

**INTERNATIONAL EXHIBITION ON  
Dairy Products, Processing and Packaging, Cold Chain,  
Machinery and Allied Industries**



**4<sup>th</sup> Edition**

**12 13 14**

**DECEMBER 2024**

**Hitex Exhibition Centre  
Hyderabad, INDIA**



**Organizer**



**MEDIA DAY  
MARKETING**

[www.dairyexpo.in](http://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.

# DAIRY SECTOR IN TELANGANA

The state is home to a large livestock population with cattle and sheep making up to 5.52%. The state ranks 1st in sheep and 12th in the goat population in the country. About 25.82 million households in the state earn their livelihood through animal husbandry making it one of the key sectors in the state with the state ranking 13th in the milk production.

As per a few reports published, the approximate milk production capacity in Telangana was about 56.51 lakh liters per day in the lean season and about 90 lakh liters per day during flush season.

Several State government initiatives are being implemented to support the dairy farmers which include incentives of Rs4 per liter for milk procured from farmers by TSDDCF. The Milch Animals Distribution Scheme which has the provision of providing one milch animal to the members of Cooperative Societies with 75% subsidy to SC & ST beneficiaries and 50% subsidy to others is also being undertaken to assist the farmers in this sector.



# 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 is 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 milk production and Milk production increased from 42 lakh tonnes in 2014-15 to 57.6 lakh tonnes by 2022

As per the statistics 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 producing states stand to be Uttar Pradesh (15.72%), Rajasthan (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



## WHY HYDERABAD?

The Huge urban population of Telangana combined with the many incentives and opportunities offered by the state government are a lucrative market for the Dairy and allied Industry.

Being centrally located, Hyderabad -the capital of Telangana, has been the headquarters of growth in the state of Telangana. Hyderabad also is the headquarters for the Department of Animal Husbandry and being the 5th largest city in India has a milk consumption of about 30 lakh liters of milk. 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.



# ORGANIZERS

Media Day Marketing is a Hyderabad based leading B2B event organizing firm with a management team of marketing professionals having more than 20 years of Hands on experience handling successful events in the automotive, food processing, dairy, renewable energy, and e-mobility sectors being done in various parts of the country.

It has been our constant endeavor through our events to be able to reach more and more stake holders and MDM is constantly committed to provide the best to our stake holders.



## STALL CHARGES (PSM)

### SHELL SPACE

Rs. 8000/- per sqm (\$185) + GST

One Table, Two Chairs, 3 Spot Lights (9, 12) 4 Spot Lights (15, 18), Dust Bin, Electric Point, Fascia, Carpet.

### BARE SPACE

Rs. 7500/- per sqm (\$165) + GST

## GET IN TOUCH



**MEDIA DAY  
MARKETING**

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