

THE **PULTRY** **EXPO**

2nd Edition

INTERNATIONAL EXHIBITION ON **POULTRY SECTOR**

**09-10-11
Aug. 2024**

Event Highlights



100+

Exhibitors World Wide

VIP

100+

VIP Attendees



10+

Countries



5000+

Visitors



Extensive Media
coverage in Print
& Online media

Co-Located Event

THE Dairy EXPO 2nd Edition

THE AQUA EXPO 2nd Edition
CULTURE

For Any Query

+91 741 999 3001

+91 999 170 5007

info@thepoultryexpo.com

www.thepoultryexpo.com

Event by


pixie expomedia
CREATE • CONNECT • CONQUER

Supported by



Knowledge Partner



Media Partner

**POULTRY
PLANNER**

**DAIRY
PLANNER**



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.

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): Path to achieving your Growth Objectives

Be a part of The Poultry Expo as an exhibitor or sponsor to grow faster in this rapidly growing industry. TPEX 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 TPEX

A participation at TPEX 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 TPEX can help you Achieve your marketing objectives

TPEX 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. VIP Buyer Program:** TPEX 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.
- 4. 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.
- 5. 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.
- 6. 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...
- 7. 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.

Explore the Best of the Poultry Industry

Feed and Grain Equipment

- Bagging equipment
- Receiving/ loadout/ transportation
- Ingredient storage
- Mixers
- Grinding and particle size reduction

Animal/bird Production

- Incubation and hatcheries
- Nests & nesting systems
- Egg collection handling & transport
- Cages rearing and laying

- Brooders & heaters
- Breeding/ genetics
- Breeding supplies

Laboratory Products and Services

- Feed testing
- Laboratory products
- Disease testing
- Fermentation products

Feed Ingredients

General Facility Items

- Boiler/ steam systems

- Refrigeration & coolants
- Sanitation & cleaning products
- Waste handling
- Lighting

Health Products

- Vaccines
- Growth promoters/ therapeutic agents
- Remote animal welfare monitoring solutions

Why Visit TPEX

- * **Identify New Technologies**
- * **Understand Best Practice**
- * **Develop New Suppliers**
- * **Source new Materials**

Technology is evolving at a rapid pace which is leading to an explosion in new product offerings. TPEX is your platform to see first-hand, compare, review and procure products, services and technologies that can help take your business to the next level in terms of efficiency and profitability. This comes along with the perks of seeing what your peers are doing.

Last Show Exhibitors Satisfaction

84%

Plan to exhibit at the 2024 edition

88%

of exhibitors assessed the exhibition as "good to excellent"



82%

of the exhibitors established useful business contacts

94%

of them will recommend the exhibition to partners and friends

Last Show Visitors Satisfaction

93%

of the visitors will attend the exhibition again.

91%

of the visitors will "definitely/probably/fairly likely" recommend the exhibition to partners and friends.

87%

of visitors assessed the exhibition as "excellent/very good/good"

82%

of the visitors said the exhibition offered a competitive advantage to their business.



Last Show Glimpses



LIVESTOCK INDUSTRY CONVENTION



Event by



Supported by



Knowledge Partner



Media Partner



Co-Located Events



For Any Query

Pixie Expo Media Pvt Ltd.

Omang Complex, Namaste Chowk, Karnal-132001, Haryana

✉ info@thepoultryexpo.com

☎ **+91 741 999 3001 | +91 999 170 5007**

www.thepoultryexpo.com