

**AgriCon**  
INDIA



**1 - 2 - 3 October 2026 | BIEC Bengaluru, Karnataka | India**

AN INITIATIVE BY MESSE MUENCHEN INDIA PVT. LTD. AND HORTICONNECT GLOBAL PVT. LTD.

# Catalysing Tomorrow's Agriculture & Horticulture Today

ONE ROOF.  
TWO BUYER WORLDS.  
YOUR 2027 PIPELINE SECURED.

**30,000+**  
sq.m of Innovation

**300+**  
Global Exhibitors

**50,000+**  
Targeted Buyers



# THE INDIAN AGRICULTURAL LANDSCAPE

## Industry Quote

“Karnataka & larger South India have developed into key centres for horticulture-driven enterprise, particularly in floriculture, precision farming & export-oriented production.”

### BHUPINDER SINGH

President - IMEA (India, Middle East, Africa), Messe Munchen, CEO Messe Munchen India

## Key Statistics

**\$206M+**

India's greenhouse horticulture market

**367.72M**

Tonnes horticulture output annually

**33%**

of state agriculture GDP

## The Indian Agricultural Landscape

1

### Critical Juncture

As per Economic Survey of India, Agriculture contributed 18.2% to GDP in 2023-2024 and employs 46% of India's workforce, but growth potential remains under-realized.

2

### Mechanisation Gap

India's farm mechanisation level is only 40%, far behind Russia (85%) and Brazil (75%).

Sector remains tractorised, not fully mechanised-tractors make up 80% of machinery.

3

### Small and Marginal Dominance

82% of farmers operate on small holdings, requiring affordable, plot-sized machinery

63.5% depend on rental equipment; only 4.4% own tractors.

4

### Government Push

Target: Raise farm power from 2.49 kW/ha to 4.0kW/ha by 2030.

Urgent need for technology-driven, inclusive solutions.

5

### Neglected Horticulture Mechanisation

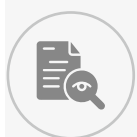
India: 2nd largest producer of fruits & vegetables (27.2 million ha under horticulture).

Mechanisation remains low compared to cereals (wheat, rice: 60% mechanised).

6

### Gender-Smart Innovation

Need for women-friendly agricultural machinery to address labour challenges on farms.



### Mission Statement

At AgriCon India & HortiConnect India, we believe Indian agriculture needs something deeper. That's why AgriCon India & HortiConnect India was born-to complement & complete the story of India's agricultural renaissance.



### Additional Strengths

Direct access to policy makers | Premium B2B matchmaking zones | Full marketing support

# ABOUT THE ORGANIZERS

# BACKED BY THE BIGGEST NAMES IN GLOBAL EXHIBITIONS AND INDIAN AGRICULTURE

## About Messe München India

Established in 2007 as a wholly owned subsidiary of Messe München GmbH, MMI has grown to become one of India's most trusted & forward-thinking B2B trade fair organisers. With a diverse portfolio covering capital goods, consumer goods, environmental solutions, energy, emerging technologies, & more-with a strong focus on enabling meaningful connections and facilitating business growth. Our portfolio includes 20 established trade fair brands such as electronica India, productronica India, bauma CONEXPO India, IFAT India, and analytica Lab India, among others. These trade fairs bring together businesses, innovators, and industry leaders to collaborate and address real-world challenges.



			& several others		

## About HortiConnect Global Pvt Limited

India's premier international platform focused on positioning horticulture as the future of agriculture. Focuses on sustainability, health, green economic growth, and innovation converge. This landmark three-day event will bring together farmers, scientists, startups, policymakers, buyers, and global stakeholders under one roof to catalyze the transformation of Indian horticulture from a fragmented, under-recognized sector into a globally competitive, digitally empowered, and regenerative force in food systems.

*Catalyzes the transformation of Indian horticulture into a globally competitive, digitally empowered, and regenerative force.*

## KEY ACHIEVEMENTS OF HORTICONNECT 2025

### Exhibitor Experiences

Hear From The 2025 Exhibitors Themselves

**127+**

Exhibitor Stalls

**4.3/5**

Avg Rating

**80%+**

Returning in 2026

**150+** QUALIFIED LEADS IN 3 DAYS

**K S Venkatesh Rao,**  
Madhuvarsha Enterprises

“ Generated approximately 150–160 quality leads. The event was well organized. Confirmed participation for 2026 with a pavilion-style setup. ”

**25+ LEADS**

Rating : 5/5

**Manoj Pandya**

Centurion Polyplast

“

Very satisfied to be a part of HCG 2025. Well-set-up expo with good-quality visitors. Received more than 25 quality business leads. Eagerly waiting for HCG 2026. ”

**30+ LEADS**

Rating : 5/5

**Eshwar Satyarthi**

EtherealDNA Pvt Ltd

“

Professional and well-organized. Attracted high-quality visitors compared to other expos. Would like to pre-book a stall for 2026. ”

**TARGETED AUDIENCE**

Rating : 5/5

**Ashish Phadke**

KF Bioplants Pvt Ltd

“

After 7–8 years, this was one of the most successful events. Targeted customer audience. Will definitely participate again. ”

**MEANINGFUL LEADS**

Rating : 5/5

**Ravindra Advani**

Flower Power

“

Well-organized expo focused on floriculture, with strong branding. Even if business does not happen immediately, these are useful and meaningful leads. ”

### Verified 2026 Exhibitors

Netafim | Priva | KF Bioplants | Indo-American Hybrid Seeds | Sahyadri Farms | Florance Flora | Rijk Zwaan | Haygrove India | Emmbi Industries | Ball Cut Flower | Nexsel Tech | Centurion Polyplast | Eco 365 | and 100+ more

## HortiConnect Leadership



**Mr. S. K. Gutgutia**

Chairman of Florance Flora



**Mr. Rajeeb Kumar Roy**

Managing Director of Agriplast Tech India



**Mr. Shrikant Bollapally**

Owner and Founder of Vensai Floritech and President of Growers Flower Council of India



**Mr. Rajendra Kumar**

Founder of Dutch Flora



**Mr. Bhavin Thakkar**

Managing Director, Sonite Agriventures Pvt. Ltd.



**Md. Rafiulla**

Owner of HR Traders



**Mr. Rownak Gutgutia**

Head of Operations, Florance Flora Group, India



**Prof. Chandrashekhara M. Biradar**

CMD, Global Green Growth Technical Advisor



**Dr. S. B. Dandin**

Former Vice Chancellor, UHS, Bagalkot Technical Advisor



**Dr. T. Janakiram**

Former Vice Chancellor, Dr. YSR Horticultural University Technical Advisor



# LEADERSHIP & ADVISORY



## National Advisory Committee Members

Advisory of trusted industry leaders and pioneers shaping AgriCon India's vision to serve as a national stage for India's farming diversity - towards smarter, more sustainable agriculture.

### Committee Chair



**Dr. Tarun Shridhar**  
IAS-Former Secretary, Ministry of Fisheries, Animal Husbandry & Dairying

### Committee Co-Chair



**Dr. Poonam Malakondaiah**  
Former Secretary Agriculture, Andhra Pradesh, and Former Agriculture Commissioner, Andhra Pradesh & Telangana



**Dr. Harsh Bhanwala**  
Former Chairman, NABARD

We know agriculture is not just another industry. It is life, tradition, food security, and national strength-all growing from the soil.

- We are here to listen, to connect, to empower.
- We are here to walk alongside the farmers, innovators, policymakers, & entrepreneurs who are reimagining Indian agriculture.
- We are here not just to drive trade, but to drive transformation.

## Committee Members



**Dr. A.K. Singh**  
Vice Chancellor, RLB Central Agricultural University, Jhansi



**Dr. Kalyan Goswami**  
Director General, Agro Chemical Federation of India



**Dr. K.M.L. Pathak**  
Former VC, DUVASU, Mathura



**Mr. M.C. Dominic**  
Founder & Editor-in-Chief, Krishi Jagran & Agriculture World



**Dr. Nutan Kaushik**  
Director General, Amity Food and Agriculture Foundation



**Dr. S.K. Chaudhari**  
DG, Fertilizer Association of India



**Dr. S.K. Malhotra**  
Former Agriculture Commissioner, Ministry of Agriculture & Farmers Welfare, Government of India & Vice Chancellor, MHU Karnal



**Mr. Sunil Khairnar**  
Chairman & Incubator, Indigram Labs Fdn



**Mr. Samuel Praveen Kumar**  
Director (M&CP), Central Warehousing Corporation

### Strategic Partner



EAC International Consulting headquartered in Munich & offices across brings decades of expertise in strategy, M&A, and operational excellence across global growth markets. As a strategic partner, EAC will play a pivotal role in shaping AgriCon India's long-term vision by providing insights into high-potential agri-value chains, emerging technology trends, and investor engagement strategies. Their deep understanding of India's evolving agri-economy & international benchmarks will help position AgriCon India as a catalyst for transformation. With EAC's guidance, we aim to elevate the event from a trade platform to a strategic growth enabler. Together, we are unlocking a smarter, globally competitive future for Indian agriculture.





# EXHIBITORS REVIEWS

## What they say

I want to take a moment to thank you for your constant support and leadership in making this year's HortiConnect Expo one of the most productive and memorable editions ever.

This was not just another exhibition — it was a living, breathing platform where every second counted, and every participant took action. From the smallest details to the overall organization, everything came together perfectly. You and your team have set a new benchmark for what horticulture expos in India can achieve.

I can proudly say that Bangalore has arrived in style as the horticulture capital, and we will continue to build on this momentum. Next year, I personally promise to bring at least six international partners from my side to help make HortiConnect a truly pan-Asian, world-class event.

Thank you once again, Sir — for the support you have extended to EtherealDNA and for the way you have guided us through this journey. It means a great deal to me and to our entire team.

**Eshwar Satyarthi**  
Director, EtherealDNA



Please accept my sincerest congratulations on the highly successful execution of Horticonnect 2025.

The event was clearly meticulously planned and professionally executed on all fronts.

1. Impressive scale of the audience drawn.
2. The companies participating.
3. The vibrant overall buzz that contributed to a truly outstanding exhibition.
4. Networking Dinner was the icing on the cake.
5. Excellent Management of the event itself.

I deeply appreciate the immense effort and dedication demonstrated by the entire Horticonnect team in achieving this exceptional result.

We look forward to future collaborations and participating in your next event.

**Naresh Kumar**  
Netafim Irrigation India Pvt Ltd.



I would like to extend my heartfelt thanks for organizing the Horti Connect Exhibition. It was a well-planned and truly insightful event that brought together key players and innovations in the horticulture industry.

The arrangements, networking opportunities, and the quality of discussions were commendable. Events like these are essential for driving growth and collaboration in our sector, and your efforts in making it a success are deeply appreciated.

Looking forward to future editions along with \*Water Supply for our stall before exhibition!

**Pravin**  
Ball Cut Flowers



Horticonnect India 2025 was a great event!

My team really enjoyed networking with industry professionals. Also the visit to your floriculture facility was super insightful. Thanks for the opportunity. We appreciated the arrangements and hospitality. Looking forward to staying connected and exploring future collaborations.

Thanks again!

**Horticulture Department**  
Goa



Congratulations to you and your team for successfully organizing such a well-executed event. Your dedication and commitment towards supporting farmers and growers by showcasing Agri inputs and horticulture solutions through HortiConnect Expo 2025 is truly inspiring.

Wishing you continued success and looking forward to your continued support for Agri companies and the farming community.

Thank you once again.

**Madhu**  
Ersa Technologies



Thanks for organizing the Horticonnect program.

It was a wonderful expo that brought together diverse stakeholders and showcased great opportunities in floriculture.

Really appreciate the effort you and your team put in to make it a success.

**CSIR-Institute of Himalayan Bioresource Technology (IHBT)**  
Palampur, Himachal Pradesh



WHY

# BENGALURU



**Bangalore's strong agri base, leading technology ecosystem, strong connectivity and a quality venue with access to quality visitors makes it an ideal location for AgriCon India**

**Karnataka - A Strong Agricultural Base :** Agriculture and its allied activities contributes 15% to state GDP and is one of the largest Agri producing states in India

High adoption of modern farming and higher mechanisation level compared to other regions

**Strong Technology & Innovation Ecosystem :** Bangalore is India's tech capital, making it ideal for showcasing Agricon, precision farming, drones, IoT, automation, farm software and startups

Attracts high-quality decision-makers, innovators and investors

**Quality venues & strong connectivity :** Has one of India's largest exhibition venues (BIEC with >83 thsd sqm) to host large shows

Has strong air, rail, road and metro links keeping the city well connected for people and business

**Visitor Catchment Beyond Karnataka :** Bangalore is the regional distribution hub of Southern India & easily accessible from neighbouring states (Tamil Nadu, Andhra Pradesh, Telangana, Kerala) and overseas destinations

States have high-income, technology-driven farmers, making visitor quality strong

Headquarters and base for multiple domestic & multinational companies having key decision-makers concentrated in the city

Small and niche focus segments are successful with focused shows like (Krishi Mela, HortiConnect India & Agricon India) providing overall coverage of agriculture sector



**OEMs, component suppliers**

Live demonstration of new age technologies & business models for implementation

Showcasing success stories / case studies of new products / technologies

Technology discussions with international players (B2B meetings)

Meetings with local / international component suppliers for localization



**Food processing companies, export traders, institutional buyers**

B2B meetings with potential buyers

FPO meetings with institutional / corporate buyers (food processing / exporters / international importers)

OEMs meeting with institutional buyers, CHCs, FPOs

## Why HortiConnect + AgriCon Together

Horticulture & agriculture are two sides of the same coin. HortiConnect is a leading platform. AgriCon India adds Messe Muenchen's global reach. Together, they form the ONLY unified platform where growers, technology providers, and service providers meet under one roof.

### Vision

AgriCon HortiConnect will serve as "A platform to showcase new-age technologies, and states excelling in Agri production."



## Key Achievements & Testimonials Ex

Leads :

**150+**

Qualified leads in 3 days

Avg Rating :

**4.3/5**

Avg Rating

### Testimonial



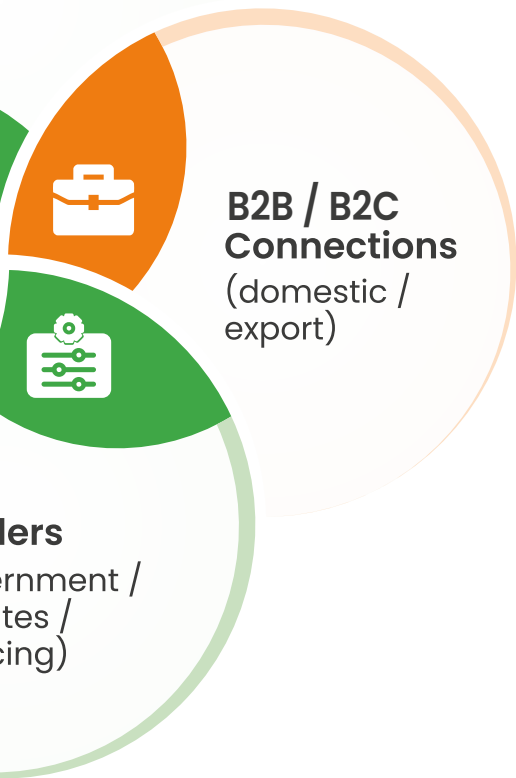
*Exceeded expectations. 150+ quality leads. The event was well organ*

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coin. HortiConnect brings India's leading horticulture  
al exhibition expertise. Together, they create the  
viders, and policy makers connect across BOTH

owcase national-level success stories of key farmers,  
actices."

ologies



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### hibitor Success (HortiConnect 2025)

Visitor Stats:  
**50K+**  
Visitors

Repeat Exhibitors:  
**80%+**  
Planning ROI

ized



**S. SOMASHEKHAR RAO**  
Maharashtra Bio Fertilizers.



### FPOs, progressive farmers, influencers

Display of highest quality farm produces & land holdings (open for contract farming)

National level success stories of key farmers adopting precision farming, dual cropping, doubling of income, etc.

Core workshops on new cash crops, export potential, precision farming, new age technologies, cost optimization, generating additional revenue, etc.



### Central and state government, KVKs, research institutes

Showcasing successful state agri-practices, policies, & technology needs(G2G meetings)

Initiating B2G dialogues by OEMs to display / discuss new technology products, to align future subsidy / incentives / mechanization policies at central & state governments

Display of ongoing projects / initiatives, presentation of innovations & success stories

# TARGETED EXHIBITOR PROFILES

## Exhibitor Categories

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- **Machinery / equipment / components**



Tractors and other high-cost machineries (large balers, harvesters)

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Small farm and low-cost machines equipment (tillers, sprayers)

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New technologies (drones sprayers, weather stations)

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Components manufacturers

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- **Input manufactures**



Fertilizers / Pesticides / Herbicides producers

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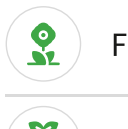
Seed related companies and institutes

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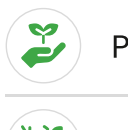
Water irrigation equipment

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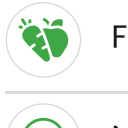
Floriculture

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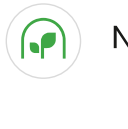
Protected Cultivation

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Fruits and Vegetables

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Nursery

- **Farmers producers organization (FPO)**

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- **Service providers (financing, insurance)**

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- **Export agencies from India**

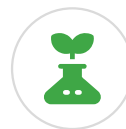
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- **Input manufactures**



R&D institutes

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Krishi Vigyan Kendra's (KVKs)

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- **Financial institutes incl. NABARD and private micro financing companies**

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- **State Pavilions**

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- **International Country Pavilions**



Tissue culture

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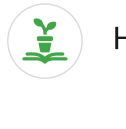
Greenhouse manufacturers

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Agri startups

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Hydroponics

# TARGETED VISITOR PROFILES

## Visitor Categories

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Farmer producer organizations



Biomass / residue buyers (briquettes, biofuel)



International importers of machines / equipment from India



Institutional buyers



Food processing units



State procurement & policy bodies



Embassies



Representatives from agricultural universities and colleges



Representatives from Central and State Government authorities



Progressive farmers



Dealers and distributors



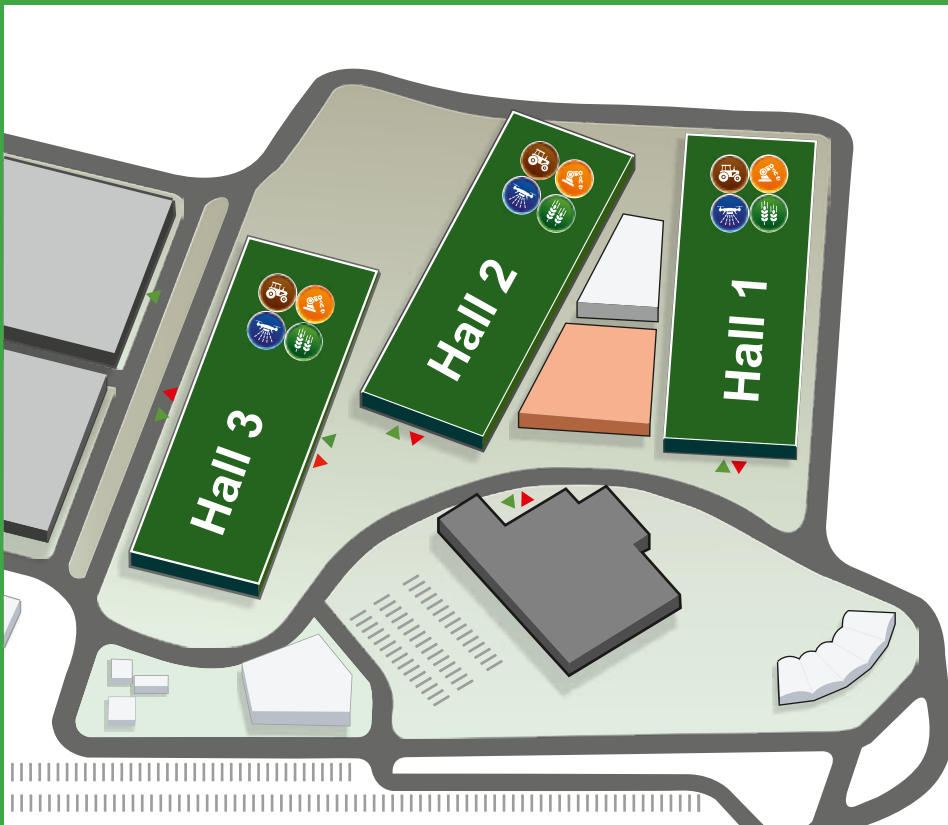
# AgriCon

INDIA





**BIEC, BENGALURU 1 - 2 - 3 OCTOBER 2026**

India's premier buying week for high-scale agriculture and horticulture.



## TARIFF PER SQ.M

National		INR
Bare Space		₹ 8,000
Shell Space		₹ 8,500
International		EURO
Bare Space		€ 150
Shell Space		€ 200
Scan to Exhibit		
		
AgriCon	Horticonnect	

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Associate Partners



Media Partners

