

BIOFACH-2013, BANGALURU

EXHIBITION SUMMARY

Exhibition Dates: 14th November 2013 – 16th November 2013

Venue: Bangalore Palace, Vasant Nagar, Bangaluru

- It was a very good experience participating in the Organic Trade fair wherein AMIRA Booth got Massive response in terms of presentation and range of upcoming AMIRA Organic products.
- AMIRA booth was inaugurated by Honorable Minister of state for Agriculture, Mr. Tariq Anwar.
- Almost 60 AMIRA Organic Products were displayed in the booth in sample packaging (since original packaging is under development).The sample packaging was appreciated by many attendees.
- A mass sampling of Organic rice based products was conducted every day during the fair. Overall response was overwhelming.
- Many distributors and retailers from difference cities showed interest in AMIRA organic products and inquired for product availability and launch.
- ICCOA organized a Buyer-Seller meet wherein AMIRA participated and met with few prospective customers.
- Mr. Ajay Katyal addressed press talking about Organic industry as a whole and addressed the Organic industry growth trends, consumer preferences, role of government and challenges.
- The AMIRA booth got FIRST Runner-up award by BIOFACH & ICCOA panel received by Mr. Ajay Katyal on behalf of AMIRA.

The following product categories were displayed

- Traditional Basmati Rice
- Other specialty Rice
- Pulses
- Oil Seeds
- Spices
- Sweetener

All categories of AMIRA Organic products were appreciated by most of the attendees.

During THREE days of Expo Approx. 500 visitors visited the booth and shown interest in products. Many distributors and retailers inquired about the product availability in Bangaluru and other cities. Visitors profile also included farmers, potential vendors and members of different certification bodies.



Pic 1. Minister of state for Agriculture, Mr. Tariq Anwar Inaugurating AMIRA Booth



Pic 2. Mr. Ajay Katyal expressing his views on Organic Industry in Press meet at Biofach



Pic 3. AMIRA Booth



Pic 4. AMIRA Booth



Pic 5. AMIRA Booth Product display



Pic 6. Organic Products sampling at AMIRA booth



Pic 7 & 8. Mr. Ajay Katyal speaking to Visitors



Pic 6. Interaction with Farmers



Pic 6. AMIRA Booth Product Display



Pic 7. AMIRA Booth



Pic 8. AMIRA products Display



Pic 9. Mr. Ajay Katyal receiving Best Booth Category Award (First Runner-up)



Pic 10. Team AMIRA participated at Biofach