



# Indian Ice cream Congress & Expo 2012

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

Organised By:



Silver Sponsor:



Co-Sponsor:

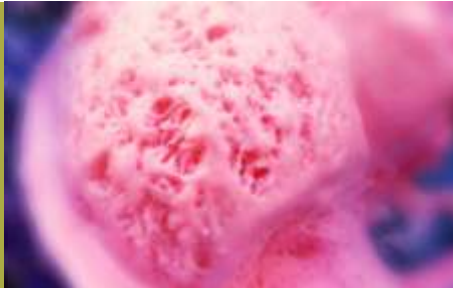


In Association with:



Supported by:





Dear Friends,

Indian Ice-cream Manufacturers' Association (IICMA) in association with “Beverages & Food Processing Times” is doing a seminar on Ice-cream industry on 15<sup>th</sup> 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 1<sup>st</sup> 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-Road Map for Ice-cream Industry

## 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)

For Sponsorship, Display Stand & Delegations Contact:



301-A, Diamond Kiran, Shrikant Dhadve Marg, Mira Road (E), Mumbai-401107. India  
Tel +91-22-28555069, 9322894786 E:mail: iice@advanceinfomedia.com





# Indian Ice cream Congress & Expo 2012

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

Organised By:



Silver Sponsor:



In Association with:



Co-Sponsor:



Supported by:



## Registration Proforma

Name 1: \_\_\_\_\_ Designation: \_\_\_\_\_

Name 2: \_\_\_\_\_ Designation: \_\_\_\_\_

Name 3: \_\_\_\_\_ Designation: \_\_\_\_\_

Name 4: \_\_\_\_\_ Designation: \_\_\_\_\_

Organization: .: \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

Telephone(s): \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-mail(s): \_\_\_\_\_

Business interest(s): \_\_\_\_\_

\_\_\_\_\_

Participating as:  Delegate

Rs 5000 Per Delegate till 5<sup>th</sup> March, Rs 7000 per delegate after 5<sup>th</sup> March and on the Spot Booking (Only Cash will be accepted, on the spot). Rs 2000 Extra for Spouse for Cultural Eve & Cocktail Dinner.

Total fee: Cheque/ DD/Cash \_\_\_\_\_ Dated \_\_\_\_\_

Bank \_\_\_\_\_ Amount (Rs.) \_\_\_\_\_

- Prior registration is mandatory.
- All payments by Cheque or DD will be accepted in favour of "Advance Relations & Publicity" and payable at Mumbai.
- Please return this dully filled proforma to attend/participate in the Seminar

