

Organised By:

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INDIA *Brand expo*

www.brandxpo.in
Facilitating Atmanirbhar Bharat

**Date to be
announced**

Supporting Partner :



Branding Partner :

Award Partner :

Media Partner :



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ABOUT BRAND EXPO:

Brand Expo is India's only Multi-Sector Brand Making Exhibition which provides opportunity to network your product and services face-to-face to potential dealers and distributors. Brand Expo help organizations discover, develop and evolve their brand identities. It will be single platform where the potential dealers, distributors and suppliers will be coming. The segments like FMCG, Cosmetics, Handicrafts, Consumer Electronics, Agriculture, Medical, Lubricants, etc are booming at a very fast pace. Few market outlook are as follows to understand the potential:

- ★ Fast moving consumer goods (FMCG) are the 4th largest sector in the Indian economy. There are three main segments in this sector – food and beverages which accounts for 19 per cent of the sector, healthcare which accounts for 31 per cent and household and personal care which accounts for the remaining 50 per cent. The FMCG sector has grown from US\$ 31.6 billion in 2011 to US\$ 52.75 billion in 2017-18. The sector is further expected to grow at a Compound Annual Growth Rate (CAGR) of 27.86 per cent to reach US\$ 103.7 billion by 2020. The sector is projected to grow 11-12 per cent in 2019.

Growing Demand	India's contribution to global consumption is expected to get double to 5.8 percent by 2020
Attractive Opportunities	Increase in disposable income in rural 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 households in India
Higher Investments	Many players like Patanjali, Dabur etc. are planning to expand into new geographies and categories

Source: India Brand Equity Foundation

- ★ According to "India Cosmetic Market Outlook, 2021", cosmetic market in India was growing with a CAGR of more than 15% from last five years. The India cosmetic market consists of five segments viz. Skin Care, Hair Care, Fragrance, Color Cosmetics and Oral Care. Increasing purchasing power and disposable income, urbanization, growing awareness about beauty products and manufacturers aggressively pushing products in rural India is driving the volume sales of cosmetic products robustly. Affordability and rising consumer base in the country are also responsible for high cosmetic sales.
- ★ According to Export promotion council of Handicraft "The exports of Handicrafts have shown an increase of INR. 651.79 Crores from INR. 5871.96 to INR. 6523.75 Crores, an increase of 11.10% in rupees term. In dollar terms, the exports have shown a increase of US\$ 61.50 Million i.e. the exports increased by 7.02% over the similar period in 2018-19.



EXHIBITOR PROFILE :

- ✦ Packaged Food
- ✦ Organic Food
- ✦ Dairy Products
- ✦ Conserves & Spices
- ✦ Frozen & Refrigerated Food Products
- ✦ Processed Food Products
- ✦ Snacks, Sweets and Confectionery
- ✦ Food Additives and Ingredients
- ✦ Bakery Products
- ✦ Hair Care products
- ✦ Skin Care Products
- ✦ Cosmetic Products
- ✦ Oral Care Products
- ✦ Soaps & Toiletries
- ✦ Home Decors
- ✦ Toilet cleaners
- ✦ Detergents
- ✦ Floor cleaning Products
- ✦ Electronic Products
- ✦ Kitchen and Household Products
- ✦ Lifestyle Products
- ✦ Artificial Jewellery and Watches
- ✦ Banks and NBFCs
- ✦ Credit Finance Companies
- ✦ Softwares
- ✦ Computers
- ✦ Mobiles
- ✦ Application Developers
- ✦ Agriculture Products
- ✦ Pesticides
- ✦ Farming
- ✦ Plastic Products
- ✦ Packaging

VISITOR PROFILE :

- ✦ Retail Chains
- ✦ Wholesalers
- ✦ Distributors
- ✦ Trade Associations
- ✦ Government Bodies
- ✦ Health Chains
- ✦ Convenience Stores
- ✦ Departmental Stores
- ✦ Malls
- ✦ Marts
- ✦ Hypermarkets
- ✦ Supermarkets
- ✦ Home Decors
- ✦ Hotel & Restaurant Chains
- ✦ Spas
- ✦ Fashion & Lifestyle Stores
- ✦ Brand Developers
- ✦ Sourcing Managers
- ✦ R & D Managers
- ✦ Exporters
- ✦ Importers & many more

THE ORGANISER :

Nexgen Exhibitions Pvt. Ltd. is Asia's leading and established Exhibition and Conference organizer. It has emerged as one of the most reputed and outstanding exhibition organizing company in Asia with the innovative projects conceptualized and executed with its in-depth knowledge, information and understanding of business beyond borders. Nexgen Exhibitions is led by a team of professionals and delivered successful projects at India, Thailand, Vietnam, Bangladesh, Kenya, Uganda, Sri Lanka etc. We possess unique skills and exposure in organizing B2B exhibitions and Conferences, which enables us to address needs and requirement of Industry specific. Having expertise and vast knowledge in the field of trade fair exhibitions, gained over 13 years experience, have come long way through meticulous planning and flawless delivery standards.

Nexgen Exhibitions strives to be the most reliable and leading exhibitions and conference organizers by ensuring value for money to our esteemed Exhibitors, Visitors and Delegates. Deep knowledge of our related Trade & Industry enables us to provide a tailor made, innovative and cost effective solutions to help our clients achieve high business efficiencies.

Other Events of NEPL:



Emerging Brands of India Award



Brand is a visible assets and if created properly , it guarantee a certain level of achievements. Brand building is too important like other department of organisation and brand building must be managed by professional.

In view to facilitate new entrepreneurs to connect their products to consumers and conveying consumers expectation to brand managers, Brand Promotion Foundation has been created . Brand Promotion Foundation is a not for profit organisation helping all aspirant brands to become emerging brands and established brands in due course and guiding them how to sustain for a long term in consumer oriented market.

Marketing gurus, branding professionals , public relations professionals ,Communication professionals and advertisement and media professionals are at the helm of Brand Promotion Foundation

Brand-building is a function that must be driven by a sense of creativity, exploring opportunities, conveying right message at right time, connecting consumers and knowing their aspirations from a brand or product.

Brand Promotion Foundation is a major step in promoting make in India. It helps and assists new and emerging brands to become well established brand in their respective fields.

Brand Promotion Foundation has instituted **Emerging Brands of India Award**. This is a recognition to be given to new entrepreneurs who are committed to deliver value for money to consumers.

For More Details, Kindly Contact Us:

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