



M O F P I
 MINISTRY OF FOOD PROCESSING INDUSTRIES
 GOVERNMENT OF INDIA



A global event
 to showcase, connect
 and collaborate

PARTNERSHIP OPPORTUNITIES FOR INDUSTRY

POLICY
 ROUNDTABLES

EXHIBITIONS

B2B/B2G/G2G
 MEETINGS

FOOD
 STREET

THEMATIC
 SESSIONS

STARTUP
 AWARDS



www.worldfoodindia.gov.in

WORLD FOOD INDIA

2024 19th to 22nd September

Processing for Prosperity

Venue: Pragati Maidan, New Delhi



@worldfoodindia





WORLD FOOD INDIA 2024

The Indian food processing sector has grown at a rapid pace with an average annual growth rate of 9 percent in the last five years. The sector facilitates strong linkages between industry and the agriculture sector through a wide array of activities, including farming, aggregation, processing, packaging, storage, and distribution. The sector has also witnessed an immense surge of opportunities in its champion sectors like frozen food, ready to eat/ready to cook products, millets/nutri-cereals etc.

Recognizing the potential of food processing sector in transforming India as the food basket of the world, the Ministry of Food Processing Industries, Government of India has adopted measures to channelize investments in food processing sub-segments. This includes backward linkages, food processing equipment, processing related R&D, cold chain storage solutions, start-ups, logistic & retail chains, encompassing the entire food processing value chain.

With the objective of introducing the world to the multi-faceted and rich Indian food culture as well as promoting investments in

the diverse food processing sector of the country, the Ministry of Food Processing Industries launched the second edition of World Food India in 2023 during 3rd – 5th November at Pragati Maidan, New Delhi. The event was the biggest ever congregation of government departments & dignitaries, global investors and business leaders of major global and domestic agri-food companies in the country.

The event was inaugurated by the Hon'ble Prime Minister of India Shri Narendra Modi on 3rd November 2023 at the Plenary Hall of Bharat Mandapam. The valedictory session of World Food India 2023 event, concluded on 5th November and was graced by the esteemed presence of the Hon'ble President of India, Smt Droupadi Murmu.

The Ministry of Food Processing Industries, Government of India is now all set to take this event to the next level with World Food India 2024 to be held at Pragati Maidan from 19th -22nd September.

INDIA as Food Basket of the World



PRESENT

Opportunities for investment in technology, equipment manufacturing, logistics and cold chain



PROMOTE

India as Food Basket of the world with focus on RTE/RTC Millets, organic produce, indigenous processed food etc.



BOOST

Investment interests from both domestic & foreign investors



EXPLORE

Innovation-driven solutions to transform supply chain ecosystem of the Food Processing Sector in India



SHOWCASE

'Amrit Kaal' by projecting various achievements due to progressive initiatives of Government of India

Why visit WFI 2024

- Over 50,000 sq. m of Exhibition Space
- Conferences & Thematic Knowledge Sessions
- B2B, B2G & G2G Meetings
- Showcasing India's State Pavilions
- International Country Pavilions
- Exclusive CEO Roundtables
- Industry Roundtables with Policy Makers
- State & Country Sessions
- Startup Awards & Incubation Cells
- Food Street for exclusively curated food experiences

Who should attend

- Food Processing & Manufacturing Companies
- Food Startups & Innovators
- Exporters and Importers of Food Products
- Ingredient Manufacturers
- Government Representatives & Delegates
- Foreign Missions Abroad & Embassies
- E-retailers
- Academia & Research Institutions
- Equipment Manufacturers & Solution Providers
- Food Packaging, Cold Chain & Logistics companies
- Investors, Private Equity Firms & Venture Capitalists
- Financial Institutions
- Trade & Media Partners



Sponsorship Opportunity Matrix

CATEGORY / BENEFITS	PLATINUM PARTNER	DIAMOND PARTNER	GOLD PARTNER	SILVER PARTNER
Sponsorship Amount	*INR 1,00,00,000/-	*INR 75,00,000/-	*INR 50,00,000/-	*INR 25,00,000/-
Number of partners	2	3	6	10
Logo Visibility (Backdrop, Event Branding, Event Promotion Mailers)	✓	✓	✓	✓
Complimentary raw indoor space	150 sq. m.	96 sq. m.	60 sq. m.	36 sq. m.
VIP seating	✓	✓	✓	✓
Opportunities via digital media platforms (video byte of CXO, company AV)	Yes, along with video byte of CXO	✓	✓	✓
Participation opportunity as a Speaker	✓	✓	X	X
Branding Opportunity (Backdrop, Reception Area)	✓	✓	✓	✓
Complementary Passes for different ceremonial functions and exhibition	✓	✓	✓	✓
Branding on Event Website (logo & hyperlinked)	✓	✓	✓	✓
Endorsement as "Thank You Partner" at event venue	✓	✓	✓	✓
Advertisement in Event Catalogue: <ul style="list-style-type: none"> Partner Company profile to be incorporated in the Event Catalogue. "Thank You Partner" acknowledgement on Event Catalogue. 	One Double Spread Colour advertisement	One Colour advertisement	One Colour advertisement	One Colour advertisement
Lunch invitations to the leadership team on each day of the event.	20	15	12	10
Access to VIP Lounge and Business Center	✓	✓	✓	✓

*No. of coupons for free registration of prospective clients



OTHER SPONSORSHIP PACKAGES

EVENING/ NETWORKING DINNER	*₹ 30,00,000/-	(1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. Logos of the partner company will be incorporated on the stage backdrops, hall facias, displayed jointly with the logos of the organizers. The Dinner will be hosted on one of the event days at a suitable venue during World Food India 2024. The total number of invitees will be approximately 1200, which include Govt. officials, members 	<ul style="list-style-type: none"> of trade associations, leading industry players, foreign delegates etc., from India & Abroad. Acknowledgement on the Partners Page of the event website with name and logo of the sponsor. One Colour advertisement in Event Directory. Logo in "Thank You Partner" backdrop to be incorporated at various locations in venue 10 Lunch invitations to the leadership team on each day of the event 	
VISITOR BAG	*₹ 30,00,000/-	(Qty 10,000 Units) (1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. The Partner's logo will be exclusively displayed on the Delegate Kit Bag. Partner's corporate literature to be included in the Delegate Kit Bag. (Flyer to be provided by the Partner company) 	<ul style="list-style-type: none"> One Colour advertisement in Event Directory. Delegate Kit Bag will be distributed to VIP's, Media & registered delegates at the event. 10 Lunch invitations to the leadership team on each day of the event 	
BADGE PARTNER	*₹ 25,00,000/-	(1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. Partner Company's name and logo shall be printed on VIPs'/ Exhibitors'/Delegates'/Visitors' badges. 	<ul style="list-style-type: none"> One Colour advertisement in Event Directory. Logo in "Thank You Partner" panel to be incorporated at various locations in venue 10 Lunch invitations to the leadership team on each day of the event 	
LANYARD PARTNER	*₹ 25,00,000/-	(1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. Partner Company's logo shall be printed on the lanyards of all the participants including VIPs, Exhibitors, Delegates, Media, Organizer etc. 	<ul style="list-style-type: none"> Logo shall be incorporated on the "Partners Page" on event website & will be linked to the Partner company's website. One Full Page Advertisement in the Event Directory. Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue. 10 Lunch invitations to the leadership team on each day of the event 	
EVENT DIRECTORY	*₹ 20,00,000/-	(Qty 4,000 units) (1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. This publication shall serve the purpose of an encyclopedia on the event for the visitors. The Partner logo will appear prominently on the front cover of the publication. One page write-up on the sponsoring company in the Event Directory 	<ul style="list-style-type: none"> One Full Page colour advertisement in the Event Directory Event Directory will be sent to all industrial association in the field of Food processing, allied equipment & machineries manufacturers, diplomatic missions in India after the event. Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue 8 Lunch invitations to the leadership team on each day of the event 	
VIP LOUNGE & BUSINESS CENTER	*₹ 15,00,000/-	(2 NOS)
<ul style="list-style-type: none"> A unique way to give VIP status to your logo. The Partner Company shall be provided an 18 sq. m. complimentary Indoor shell space at the venue. This will be an exclusive lounge to welcome and entertain industrialists, trade delegates, diplomats, bureaucrats and ministers & officials of countries & states. Partner Company's logo will appear outside the entrance of 	<ul style="list-style-type: none"> the lounge and on the protocol desk situated inside. Video content provided by the Partner shall be played back on the LED TV in the lounge. One Full page advertisement in Event Directory Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue. 6 Lunch invitations to the leadership team on each day of the event 	
FAIR GUIDE	*₹ 10,00,000/-	(1 NO)
<ul style="list-style-type: none"> The Partner Company shall be provided a 18 sq. m. complimentary Indoor shell space at the venue. The guide shall be distributed to all the visitors at the fair ground at the time of registration. The Partner Company's logo shall appear on the front cover of the guide. 	<ul style="list-style-type: none"> One colour advertisement will be placed on the back cover of the Fair Guide. Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue. 4 Lunch invitations to the leadership team on each day of the event 	
REGISTRATION COUNTER	*₹ 10,00,000/-	(2 NOS)
<ul style="list-style-type: none"> The Partner Company shall be provided a 36 sq. m. complimentary raw indoor space at the venue. Partners' logo will appear on the registration panels at the entrance. 	<ul style="list-style-type: none"> Business delegates and visitors will be registered at these counters. Logo in "Thank you Partner" backdrop to be incorporated at various locations in venue. 4 lunch invites to be provided to top management. 	
INSTALLATION PARTNER	*₹ 10,00,000/-	(10 NOS)
<ul style="list-style-type: none"> The Partner Company shall be provided an 18 sq. m. complimentary indoor shell space at the venue. The Partner company can set up an installation with their branding at a prominent location at the event venue. The design shall be subject to prior approval from Ministry. 	<ul style="list-style-type: none"> One full page advertisement in the event directory. Logo in "Thank You Partner" backdrop to be incorporated at various locations at the venue. 	

Partnership Opportunity for Banking Partner

A. Deliverables

Package Cost: INR 25,00,000 plus 18% GST as applicable

S. No.	Deliverables Category	Banking Partner
1.	Exhibition Space	Total area of 96 sq.m. (raw space) pavilion
2.	Participation Opportunity	One speaking slot (CXO level) in relevant session during the 3 day event
3.	Conference Delegate Passes	5 delegate passes
4.	B2G meetings with Government officials and allied departments	Yes
5.	B2B meetings with leading players of the Food Processing Industry	Yes
6.	Advertisement in the Event Directory which will be provided to all exhibitors, special invitees, Ambassadors and speakers.	One full page colour advertisement
7.	Access to VIP Lounge and Business Center	Yes
8.	Lunch for event days	10

B. Branding Opportunities

S. No.	Branding Opportunities	Banking Partner
1.	Website Branding	Bank / Financial Institution to be acknowledged as "Banking Partner" and logo to be displayed as "Banking Partner" on Event website
2.	Venue Branding	Display of Banking Partner's logo on panels placed at various locations at the venue.
3.	Conference Venue Branding	Display of Banking Partner's logo in pre-conference backdrop and main conference venue.
4.	Exhibition Hall & Conference Hall Branding	Display of Banking Partner's logo in signages & brandings at the venue.
5.	"Thank you Sponsor" Panel	Banking Partner's logo to be acknowledged in "Thank You Sponsor" panel at prominent locations.

C. Web Engagements

S. No.	Web Engagements	Banking Partner
1.	Social Media	Social Media coverage on Facebook, X (formerly Twitter), LinkedIn, etc.
2.	Emailers	Emailer to all registered delegates and industry database.



Highlights of 2nd edition of World Food India held in 2023

9 International Ministerial level delegations

16 International High level official delegations

91 CXOs from over 70 leading companies

1208 Exhibitors

15 Country pavilions, 10 partner ministries & departments, 25 states, 6 commodity boards, 8 association partners

6 International Ministerial level meetings, 112 G2B meetings, 16283 B2B meetings

715 International Buyers from more than 90 countries and 218 domestic buyers participated in RBSM meetings.

MOUs worth INR 33,129 crore signed

47 Sessions featuring Thematic, State, Allied Ministries, and Country & Organization sessions

High Level Industry Roundtable Interaction with Union Ministers

Food Street Curated by Chef Ranveer Brar

Organized by the Ministry of Food Processing Industries, Government of India, World Food India 2023 witnessed one of the largest gathering of investors, food processors, manufacturers, producers, policy makers and organizations from the global food ecosystem. The event's global appeal was further reinforced by the distinguished participation of the Netherlands as the partner country and Japan as the focus country. A vibrant and colourful "Food Street" showcased Indian and Foreign cuisines using Indian ingredients, flavours and fragrances - a unique platform for guests to experience Indian food.

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