

2nd Edition

food

— A'FAIR —

Gateway Trade fair to South India's

Food & Beverage Retail and Modern Trade



12-14 June 2025 HITEX, HYDERABAD



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www.foodafair.com

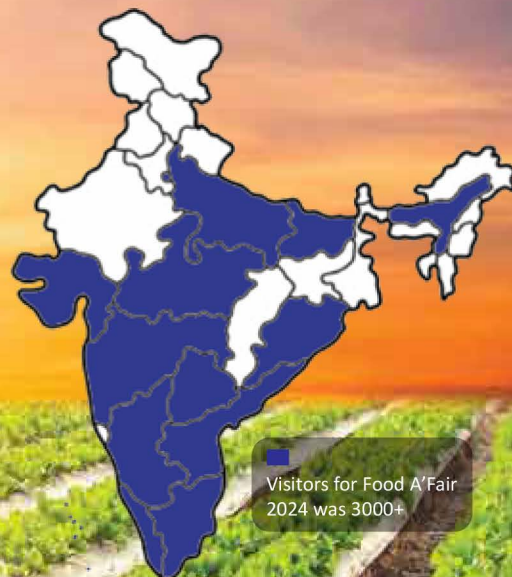


Introduction

The Second Edition of Food A'Fair 2025 to be hosted from 12th - 14th June will continue to serve as the platform for the entire gamut of food and beverage fraternity, from connoisseurs to start-ups. The show will not only cater to intrigue both the enthusiast & the inquisitive on the latest trends, innovations & technology of industry but will also continue to be an excellent opportunity to showcase a wide product range, new talent, exchange of novel ideas and build long-term partnerships with the aim to transform the food future of the Country.

Food A'Fair 2024 Highlights:

- The event was scheduled from June 13th to 15th 2024 at HITEX, Hyderabad.
- Food A'Fair 2024 was the first of its kind trade fair in Hyderabad, bridging the gap between retailers, wholesalers, and manufacturers in the modern food and beverage sector.
- The first edition of Food A'Fair has seen the presence of over 3000 visitors, 100+ exhibitors, and 20+ partner organizations we anticipate even greater engagement this year.
- The show had pan India participation by major companies like Bikaji, Vijaya Dairy, Heritage, Continental Coffee, Dolphin Foods, SLN Coffee, Sid's Farm and many more.
- Leading brands have got the opportunity to meet wholesalers and retailers which helped to magnify business.
- The Guest of Honour for the exhibition inauguration were Shri Pullela Gopichand, Chief National Coach Badminton and Shri Akhil Gaware, Director Telangana Food Processing Society.



Features 2025



Exhibition



Conclave



Experience

Why Food A'Fair 2025

Gateway trade fair

to South India's **FOOD & BEVERAGE**
Retail and Modern Markets



Boost Sales and Marketing Efforts:

An excellent platform to generate leads, and enhance brand visibility. Connect with potential customers, partners, and investors, ultimately boosting sales and marketing efforts

Gain Insights and Feedback: Get insights on the latest market trends - needs, preferences & challenges, understand competitors' strategies to enhanced customer procurement and improve your market standing. Gather feedback on your offerings to identify opportunities and gaps in the industry

Discover New Products and Services: Explore the latest offerings in your industry, compare products, and interact with exhibitors. Trade fairs are a treasure trove of inspiration and creativity.



Showcasing Products: Food A'Fair allow businesses to showcase their products and services to a broad audience, including food manufacturers, distributors, retailers, and renowned chefs. An opportunity to introduce new flavours.

Network & Expand: Connect with like-minded professionals, including customers, suppliers, mentors, and industry experts. Building relationships and exchanging ideas can lead to valuable connections and collaborations.

Market Insights: Understand competitors' strategies and customer procurement to improve your standing in the market.

Why Exhibit

- ✦ A focused industry event that offers direct interactions with leading buyers from India.
- ✦ Monitor the activity of competitors and the industry in general
- ✦ The right platform to increase brand exposure & explore market opportunities.
- ✦ You can boost your business via B2B meetings.
- ✦ You can meetup with new suppliers, customers and business partners under one platform.
- ✦ You can share and obtain information about the current market and buying trends.
- ✦ Promote your products with local and Pan India visitors.
- ✦ Benefit from the marketing, advertising and PR campaign of the show.
- ✦ Use the exhibition to launch and demonstrate new products and services.
- ✦ Penetrate a rapidly expanding South India market.

EXHIBITOR PROFILE



Agri Produce



Fresh Produce



Organic



Dairy Products



Spices



Meat & Seafood



Frozen Products



Processed & Ready to Eat



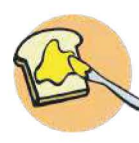
Chocolates



Wellness & Ayurvedic



Beverages



Spreads

VISITOR Profile



Importers, distributors, wholesalers and retailers



Overseas buyers/trade delegations



Executive chefs



Hospitality procurement heads



Food service institutions



Supermarkets, grocery & convenience stores



Diplomatic & commercial representatives of foreign missions in India



Policy makers & media, etc.



Food manufacturers

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