EXHIBITION ON

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

4th Edition India Tea & Coffee Expo

25 26 27 JUNE 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 25-26-27 June 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

MEDIA DAY MARKETING

SPONSORSHIP OPPORTUNITIES



PUT YOUR BRAND WHERE BUSINESS HAPPENS

A premium platform for brands seeking visibility, meaningful industry presence and connection with the exhibition community.

BE SEEN

Event-linked brand visibility

STAY VISIBLE

Digital and on-site placements

SHOW VALUE

Clear, agreed deliverables

Designed for sponsors looking to build awareness, present products and associate their brand with a professional B2B exhibition environment.

INDIVIDUAL ASSET DELIVERABLES

Each opportunity is scoped clearly to protect both sponsor expectations and event delivery.

WATER BOTTLE SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 1



- Sponsor supplies branded bottles and all required quantities.
- Sponsor handles production, packaging, transport and replenishment.
- Media Day Marketing provides the agreed sponsorship platform and approved sponsor recognition.
- Distribution point, quantity and process must be confirmed in writing.

CARRY BAG SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 3

- Sponsor supplies the branded bags.
- Sponsor manages design, printing, quantity, packing and delivery.
- Media Day Marketing provides the agreed sponsorship platform and approved sponsor recognition.
- No bag manufacturing or printing is included in the sponsorship fee.



EXHIBITOR KIT SPONSOR*

Sponsorship Fee: ₹1,50,000 | Max 1

- Sponsor supplies kits and any approved inserts or contents.
- Sponsor manages assembly, packing, delivery and replenishment.
- Media Day Marketing provides the agreed platform and sponsor recognition.
- Kit contents, quantities and distribution process must be confirmed in writing.

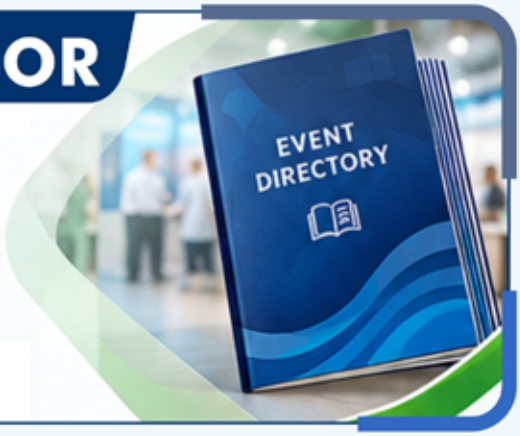


*** This is a platform only sponsorship. The organizer will only be providing the platform and all deliverables have to be made by the sponsor**

EVENT DIRECTORY SPONSOR

Sponsorship Fee: ₹2,00,000 | Max 2

- Sponsor logo and approved company details in the agreed directory placement.
- Clickable website link in the digital directory, if supported by the format.
- One short company profile or promotional message within content limits.
- Artwork and placement subject to the directory deadline.



DIRECTIONAL SIGNAGE SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Branding on approved directional signage located inside the exhibition centre only.
- Placement on agreed signage units, subject to venue approval and availability.
- Sponsor supplies print-ready artwork by the deadline.
- Printing, fabrication and installation are separate unless included in writing.



HALL ENTRANCE BRANDING SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Branding on the agreed hall entrance unit at one approved location.
- Sponsor artwork incorporated into the approved layout.
- All placements are subject to venue rules and final approval.
- Fabrication, printing, installation and removal are separate unless agreed otherwise.



REGISTRATION COUNTER SPONSOR

Sponsorship Fee: ₹3,00,000 | One Counter Each

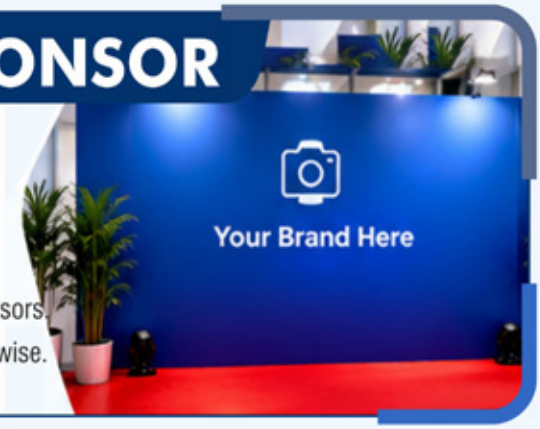
- Branding on one registration counter only.
- Logo on the approved counter fascia or panel.
- One approved QR code or short call-to-action may be included if space permits.
- Additional counters are charged separately.
- Production and installation are separate unless included in the final proposal.



OFFICIAL PHOTO WALL SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Sponsor logo included in the approved photo wall design.
- Brand may appear in photographs taken at the wall, subject to actual usage.
- Sponsor branding appears alongside event branding and other confirmed sponsors.
- Fabrication, printing, installation and removal are separate unless agreed otherwise.



LENYARD SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1

- Sponsor branding on the approved lanyard design.
- Sponsor logo positioned alongside event branding and other approved marks.
- Sponsor approves final artwork and confirms quantities and deadlines.
- Manufacturing, printing and delivery are separate unless explicitly included.



EXHIBITOR BADGE SPONSOR

Sponsorship Fee: ₹3,00,000 | Max 1



- Sponsor logo on the approved exhibitor badge design or designated area.
- Sponsor recognition in the agreed digital sponsor listing.
- Badge layout must retain required event identification details.
- Badge printing and production are separate unless explicitly included.

MAIN SPONSORSHIP PARTNERSHIPS

Choose the level that matches your brand ambitions. Higher tiers receive broader visibility and more promotional inclusions, while entry tiers provide a focused event association.

BRONZE SPONSOR

Sponsorship Fee: ₹3,00,000



- Logo and website link in digital sponsor listing.
- One social media sponsor acknowledgement.
- Company name in post-event sponsor acknowledgement, where published.

SILVER SPONSOR

Sponsorship Fee: ₹4,50,000



- Logo and website link in digital sponsor listing.
- Up to 2 social media acknowledgements.
- Company profile in sponsor listing.
- Post-event acknowledgement.

GOLD SPONSOR

Sponsorship Fee: ₹6,00,000



- Logo on selected digital event materials.
- Company profile and website link in sponsor listing.
- Up to 2 social media mentions/posts.
- One event email inclusion.
- Post-event sponsor acknowledgement.

DIAMOND SPONSOR

Sponsorship Fee: ₹7,50,000

- High-visibility logo placement on selected digital materials.
- Logo on one agreed shared event branding placement, subject to availability.
- Up to 3 social media mentions/posts.
- One event email inclusion.
- Company profile and website link in digital sponsor listing.
- Post-event delivery evidence.



PLATINUM SPONSOR

Sponsorship Fee: ₹10,00,000

- Premium logo placement on selected event website and digital materials.
- Logo on agreed event backdrop or selected on-site branding, where available.
- Up to 3 social media sponsor mentions/posts.
- Up to 2 event email inclusions.
- One company or product spotlight.
- Prominent digital directory listing.
- Post-event delivery evidence.



TITLE SPONSOR

Sponsorship Fee: ₹12,00,000

- Title Sponsor recognition, subject to approved naming format.
- Top-tier logo placement on selected event website and digital sponsor materials.
- Prominent logo placement on agreed main event branding/backdrop, where available.
- Up to 4 social media sponsor mentions/posts across agreed channels.
- Up to 2 inclusions in relevant event email campaigns.
- One dedicated sponsor/company spotlight using sponsor-approved content.
- Priority sponsor listing in the digital event directory.
- Post-event proof pack with available links and photographs.



COMMERCIAL & DELIVERY TERMS

PLATFORM-ONLY SPONSORSHIPS
Water Bottle, Carry Bag and Exhibitor Kit fees cover the sponsorship platform and approved event association only. Sponsors supply products, printing, packing, transport and replenishment.

PRODUCTION
Printing, fabrication, installation, dismantling, freight, storage and applicable taxes are excluded unless expressly included in a signed quotation.

DIRECTIONAL SIGNAGE
This package applies only to approved signage inside the exhibition centre.

REGISTRATION COUNTER
One counter is included; additional counters require separate approval and charges.

ARTWORK & APPROVALS
Sponsor must provide final artwork and company details by the agreed deadline. Venue and event approvals apply.

DIGITAL DELIVERABLES
Post counts are planned inclusions, not guarantees of impressions, reach, clicks, leads or sales. Channels and dates are agreed in the campaign plan.

DATA PRIVACY
Personal attendee/exhibitor data is not included. Enquiry capture, if approved, must be voluntary and compliant with applicable privacy requirements.

AVAILABILITY
Placements depend on inventory, event layout, venue permissions and written confirmation. Category exclusivity is not included unless separately agreed.

Payment
Sponsorship is confirmed only after written acceptance and agreement on payment terms. Production must not be ordered before scope and costs are approved.

READY TO PARTNER WITH US?

Choose the sponsorship level or individual asset that best supports your marketing objectives.

Media Day Marketing will confirm availability, placement, final deliverables and any production costs in a written proposal.

MEDIA DAY MARKETING
Sponsorships & Brand Partnerships

A professional platform for brand visibility at B2B exhibitions.



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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