

WORLD SNACKPRO XPO & CONFERENCE 2026

India's Focused B2B
Snacks, Sweets & Beverages Expo

3 4 5 DECEMBER
2026

 **LUDHIANA EXHIBITION
CENTRE, PUNJAB**



THE FUTURE OF SNACKING STARTS HERE!

WHY THIS EXPO, WHY NOW

NORTH INDIA'S SNACK ECONOMY HAS OUTGROWN ITS TRADE PLATFORMS.

Punjab is one of India's strongest food processing and snack manufacturing hubs, yet the region has never had a dedicated B2B trade platform built around it. World SnackPro Xpo 2026 closes that gap, a focused meeting point for manufacturers, distributors, wholesalers and trade buyers from across North India, hosted where the industry actually operates.



12,000+
Expected
Trade Visitors



150+
Expected
Leading Exhibitors



Business
Meetings



New Product
Launch Arena



Awards
and Recognition



2 Days
Conference



3 Days
Exhibition



National & Trade
Media Coverage



worldsnackproxpo.com



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+91 98738 50369

ENGAGING WITH

BUILT WITH THE REGION'S FOOD INDUSTRY STAKEHOLDERS

We are engaging directly with the officials and institutions that shape Punjab's food and snack ecosystem, grounding the expo in the regulatory and industrial reality of the region, not just a rented hall



Sh. Bal Mukand Sharma
Chairman
**Punjab State
Food Commission**



Dr. Amit Joshi
Joint Commissioner
**FDA
Punjab**



Mr. Bhupinder Singh Rawat
General Manager
**Punjab
Food Park**



Mr. Harkesh Mittal
President
**Ludhiana Consumer
Products Distributor
Association**



Mr. Amarvir Singh
President
**Hotel & Restaurants
Association of Punjab
(HRAP)**



Dr. Kunwar Onkar Singh Narula
Punjab President
**Confederation of
All India Traders
(CAIT)**



WHAT THE EXPO COVERS

THE FULL SNACKING VALUE CHAIN, UNDER ONE ROOF

SNACK & FOOD MANUFACTURERS

Established and emerging MSME brands showcasing product lines to trade buyers.

HEALTHY, FUNCTIONAL & SUSTAINABLE SNACKS

The fastest-growing category, better-for-you and functional snacking formats.

CONFECTIONERY, BAKERY & SWEET SNACKS

Traditional and modern sweets, bakery, and confectionery producers.

BEVERAGE & DRINK COMPANIES

Regional and national beverage brands aligned with the snacking occasion.

INGREDIENTS, FLAVOURS & SEASONINGS

Suppliers powering product development for manufacturers on the floor.

PACKAGING & ALLIED SERVICES

Packaging solution providers and service partners to the snacking industry.

OUR ESTEEMED *SPEAKERS*



Mr. Rohit Kharbanda

Founder & Director

Lyallji Foods
(India) Pvt. Ltd.



Mr. Nilesh Lele

President

Chamber for Advancement of Small
& Medium Business (CASMB)



Mr. B. M. Vyas

Former Managing Director

Amul (GCMMF)



Mr. C. Ravi Kumar

Head of Franchising

Franway, Riyadh, Kingdom
of Saudi Arabia



Mr. Vijay Chaturvedi

Assistant Vice President

Royal Orchid
Hotel, Punjab



Mr. Amarvir Singh

President

Hotel & Restaurants Association
of Punjab (HRAP)



Mr. A. P. Singh Chatha

President

Amritsar Hotel &
Restaurants Association



Mr. Swapnil Mhaske

City CEO

Blinkit



BRANDS FROM PUNJAB AND BEYOND HAVE ALREADY BOOKED IN

Exhibitors have already confirmed their stalls, drawing interest from both regional and pan-India brands. The floor is filling from both directions, proof this isn't a one-region show.

OUR FOUNDING EXHIBITORS



ASSOCIATION PARTNERS



MEDIA PARTNERS



THE VENUE

LUDHIANA EXHIBITION CENTRE, SAHNEWAL, PUNJAB

A proven B2B exhibition venue with spacious halls and easy access, chosen because Ludhiana sits at the center of North India's food processing and snack manufacturing belt.



AIRPORT

6.3 km from Sahnewal
Airport, Ludhiana

RAILWAY

20 km from Ludhiana
Junction

HIGHWAY

Directly on NH-44

PARKING

2,000+ vehicles

HALL ARE

4,000 sq. m.



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WHO YOU'LL MEET

TRADE BUYERS WHO ARE READY TO SOURCE, NOT BROWSE



VISITORS PROFILE

- Retail & Distribution Leaders
- Importers, Exporters & Trade Delegations
- HoReCa & Institutional Buyers
- Procurement, Sourcing & R&D Professionals
- Entrepreneurs & Brand Owners
- Investors, VCs & Business Accelerators
- Food Scientists, Nutritionists & Innovators
- Government Bodies & Industry Associations
- Food Technology Students (Day 3 only)

EXHIBITORS PROFILE

- Snack & Food Manufacturers
- Healthy, Functional & Sustainable Snacks
- Confectionery, Bakery & Sweet Snacks
- Beverage & Drink Companies
- Ingredients, Flavours & Seasonings
- Processing, Packaging & Automation Equipment
- Packaging, Branding & Design Solutions
- Private Label, OEM & Contract Manufacturing
- Food Tech, Retail & Supply Chain Solutions
- Start-up & Innovation Pavilion
- International Exhibitors
- Government & Institutional Exhibitors



LEADERS MEET

SNACKPRO INDUSTRY LEADERS MEET

An exclusive networking and growth forum bringing together leaders from the snacks, namkeen, sweets and beverages industry, **held on 4 July 2026 at Hyatt Regency, Ludhiana.**

65 senior industry leaders attended, including the presidents of five state trade associations, across Punjab, Haryana and Himachal Pradesh.



STRATEGIC FOCUS REGIONAL CATCHMENT AREA

Jammu & Kashmir

Dry Fruit, Nut, and Seed processing enterprises.

Sourcing & Machinery Investment Intent

In immediate need of nitrogen-flushed packaging systems, high-accuracy sorting lines, and smart logistics solutions

Himachal Pradesh

Commercial Fruit-Based Beverage Plants and Food Processing Clusters

Sourcing & Machinery Investment Intent

Sourcing aseptic bottling machinery, cold chain storage systems, and advanced enzyme technologies

Punjab & Haryana

60% of expected visitor footfall

Major Savoury, Sweets/Namkeen Plants, and Large Agro-Exporters

Sourcing & Machinery Investment Intent

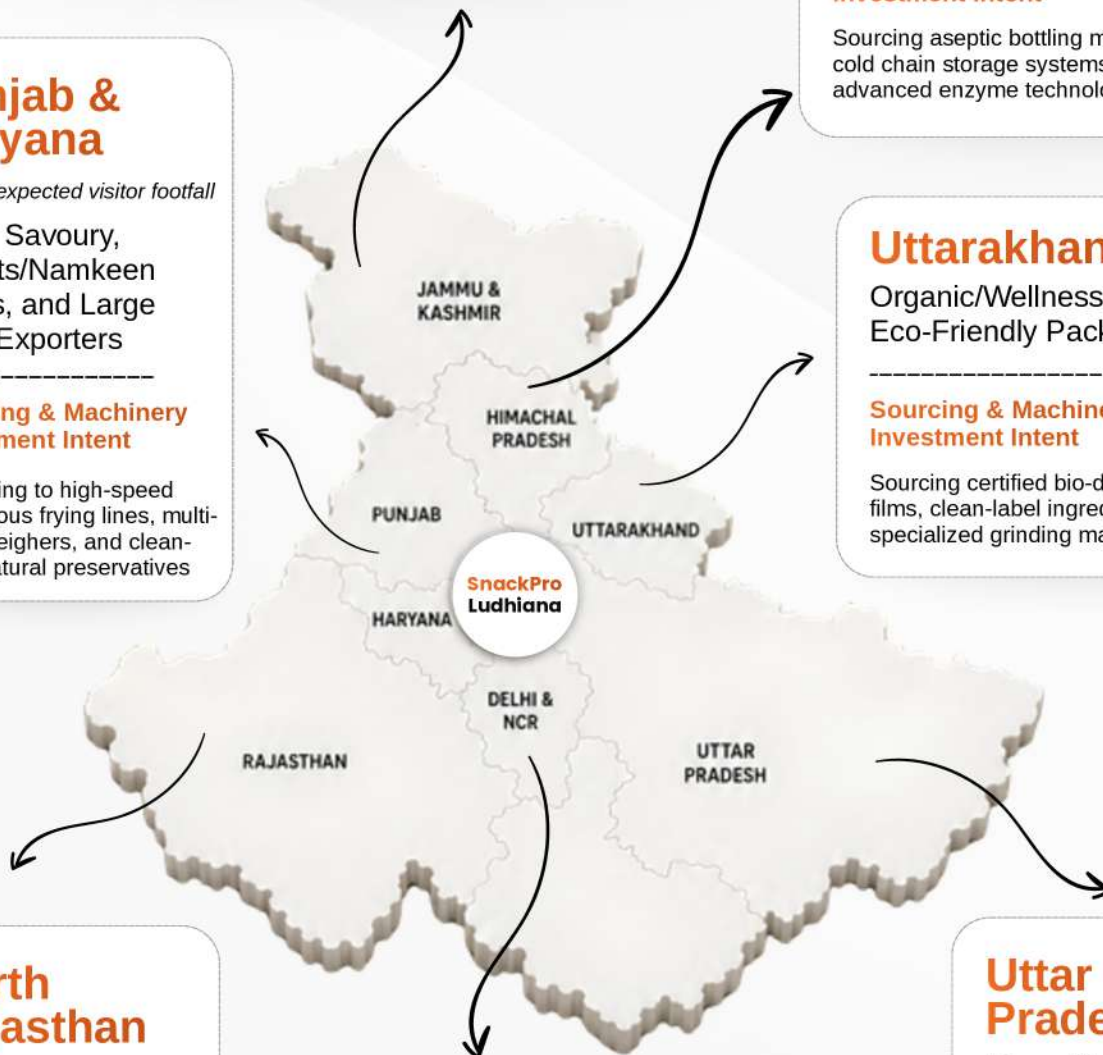
Upgrading to high-speed continuous frying lines, multi-head weighers, and clean-label natural preservatives

Uttarakhand

Organic/Wellness Startups and Eco-Friendly Packaging Units.

Sourcing & Machinery Investment Intent

Sourcing certified bio-degradable films, clean-label ingredients, and specialized grinding machinery



North Rajasthan

Traditional Confectionery and Ethnic Savoury Clusters

Sourcing & Machinery Investment Intent

Transitioning traditional operations into automated setups; sourcing custom spices and high-speed packaging systems

Delhi & NCR

Corporate HQ Sourcing Teams, Premium D2C Hubs, and Central E-commerce Networks.

Sourcing & Machinery Investment Intent

Sourcing high-barrier sustainable packaging, custom artisan flavourings, and smart supply chain ERP tech

Uttar Pradesh

Mass-Market Wholesalers and Large Manufacturing Clusters.

Sourcing & Machinery Investment Intent

Sourcing high-volume automated processing setups, vertical pouch packagers, and affordable flavor bases



STALL PACKAGES

CHOOSE THE FOOTPRINT THAT FITS YOUR BRAND

Inaugural pricing valid until **30 September 2026**. Rates increase thereafter.

STALL SIZE	STALL TYPE	PRICE (₹)	UNIT
6 SQM STARTUP STALL	SHELL SPACE STALL	₹ 55,000/-	PER STALL
9 SQM	SHELL SPACE STALL	₹ 80,000/-	PER STALL
12 SQM	SHELL SPACE STALL	₹ 1,06,000/-	PER STALL
18 SQM	SHELL SPACE STALL	₹ 1,60,000/-	PER STALL
BARE SPACE	BARE SPACE	₹ 8,500/-	PER SQM

Please note- GST at 18% is applicable on the total billing amount. Corner stalls attract a 10% premium, subject to availability.

SPONSORSHIPS OPPORTUNITIES

- PRESENTING SPONSOR
- POWERED BY SPONSOR
- CO-POWERED BY SPONSOR
- GOLD SPONSOR
- SILVER SPONSOR
- CATEGORY PARTNER
- AWARD PARTNERS
- BADGE SPONSOR
- LANYARD SPONSOR

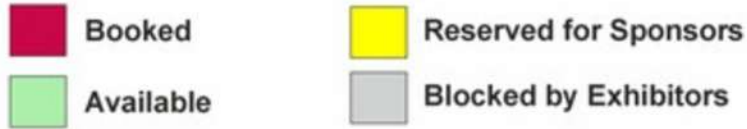
Sponsorship packages starts from ₹1.5 lakh. Full deck available on request.

For sponsorship enquiries, call:

+91 98738 50369 | +91 88515 45521 | 011-4243 0032



FLOOR PLAN



The Future of Snacking Starts Here!



Floor plan layout subject to change without prior intimation.
Management reserves the right to relocate booths at any time for the betterment of event.





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to connect with us

ORGANIZER



NOVERRA
MARKETS



LIMITED INAUGURAL PRICING AVAILABLE
VALID UNTIL 30 SEPTEMBER 2026
BOOK YOUR STALL NOW

Phone

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OUR SUPPORTING PARTNERS

ASSOCIATION PARTNERS



MEDIA PARTNERS

