



30 January 2010

FOR IMMEDIATE RELEASE

IIPTF STRIVES TO FUEL GROWING INDIAN PET MARKET

OR

PET TRADE FAIR TO PROVIDE FORUM TO PET INDUSTRY

The primary mission of IIPTF is to induce and generate further growth in the Indian pet market by providing a common forum to importers, exporters, manufacturers and service providers entrenched in this trade

The 4th India International Pet Trade Fair 2010 (IIPTF), India's largest pet event and only trade fair for the pet industry, will be held on 12, 13 & 14 February 2010, at the NSIC Exhibition Ground, Okhla Industrial Estate, New Delhi. Organised by the *Creature Companion* magazine (published by L.B. Associates Pvt Ltd) every year, IIPTF is an exhibition-cum-trade show dedicated to the pet vertical in India. A quality-conscious exhibition at par with international standards, IIPTF showcases exhaustive ranges of pet products and pet-pertinent services from across India and overseas. The 3-day event also showcases wide varieties of pets—dogs, fish, birds—as well as exotic pets.

Although at a nascent stage, with Rs 2,773.2 million (US\$59.56 million) in retail value and a 15-20 percent annual growth, like many sunrise industries in the country, the pet products industry, too, is on an incline. According to Euromonitor International, the international market intelligence provider, there are currently 8,699,300 pets in India, a quantum that is growing steadily every year. Given the country's overwhelmingly large human population and its growing inclination towards pet adoptions, India's phenomenal untapped potential for its pet market is exceedingly apparent. It is this potential that IIPTF endeavours to exploit for industry stakeholders by providing a forum to importers, exporters, manufacturers and service providers in this trade to congregate under one roof to interact, discuss, network and forge vital business relationships.

IIPTF 2010 will harbour over 100 stalls, with exhibitors from across India, as well as, foreign exhibitors and delegates (confirmed to date) from Canada, USA, Italy, Poland, Germany, China, New Zealand, Japan, Nigeria, Bangladesh and Spain.

Mineral water will be provided at the fair by Bisleri, IIPTF 2010's official hospitality partner.

For further information, contact:

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