



# food

— A'FAIR —

Gateway Trade fair to South India's

**Food & Beverage**

*Retail and Modern Trade*

**13-15 June  
2024**

HITEX, HYDERABAD

**BE**  
BLITZ  
EXHIBITIONS

IN ASSOCIATION WITH

**HITEX**  
HYDERABAD  
It all happens here  
AceUrban Group



# Indulge

into an Affair  
with world of

## FOOD & BEVERAGES

Welcome to Food A'Fair - the new age **International Trade Fair for Food & Beverage retail trade**. Food A'Fair, bringing together Food & Beverages producers with wholesale, retail and modern markets.



Gateway trade fair to the south Indian food & beverage wholesale, retail and modern trade



Conditions like urbanisation and pandemic creating enormous opportunities for modern F&B trade and online grocery shopping



Bridges gap between Food & Beverage manufacturers with wholesalers, retail & modern trade



Addresses key issues of food safety and the underutilized capacity of most food and beverage manufacturers



Raising demand for more functional foods like Plant based protein and ethnic food like millets and organic



*BEST*  
**TRADE FAIR**  
*FOR*  
**FOOD &  
BEVERAGE**

retail & wholesale trade

Over **200+**  
Food & Beverage  
producers



Conference  
& Knowledge  
sharing sessions



Focus on  
shared  
economy



Wine tasting  
session



Over **6000**  
trade buyers



**B2B**  
meetings



**Fun Food  
Festival**

## OPPORTUNITY

# Food & Beverage Retail & Grocery Trade

**\$ 850 Billion**

Grocery & food retail size by 2025.



01

At \$570 Billion, Food & Grocery is the largest segment in the Indian retail trade.

Conventional category like staples & fresh accounts 80% of total food retail.

02



**3<sup>rd</sup>** largest Food & Grocery market in the world.

**100%**

FDI in food products produced.



03

Online grocery touched \$3.95 Billion in FY 2021, growing CAGR 33% expected to reach \$ 26.63 Billion by FY 2027.

Packaged snacks, confectionery & beverages growing rapidly at CAGR 15%.

04



**15%** CAGR for next 5 years.

Post Pandemic country witnessed surge in Online grocery users which stood 23 Million in 2021.

05

Key drivers of growth being increasing per capita income, urbanization, increasing nuclear families, conversion from unpackaged to packaged, premiumization and demand for convenience

# WHY Hyderabad

Hyderabad, city of pearls is also most commonly associated with its plethora of culinary delight. Besides being amalgamation of south Asian, Mughlai, Turkish, Arabic and Indian, Hyderabad cuisine also embraces western cuisine.



## **Conveniently Located**

Situated geographically at the confluence of North & South India with excellent connectivity within south India and in India as whole.



## **Cosmopolitan Flavor**

Multicultural, multilingual, and multinational – Hyderabad is one of the most cosmopolitan cities in the country a real melting pot.



## **Connoisseurs Hub**

From authentic Andhra to flavors of Deccan, from unique Indo-Chinese, to modern, western grub – in Hyderabad you have all kinds of food connoisseurs.



## EXHIBITOR PROFILE

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Agri Produce



Fresh Produce



Organic



Frozen  
Products



Processed &  
Ready to Eat



Chocolates



Dairy Products



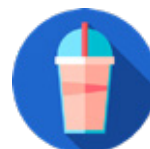
Spices



Meat &  
Seafood



Wellness &  
Ayurvedic



Beverages



Spreads

## VISITOR PROFILE

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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





## Food A'Fair PLUS

Food A'Fair Private Label Universe Show is an unique platform which will help connect the manufacturers who would rarely have direct access to with buyers, who can get straight to the source for the cost effective customisable products, branding & packaging solutions which are in demand and are in need of the end users.

Food A'Fair Plus, will bring together food & beverage manufacturing focussing on utilising their manufacturing capacity to the full extent with buyers, startup and

new marketeers avoid the huge capital investments on machinery technology, labour issues and focus on taking to the products to the desired customer groups.

Globally, Private labels are on high demand, however, in India the trend is slowly moving up slowly but not to the extent as western world. Margins in private label is 25-175 % higher as compared to regular brands in stores & digital platform. Increasing awareness and more value for money has made consumer prefer private label brands.

## Special Events concurrent to Food A'Fair 2023

- Wine Tasting Session
- Cheese Tasting Session
- Bake a Cake Session
- Food Fest







IN ASSOCIATION WITH



PRINCIPAL PARTNER



INDUSTRY PARTNER



SUPPORTING PARTNER



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