



India Virtual FMCG & Supply Chain Expo 2020



Re-imagining the Future Building Opportunities



ZEBRA
Principal Sponsor

27 - 31 July 2020

12pm - 9pm

www.vfsc.in

INTRODUCTION

The FMCG industry is currently going through a phase of massive transformation. Companies now need to break traditions and implement solid new-age strategies in producing, selling and distributing goods. The FMCG industry has also seen a rise in M & A deals and more investors will pump money into this thriving sector. With the rising per capita income of the Indian population and the growth of the rural sector, total consumption expenditure will increase from US\$ 1411 billion in 2014 to US\$ 3600 billion in 2020.

Supply chain innovations will support the FMCG industry which is characterised by complex distribution network and intense competition. Companies with better supply chain system will perform well, whereas those with poorly managed supply chains will find it tough to even survive in the competitive market. With India becoming the global manufacturing hub, it needs to put its supply chain in order to best utilize the various opportunities in the national and international markets. Introduce world class strategies to meet customers' growing expectations of quick delivery of quality goods, and moving away from the 'one size fits all' approach to a more tailored one

Industry Snapshot

- ▶ FMCG sector is the **4th Largest Sector** in the Indian economy
- ▶ The **retail market** in India is estimated to reach **US\$1.1 trillion by 2020**
- ▶ The sector witness **healthy FDI inflows** of **USD 15.94 billion** during April 2000-December 2019
- ▶ FMCG sector is expected to **grow at 9-10 percent in 2020**



Opportunities in Indian FMCG Sector



GROWING DEMAND

- India's contribution to global consumption is expected to get double to 5.8 percent by 2020
- Rise in rural consumption to drive the FMCG Market. It contributes around 36 percent to the overall FMCG spending



ATTRACTIVE OPPORTUNITIES

- Increase in disposable income in India and low penetration levels in rural market offer room for growth



POLICY SUPPORT

- Initiatives like food security bill and direct cash transfer subsidies reach about 40 percent of household in India
- Investment approval of up to 100 percent foreign equity in single brand retail and 51 percent in multi brand retail.



HIGHER INVESTMENT

- Investment in this sector attracts investors as the FMCG products have demand throughout the year.
- The sector witnessed healthy FDI inflows of USD 15.94 billion during April 2000- December 2019



What is Virtual Expo

Virtual Expo is a digital platform where you can display your products virtually and also speak to your customers through one-to-one audio/video calls. You can also share informative material like e-brochures, visiting cards or any other document digitally with your customers. So, sitting from the comfort of your office or even home, you get to reach out to your target audience seamlessly through your Mobile, Laptops or Desktops. It provides all the business networking opportunities that you are used to as part of the physical expo sans the requirement to be physically present at the exhibition venue.

WHY PARTICIPATE?



It can bring **more attendees** (qualified leads).



It **saves money** normally incurred on logistics, lodging and boarding in case of physical exhibitions.



Interaction possible with all the visitors which is not possible at physical events.



Virtual trade shows give exhibitors **increased exposure**.



Various forms of media **enhance the sales** experience.



Attendees and exhibitors **engage** at an unprecedented rate

Forums of Event

Exhibition

Webinar

Sessions

Buyer-Seller Meet

Exhibitors Profile

Food processing & Beverages



- Fine Food
- Dairy Products
- Beverages Industry
- Bakery & Ingredients Industry
- Frozen & Processed Food
- Organic & Health product
- Ready to eat products
- Agro Products



Beauty and Personal Care Products

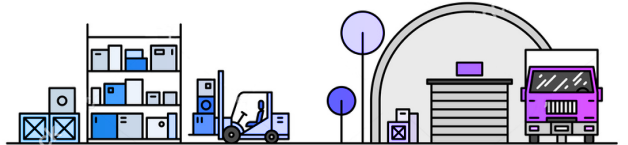
- Home and Personal Care Ingredients
- Raw Material & Ingredients Distributors/Suppliers
- Private Label & Contract manufacturing
- Raw Materials and Ingredients suppliers for Skin Care
- Testing and Research Laboratories
- Formulation Companies
- Essential Oils Suppliers and Manufacturers
- Ayurveda Ingredients Suppliers



E- Commerce

- Ecommerce
- Online Retailers, online business directories
- Ecommerce Technology software and solutions provider
- E-Commerce Website Design and Development
- E-Commerce Logistic Services
- Listing Services on Online Shops
- Cash & Carry Organizations- reaching out to small stores through their ecommerce solutions
- E-commerce, Social Media and Digital Marketing companies
- Payment Processing, E-payments Security & Authentication Technology companies
- Organizations into Ecommerce Customer Relations - Service & Support
- Acquisition, Conversion solutions, Delivery & Fulfillment and retention, Return Management
- Banks offering online services
- Order Management Systems

Supply Chain & Logistics



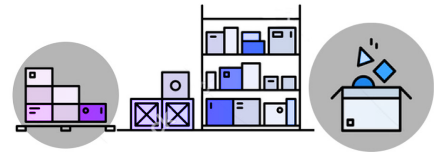
- Machinery and Material handling equipment
- Warehouse Rental Companies
- Cold Storage Infrastructure Solutions
- Cleanroom and Allied Equipment
- Cold Store Safety Equipment
- Material Handling Equipment
- Storage Containers
- Insulation and waterproofing
- Refrigerated Transportation
- Logistic and supply chain

Finance and IT services



- Payment Gateway and E-wallets companies
- Internet of Things (IoT) and Cloud Service
- E-payment solutions
- Banking and Investment firms
- Computer Hardware & Peripherals
- Smart Cards / RFID
- Inventory Management firm
- Fleet Management firm
- Security and Surveillance

Plastic & Packaging Technologies



- Packaging materials & Machinery (Food & Non- Food)
- Automation & Robotics technology
- Paper, PET, Plastic & Board Packaging
- Beverage Packaging
- Weighing System Quality Control & Testing
- Aseptic Processing & Packaging
- Coding/Marking & Labelling
- Cosmetic Processing Machinery
- Dairy and Seafood processing machinery
- Food Safety & Hygiene Technology
- Glass Packaging Materials
- Laboratory, Testing & Measurement Equipment

Visitors Profile

- Beverage / Brewing / Canning / Bottling
- Chemical / Confectionery/ Dairy/ Snack food/ frozen food producers
- Contract Packaging
- Fish & Seafood Processors
- Food Scientists
- Food Processing
- Industrial Product / Packaging Materials / Preserved / Dehydrated Food Manufacturer
- Machinery Importing / Dealing / Distribution
- Pharmaceutical Producer
- Refrigeration / Cold Storage System
- Water Treatment & Environmental Engineer
- Dealers/Importers / Exporters/Dealers/ Consultants/Wholesalers/ Distributors/ Retailers
- Health & Wellness Administrators
- Salons & Slimming Centres
- Nutritionists / Cosmetologists
- Health & Fitness Professional
- Hotel & Spa Developers
- Quality Analyst / Assurance Manager
- Cosmetic/ Personal care Manufactures
- Cosmeceutical / Deodorants / Perfumes Manufactures
- Automobile & automotive/ Electronics & electrical
- Heavy engineering product manufacturers
- Aerospace / Airlines
- FMCG / Ship Building & shipping / Cement, steel & glass companies
- Oil, lubricants & paints manufacturers
- Ports & airports
- Educational Institutions / Engineering / Research Institutes
- Head - IT / CTO/ CIO/ Networking personnel / MIS / Purchase heads
- Telecom Engineers / Procurement personnel of all the corporate
- Telecom / broadcast equipment manufacturers & service providers
- IT Hardware & Software Companies
- IT Parks and Stock exchanges
- Marine Agencies
- Grocery & Convenience Stores
- Food Catering Services
- Organic Product Stores
- Bakeries, Clubs & Resorts
- Hotel, Restaurant and Bar Industry
- Packaging & Distribution centres
- Supermarket & Hyper market
- Fast Food Chain
- Courier/ Cargo/Supply Chain Companies
- 3PL & 4PL / Logistics Companies, Agents
- Warehouse Owners, Brokers
- E-Commerce
- Machines OEMs & Spare Part Manufacturers
- Inspection & Certification Companies, Agents
- CXO's of Ecommerce / Modern Retail organizations
- Online Consumers / Shoppers / Agents
- Consumer brand manufacturers
- Consumer service companies
- Online Marketing companies
- Investors & Venture Capitalists
- Banks / Financial / Payment Gateway Institutions
- Travel, Hospitality & Entertainment
- Transport Operators
- Advertising, Digital and Media Agencies
- Government agencies / PSUs / Trade Associations

Participation Charges

Sponsorship Type	Indian	Foreign
Principal (Exclusive)	INR 3,00,000	USD 5000
Exhibition Room/Hall Sponsor	INR 2,00,000	USD 4000
Gold Sponsor	INR 1,00,000	USD 2000
Standard Booth with Pre-set Design	INR 20,000	USD 500
Convention Centre Sponsor	INR 5,00,000	USD 8500
Webinar Session Sponsor	INR 1,00,000	USD 2000
Information Desk Sponsor	INR 1,00,000	USD 2000

*GST@18% will be applicable

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