



Indian Ice cream Congress & Expo 2012

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

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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

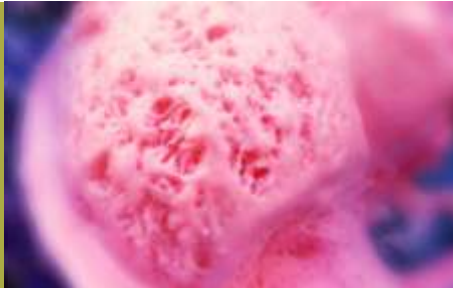
Wits & Measures for Ice-Cream Industry

Group Discussion-Road Map for Ice-cream Industry



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





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





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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)

Manoj Paul (Heat & Control India)

Nilkant Bhadresh Dani (Danfoss India)



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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 5th March, Rs 7000 per delegate after 5th 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

