

HOST STATES



Government of Haryana



Government of Punjab



Confederation of Indian Industry



RETROSPECT



The Premier Agri & Food Technology Fair

4-7 November 2022, Chandigarh, India

www.agrotech-india.com

EVENT HIGHLIGHTS



Partners



Host States



Government of Haryana



Government of Punjab



Partner State



Supported by



248 Exhibitors
(Including 197 Domestic,
27 Overseas,
24 Startup, 18 States &
5 Countries)



7 Conferences



**148 Speakers/
Experts from Industry**



**1000
Product Displays**



**150+ Partner brands
and organisations**



2 State Sessions



**2 CEO's Roundtable on
Policy Regulations**



**100+
Experts from Government**



CII AGRO
TECH
INDIA 2022

LET'S TALK NUMBERS
FOCUSED ON
YOUR OBJECTIVES

INTERNATIONAL PARTICIPATION

Partner Country



Germany

Guest Countries



The Netherlands



Canada

Focus Country



Australia

248

Exhibitors

199 Domestic, 27 International & 24 Startups Participated Business Growth to Enhance their



Display of State-of-the-art Equipment & Technology



Market Penetration



Brand Visibility & Media Exposure



Understanding The Market Needs



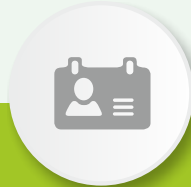
Business Collaborations/ Joint Ventures

91% of exhibitors said that their objectives were achieved

95% of exhibitors said that they are interested in participating at the next edition

Over **4238**

Business Visitors Visited to



Know About New Innovations & Technology



Explore New Markets & Forge Strategic Tie-ups



To Understand Evolving Trends



Seek Funding For Ventures & Research Work



Discover Overseas Market/ Expand Business Reach



Evaluate Market Competition

87% of visitors expressed that their objectives were achieved

93% of visitors said that they are interested in visiting the next edition

70,000+

Farmers Visited & Participated in Interactive Sessions to



Learn to Use New Technology



Familiarise with Best practices



Learn Business Modules from Overseas Agripreneurs



Understand The Dynamics of Market

90% of farmers expressed that their objectives were achieved

95% of farmers said that they are interested in visiting the next edition

2,583 B2B

& numerous B2G Meetings



Partnership to Spur Growth



Marketing / Brand Awareness



Explore New Business Opportunities



Diversification into New Markets

83% of Companies expressed that their objectives were achieved



EVERY BRAND TELLS A STORY... WE HELPED YOU NARRATE YOURS

THE 2018 TRADESHOW VISIBILITY METRICS

NEWSPAPER READERSHIP



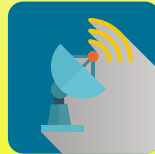
Print Reach
17
Million

RADIO REACH



Radio Reach
13.5
Million

ELECTRONIC REACH



Reach
50
Million

SOCIAL MEDIA



Reach
1
Million



MEDIA COVERAGE

12

Press Releases Issued

80+

Online Articles

160+ Stories

Appeared in 40 Newspapers

GLIMPSE OF 2022

