



**Indian
Ice cream
Congress & Expo 2012**

Hotel Eros Hilton, New Delhi, 15th March 2012.

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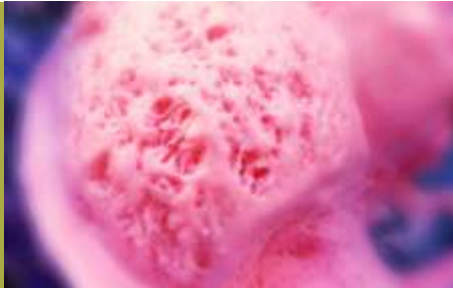


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Dear Friends,

Indian Ice-cream Manufacturers' Association (IICMA) in association with “Beverages & Food Processing Times” is doing a seminar on Ice-cream industry on 15th March 2012 at New Delhi.

As you know Ice-cream segment is one of the fastest growing segment in the India food processing industry. All the leading players of Ice-cream segment came together and formed an association to match their wave-lengths, Ice Cream Manufacturers' Association (IICMA). All the leading brands of Indian Ice-cream industry are the members of it.

❖ **Some Facts:**

1. The ice-cream and frozen dessert market in India is estimated at approximately \$450 million in 2009-10. Growing at approximately 12-15 per cent, it is expected to cross \$900 million by 2014-15. The branded market is estimated at approximately \$200 million and is growing at 20-25 per cent.
2. North and west are the highest consumption centers accounting for close to 70 per cent of the market.
3. Increasing incomes, a burgeoning middle class, buoyant economy and widening of outlook contributes in making ice-cream more affordable and acceptable among Indian masses.

❖ **The key trends are:**

- | | |
|---|---|
| a) Increasing presence of international brands driving consumption in metros and mini-metros. | d) With increasing health consciousness especially among young urban population, higher focus on fat free, low sugar and pro-biotic variants. |
| b) Availability of multiple options to consumers — from ice-creams to traditional kulfis to new forms such as gelatos and flavoured yoghurts. | e) Reducing impact of seasonality on consumption. |
| c) Growing trend of going out to eat ice-cream. | f) Many players ready to increase presence with aggressive expansion plans. |
| | g) Growing focus on smaller and profitable formats. |

We invite your prestigious company to take part in this grand and 1st of its kind event. All the details for sponsorships and delegations are given below.

Looking forward to hear from you,

Best regards,

Rajesh Gandhi (MD, Vadilal Ind.)
President-IICMA





Topics of Presentations and Discussions:

Food Safety In a Ice-Cream Factory

Indian Ice-Cream Industry Opportunities & Challenges

Ingredients for Ice-Cream

Health & Ice-creams

Global Trends In Ice-Cream Industry

Energy Efficient Ice-Cream Technologies

Advances In Ice creams Processing

Cold Chain Solutions for Refrigeration Systems

Wits & Measures for Ice-Cream Industry

Group Discussion between members of IICMA & Allied Industries

Organising Committee:

Rajesh Gandhi (Vadilal Ice cream),

C K Bhardwaj (Cream Bell Ice cream),

R. G. Chandramogan (Arun Ice cream – Hatsun Agro Product ltd),

Sudhir Shah (Scoops Ice cream),

Pradip Chona (Havmor Ice cream)

Firoz H Naqvi (Beverages & Food Processing Times)

Nilkant Bhadresh Dani (Danfoss India)

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Co-Sponsor: Rs. 175,000

Kit Bag & Stationary Sponsor, Logo on all online and printed stationary, Logo on Event backdrop, 2 delegations, product display stand, Broacher in summit folder, Full page color advertisement in Souvenir.

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Delegation: Rs. 5000/- per person

All the payments will be made in the name of '**Advance Relations & Publicity**' payable at Mumbai by Cheque or DD. For NEFT/Electronic Fund Transfer, Contact.....



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