in breeding, hatching, rearing and processing activities.



## The Aqua Expo (TAEX)

Aquaculture is one of the fastest growing sector in India today. India consists a length of coastal line 8118 KM's. India exported 11,49,510 MT of seafood worth US\$5.96 Billion in 2020-21 with shrimps as the biggest contributor followed by fish. India is the 3rd largest fish producing and 2nd largest aquaculture nation in the world after China.

Aqua the new sunrise sector of the Indian economy is poised to play a significant role in the near future. Fisheries in India have witnessed a paradigm shift from marine dominated fisheries to inland fisheries, with the latter emerging as a major contributor of fish production from 36% in the mid-1980 to 70% in the recent past. Within inland fisheries, a shift from capture to culture-based fisheries has paved the way for sustained blue economy.

Despite growth in absolute terms the real potential of inland fisheries and aquaculture is yet to be realized. The unutilized and underutilized vast and varied resources, in the form of 191,024 km of rivers and canals, 1.2 million Ha of floodplain lakes, 2.36 million ha of ponds and tanks, 3.54 million ha of reservoirs and 1.24 million Ha of brackish water resources offer great opportunities for enhanced production along with livelihood development and ushering economic prosperity.

Growth in Fish production from 10.76 MMT in 2015-16 to 14.16 MMT in 2019-20; and Value of Fisheries exports from 30,420 Crores in 2015-16 to 46,662 Crores 2019-20 has been sizable. Input-related, social and environmental constraints of aquaculture in India need to be tackled through horizontal and vertical expansion, technology as well as climate change mitigation and adaptation, for sustainable development.

## The Aqua Industry Market Drivers

**Demand-Side Drivers**

**Supply-Side Drivers**

**Policy Support**

# THE Dairy EXPO

Exhibiting The Future of Dairy Industry

## The Dairy Expo (TDEX)

Dairy is a substantial economic development over 75 million farmers and employs a large contributing to the economy. With over ten million country in around 96,000 co-operatives, the Indian dairy have a robust correlation, making India the largest and producer of dairy.

India is the world's greatest milk producer, accounting for 22% of global production and a gross dairy output of Rs. 105,000 crores, with the United States of America, China, Pakistan, and Brazil following closely. In 2019, the total bovine population, including the Cattle, Buffalo, Mithun, and Yak, was 302.79 million, with over 187 million tonnes of milk produced.

## Indian DAIRY INDUSTRY Market Drivers

- Expansion of milk and dairy products: Milk is distributed in half-litre sachets around the country as a standard process. In the projected period of 2022-2027, the Indian dairy market is expected to increase at a Compounded Annual Growth Rate (CAGR) of roughly 15.4%. The rise in modern dairy products, such as no-sugar milk, low-fat butter, cheese, is also in demand.
- Concerns on the availability and quality checks: It is impossible to predict the climatic conditions or guarantee the availability and accessibility of forage. As a result, there is persisting concern among companies and farmers about the quality and quantity of milk produced. High production, healthy cows, milk yield, cattle handling, nutrition and feeding, cow data management, cow identification are other concerns that the dairy sector faces.
- Growing demand, extended utility and development in associated fields: With the growth of the dairy industry and milk-derived products in multiple dimensions such as quantity, quality and variety, there has been wide-ranged utility of the same, which is rapidly expanding each day. This steady increase in demand for dairy products has benefited and extended to related fields such as dairy education, veterinary pharmaceuticals, research, and cow feed, indicating their progress.
- Being the largest producers and supporting programmes: With the support of programmes like Strengthening Infrastructure for Quality and Clean Milk Production (CMP), the Intensive Dairy Development Program (IDDP), and the Dairy Venture Capital Fund, India has effectively turned out to be the world's largest producer. Anand Milk Union Limited is the world's leading milk and milk products producer, with headquarters in Anand, Gujarat.

[www.thedairyexpo.in](http://www.thedairyexpo.in)





# THE GRAIN EXPO

Exhibiting The Future of Grain Industry

## The Grain Expo (TGEX)

Indian food and grocery market contributes 70% of the sales and stands 6th largest globally. An estimated food grain production of 30865 million tonnes of food grain in the financial year 2021 shows a rise of around 1114 million tons compared to 2020. India has hugely influenced the world by becoming the world's second-largest rice producer, producing 1189 million metric tonnes of milled rice in 2019-20 and roughly 107 million tonnes of wheat.

Pulses account for 2315 million tons, constituting 25 % of global production, and India stands in the top 15 leading exporters in agricultural products across the world. The country's agricultural sector is predicted to rise to US\$ 24 billion by 2025, where the total agricultural and the export of its allied products stood at US\$ 4125 billion in 2020. The food processing sector surged by 108 per cent in gross value to Rs 224 lakh crore in 2019-20, from Rs 134 lakh crore in 2014-15, and finally grew by 1734 per cent to \$4125 billion.

## The Grain Industry Market Drivers

- Development in rice, wheat, and cereal exports: Wheat and other cereals and non-Basmati rice were the commodities that underwent the most export growth between FY20-21. Wheat and grains increased by 58% from Rs 3,708 crore (US\$ 505 million) to Rs 5,860 crore (US\$ 799 million), while non-basmati rice increased by 130 percent from Rs 13,130 crore (US\$ 1,789) to Rs 30,277 crore (US\$ 4,126 million). In FY21, India sold US\$ 402 billion worth of basmati rice and US\$ 481 billion worth of non-basmati rice, while in FY22, it sold US\$ 61696 million worth of basmati rice and US\$ 105 billion worth of non-basmati rice (till May 2021).
- Government Initiatives and funding: The Ministry of Food Processing has allocated Rs 2941.99 crore in the Union budget for 2022-23. The Indian government has also approved 100 per cent FDI in food product marketing and food product E-commerce through the automatic route. The government has also committed Rs 6,000 crore (US\$ 793 million) as funds for the mega food parks as part of the programme for Agro-Marine Processing and Development of Agro-Processing Clusters (SAMPADA), and plans are also being made to triple the capacity of the food processing sector from the existing 10% of agriculture production.
- Methodologies for accelerating the processes: The Government of India approved a Product Linked Incentive (PLI) scheme for the food processing sector in April 2021, with an incentive outlay of Rs 10,900 crore (US\$ 1,484 million), supporting the food manufacturing units to stipulate minimum sales and to make the least stipulated investment for extension of processing capacity and branding abroad. It also aims to incentivise the emergence of strong Indian brands over six years beginning in FY 2022. The government's Digital Agriculture Mission for 2021-25 includes new technologies based on agro-projects such as remote sensing, artificial intelligence, blockchain, and GIS technology, as well as robotics, drones, and other technologies.
- Facilities and support in transportation: In October 2021, the Civil Aviation Department launched the Krishi UDAN 20 scheme, which will be implemented at 53 airports all over the country, offering incentives and assistance for the transportation of agricultural products by air, with a focus on the tribal and northeast regions, is projected to be beneficial to farmers, airlines, and freight forwarders. In addition, the Indian government has announced an investment in ethanol manufacturing worth Rs 8,500 crore (US\$ 119 billion).

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

## The Livestock & Agri Expo (TLAE): Path to achieving your Growth Objectives

Be a part of The Livestock & Agri Expo as an exhibitor or sponsor to grow faster in this rapidly growing industry. TLAE team takes extra care in helping you select the best participation package including stall sizes that help portray your company in the best manner, supporting it with sponsorship packages that highlight your participation, accentuating your presence at the conference and awards and designing dedicated match making programs. All with the single objective of helping you achieve the highest return on your investment.

### What can you achieve at TLAE

A participation at TLAE becomes the most apt marketing solution to generate sales leads, launch a new product, brand your enterprise, Network with existing and potential customers, Benchmark against competition, Enter new markets and Attract new Partnerships

## Ways TLAE can help you achieve your marketing objectives

TLAE over the three days will create a multipronged spectrum of activities to help you achieve all these objectives and much more through a wide array of activities including but not limited to:

- 1. Exhibition:** World class exhibition with 100+ exhibitors displaying a wide array of products covering all needs of buyers from across the country in an environment that is conducive to productive discussions.
- 2. Conference:** A highly focussed conference that will bring together all stakeholders of the sector to discuss debate and collaborate on growth strategies leveraging proven best practice, cutting edge technologies and shared networks.
- 3. Excellence Awards:** The Awards for Excellence in All Sectors organised in association with Zee News will put a spotlight on the products, organisations and leaders of the all sector that are making exemplary contribution to the sector. The winners success stories will be showcased as a part of the post event TV telecast.
- 4. VIP Buyer Program:** TLAE will compile a list of key buyers, basis inputs from the exhibitors and work out a felicitated program to invite them to the event with specially designed features that make it compelling for them to attend. The same is expected to yield a higher return for all exhibitors.
- 5. 1-2-1 Meetings:** Exhibitors opting for some specific packages will get the option of picking up names from the pre-registered buyers for facilitated one to one meetings. This works like an added advantage providing you the opportunity to ensure you don't miss out the opportunity of meeting big buyers.
- 6. Social Media Amplification:** We will be running an intensive social media campaign with an extensive reach to our database/followership of about 25,000 professionals... in addition to our general campaigns we will be delighted to develop special promotions for you on an exclusive basis.
- 7. Product Launch Support:** In case you are planning on any new product launches at the event we will be happy to help create that attention and visibility around the same by aligning it with the opening and closing ceremonies, conference sessions, VIP visits etc...
- 8. Post Event Promotion:** we will be producing a post-show report capturing the highlights of the event, key discussions, news on key deals made at the event and the actionable steps arising out of the event. This report will provide another opportunity to showcase your success stories to the industry.



# LIVESTOCK & AGRI INDUSTRY CONVENTION



## LIVESTOCK & AGRI EXCELLENCE AWARDS

*A platform to award success stories  
& create benchmarks*



The Livestock & Agri Excellence Awards will be a platform that will put a spotlight on the heroes of the sector who have risen in spite of challenges.

The Awards will not only be an expression of gratitude but will also help spread the knowledge that comes from the successful case studies, best practice which will become the benchmark for many more professionals to follow.

Sectors	AWARDS PER SECTOR	WINNERS	In Association with
<b>04</b>	<b>10+</b>	<b>100+</b>	

THE  
LIVESTOCK  
& AGRI

# THE LIVESTOCK & AGRI EXPO

Exhibiting The Future  
of LIVESTOCK & AGRI  
Industry

Event by :



In Association with



Concurrent Events :



For Any Query :

**Pixie Expo Media Pvt Ltd.**

Omang Hotel, Namaste Chowk,  
Karnal-132001, Haryana

✉ info@pixieexpomedia.com

☎ 999 170 5005 | 5007

For Any Query :

**Infinity Expo Private Limited**

Unity Tower, B-93, 3rd Floor, Mayapuri  
Industrial Area phase I, New Delhi 110064

✉ info@infinityexpo.in

☎ +911141089110, 41089710