

EXHIBITION ON
Tea, Coffee, Vending Machines, Equipment,
Packaging Machinery, Technology & Allied Industry



21 22 23

MAY 2027

Bangalore International
Exhibition Center, India



Organizer



MEDIA DAY
MARKETING

www.itcexpo.in

About The Expo

The India Tea and Coffee Expo is a premier event for the Tea, Coffee and allied industry in India being held in Bangalore, India from 21-22-23 May 2027, will be a three-day event that gathers industry professionals, service providers, machinery and equipment manufacturers, technology innovators, and related stakeholders. This unique platform will facilitate networking, knowledge sharing, and business opportunities in the Indian Tea, Coffee and Allied Industry ultimately benefiting all participants.

The India Tea and Coffee Expo is an event that brings together the manufactures and stake holders at different levels, such as communication, connectivity, security, safety, technology and interconnection between ecosystems aiming to create a premier platform for industry exchange and business cooperation.

The India Tea and Coffee Expo aims to stimulate investment in the Indian Tea, Coffee and Allied sector, fostering a platform for local and national investors and experts to share knowledge, exchange business ideas, and ultimately drive business growth. By bringing together industry stakeholders, the expo aims to promote trade, improve competitiveness, and increase the overall value of the Industry.

Industry Overview

- The India coffee market was valued at USD 478 million in 2022 and is expected to reach USD 1,227.47 million by 2032, growing at a CAGR of 9.87%.
- The coffee retail chains market in India is also growing, with the North region dominating the market in 2023 and expected to grow at a CAGR of 6.7% over the forecast period.
- According to an estimate the Indian tea market size is of about ₹15,000 crore+ in 2023
- The annual growth rate in the coffee industry is expected to be about 15%+
- Home to 50,000+ tea and coffee outlets, with a growing demand for specialty tea and coffee

The Tea and Coffee Industry in Karnataka

- Karnataka is one of the largest producers of tea and coffee in India. The state's favorable climate and soil conditions make it an ideal location for tea and coffee plantations.
- The state accounts for production of around 10% of India's total tea production and 70% of Coffee production.
- Coorg, Hassan, and Chickmagalur are the main tea and coffee-producing regions in the state.
- The state is known for producing high-quality Arabica and Robusta coffee beans & high-quality tea varieties, including Orthodox, CTC, and Green Tea.

Factors supporting the Tea and Coffee sector



The tea and coffee market in India is a growing industry, driven by increasing demand and changing consumer preferences. Key Market Trends:

Growing Coffee Consumption: India's domestic coffee consumption has increased substantially in the last five years, driven by the growing middle class and increasing awareness of coffee culture.

Tea Dominance: Tea remains the most popular beverage in India, with a strong preference among consumers

Coffee Innovation: Coffee innovation in India is on the rise, with a 1% growth from the previous year, placing India among the top 10 global markets for coffee innovation.

Why should you exhibit in the India Tea and Coffee Expo

Exhibiting in our events provides you a very good opportunity for growing your business and creating brand awareness. Exhibiting in our events will lead to

- ✓ Lead Generation
- ✓ Branding
- ✓ An Apt Platform to reach the Targeted Customers
- ✓ A one stop for all latest industry trends in one place.
- ✓ An Excellent opportunity to showcase your company's latest innovations and products to leading Clients and visitors
- ✓ The Right Platform to boost your business
- ✓ An Excellent opportunity to engage Face-to-Face with Prospective Clients.
- ✓ An Apt Platform to Connect with Right Partners for your business Needs
- ✓ Create new distribution channels and agents for your products in the region.



Exhibitor Profile

- ✓ Tea and Coffee Manufacturers
- ✓ Packaging and Machinery Suppliers
- ✓ Packaging Material manufacturers
- ✓ Packaging solutions
- ✓ Machinery Manufacturers
- ✓ Equipment Manufacturers
- ✓ Accessories Suppliers
- ✓ Coffee Makers
- ✓ Tea infusers
- ✓ Cup Makers
- ✓ Specialty Tea and Coffee Companies
- ✓ Artificial Sweeteners & Spices Manufacturers
- ✓ Flavours and Fragrance Manufacturers
- ✓ Industry Associations and Organizations

Visitor Profile

- ✓ Coffee roasters
- ✓ Dealers
- ✓ Distributors
- ✓ Entrepreneurs
- ✓ Financial Institutions
- ✓ Government Officials for Tea/ Coffee boards
- ✓ Hotel Managers
- ✓ Hospitality Industry Professionals
- ✓ Investment Companies
- ✓ Importers and Exporters
- ✓ Retailers
- ✓ Traders
- ✓ Processing and packaging companies
- ✓ Small planters and growers of Tea & Coffee
- ✓ Tea & Coffee blending companies
- ✓ Tea factories
- ✓ Magazine/ Publications

SPONSORSHIP OPTIONS

Your participation as a sponsor will ensure your brand visibility among the stake holders in the industry and will help you in creating a Global Image and better market penetration. MDM offers a verity of sponsorship opportunities that are tailored to suit your needs. Team MDM will be happy to offer you a package that will be of maximum benefit to your organization. The team is happy to discuss any new proposals you may wish to put forward.

ORGANIZED BY



MEDIA DAY
MARKETING

Premium Sponsorships

TITLE SPONSOR

₹ 25 Lacs + GST

Booth Space: 200 sqm (Central Prime Location)

Key Benefits:

- Sponsor's Name will be highlighted in the event name (example: ABC Limited presents EXPO NAME in all publicity materials and website)
- Bare space of 200 sqm. at a prime location in the Exhibition
- Sponsor's CEO to be on Dias at Inaugural function
- Branding in printed literature, publicity campaign and VIP invitations
- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Logo on the Cover Page of Exhibition Directory
- Inside front cover advertisement in Exhibition Directory) (to be provided by the sponsorer)
- Two Sponsor's Hoarding in the Exhibition (10 feet x 10 feet)(to be provided by the sponsorer)
- Sponsor's Logo prominently displayed as "Title Sponsor" on on-site signages and backdrop
- 4 standees of the Sponsor at the Exhibition ((to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Announcement in Press release / Newsletters
- Special e-mailer for visiting Sponsor stall
- Highlighted as the "Title Sponsor" in the post-show report and event website



PLATINUM SPONSOR

₹ 20 Lacs + GST

Booth Space: 150 sqm (Premium High-Traffic Zone)

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 150 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Event Partner" on on-site signages and backdrop
- 2 standees of the Sponsor at the Exhibition (to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Literature of the Sponsor to be Distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Highlighted as the "Event Partner" in the post-show report and event website



DIAMOND SPONSOR

₹ 16 Lacs + GST

Booth Space: 120 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Diamond Sponsor and hyperlinked to Sponsor's website
- Bare space of 120 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Platinum Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Diamond Sponsor" in the post-show report and event website



Standard Sponsorships

GOLD SPONSOR

₹ 10 Lacs + GST

Booth Space: 90 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Gold Sponsor hyperlinked to Sponsor's website
- Bare space of 90 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Gold Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Gold Sponsor" in the post-show report and event website



SILVER SPONSOR

₹ 7.5 Lacs + GST

Booth Space: 60 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 60 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Gold Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Silver Sponsor" in the post-show report and event website



BRONZE SPONSOR

₹ 5 Lacs + GST

Booth Space: 36 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Bare space of 36 sqm. at a prime location in the Exhibition
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Bronze Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Silver Sponsor" in the post-show report and event website



EXHIBITOR BADGE SPONSOR

₹ 7.5 Lacs + GST

Booth Space: 18 sqm

Key Benefits:

- Logo on the front side and company product profile and contact details on the back side will create wide publicity and help in reaching the markets effectively
- Exclusive branding of the sponsor's logo as badge partner
- Logo and desired literature on the Exhibitor badge (backside)
- Mention as Exhibitor Badge Sponsor on the website
- Special mailer invitation to visit sponsor's stall
- One page advertisement in the Exhibitor directory (to be provided by the sponsorer)
- Exclusive campaign on social media platforms



FAIR CATALOGUE SPONSOR

₹ 7.5 Lacs + GST

Booth Space: 18 sqm

Key Benefits:

- Fair Catalogue Sponsor's branding of back cover
- One page advertisement in the Exhibitor directory (to be provided by the sponsorer)
- Sponsor's branding on selected Social Media promotions.

WATER BOTTLE SPONSOR

₹ 7.5 Lacs + GST

Booth Space: 18 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Water Sponsor" on on-site signages and backdrop
- One page advertisement in the e-Exhibition Directory (to be provided by the sponsor)
- Highlighted as the "Water Sponsor" in the post-show report and event website
- 500 ml water bottles will be delivered to all exhibitors with sponsor's branding

CARRY BAG SPONSORSHIP

₹ 7.5 Lacs + GST

Booth Space: 18 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website hyperlinked to Sponsor's website
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Carry bag Sponsor" on on-site signages and backdrop
- One page advertisement in the e-Exhibition Directory (to be provided by the sponsor)
- Highlighted as the "Carrybag Sponsor" in the post-show report and event website
- Carry bags will be delivered to all exhibitors with sponsor's branding and placed at the registration counter for distribution



*All Art work for Promotional material has to be given by the sponsorer

THANK YOU

For Sponsorship Contact:

+91-93421 85915 | +91-93414 73494

E-mail: expo@mediaday.co.in, **Website:** mediaday.co.in

About Organizer

"Media Day Marketing is a premier Hyderabad-based B2B event organizing firm, driven by a seasoned management team with over 20 years of hands-on experience in delivering successful events across diverse sectors, including – Automotive, E- Mobility, Dairy, Food Processing, Bakery& Kitchen Equipment, Poultry, Renewable Energy, Paint & Coating, Doors Windows and Facades, Lifts, Cable and wires, Cyber Security, Logistics and Ware housing etc.

With a steadfast commitment to excellence, we strive to connect with an ever-growing network of stakeholders through our events, providing unparalleled value and expertise to our clients."



STALL CHARGES (PSM)

SHELL SPACE

For Indian Exhibitor

Rs. 9,500/- per sqm + GST

For Foreign Exhibitor

USD 250 per sqm + GST

BARE SPACE

For Indian Exhibitor

Rs. 9,000/- per sqm + GST

For Foreign Exhibitor

USD 220 per sqm + GST

GET IN TOUCH



**MEDIA DAY
MARKETING**

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