

# 17<sup>th</sup> INTERNATIONAL flora<sup>TM</sup> expo 2024

25-26-27, OCTOBER 2024

Bombay Exhibition Center,  
NESCO, Mumbai, India



Concurrently show:

17<sup>th</sup> EDITION  
**Landscape**  
& Gardening Expo 2024

International Exhibition on  
Floriculture, Floral Designing,  
Nursery, Landscaping, Greenhouse,  
Products & Technologies



[www.floraexpo.com](http://www.floraexpo.com)

Organizer:



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Online Media Partner:



\*Confirmation awaited



With around 300 million strong middle and affluent class out of the 1.40 billion populations, India is poised to become the world's 3rd largest consumer market very soon by which time the country's percentage of super elite households is expected to rise five-fold. The growing purchasing power and rising influence of the social media have enabled Indian consumers to splurge on good things. Today, India is estimated to be the world's 2nd largest consumer base and fastest growing retail destination.

The Indian floriculture industry has witnessed remarkable growth in recent years, becoming a significant contributor to the country's agricultural sector. One crucial player in encouraging flower production, promoting local blooms, and creating awareness about the use of fresh flowers in daily life is the Grower's Flower Council of India (GFCI). Established with the mission to uplift the floriculture sector, GFCI plays a pivotal role in supporting growers, fostering sustainable practices, and promoting the aesthetic and cultural significance of fresh flowers.

A groundbreaking move by GFCI has been the ban on artificial and plastic flower imports and sales in India. This decision aligns with global efforts to reduce plastic waste and environmental impact. By enforcing this mandate, GFCI not only ensures the promotion of locally grown, eco-friendly flowers but also contributes to a cleaner and greener environment.

In this context, the 17th International Flora Expo held in Mumbai emerges as a key platform for showcasing the diversity and beauty of Indian flowers. The expo serves as a melting pot for floriculturists, enthusiasts, and industry stakeholders to come together, exchange ideas, and explore the latest trends in the floral world. What sets this expo apart is its strategic promotion among Bollywood personalities, adding a touch of glamour to the event and reaching the masses through the influence of popular icons.

Bollywood, being an influential force in shaping public opinion, plays a

crucial role in creating awareness about various social and cultural issues. GFCI leverages this influence by engaging Bollywood personalities as ambassadors for the expo. These celebrities not only participate in the event but also actively promote the use of fresh flowers in their daily lives. Their endorsement resonates with the masses, encouraging people to incorporate fresh blooms into their homes, events, and celebrations.

The 17th International Flora Expo becomes a powerful platform for bridging the gap between the floriculture industry and the general public. By combining the allure of Bollywood with the vibrant world of flowers, the expo not only attracts attention but also educates and inspires people to appreciate the beauty and significance of fresh flowers in their lives.

After a successful edition in Delhi, the 17th International Flora Expo 2024 scheduled during 25 to 27 October 2024 at NESCO Exhibition Centre, Goregaon (E), Mumbai, India along with 17th Edition of Landscape & Gardening Expo 2024 is anticipated to be a blooming extravaganza for exploring trade opportunities both in India's domestic market as well as external trade especially with countries of South Asia. We are expecting over 250 companies from Floriculture, Horticulture, Nursery, Landscape, Seeds & Planting Material, Machines Supply Chain, Processed Flowers, Packaging, Decoration, plant pots and accessories, Irrigation and Fertigation Systems, hydroponics and aquaponics, greenhouse technologies etc. expected visitors footfall of 16,000+ in three days of the exhibition.

Thus the 17th International Flora Expo 2024 will provide a platform for convergence of global business interests such as conventional flower and gardening industry professionals, bulk buyers from large industry, florists, retailers such as home centers, supermarkets, departmental stores, interior designers and interior shops to exchange views on expanding their business avenues by availing the opportunities.

Join us as:

▶ PARTNER ▶ EXHIBITOR ▶ VISITOR ▶ DELEGATE





# INDIA, THE FASTEST EMERGING FLOWERS, PLANTS, FLORIST TRADE & INDUSTRY MARKET



## EXHIBITOR & VISITOR PROFILE

**Manufacturers, Growers, Breeders, Dealers, Packers, Wholesalers, Importers, Exporters and Distributors of the following products :**

### Production Machines & Equipment

Greenhouse Construction and Engineering Climate control, Cold chain, Shading nets and protection materials, Automation Equipment, Poly greenhouse & Glasshouse, Plant protection Shade house and Polyhouse Manufacturers, Test and Measuring equipment, Post Harvest Technologies, Grading and Sorting Equipment, Packaging and Bundling Machines, Automatic Seeding and Planting Machines .

### Gardening

Horticultural Supplies (potting, composts, containers, hanging baskets, shovels, wood decks, terracotta, etc.) Exterior products, Soil Fertilisers, Manure, etc.

### Packaging, Decorating & Accessories

Packaging material, Wrapping paper, Flower vases, Baskets, Floral foam Wires Tapes, Ribbons, Art flower, etc.

### Planting Material

Breeders and propagators of patented varieties, rooted and unrooted cuttings suppliers, Bulbs and tubers suppliers, Tissue culture units, Nursery stock suppliers, Seeds & seedlings suppliers

### Processed Flower

Arranged flowers Bouquets (Bridal, home & corporate use), Dried flowers, Artificial and Silk flowers, Preserved & pressed flowers Potpourri, etc.

### Irrigation & Fertigation System

Drip Irrigation Systems, Misting systems, Fogging Systems, Sprinkler Systems, Mixing Machine, Fertiliser Supplier, Plant Protection Chemicals, Growth regulators & stimulants

### Seeds

Flower seeds, Vegetable seeds, Medicinal plants & herbs Seedlings, Bulbs, etc...

### Importers & Exporters

Importers and exporters from India and across the world

### Flower Processing Cos.

Pressed flower manufacturers, Dry flower manufacturers, Potpourri manufacturers Corsage bouquet designers, etc.

### Landscape Managers

Landscape producers, Interior coordinators Garden designers, Movies/TV/CM/stage setters Advertising Agencies etc.

### Schools, Laboratories Other Professionals

Universities Professional laboratories, Flower arrangement classes, Ikebana Classes, Flower related organizations, Flower, designers, etc.

### Bulk Buyers

Wedding planners/companies, Botanic gardens, Event, halls, Hotels and restaurants, PR agencies, etc.

### Retailers

Florists, Online florists, Supermarkets, Home centers, Gardening shops Department Stores, Gift shops, etc.

### Growers & Breeders

Greenhouse flower growers Open field flower growers, Nurserymen, Horticulturists & floriculturists Corporates Farmer's cooperatives.

### Wholesalers

Wholesale markets, Wholesalers, Traders, Commission agents, etc.





## ABOUT US

Media Today Group is among one of the India's leading agro trade event organiser and publications House. Media Today Group is pioneer in organizing specialised trade exhibitions on Food, Hospitality, Agriculture, Horticulture, Dairy, Grains, Floriculture, Landscape, Nursery, Cold Chain Industry including food and commodities conferences, workshops, etc. with the active support, and valued guidance from different Ministries and Departments like Ministry of Agriculture and Farmers Welfare (Govt. of India), Mission for Integrated Devolvement of Horticulture (MIDH), NHB, Ministry of Food Processing Industries (Govt. of India), APEDA, (Ministry of Commerce & Industry), National Agricultural Cooperative Marketing Federation of India (NAFED), Coffee Board, Tea Board, National Mission on Micro Irrigation, NCPAH, Food Processing & Packaging Machinery Industry Association and all State Govt. Departments.

Since 1996, Media Today Group is backed by dedicated team of professionals, technocrats and marketing experts with over a decade of experience in publishing and conducting Exhibitions, Conferences, Workshops, Training Programmes right from Planning to Execution. The Group publishes prestigious magazines like Floriculture Today, AgriBusiness & Food Industry, Oils & Fats Today, Newspaper like AGRITECH INDIA and Directories like APEDA Exporters Directory, Food Processing Industry & Trade Directory, Roller Flour Mills & Allied Industries Directory, Floriculture, Nursery & Landscape Industry Directory.

Media Today Group participates in all major National and International Exhibitions related to Agriculture, Food Processing, Technologies, Floriculture & Horticulture held at major centers like Holland, Japan, Germany, France, Italy, South Africa, Russia, Singapore, China, Saudi Arab, Nepal, Sri Lanka, etc. The Group has a strong marketing network spread over all major business destinations like New Delhi, Bombay, Pune with Marketing Associates in China, Turkey, Thailand, Taiwan and Russia.



For stall booking, sponsorship & other details please contact :



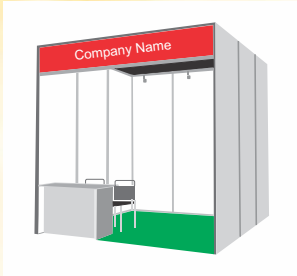
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## STALL RESERVATION FORM

(Applicable GST 18%)



### 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. 8300/- per sqmt.	Euro 230 per sqmt.
Min. 18 sq. Mtr.	2 sides open	Rs. 8900/- per sqmt.	Euro 245 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 9300/- per sqmt.	Euro 260 per sqmt.
Min. 75 sq. Mtr.	4 sides open	Rs. 9500/- per sqmt.	Euro 270 per sqmt.

### 1 SIDE OPEN STALL

9 sqm. stall	Rs. 74700/- + 18%GST
12 sqm. stall	Rs. 99600/- + 18%GST
15 sqm. stall	Rs. 124500/- + 18%GST
18 sqm. stall	Rs. 149400/- + 18%GST

### 2 SIDES OPEN STALL

18 sqm. stall	Rs. 160200/- + 18%GST
21 sqm. stall	Rs. 186900/- + 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. 7300/- per sqmt.	Euro 195 per sqmt.
Min. 27 sq. Mtr.	2 sides open	Rs. 7900/- per sqmt.	Euro 205 per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 8300/- per sqmt.	Euro 215 per sqmt.
Min. 75 sq. Mtr.	4 sides open	Rs. 8900/- per sqmt.	Euro 230 per sqmt.

### 1 SIDE OPEN STALL

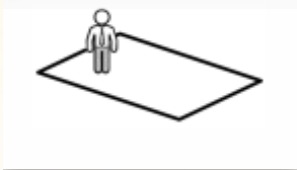
18 sqm. stall	Rs. 131400/- + 18%GST
21 sqm. stall	Rs. 153300/- + 18%GST

### 2 SIDES OPEN STALL

27 sqm. stall	Rs. 213300/- + 18%GST
30 sqm. stall	Rs. 237000/- + 18%GST

### 3 SIDES OPEN STALL

36 sqm. stall	Rs. 298800/- + 18%GST
45 sqm. stall	Rs. 373500/- + 18%GST



### OPEN TO SKY RAW (BARE) SPACE 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.

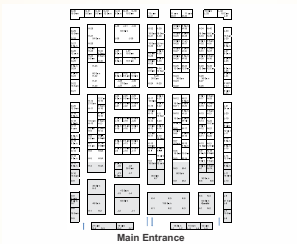
Min. 36 sq. Mtr.	Rs. 5500/- per sqmt.	Euro 165 per sqmt.
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### PREMIUM STALL (INSIDE HALL) PER SQ MT.

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. 27 sq. Mtr.	Rs. 14500/- per sqmt.	Euro 275 per sqmt.
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- 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.

Yes, I agreed to book stall at "FloraExpo 2024. Please reserve space of .....Sqm. under Shell Scheme / Raw Space (inside hall) / Open to Sky Raw Space Scheme / Premium Stall scheme at expo. We agree to all terms and conditions (mentioned on our website) applicable for participation in the Expo. 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.....No. .... Dated ..... Drawn ..... in favour of

**MEDIA TODAY PVT. LTD.**, payable at delhi, India or sending money through Bank Transfer.

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. : 27AABCM3465H1ZG

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