

INDIA - A Land of Opportunities



GLOBAL POTATO SUMMIT 2025

Exhibition Dates:

11-12 DEC. 2025

Venue: India Expo Mart,
Greater Noida, Delhi NCR, India

Live Farm
Demonstrations
& Field Visit-

12-13 Dec. 2025



| Exhibition | Conference | Farm Demonstrations | Awards |



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**Embark on a Journey to the
WORLD's 2ND LARGEST POTATO,
F&V AND FOOD RETAIL MARKET.....INDIA**



India, as the second-largest potato producer in the world, presents a vibrant and promising market for the potato industry. With its diverse agro-climatic conditions, robust agricultural sector, and increasing domestic demand, India is uniquely positioned to drive substantial growth in potato production and processing. The country's expanding population and rising urbanization have fueled a surge in consumption of both raw and processed potato products. However, to fully harness this potential and address challenges such as supply chain inefficiencies, technological gaps, and sustainability concerns, a cohesive platform for industry stakeholders is essential.

We, Media Today Group are delighted to unveil the **Global Potato Summit 2025**, an Intl. exhibition, conference, farm demonstrations and awards. It will be a dedicated platform to cater potato value chain, 'farm to fork', marking yet another milestone in serving the Agri & Food Industry. It's our pleasure to extend a heartfelt invitation for you to join us in this global exhibition & summit, scheduled to be held in IEML, Greater Noida, Delhi NCR, India from **December 11th to 12th, 2025** and

Live Farm Demonstrations & field visit on 13th December.

Seizing Opportunities in the Booming Asia Pacific market

The Global Potato Summit 2025 highlights South Asia's pivotal role in the potato industry, prompting stakeholders to tap into the thriving Asian market. With the Asia-Pacific region projected to drive 57% of global market growth, countries like China, India, and Bangladesh lead in production. The APAC market dynamics are further influenced by the consumption patterns in the region. This crop is one of the most widely consumed foods in many Asian countries, such as India, Pakistan, Bangladesh, Nepal, Thailand, China, Myanmar and MENA Region etc.

Many multinational companies have made significant inroads into the area by taking advantage of the rising demand for processed products. In response to shifting customer preferences, local businesses are also profiting from the popularity of the crop by launching of value added potato products. Thus, such factors will propel the growth of potato production and consumption in South Asian and neighboring markets.



INDIA FROZEN POTATO PRODUCTS MARKET OUTLOOK

The India frozen potato products market attained a value of USD 1.77 billion in 2023. The market is further expected to grow in the forecast period of 2024-2032 at a CAGR of 17% to reach USD 7.23 billion by 2032. Potatoes in globalized economy, are one of the most consumed vegetables in India and neighbouring countries, enjoy their presence in the most famous cuisines. Frozen potatoes are preserved in their natural form without the use of additional preservatives. As per the trade sources, Indian fast food sector is growing at 25-30 % annually due to rapid growth of fast food chain both Indian and international. Out of the total snacks, potato-based products like French fries, wedges, potato flakes and other Indian snacks have about 30 % share in fast food industry.

French fries, potato bites, smileys are among the highest saleable potato products. This is the most abundant processed potato and can be found in many varieties such as lattice cut, wedges, curly, batter dipped, seasoned, or straight –cut including French Fries on menu is one of the easiest ways to increase sales and profits for the companies. Besides, dehydrated potato products like flakes, granules and powder are also used in larger quantities in preparation of many products as the substitute of fresh potatoes in products like Bhujia, Tikki, thickener, fabricated chips, patties and in preparation of premixes used for other products.

Frozen potatoes provide the same benefits and taste like a fresh one and have a greater shelf-life, consequently aiding the market growth. Furthermore, snacks such as french fries and wedges have become increasingly popular in India, especially among the children and the youth, and are catalysing the industry growth for frozen potatoes.



REASONS TO JOIN THE CONFERENCE

- Stay Updated on Market Dynamics and Trends
- Learn About Cutting-Edge Products and Global Supply Chains
- Anticipate Future Trends and Embrace Innovations
- Explore Opportunities in Global Markets: Key Areas and Prospects
- Navigate Business Fluctuations in the Potato Value chain
- Discover Growth Avenues in Emerging Domestic and Export Markets
- Gain Insights into Domestic Production and Consumption Patterns
- Engage with Decision Makers in Government Departments
- Forge Personal Connections with Industry Leaders
- Unlock Extensive Networking Opportunities with Global Influencers





PROPOSED TOPICS & DISCUSSION

- Global Potato Produce Trade - Envisioning 2030
- Indian Government's Exciting Moves in Overseas Markets
- Understanding What's Trending in the Indian Market
- New Potato varieties on the Rise and Growing Demand
- Aggregators & AgStartups: Key Players in Value chain
- Boosting Supply Chain, Storage and Food Infrastructure
- Retail Formats, Comparative Models and Consumer Trends
- The Boom of Ready-to-Eat Convenience Potato products
- Exploring Frozen Potato Production and Export Trends
- Innovative Tech for Potato Farmers & Food manufacturers
- Inspiring Stories and Proven Models to Follow
- Trade Promotions and their Impact on Global Potato sector



EXHIBITOR / VISITOR PROFILE

- Potato & Vegetable Growers
- Agri Exporters & Importers
- Organic Producers
- Retailers & Aggregators
- Greenhouse & Hydroponics Consultants
- Agri Biotechnology
- Precision farming products suppliers
- Central & States Government Departments
- Potato & Vegetables Seeds & Seedlings
- Financial Institution / Banks
- Process & Packaging Technologies
- Grading & Sorting Machinery
- Cold-chain Equipment, Machinery & Services
- Value Addition Equipment and Food Processing
- Perishable Cargo Solutions & Cold Storage
- Agricultural machinery for Potato & Vegetable
- Equipment for primary processing
- Equipment for industrial processing
- Support Services



LEARN INTERACT SHARE



PRESENCE IN SHOW

- | | | |
|-----------------|------------------------|------------------------------------|
| • Growers | • Retailers | • Grower Organizations |
| • Importers | • Govt. Authorities | • R&D Professionals |
| • Manufacturers | • FPOs & SHGs | • Food Technologists |
| • Chefs | • Diplomats | • Nutritionists & Wellness Experts |
| • Distributors | • Food Manufacturers | • Consultants |
| • Bankers | • Agri Startups | • Venture Capitalists |
| • Exporters | • Cold chain Companies | • Agri Solution Providers |
| • Logistics | • Packaging Companies | • Certification Professionals |
| • Wholesalers | • E-commerce Companies | |

Embrace the opportunity to join us in this vibrant sector event
and become an integral part of our exhilarating journey!



EVENT GLIMPSES





KEY HIGHLIGHTS OF GPS 2025

This year's congress will delve into critical areas shaping the future of the potato industry, offering a comprehensive platform for knowledge exchange and collaboration.

Live Field Demonstration: One of the main attractions of GPS 2025 includes live demonstrations of groundbreaking technologies that are shaping the landscape of the potato manufacturing industry. Witness the latest advancements in automation, precision agriculture, and innovative processing techniques that are revolutionizing the way potatoes are grown, harvested, and transformed into a variety of products.

► **Showcasing Innovation :** Discover the latest in agricultural technology,

including precision farming tools, advanced irrigation systems, and sustainable pest management solutions that enhance productivity and reduce environmental impact.

► **Global Collaboration:** Explore how collaborative efforts between countries and institutions are driving significant advancements in potato science, from genetic research to soil health studies.

► **Adapting to Change:** In the face of global challenges, GPS 2025 will address the crucial need for adaptability in the potato industry. Discussions will focus on: Sustainability Practices, Climate Resilience, Cultural and Population Dynamics.



STALL TARIFF (per sqmt.) +18% GST

INR - 10,500/-
(One side open stall)

Euro - 170
(One side open stall)

INR - 11,500/-
(Two sides open stall)

Euro - 185
(Two sides open stall)



DELEGATE FEES (per person) +18% GST

INR - 8,500/-

Euro - 250
(multiple delegate package is available)



ABOUT US

Since 1996, Media Today Group leads India's agro trade with exhibitions, publications, and collaborations with entities like Ministry of Agriculture and Farmers Welfare, departments like NHB, APEDA, NAFED, MIDH, apart from other trade association and promotion bodies. We organize events,

publish industry materials, and engage globally, ensuring impactful outreach. With seasoned professionals, our publications and events foster growth and knowledge dissemination. We stand as a beacon for collaboration and innovation in agro trade, domestically and globally.

India
Food
16th Edition
2025
EX

16th Edition
AgriTech
India 2025

2nd Edition
BakeryTech
India 2025

15th Edition
grainTech
INDIA 2025

14th Edition
DairyTech
India 2025

18th
flora
expo
2025

18th
Landscape
& Gardening Expo 2025

INTERNATIONAL
hortiExpo
2025
Exhibition • Conference • Awards

2nd International
Landscape
INDUSTRY CONGRESS
A summiting event for trade professionals

INDIAN
Grape
Forum

For Partnership opportunities, Stall booking and other details, please contact:



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E-mail: globalpotatosummit@gmail.com, Website: www.globalpotatosummit.com

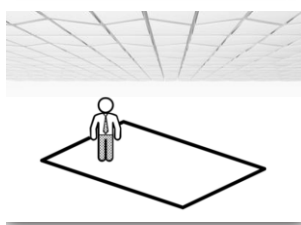
A proud member of:



STALL / DELEGATE FEE RESERVATION FORM

DELEGATE FEES (Per person)

INR - 13,500/- +18% GST
Euro - 450 +18% GST



Note:

- Extra Power Charges Rs. 2500/- (Euro 45) per KW (if required).
- Stall booking on first come first serve basis.
- Stall booking is subject to receive 100% payment in advance.
- Stall area can be booked in multiples of 3 meter like 9, 12, 15, 18 and so on.

SHELL SCHEME PER SQUARE METER

Shell Scheme includes: floor rental, back and side walls, fascia board with company name, one table, two chairs (per 9 Sqm.), 3 spot lights, registration fee, electric point (300 watts single power socket per booth), carpet and company entry in the official show catalogue.

Min. 9 sq. Mtr.	1 side open	Rs. 10,500/- per sqmt.	Euro 170 per sqmt.
Min. 18 sq. Mtr.	2 sides open	Rs. 11,500/- per sqmt.	Euro 185 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 11,900/- per sqmt.	Euro 190 per sqmt.
Min. 45 sq. Mtr.	4 sides open	Rs. 12,500/- per sqmt.	Euro 195 per sqmt.

1 SIDE OPEN STALL		2 SIDES OPEN STALL	
9 sq. Mtr.	Rs. 94,500/- + 18% GST	18 sq. Mtr.	Rs. 2,07,000/- + 18% GST
12 sq. Mtr.	Rs. 1,26,000/- + 18% GST	24 sq. Mtr.	Rs. 2,76,000/- + 18% GST
15 sq. Mtr.	Rs. 1,57,500/- + 18% GST	3 SIDES OPEN STALL	
18 sq. Mtr.	Rs. 1,89,000/- + 18% GST	45 sq. Mtr.	Rs. 5,35,500/- + 18% GST

RAW (BARE) SPACE (INSIDE HALL) PER SQ. MT.

Bare Space includes: floor rental, registration fee, electric point (300 watts single power socket per booth) and company entry in the official show catalogue.

Min. 18 sq. Mtr.	1 side open	Rs. 10,000/- per sqmt.	Euro 165 per sqmt.
Min. 27 sq. Mtr.	2 sides open	Rs. 11,000/- per sqmt.	Euro 180 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 11,500/- per sqmt.	Euro 185 per sqmt.

1 SIDE OPEN STALL		2 SIDES OPEN STALL	
18 sq. Mtr.	Rs. 1,80,000/- + 18% GST	18 sq. Mtr.	Rs. 1,98,000/- + 18% GST
21 sq. Mtr.	Rs. 2,10,000/- + 18% GST	36 sq. Mtr.	Rs. 3,96,000/- + 18% GST
24 sq. Mtr.	Rs. 2,40,000/- + 18% GST	3 SIDES OPEN STALL	
36 sq. Mtr.	Rs. 3,60,000/- + 18% GST	45 sq. Mtr.	Rs. 5,17,500/- + 18% GST

Yes, I agreed to book stall/Delegate fee at "Global Potato Summit 2025". Please reserve (No. of delegate)...../ space ofSqm. under Shell Scheme / Raw Space (inside hall) Raw Space Scheme at expo/summit. We agree to all terms and conditions (mentioned on our website) applicable for participation in the Global Potato Summit 2025. Our details are as follows:

Name:.....Designation:.....Company / Organization Name.....

Address:.....City:.....Pin/Zip:.....

State:.....Country:.....Mobile:.....E-mail:.....Date.....

We are enclosing a Cheque/DD of Rs/ Euro/ USD.....No. Dated Drawn in favour of

MEDIA TODAY PVT. LTD., payable at Delhi, India or Sending money through Bank Transfer No.....dated.....Bank Name.....

Office Use only:

Hall No. Stall No. Remark

Signature and Seal

Beneficiary Name: Media Today Pvt. Ltd. | **Bank Name & Address:** HDFC Bank Limited, Safdarjung Development Area, New Delhi
IFSC Code: HDFC0000032 **Account No.:** 00322320001071 | **GST No. :** 07AABCM3465H1ZI



FAIR CATALOGUE ADVERTISEMENT TARIFF

	Size in Cm (HxW)	In Rs.	In Euro
Full Page Color	19.5 x 11.5	17000/-	375
Half Page Color	9.5 x 11.5	9000/-	195
Full Page b/w	19.5 x 11.5	9000/-	195
Half Page b/w	9.5 x 11.5	6000/-	100
Quarter Page Color	9.5 x 5.5	5000/-	100
Quarter Page b/w	9.5 x 5.5	3500/-	NA

Global Potato Summit 2025 fair catalogue will feature editorial on the exhibitors, listing their products and services on display. The catalogue with exhibitor listing and advertisement, will be distributed free of cost to all exhibitors. It will be available for sale to all trade visitors.



(Add 5% GST)

CONDITIONAL PAGES (SPECIAL POSITIONS ALL COLOR)

	Size in Cm (HxW)	In Rs.	In Euro
1st Inner Page	19.5 x 11.5	35000/-	680
1st Opening (3rd Page)	19.5 x 11.5	35000/-	680
Last Inner	19.5 x 11.5	33000/-	680
Back Cover Page	19.5 x 11.5	55000/-	950
4th, 5th, 6th & 7th Page (each)	19.5 x 11.5	33000/-	680
Opposite to last Inner Page	19.5 x 11.5	33000/-	680

☒ I / We would like to **advertise in the fair Catalogue**. Please book advt. size option.....color/b/w..... and the art work / positive of appropriate size is enclosed or will be sent separately by.....through courier / e-mail.

BANNER ADVERTISING OPTION AT VENUE

RATES: Banner space Rs. 2000 (100 USD / 75 EURO) per sqft.

☒ I / We would like to book banner space of (sqft.) at the venue (Location will be decided by Organizer)

General Conditions of advertising in fair catalogue

* Advertisement opportunities in fair catalogue are equally available for exhibitor and non-exhibitor. * Order will be accepted by the organizer provided it is received with a DD or Cheque for the full amount in advance, payable to **MEDIA TODAY PVT. LTD.,** Delhi, India. Accordingly, the advertiser must send JPEG, PDF (minimum 300 dpi resolution in CMYK) and CDR (with curve) to reach the organizer latest by 10th November 2025.

Declaration: I / We read the terms and conditions and undertake to observe and follow them.

Name:..... Designation:Company / Organization Name:.....

Address:.....

City:..... Pin/Zip: State: Country:

Tel.....Mail:Website:.....

We are enclosing a Cheque/DD.of Rs..... No. datedDrawn In favour of MEDIA TODAY PVT. LTD., payable at Delhi, India or Sending money through Bank Transfer.

Signature and Seal

Beneficiary Name: Media Today Pvt. Ltd. | **Bank Name & Address:** HDFC Bank Limited, Safdarjung Development Area, New Delhi
IFSC Code: HDFC0000032 **Account No.:** 00322320001071 | **GST No. :** 07AABCM3465H1ZI



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11-12 DEC. 2025

Venue: India Expo Mart,
Greater Noida, Delhi NCR, India

INDIA - A LAND OF OPPORTUNITIES

🌟 PARTNERSHIP OPTIONS 🌟

PLATINUM : Rs. 17 Lakh

Euro 20000

- ▶ Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc
- ▶ 60 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 75 sq.mt. Stall under bare space (raw)
- ▶ Full Page Color Advertisement in Fair Catalogue at Special position
- ▶ Full Page Color Company Profile in the Fair Catalogue
- ▶ Full Page Color Advertisement in Official Newspaper "AgriTech India"
- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 8 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ E-mails to the industry database by the Organizer
- ▶ 15 Entry Passes (hard copy)

- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 2 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ 5 Entry Passes (hard copy)

LANYARD : Rs. 5 Lakh

Euro 6000

- ▶ 9 sq. mt. (under shell scheme) 1 side open
- ▶ Distribution of Lanyard from the registration counter to all visitors/ exhibitors
- ▶ Full Page Color Advertisement in Fair Catalogue at Special position
- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 2 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ 5 Entry Passes (hard copy)

DIAMOND : Rs. 13 Lakh

Euro 15000

- ▶ Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc
- ▶ 36 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 45 sq. mt. Stall under bare space (raw)
- ▶ Full Page Color Advertisement in Fair Catalogue at Special position
- ▶ One Full Page Color Company Profile in the Fair Catalogue
- ▶ Full Page Color Advertisement in Official Newspaper "AgriTech India"
- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 5 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ E-mails to the industry database by the Organizer
- ▶ 12 Entry Passes (hard copy)

CONFERENCE LUNCH : Rs. 4.5 Lakh

Euro 7800 (per day)

- ▶ 9 sq. mt. (under shell scheme) 1 side open
- ▶ Distribution of Lanyard from the registration counter to all visitors/ exhibitors
- ▶ Full Page Color Advertisement in Fair Catalogue at Special position
- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 2 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ 5 Entry Passes (hard copy)

CONFERENCE DINNER : Rs. 6.5 Lakh

Euro 10000 (per day)

- ▶ Company name and logo on backdrop
- ▶ Pre-fabricated 12 sq. mt. stall
- ▶ Full page color advertisement in our Official Magazine – AgriBusiness & Food Industry
- ▶ 5 standee of size 3x6 feet at Conference venue (made by sponsor)
- ▶ Company brochure to be inserted in the kit
- ▶ 7 free passes for the conference

GOLD : Rs. 9 Lakh

Euro 12000

- ▶ Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc
- ▶ 27 sq. mt. (under shell scheme) 2 side open stall in the exhibition or 36 sq.mt. Stall under bare space (raw)
- ▶ Full Page Color Advertisement in Fair Catalogue at Special position
- ▶ Full Page Color Advertisement in Official Newspaper "AgriTech India"
- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 5 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ E-mails to the industry database by the Organizer
- ▶ 10 Entry Passes (hard copy)

CONFERENCE KIT : Rs. 3.5 Lakh

Euro 5000

- ▶ Company name and logo on backdrop
- ▶ Pre-fabricated 9 sq. mt. stall
- ▶ Company name and logo on kit
- ▶ Company brochure to be inserted in the kit
- ▶ One half page color advertisement in our Official Magazine – AgriBusiness & Food Industry
- ▶ 3 standee of size 3x6 feet at conference venue (made by sponsor)
- ▶ 3 free passes for the conference

SILVER : Rs. 7 Lakh

Euro 8000

- ▶ Branding in Promotional Material Like Banners, Poster, Hoarding, Newspaper, Magazines, Website etc
- ▶ 18 sq. mt. (under shell scheme) 1 side open stall in the exhibition or 27 sq.mt. Stall under bare space (raw)
- ▶ Full Page Color Advertisement in Fair Catalogue at Special position
- ▶ Half Page Color Advertisement in Official Newspaper "AgriTech India"
- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 3 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ 7 Entry Passes (hard copy)

REGISTRATION COUNTER : Rs. 2.5 Lakh

Euro 3000

- ▶ 9 sq. mt. (under shell scheme) 1 side open
- ▶ Full Page Color Advertisement in Fair Catalogue
- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 2 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ 2 Entry Passes for the Conference
- ▶ (This offer Includes designing, rental, printing, installation etc.)

BRONZE : Rs. 5.5 Lakh

Euro 6000

- ▶ Branding in Promotional Material Like Banners, Poster, Hoarding, Magazines.
- ▶ 18 sq. mt. (under shell scheme) 1 side open stall in the exhibition or 21 sq. mt. Stall under bare space (raw)
- ▶ Full Page Color Advertisement in Fair Catalogue at Special position

CO-PARTNERSHIP : Rs. 2.5 Lakh

Euro 3000

- ▶ 9 sq. mt. (under shell scheme) 1 side open
- ▶ Full Page Color Advertisement in Fair Catalogue
- ▶ Company Logo on Front Page of Fair Catalogue
- ▶ 2 Banners of Size : 3x6 feet, near Venue (Made by Sponsor)
- ▶ 2 Free Entry Passes for the Conference

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For partnership options, stall booking & other details, please contact:

J-73, Paryavaran Complex, Neb Sarai, IGNOU Road, New Delhi-110068, Coordinator: +91 6203338458

E-mail: globalpotatosummit@gmail.com, Office: +91 9899380104, +91 9319608806 +91-9811152139