



**IPLCM**  
E X P O

**2025**

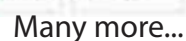
**INTERNATIONAL  
PRIVATE LABEL  
AND  
CONTRACT  
MANUFACTURING  
EXPO**

- HOSTED BUYER PROGRAM
- SPEED NETWORKING SESSIONS
- KNOWLEDGE SESSIONS
- NETWORKING PARTY
- INTERNATIONAL PLATFORM TO EXHIBIT
- IDENTIFY NEW BUSINESS OPPORTUNITIES
- UTILISATION OF IDLE CAPACITY
- EXPOSURE AND BRANDING
- YEARLY BUSINESS LEADS THROUGH - THE IPLCM EXPO B2B WEBSITE



**23 24 25 JANUARY, 2025 BOMBAY EXHIBITION CENTRE, MUMBAI, INDIA**

# INVITEES



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



# GLOBAL INDUSTRY SCENARIO



“Private-label market share has reached nearly 25% of unit sales and is expanding faster than national brands.”

Consumers spend over \$725 billion on packaged goods each year, of which private label sales account for about \$120 billion in sales. Over the past 25 years, private label products have significantly increased their market share and now account for around 18% of the country's CPG sector.

With customer awareness and acceptability increasing in private labelling industry is expected to grow in an upward trajectory in the foreseeable future.

Retailers change the design, pricing, merchandise, and distribution of private-label brands by studying customer's habits and fashion trends. These brands now acquire a larger shelf space than the other brands in supermarkets or hypermarkets.

## PRIVATE LABEL:

A product sold under a retailer's own brand name is known as a private label product because it was developed by a third party.

Everything related to the product or items is under the retailer's control.

That covers all aspects, such as the product's specifications and packaging.

A contractor or a third-party manufacturer creates a private-label product, which is then sold under the retailer's brand.

## WHITE LABEL:

The goods that are marketed and sold by merchants under their own trademark, although they are actually made by a different company are known as White labels.

White labeling occurs when an item's manufacturer uses the branding requested by the purchaser, or marketer, instead of its own.

## CONTRACT MANUFACTURING:

Contract manufacturing is a business model where a company hires a manufacturer to produce its products or components.

It is an outsourcing method for producing products by taking advantage of the resources and expertise of an experienced manufacturer for the benefit of the contracting company.

**INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING (IPLCM) EXPO** is a three day B2B event which is dedicated only on Private label, White label and Contract Manufacturing Industry providing a valuable sourcing platform and networking opportunity in International Market.

## **END USER INDUSTRY:**

- Food and Beverages
- Healthcare
- Hygiene Product
- Personal Care
- Industrial
- Household Care
- Consumer Electronics
- Pets
- Packaging, Design, Print & Services
- Others





# WHY EXHIBIT WITH US

INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING EXPO

## INTERNATIONAL PLATFORM TO EXHIBIT

Interact and market with the international market players. Open your imports and exports business doors.

## IDENTIFY NEW BUSINESS OPPORTUNITIES

Largest meeting point for the private, white label and contract manufacturing industries with prefixed meetings to schedule new companies and develop relationships with existing clients, build your sales, and generate new business.

Gain instant access to a dedicated meetings program connecting you to relevant profiles even before the event begins

## UTILISATION OF IDLE CAPACITY

IPLCM Expo would attract thousands of buyers who are actively seeking private-label, white-label, and contract manufacturing industries solutions.

This presents exhibitors with a great opportunity to utilize their spare capacity and generate new business.

Attend knowledge sessions, speed networking, workshops, and masterclasses for the latest updates on private label trends, consumer insights, and proven successful strategies

## EXPOSURE AND BRANDING

Get access to offline/online promotions to accelerate reach that plays a major role in branding.

Over 20,000 industry professionals from across the world will visit IPLCM Expo 2025. Get exposure through infinite media presence through IPLCM marketing skills.

## YEARLY BUSINESS LEADS THROUGH - THE IPLCM B2B WEBSITE

Get the business opportunities through website after the exhibition, get in touch with international and national brands/companies for the whole year fulfilling their business requirements and queries.

# OFFERINGS



INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING EXPO

## HOSTED BUYER PROGRAM

Handpicked Buyers will be hosted by us for you to meet the right audience.

Speed Networking Sessions - An opportunity for buyers & sellers to connect & exchange information with maximum target audience.

## KNOWLEDGE SESSIONS

By Industry Thought Leaders, keep up with the latest Trends & Industry Updates.

## NETWORKING PARTY

- An evening over high tea / dinner & conversations to get - together & celebrate the industry success & best prices.
- International Private Labelling & Contract Manufacturing EXPO organizes a well-structured, strictly B2B Exhibition for the industry.
- Hosts thousands of International and domestic companies that play a major role in shaping the industry and the future of Private, White labels, Contract manufacturing, and packaging in India and across the world.
- Facilitates a common ground for active business meetings of all the key players responsible for strategic decision-making and Identify the priority areas.
- Providing the right marketing mix to the participating companies for their brand building in the market.
- Provides access to the right B2B audience for optimum results hence ensuring a promising ROI.
- Provides a structured Media Interaction platform for the right message and content to reach the market, supported by informative marketing collaterals.
- Offers a platform to discuss issues/problems faced within the industry and come up with solutions.
- Enable companies to reach out to India's most influential and decision-making professionals responsible for growing the Private labels, Contract manufacturing, and packaging industries – to network and collaborate.

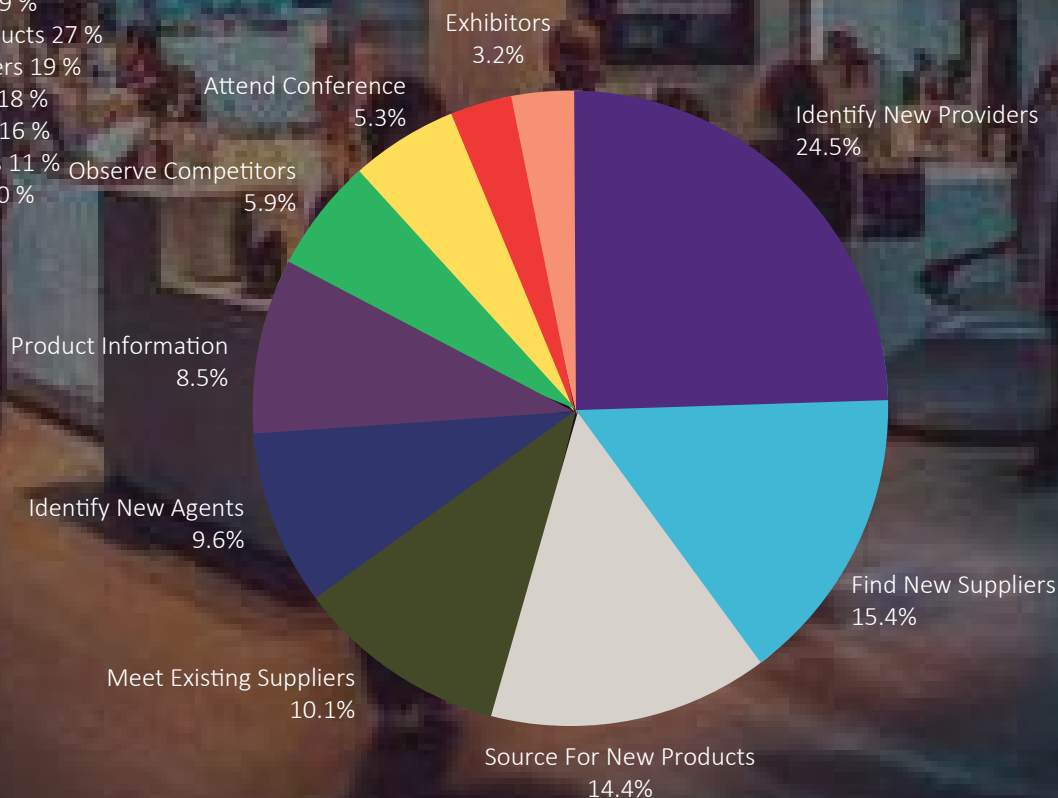


# VISITOR PROFILE

- Modern and General Trade
- International and National Brand Owners
- Pharmaceutical Companies
- Health and Pharmacy Chains
- Retailers and Wholesalers
- Neutraceutical Companies
- Government Bodies From Various Ministries
- Spa, Salons and Beauty Stores
- Specialised Retailers
- VC & PE Firms
- Facility Management Companies
- Food Services & OSRs
- Grocery Chains & Convenience Stores
- Hotels, Restaurants & Catering Companies (HORECA)
- Hypermarkets & Supermarkets
- Airlines, Travel & Hospitality
- Brand Management Companies
- E-commerce, D2C and FMCG Brands
- Department Stores
- Distributors, Resellers, Importers & Exporters
- E-Commerce & e-tailers
- Pet Accessories and Food Companies.
- Wine Companies
- Start-ups & entrepreneurs
- Diplomatic & Representatives of foreign missions in India
- Ingredients Research & Development professionals, Food Technologist

# VISITORS OBJECTIVES IN VISITING

Identify New Providers 46 %  
Find New Suppliers 29 %  
Source For New Products 27 %  
Meet Existing Suppliers 19 %  
Identify New Agents 18 %  
Product Information 16 %  
Observe Competitors 11 %  
Attend Conference 10 %  
Exhibitors 6 %  
Other 6 %



Owners/Purchase Heads/CEO's/Directors & Key Decision Makers from above industries will be VIP Guests.



# WHY VISIT US?

- Find thousands of completely customised private label food and non-food items from all over the world in the following Baby care, Beauty, Personal Care, Hair Care, Cleaning and household, Food and Beverages, fmcg and many more...
- Meet face-to-face with renowned Private Label & Contract Manufacturers from all over countries worldwide.
- More than 100 top global brands of private-label products are readily available.
- Attend conferences, workshops and master classes for the latest updates on private label trends, consumer insights and proven successful strategies.
- Simplifying your sourcing process for new technologies!
- Our Hosted-Buyer Programme is a cost-effective and time-efficient way to meet over 400 top-tier solution providers of the Industry from India and across the globe.
- What Is the Hosted-Buyer Programme?
- It is a tailor-made module guaranteeing highly productive business meetings between you and the leading solution providers of Private Labels and Contract Manufacturing from India and across the globe.
- What are the benefits?
- Source products efficiently through pre-arranged in-person meetings with new and existing suppliers.
- Share knowledge and thoughts with like-minded business professionals and get acquainted with the latest market trends and innovations.
- Gain early access to exhibitor information before the event.
- Enjoy VIP lounge privileges, including networking opportunities, lunch, refreshments and more.



# INGREDIENTS, FLAVOURS & FRAGRANCES



## EXHIBITOR PROFILE

- Active ingredients
- Additives / Algae
- Amino Acids / Anti-allergens
- Anti-Inflammatory
- Anti-Irritants
- Soothing
- Agents
- Ayurveda Ingredients
- Bactericides
- Binders
- Bioactives
- Botanical Extracts
- Collagen
- Colours
- De-Scalers And Degreasers
- Dietary Fibres
- Emulsifiers
- Essential Oils
- Fat Replacers
- Flavour Enhancers
- Floor Cleaning Agents
- Formulations
- Fragrances
- Gelatin
- Hemp Extracts
- Humectants
- Leavening Agents
- Natural & Plant Extracts
- Nutraceuticals
- Nutrients
- Preservatives
- Stabilizers & Thickeners
- Waxes
- Yeast Nutrients

# ACTIVE PHARMA INGREDIENT



## EXHIBITOR PROFILE

- Turn-key contractors & project consultants
- API, Bulk Drugs
- Additives & Excipients
- Integrated Pharma
- Utilities products & services like steam generators, HVAC, boilers, filters, electricals etc
- Cleanroom technology, furniture & equipments
- Packaging Machinery, Materials & Consumables
- Processing Machinery & Equipments
- Finished Dosage
- Fine Chemicals
- Natural Extracts



# FOOD, BEVERAGES & NUTRACEUTICALS



INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING EXPO

## EXHIBITOR PROFILE

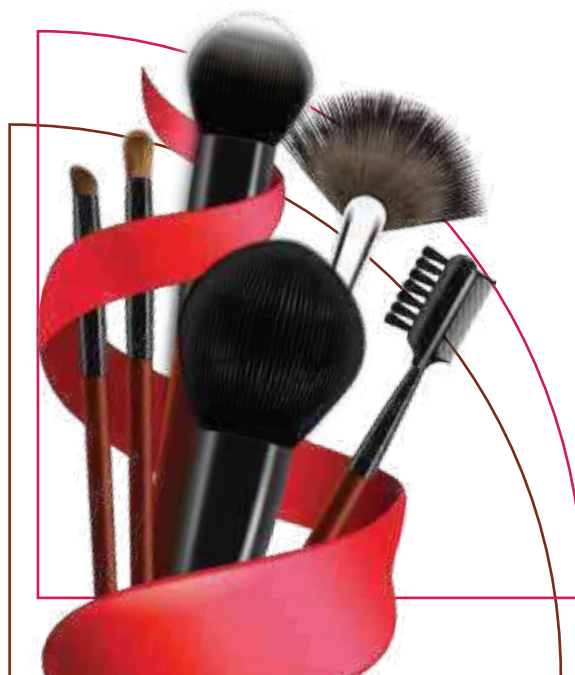
- Atta, Flour & Sooji
- Ayurveda & Herbal
- Biscuits, Baked Goods & Cakes
- Breads & Buns
- Breakfast & Cereals
- Chocolates & Candies
- Coffee / Tea
- Dairy
- Dals & Pulses
- Dry Fruits, Nuts & Seeds
- Edible Oil & Ghee
- Energy & Soft Drinks
- Frozen Food
- Fruit Juices & Syrups
- Fruits & Vegetables
- Health & Safety
- Health Drink & Supplement

- Masalas & Spices
- Mineral Water
- Noodles, Pasta & Vermicelli
- Organic Staples
- Organic, Nutritional & Health Food
- Pickles & Chutney
- Ready To Cook & Eat
- Rice & Rice Products
- Salt, Sugar & Jaggery
- Snacks & Namkeen

- Sports Nutrition
- Spreads, Sauces & Ketchup
- Tinned & Processed Food
- Weight Management
- Health Supplements
- Indian Mithai
- Ingredients



# COSMETICS



INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING EXPO



## EXHIBITOR PROFILE

- Permanent makeup
- Face • Perfume
- Cosmeceutical
- Eye shadow
- Human body
- Sunscreen
- Concealer
- Foundation
- Mascara
- Eye liner
- Skin
- Lipstick
- Airbrush makeup
- Skin whitening
- Nail polish
- Face powder
- Highlighter
- Lip gloss
- Color cosmetics
- False eyelashes
- Brow Pencil
- Makeup
- Styling permanent wave products

# AYURVEDA & HERBAL

INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING EXPO



## EXHIBITOR PROFILE

- Ayurveda & Herbal
- Ayush Industry Manufacturers
- Cosmetic Manufacturers
- Extracts and Essential Oil
- Manufacturers - Hemp and Organic product
- Manufacturers - Unani and Ayurveda product Manufacturers
- Herbal product Manufacturers
- Certifying Agencies

# DAIRY PRODUCTS



## EXHIBITOR PROFILE

- Dairy Farming Technology
- Food Processing Technology
- Dairy Processing & Milk
- Manufacturing Technology
- Processing Equipment
- Packaging Equipment & Material
- Quality Testing
- Printing & Coding
- Refrigeration Technology
- Automation
- Energy Generation & Allied Technology
- Waste Management System







INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING EXPO

# Pet Care & Pets

## EXHIBITOR PROFILE

- Food
- Treats
- Pharma
- Functional Beds
- Petcare
- Luxury
- Toys
- Hygiene
- Grooming
- Resin ornaments
- Lights
- Filters
- Corals and stones
- Air stones
- Aquarium thermometers
- Fish net
- Tubing
- Granel cleaners
- Food timers etc
- Bird feed
- Cages
- Toys
- Supplements
- Seeds and treats



# PACKAGING

## EXHIBITOR PROFILE

- Processing & Packaging technology
- Printing, Labeling & Coding
- Logistics packaging technology
- Packaging materials & product
- Confectionary & Bakery equipment
- Packaging materials & products
- Flexible packaging
- Industrial robots & automation
- PET & plastic packaging
- Food safety
- Paper & Corrugated Carton
- Glass Packaging
- And many more



INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING EXPO



# CONSUMER PACKAGED GOODS (CPGS)

- Food
- Clothes
- Beverages
- Cosmetics
- Cleaning products

# DURABLE GOODS (DGS)

- Appliances
- Furniture
- Automobiles
- Books
- Household goods ( tools, etc.)
- Sports equipment
- Jewellery
- Medical equipment
- Toys





# MOM & BABY CARE



## MOTHER & BABY ACCESSORIES

- Feeding Accessories
- Diapering/ Kids Accessories
- Bathing Accessories
- Mother & Baby Cosmetics
- Mother & Baby Apparel & Footwear



## BABY HEALTH & SAFETY

- Baby Food & Nutrition
- Baby Safety Products
- Baby Medicine & Droppers
- Mom & Baby Health Care Products



## TOYS & GAMES

- Soft Toys
- Indoor & Outdoor Toys
- Electronic & Remote Controlled Toys
- Fun & Learn books,CD & DVD



## MATERNITY PRODUCT

- Maternity & Pregnancy Personal Care
- Maternity Wear
- Parenting Books
- Health & Hospital
- IVF
- Stemcell Banks
- Yoga Institutes
- Maternity & Pediatric Hospitals
- Baby Health & Safety
- Baby Food & Nutrition
- Mother & Baby Medicines & Droppers
- Mother & Baby Health Care Products

# MEDIA PRESENCE

## GROW YOUR BUSINESS WITH US



# INFINITE MEDIA PRESENCE

**Kiosks,  
Hoardings  
Billboards  
Banners  
Light Unipoles,  
Bus Back Panels  
Other Experiential**

## PRINT MEDIA

Newspaper : Full Page Ads, Half Page Ads  
Magazine Ads  
Newsletters / Mailers  
Trade Invites  
Personal Invite

## DIGITAL MEDIA

All Social Media Pages & Posts  
E-mailers  
Website  
Advertising Brands on Portals

HOSTED BUYER PROGRAM

A DEDICATED RSVP TEAM : WORKING ON THE EXHIBITORS WISH LIST.

PREFIX MEETINGS WOULD BE SCHEDULED





# SPONSORSHIP

## **25**<sup>LAKH</sup> TITLE SPONSOR SPONSORSHIP AMOUNT

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- Sponsor's name will be highlighted as the presents of "IPLCM EXPO", in all publicity materials and website.
- CEO or MD of the sponsor company shall be allowed on Dias during the inaugural function.
- Logo of the sponsor company will be prominently highlighted and displayed on event Website and Social Media.
- Sponsor's logo on the cover page of the exhibition directory.
- Full Page color advertisement inside exhibition Directory (Image, Products and Caption to be provided by the sponsors)
- Sponsor's Logo to be prominently displayed as "Title Sponsor" on the site signage and back drop.
- Literature of the sponsors to be distributed and displayed at the registration desk, VIP lounge etc. (Literature to be provided by the sponsors)
- Special E-mailer to visit the sponsor's stall.
- One complimentary shell scheme stall of 72 sq. mtr. at the best location in the ground.
- Sponsor logo on Hoarding and roundabout at appropriate locations in Mumbai city.
- The Advantage of Sponsorship is reaching directly to masses, Corporate, Limited private sector companies, manufacturers and distributors.
- Branding on Visitor batch, Lanyard & Visitor's Carry Bags.

## **20**<sup>LAKH</sup> GOLD SPONSOR SPONSORSHIP AMOUNT

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- Sponsors Name will be highlighted as the GOLD SPONSOR of "IPLCM EXPO", in all publicity materials and website.
- CEO or MD of sponsor company shall be allowed on Dias during inaugural function.
- Logo of sponsor company will be prominently highlighted and displayed on events Website and Social Media.
- Sponsor's logo on the cover page of the exhibition directory.
- Half Page color advertisement inside exhibition Directory (Image, Products and Caption to be provided by the sponsors)
- Sponsor's Logo to be prominently displayed as "Gold Sponsor" on the site signage and back drop.
- One complimentary shell scheme stall of 36 sq. mtr. at the best location in the ground.
- Sponsor logo on Hoarding and roundabout at appropriate locations in Mumbai city.
- The Advantage of Sponsorship is reaching directly to masses, Corporate, Limited private sector companies, manufacturers and distributors.
- Branding on Visitor batch & Visitor's Carry Bags.

## **10**<sup>LAKH</sup> SILVER SPONSOR SPONSORSHIP AMOUNT

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- Sponsors Name will be highlighted as the SILVER SPONSOR of "IPLCM EXPO", in all publicity materials and website.
- CEO or MD of sponsor company shall be allowed on Dias during inaugural function.
- Logo of sponsor company will be prominently highlighted and displayed on events Website and Social Media.
- Sponsor's logo on the cover page of the exhibition directory.
- Half Page color advertisement inside exhibition Directory (Image, Products and Caption to be provided by the sponsors)
- Sponsor's Logo to be prominently displayed as "Silver Sponsor" on the site signage and back drop.
- One complimentary shell scheme stall of 18 sq. mtr. at the best location in the ground.
- Sponsor logo on Hoarding and roundabout at appropriate locations in Mumbai city.
- The Advantage of Sponsorship is reaching directly to masses, Corporate, Limited private sector companies, manufacturers and distributors.
- Branding on Visitor batch & Visitor's Carry Bags.

## 7.5 LAKH PAVILLION SPONSOR SPONSORSHIP AMOUNT

- Sponsors Name will be highlighted as the PAVILLION SPONSOR of "IPLCM EXPO", in all publicity materials and website.
- CEO or MD of sponsor company shall be allowed on Dias during inaugural function.
- Logo of sponsor company will be prominently highlighted and displayed on events Website and Social Media.
- Sponsor's logo over the said pavillion's Fasia name.
- Half Page color advertisement inside exhibition Directory (Image, Products and Caption to be provided by the sponsors).
- Sponsor's Logo to be prominently displayed as "Pavillion Sponsor" on the site signage and back drop.
- One complimentary shell scheme stall of 9 sq. mtr. at the best location in the ground.
- The Advantage of Sponsorship is reaching directly to masses, Corporate, Limited private sector companies, manufacturers and distributors.

## 5 LAKH LANYARD SPONSOR SPONSORSHIP AMOUNT

- Sponsors Name will be highlighted as the LANYARD SPONSOR of "IPLCM EXPO", in all publicity materials and website.
- CEO or MD of sponsor company shall be allowed on Dias during inaugural function.
- Logo of sponsor company will be printed on visitor's lanyard.
- Logo of sponsor company will be prominently highlighted and displayed on events Website and Social Media.
- Half Page color advertisement inside exhibition Directory (Image, Products and Caption to be provided by the sponsors)
- Sponsor's Logo to be prominently displayed as "Lanyard Sponsor" on the site signage and back drop.
- The Advantage of Sponsorship is reaching directly to masses, Corporate, Limited private sector companies, manufacturers and distributors.





# THE BUSINESS PLATFORM



## INTERNATIONAL PRIVATE LABEL AND CONTRACT MANUFACTURING EXPO







OUR 1<sup>ST</sup> EDITION



MUMBAI  
8-9-10  
FEB 2024  
BOMBAY EXHIBITION CENTRE  
INDIA





INTERNATIONAL PRIVATE LABEL & CONTRACT MANUFACTURING EXPO



**23 | 24 | 25**

**JANUARY, MUMBAI**

Inquiries: [sales@iplcmexpo.com](mailto:sales@iplcmexpo.com)

**BOOK  
NOW!!!**

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**Ankit | Project Manager: +91 86524 17669**

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