



POST-SHOW REPORT

2 – 4 JULY 2026

B2B Gateway Trade Fair to
South India's Food, Beverage &
Hospitality Industries.



150+
EXHIBITORS



6,500+
VISITORS

Organized by



In association with



A standalone show with a stronger B2B footprint

The 2026 edition of Food A'Fair has evolved into an independent, standalone B2B platform at HITEX — securing undivided buyer attention with 6,500+ trade visitors and growing exhibitor participation to 150+.

3rd

Edition since launch

2nd

Live Culinary Masterclasses,
Competitions & Seminars

150+

Exhibitors

6,500+

Trade visitors

2026 STORY

More exhibitors • Broader product discovery • Stronger business networking • Culinary & knowledge sharing

Three editions. A clear trajectory.

2024



13 – 15 JUNE

3,000+

ATTENDEES



100+

STALLS

2025



14 – 16 NOVEMBER

6,000+

ATTENDEES



120+

STALLS

2026

STANDALONE SHOW



2 – 4 JULY

6,500+

ATTENDEES



150+

STALLS

A platform built for discovery — and deals



- Comprehensive F&B product showcase
- B2B matchmaking and meetings
- Live culinary masterclasses
- Interactive knowledge sessions
- New-product and innovation platform
- Food competitions and culinary talent

CORE PROMISE **Source • Connect • Learn**

EXHIBITOR PARTICIPATION



150+ exhibitors across F&B ecosystem

150+

EXHIBITORS

9

CORE PRODUCT GROUPS

Processed Foods

Beverages

Organic Products

Spices

Frozen Foods

Millets

Bakery

Dairy

Packaging Solutions



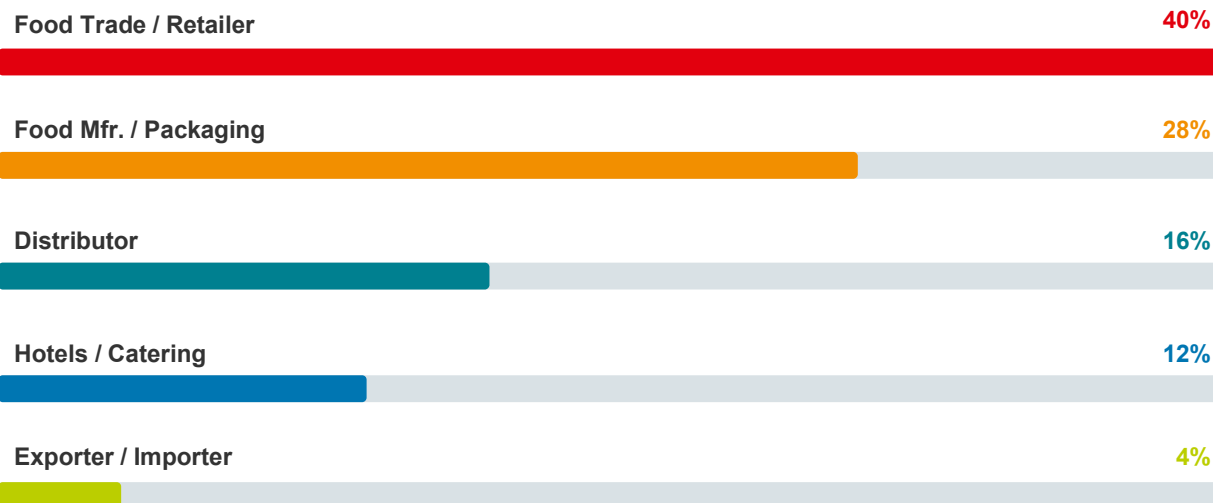
Exhibitor narrative: innovation + sustainability + packaging + category breadth.

A trade audience with a strong retail and manufacturing core

6,500+
TRADE VISITORS

40% RETAIL

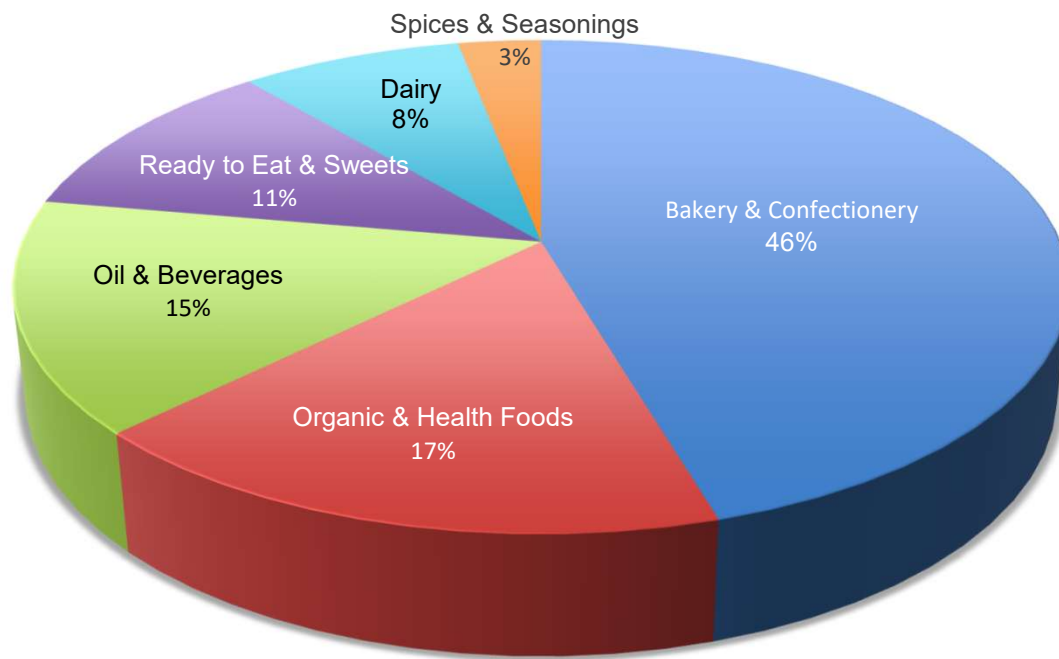
28% MFR.



68% of the reported audience came from food trade, retail and food manufacturing & packaging.

VISITOR INTENT

Product interest Category



The show floor was designed around business conversations



B2B NETWORKING

Key decision-makers
and partners

MATCHMAKING

Curated connections
between buyers & sellers

POST-SHOW TAKEAWAY

The strongest story is not footfall alone — it is the
quality and intent of the trade audience.

Food culture made the trade platform more experiential



CULINARY MASTERCLASS

Live sessions by
Celebrity Chefs



KNOWLEDGE

Trends • processing • packaging • food safety
• sustainability • business opportunities

PARTNERS



Backed by a Strong Ecosystem

ASSOCIATION PARTNERS



TSFPS



PHDCCI



FII

SUPPORTING PARTNERS



HITEX



Bamboo



CATA



NRAI



APEDA



ALEAP
Association of Lady
Entrepreneurs of India

KNOWLEDGE PARTNERS



VISV
Foundation



HOSPITALITY PARTNERS



kosh e daan

BUNWUIGI



Asli
HYDERABAD
LOCAL EXPERIENCES



HOSPITALITY SOLUTIONS

DIGITAL PARTNER

WEBLABS

MEDIA PARTNERS

99 MEDIA GROUP
SINCE - 1987
99 FOOD MANTRA

Most Popular - Dairy, Namkeen, Ice-cream, Bakery & Hotel's
FOOD
SAMACHAR
MAGAZINE

KEY EXHIBITORS

foodTM
— A'FAIR —



Milestones & Future Road Map

MILESTONES

- Standalone exhibition created a clearer market identity.
- Exhibitor base grew to 150+.
- 6,500+ trade visitors sustained audience scale.
- Retail, manufacturing and distribution formed the core audience.
- Culinary and knowledge sessions broadened engagement.
- Partner ecosystem added credibility and reach.

Future Road Map

- Quantify qualified leads, meetings and exhibitor ROI.
- Capture buyer origin, company size and decision-maker seniority.
- Introduce pre-booked buyer meetings and post-show lead tracking.
- Deepen high-interest categories: bakery, healthy foods, beverages & HoReCa.
- Launch FoodAFair Mobile App for direct B2B connect.

LOOKING AHEAD

Make 2027 the year of measurable business outcomes.

- | | | |
|----|-------------------|---|
| 01 | BUYER QUALITY | More qualified buyers + decision-makers |
| 02 | BUSINESS MATCHING | Pre-booked meetings + lead capture |
| 03 | CATEGORY DEPTH | Millets, Healthy, Beverage & emerging categories |
| 04 | ROI PROOF | Exhibitor leads, meetings, conversions & renewal evidence |

20–22 MAY 2027 • HITEX, HYDERABAD



THANK YOU!

for being part of Food Affair 2026.



SEE YOU IN 2027!

20 – 22 MAY 2027 | HITEX, HYDERABAD

BIGGER. BOLDER. BETTER.

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