


Where
**INNOVATION
&
OPPORTUNITY**
Harvest Together

India's leading exhibition on
**Agriculture Machinery &
Dairy Technology**

India
AGRIEXPO

Jan **30-1** Feb 2026 

Ludhiana Exhibition Centre,
G.T. Road, Sahnewal, Ludhiana,
Punjab. 



Organized by Udan Media & Communications Pvt. Ltd. – 15 years of industry legacy

6 YEARS

Growing Businesses,
Not Just Crops

Since 2011, India Agri Expo has evolved from a regional fair into a national business hub for agriculture and dairy innovation. With 14 successful editions, it's trusted by 250+ exhibitors and 30,000+ visitors each year, earning recognition from PAU, GADVASU, and ICAR for driving real business growth and industry progress.



13+ Participating Countries

56% Consistent ROI

591+ worth Leads Generated

250+
Exhibitors

20,000+
Visitors

1,50,000
Sq. Ft. Of Opportunity

Backed by PSAIMA, AMMA, KAIMA, AICMA, WASME

BIGGEST Stage for Agri Business Growth



AGRI REVOLUTION

Worldwide

Scale That Matters

- Global agriculture equipment market valued at **USD 181.5 billion in 2024**
- Global shipments of farm-machinery units were **4.93 million in 2024.**
- Asia-Pacific accounts for over **36.8%** of the global equipment market share in 2024.
- Precision farming, irrigation automation and drone technologies are driving the **next wave of growth.**

India Agri Expo represents the pulse of this global transformation – connecting innovation with on-ground application.



INDIA

Leads the Agri Revolution

The Indian agricultural equipment market reached
INR 1,232.2 billion in 2024.

The market is expected to grow at a CAGR of
8.63% from 2025-2033.

North India remains dominant; specific state-OEM numbers
(200+ OEMs)

Rapid adoption

of drones, automation and solar-powered irrigation is shaping mechanisation trends.

India Agri Expo is the gateway to the nation's fastest-growing agricultural machinery and technology market.

FUTURE of Agri Business starts here



Direct Access

to India's Agri Heartland – Punjab, Haryana, UP, MP, Gujarat

Curated Buyer–Seller Meets

ensuring targeted conversations

Cross Sector Exposure

Machinery, Dairy, Irrigation, IoT, Solar & Smart Farming

High-Intent Buyers

Dealers, distributors, manufacturers & large farm owners

Government & Institutional Support

from major agri associations

Live Demonstration Zones

for high engagement and on-ground visibility



MEASURED

in Leads.
Proven in Conversions.

80%

exhibitors generated
verified new leads

85%

achieved strong
business conversions

90%

rated visitor
quality as "Excellent"

₹591

Cr+ Business finalized
during 2024 edition

40%

exhibitors rebooked
instantly for the next
edition

**Trusted
repeat
Partners**

Landforce, Dashmesh,
Gahir, JK Tyre & many
others



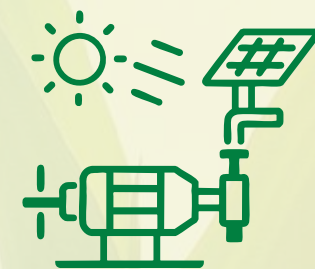
THE AGRI

Value Chain –
One Powerful Platform



Agri Machinery:

Tractors, Harvesters, Balers, Implements



Green Innovation:

Solar Pumps, IoT Solutions, Automation



Agri Machinery Parts:

Bearings, Blades, Yokes; etc



Agro Processing:

Dairy, Poultry, Cold Storage, Packaging



Farm Technology:

Drones, Irrigation, Smart Pumps, Polyhouses



Allied Services:

Finance, Logistics, Insurance, Consultancy

MEET

the Buyers Who Mean Business

99% Domestic | **1%** International Visitors

Top Visiting States: Punjab, Haryana, UP, Gujarat, MP
International Delegations: Nepal, Kenya, Zambia, Maldives

45,000+ decision-makers – one destination for business.



44%

Progressive Farmers
ready to invest in new solutions



19%

Dealers & Distributors expanding
product portfolios



22%

Manufacturers & Traders
sourcing latest equipment



15%

Institutional Buyers –
Government & private entities

STRONG RESULTS.

Measurable Growth.

India Agri Expo 2024 proved why it is North India's most result-driven platform for the agriculture and dairy technology industry

₹ **591.11**

Crore Worth of Business Finalised

2024

Business Impact

189

Exhibitors

18,008

Visitors

11,780+

Verified Business Leads

100%

Stall Occupancy

WHY

Exhibit in 2026?

**Because the
Future of Farming**
starts here

250+

Exhibitors
Expected

1 Million+

Pre-Event
Digital Reach through
multi-channel campaigns

50,000+

Visitors
Expected

ROI Assured

Curated Buyer-Seller
Meets & High-Intent
Networking

Align

with India's Agri Mission-
Smart Farming & Dairy Innovation

India Agri Expo 2026 is where the next wave
of agri-business growth takes root.

BRANDS on Board

Chosen by
India's Agri Giants



& Many more

SUCCESS STORIES

That Speak
in business



Mr. Sarabjit Singh

Landforce

India Agri Expo is recognized as one of the most professional exhibitions for the agriculture industry in India. We anticipate that India Agri Expo will further strengthen the relationship between Indian companies and their local customers.

Mr. Baldev Singh

MD, Amar Agriculture

India Agri Progress Expo provides a platform to showcase our technological expertise, strengths, and capabilities to a global audience. Each edition of the expo has driven us to achieve higher levels of performance and success, serving as a constant source of inspiration and guidance.

Mr. Vikas Manhas

AGM, Tirath Agro Technology Pvt. Ltd.

India Agri Expo provides an excellent platform to gain deep insights into the needs of Indian customers and enhance machine sales. This understanding will significantly contribute to the advancement of agriculture in India.

GLIMPSES

Of Our Last Edition

A Show That Sold Big, and
Looked Bigger



From drone showcases to cutting-edge farm-tech displays, our Last edition brought together innovators and investors who are redefining India's agri future. And 2026 promises to be even more impactful.

SHOWCASE YOUR BRAND

On A Platform Where Business Grows

Ludhiana Exhibition Center,
Sahnewal, G.T Road, Ludhiana

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Strengthen your network in India's most fertile agri market

