



ONE PLATFORM FOR
AGRICULTURAL
& FARMING
NEEDS

*An International Exhibition on
Agriculture Machinery & Dairy Technology*



5-6-7-8 DECEMBER 2024

LUDHIANA EXHIBITION CENTRE, G.T. ROAD, SAHNEWAL, LUDHIANA



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LUDHIANA EXHIBITION CENTRE, G.T. ROAD, SAHNEWAL, LUDHIANA

250+
Exhibitors

3000+
Product & Services

5,000+
Dealers / Distributors

50,000+
Progressive Farmers

Archana Sharma, Director - Planning and Development [+91 98113 96682](tel:+919811396682) directorpd@wasmeinfo.org



About Organiser

Udan Media & Communications Pvt. Ltd. creates platforms for Industries and specialist markets to trade innovate and grow. We provide marketplace participants around the globe with opportunities to engage experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals including dairy and agriculture.

The young and strong team of Udan Media & Communications Pvt. Ltd. has provided unmatched quality to its partners with a vision to be the pioneer in Trade Fairs and Event management. Organisers are open to changes and create business-friendly environments where the Clients/ Partners feel that they are part of the process with the changing times. Our aim is better growth of industry, sustain the ability of business, and contribute accordingly to the Nation building.

Our Commitment to Sustainability

At India Agri Progress Expo , we achieve sustainable commercial success through market focus and superior results for our customers. Being a sustainable business is central to how we run our events, how we make decisions and how we do business every day.

Our continuing evolution is fuelled by insight, innovation and collaboration. We are proud of our commitments to having a positive environmental and social impact on both the communities and industries we work within.

Track Record

5th years of expertise - 250+ Product & Services Categories Covered - Supported by 10+ Business Association

1200+ Exhibitors - 1,50,000 Visitors



5-6-7-8 DECEMBER 2024

LUDHIANA EXHIBITION CENTRE, G.T. ROAD, SAHNEWAL, LUDHIANA

+91-98759-53275

info@agriproexpo.com

India Agriculture Expo

Driving Growth

In a bid to introduce Contemporary Agriculture - Horticulture, Dairy Farming and Food Processing Technologies along with their best practices that can inevitably help countless farmers and platform owners, India Agri Progress Expo is fully geared up to showcase its next edition of India Progress Expo from 5th to 8th December 2024, at our own Ludhiana Exhibition Centre, G.T. Road, Sahnewal, Ludhiana.



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Each New edition

A trend Setter

India Agri Progress Expo is geared up to mark its 5th edition. In retrospect, successful 4 editions, over 1 lakh business and industry visitor, more than 500 exhibitors 350 booths 1500 product categories and trade turn over in excess of Rs. 800 crores in all its past editions. India agri progress has witness an overwhelming response from the industry and trade alike.

It enjoys the patronage of the concerned departments from agriculture sector, Decision makers, Experts Practitioners and Trainers in agriculture , as well as thousands of visitors from all around the globe. In addition with due support from the media , India agri progress expo has been accorded the iconic status that it truly deserves , making every edition a success story.

Crux

of the Matter

Experience the fair with real-time integrated Model farm, Live demonstrations of machinery, types of equipments, hand tools, irrigation equipment, and the latest technology like fully automated soil-less agriculture in a 3 lakh sq feet gross display area. India Agri progress enjoys tremendous support from the Central and State Governments.

The seamless opportunities triggered by this fair lead to targeted business networking for those looking out for new business opportunities, thereby encouraging global participation. Be it new product launch marketing of an existing product or future innovations, this is the right place to exhibit and sell them.

Event of The Era

Infinite opportunities

The exclusive platform that brings together the foremost and competent agricultural & Industrial players the world over to showcase their technological talents - in India Agri Progress, in a nutshell, India's Prime Agricultural Trade Fair organized by UMCP is highly regarded by the agricultural fraternity as one of the most business generating fair for the last four years. The utmost inventive and cutting-edge technologies converge and excel here.

India Dairy Expo

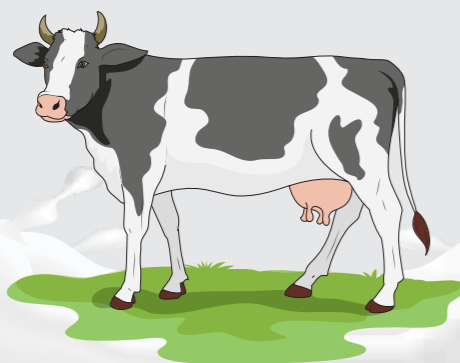
India Dairy Expo is a Concurrent Event of the India Agri Progress Expo 2024. It is an International Exhibition on dairy and animal husbandry. This exhibition is a platform to bring together all the stakeholders of the Dairy Industry.

The companies engaged in Dairy Farming, Dairying, Milk production & Processing, Packaging Machinery, Cold Chain Technology, Chillers, Cream Separators, Ice cream, Ghee, Butter & other dairy products, Milk Quality & Safety, Artificial Insemination, Cattle Feed Manufacturing, Cattle Feeding and Drinking Equipments Manufacturing, Conveying Systems & Automated Plant Manufacturing, Animal Health Equipment & Drugs Manufacturing, Animal Hygiene, Sanitation, Waste Management Equipment's Manufacturing, Processing can showcase their strength, products & services to the participants of this unique Dairy Expo.

Department of Animal Husbandry, Dairying & Fisheries under the Ministry of Agriculture, Ministry of Food Processing Industries, Ministry of Rural Development, Ministry of MSMEs, and other Central & State Government Ministries and Departments are working vigorously to sustain the achievements of the White Revolution in India.



Other Government agencies like the National Dairy Development Board (NDDB), (NMPPB), NABARD, APEDA, ICAR, and Relevant Departments and Dairy Co-operative Societies of the respective State Governments are extending their full-fledged support in raising Dairy products & Milk production through the commercialization of Dairy farming, raising the level of milk processing, Better Cattle feeds, Animal Health facilities, Sanitation, Hygiene, & Value addition to raw milk & dairy products for enhancing economic returns and employment generation across the rural India.



AGRICULTURE

- Agricultural Machinery & Equipment
- Tractor/ Harvester/ Rotavator
- Fertilizers / Bio-manure.
- Agriculture Seeds Manufacturers / Exporters
- Agro Chemicals / Pesticides / Insecticides Mfrs.
- Irrigation / Fertigation / Water Management Equipment
- Greenhouses / Equipment Suppliers / Agro Textiles
- Precision Farming Products
- Climate Control & Automation Equipment
- Planting Material / Seedling
- Storage Equipment / Packaging Solutions
- Nodal Government Agencies / Department
- Farm Management Equipment
- Banks & Insurance Services
- Soil Testing Equipment / Certification Companies
- Post Harvest Handling Equipment
- Agri Business Consultants / IT services
- Horticulture Tools
- Floriculture & Nursery Industry
- Packaging Technology & Services
- Grading & Sorting Machinery
- Elevator / Conveyors / Rotary Separators
- Cold chain Equipment for Perishable Produces
- Herbal foods products
- Grain, Feed Millers & Food Manufactures
- Grain Storage / Silos / Feed Milling Machinery

Focused Sectors



DAIRY

- Dairy Technology & Equipment
- Dairy, Poultry & Live Stock Companies
- Livestock Technology
- Veterinary Products
- Cooling, Fermentation & Freezing System
- Cold Room & Refrigeration Appliances
- Digital Temperature Controller
- Animal Nutrition Health Products / Equipment

Why Exhibit...?

India Agri Progress Expo is an exposure to world market which faces the global challenges and finds solutions. Through its strong marketing network & dedicated team, India Agri Progress Expo had successfully accomplished its 4 years. India Agri Progress Expo has vision to see the industry of India on international market.

- Great exposure to your brand.
- Adding credibility Best place to meet potential clients
- Best platform to introduce new products & live demonstrations
- What features / benefits buyers are looking for Knowing new marketing trends & scenario
- What locations buyers are coming from
- New products & technology launches
- Help you to analyze your competition
- Help you build a strong relationship with your existing customers.
- Opportunity for new business alliance
- Aid in damage control
- Technology advancement in the industry
- Gives you an opportunity to meet existing customer
- Opportunity to expand your database
- Immediate response from your target client

Advanced
FARMING
SERVICES

92% Exhibitors agreed that IndiaAgri Progress Expo delivered the right visitor for the Industry.

95% Exhibitors rated their Experience as very satisfied with IndiaAgri Progress Expo

95% Exhibitors said that IndiaAgri Progress Expo is best Exhibition in North India as Compared with others.

95% Exhibitors said that they will participate in next edition.

Glimpses



Signatures from Agriculture Departments & Industries mark their presence



Glimpses



Our Prestigious Clients



Exhibitor Categories

Tractors – Agricultural Implements & Machinery – Agricultural Machinery Parts –

Fertilizer and Chemicals – Irrigation & Water technology – Biotechnology –

Floricultural/Organic Agriculture – Greenhouse/Precise agriculture – R&D –

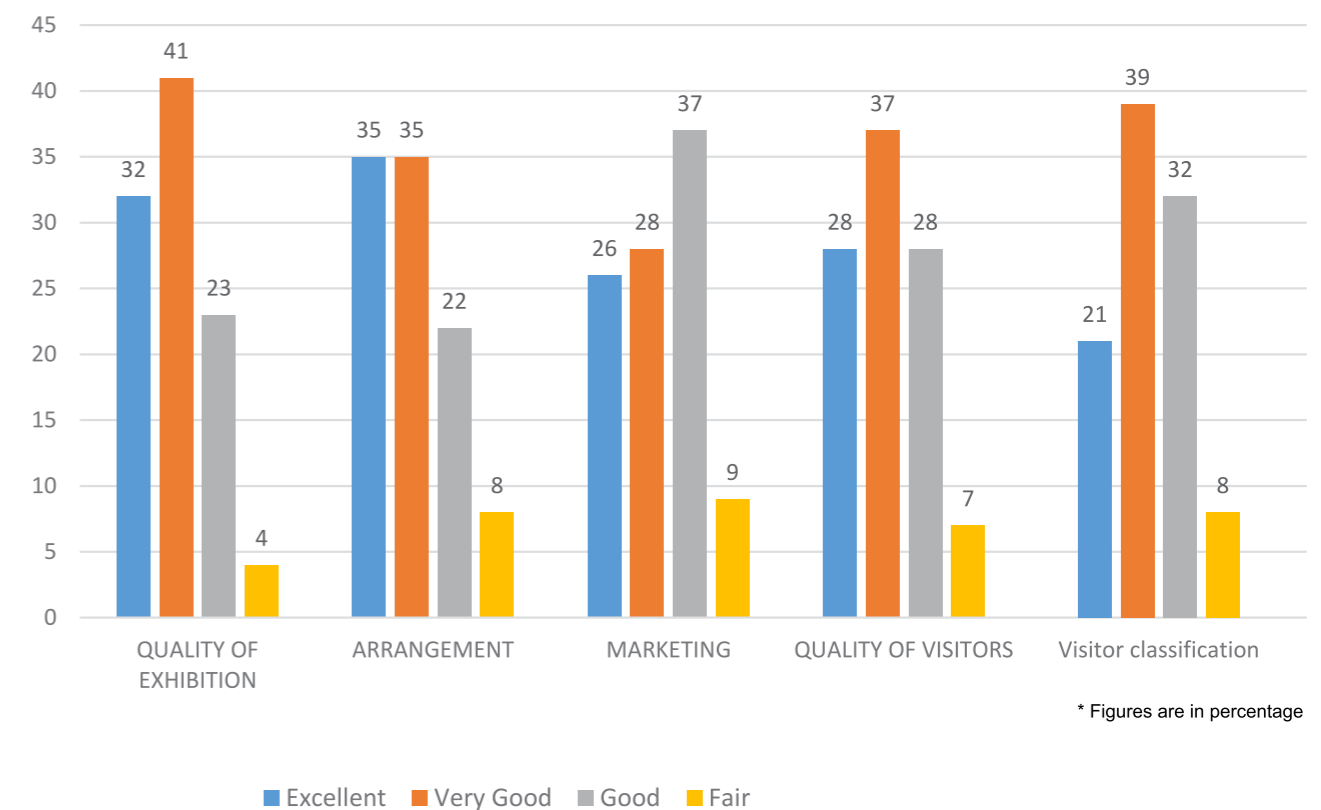
Marketing and export services – Tractor Tyres



Exhibitor Feedback

Business generated : 2500 lacs
 Leads generated : 18455
 Expected Business from Leads : 922/- Crores

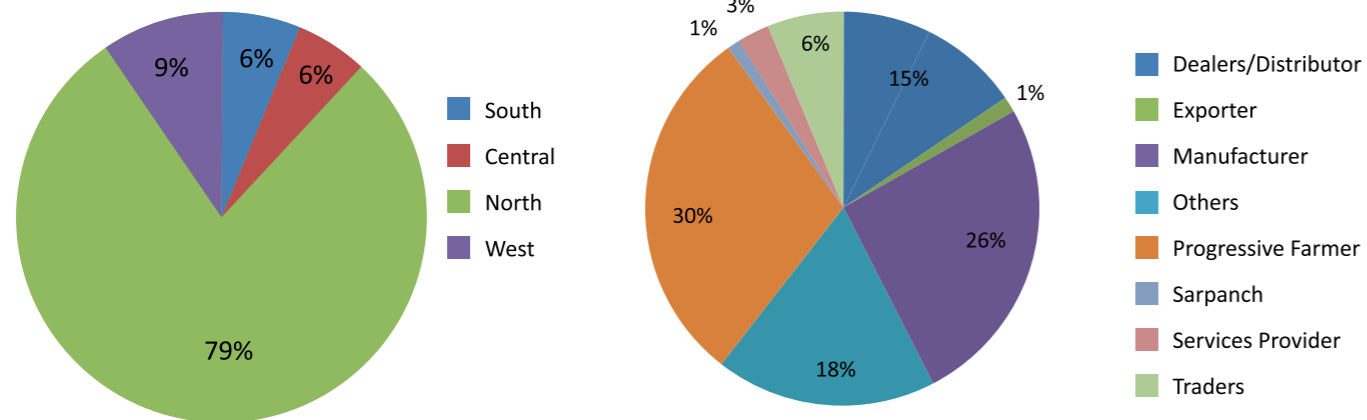
All figures captured from feedback forms.



Visitor Profile

INDIA AGRI PROGRESS EXPO promises to hold tremendous significance for Farmers & all levels in manufacturing Organizations, Service Sector, Traders – and its officials like CEO's & Entrepreneurs, Senior Executives, Corporate Planners, Manufacturing Managers & Executive, Agents of sector such as Officials from Central State Governments and Public Sector Units from across the world are also visiting this show.

- Agricultural Progressive Farmers • Industrialist, Traders & Manufacturers • Suppliers, Dealer & Distributors
- Agronomists & Expert Researchers • Agents, Contractors & Consultants • Wholesaler & Retailer • Government Authorities
- Associations Heads • Farm Owners Investors • Government & Private Nurseries • Agriculture Consultants
- Agriculture Universities • Honey Bee Farmers & Many More...



Agri Stats 2024



Farmer's Status

PUNJAB FARMER STATUS

CATEGORY	NO. OF FARMERS	AREA
Marginal < 2.5 Acres	1,64,000	101000
Small 2.5 - 5 Acres	1,95,000	269000
Semi Medium 5 - 10 Acres	3,25,000	855000
Medium 10 - 25 Acres	2,98,000	1703000
Large >25 Acres	70,000	1029000

HARYANA FARMER STATUS

CATEGORY	NO. OF FARMERS
Marginal	7.04 LAKH
Small	2.94 LAKH
Others	5.30 LAKH

MANUFACTURERS

STATE	COUNT
PUNJAB	1185
HARYANA	826
MAHARASHTRA	468
GUJARAT	156
UP	201
RAJASTHAN	150
TAMILNADU	441
KARNATKA	221
DELHI	139
OTHERS	1464

DEALERS

STATE	COUNT
UP	1436
PUNJAB	1053
MADHYA PRADESH	677
MAHARASHTRA	618
HARYANA	612
RAJASTHAN	527
GUJARAT	487
BIHAR	425
KARNATKA	351
OTHERS	8640

CATEGORIES & PROFILE

EXHIBITOR CATEGORIES

- | | | | |
|-------------------------|------------------------------|-----------------------|-----------------------------|
| • Agriculture Machinery | • Power Weeder | • Rotavator Parts | • Fertilizers |
| • Chaff Cutter | • Rotavators / Rotary Tiller | • Cultivator Tines | • Fungicides |
| • Crop Cleaning Machine | • Straw Baler | • Harvest Finger | • Pesticides |
| • Cultivators | • Straw Reaper | • Agriculture Casting | • Feed |
| • Disc Harrow | • Super Seeder | • Sickles | • Greenhouse Equipment |
| • Disc Plough | • Threshers | • Cultivating Tools | • Irrigation System |
| • Farm Machinery | • Tractors & Tractor Parts | • Axle | • Seeds |
| • Grain Loader Machine | • Agriculture Blades | • Yoke | • Sprayer Pumps |
| • Happy Seeder | • Power Tiller Blade | • Flanges | • Sprayers Knapsack |
| • Harvester Combine | • Rotavator Blades | • Sprockets | • Submersible Pumps |
| • Laser Land Leveller | • Combine Parts | • Chain Cover | • Tractor Mounded Generator |
| • Mulchers | • Pulleys | • Agriculture Nets | |
| • Potato Planter | • Gear Boxes | • Agriculture Pipes | |
| • Power Tiller | • V-Belts | • Drones | |



Marketing Campaign



OUTDOOR ADVERTISEMENTS



SOCIAL MEDIA ADVERTISEMENTS



1 MILLION WHATSAPP



1 MILLION SMS



NEWSPAPER



4,00000 MAILERS



FACEBOOK



20,000 TELECALLING

Association Tie-ups | Government Alliance | Direct Mailing Invites | Client Invites | Social Media Campaigns
Bulk Email & SMS Campaign | Magazine Advertisements | Website-ups | Print Media Promotion | News Paper Advertisements
Special Invitations to Dealers & Distributors | Online Media Partners | Outdoor Hoardings | SEO
Telecalling | Media Partners & Many More...

Participation Cost

Exhibition Timings : 10:00 am To 6:00 pm

Show Dates : 5-6-7-8 Dec 2024

Venue : Ludhiana Exhibition Centre, Sahnewal, Ludhiana

Shell Stall

Minimum Stall Size : 12 Sq. Mtr.
INR 7500/- per Sq. meter
International : US \$150

Bare Space

Minimum Stall Size : 36 Sq. Mtr.
INR 7000/- per Sq. meter
International : US \$140

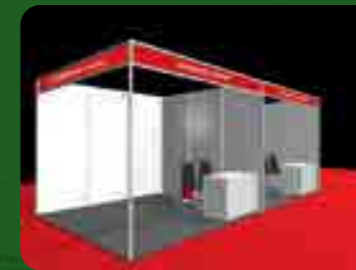
Open Space

Minimum Stall Size : 50 Sq. Mtr.
INR 4000/- per Sq. meter
International : US \$100

Payment Schedule

25% on Booking : Against Booking Confirmation
50% of Balance Amount : Before 30th September, 2024
Full Amount : 31st October, 2024

The shell space would include:



- Fabricated Stall
- Floored Carpet
- Side & Rear Wall Panels
- Exhibitor Name on Facia
- One Laminated Table
- Two Chairs
- One Dust Bin
- Three Spot Light
- One 5 Amp Plug Socket
- One Entry in Participant Directory

Other Utilities

Exhibitor should pay additional open side charges as per rates specified below

- 2 Sides open - 10 % of space charges
- 3 Sides open - 15 % of space charges
- 4 Sides open - 20 % of space charges

Note: GST as applicable by govt. (India)

Deadline to complete exhibit transfer & stall decoration is 6pm on 3rd December, 2024

Transfer of material / goods will not be allowed during exhibition.

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