



L.B. Associates (Pvt) Ltd  
H-108, Sector 63, Noida –  
201301, Delhi NCR, UP, India.  
Tel: 91-120-4727282  
Fax: 91-120-2427108  
Email: info@iipTF.com  
Website: www.iipTF.com

12 February 2010

**FOR IMMEDIATE RELEASE**

## **4<sup>th</sup> INDIA INTERNATIONAL PET TRADE FAIR TO GIVE IMPETUS TO GROWING PET INDUSTRY**

*This year, IIPTF has received an overwhelming response not only from industry members but also from the general public, with thousands upon thousands of enquiries from excited pet owners who wanted to register their pets into one of the pet events or simply visit the fair*

The India International Pet Trade Fair (IIPTF) is South Asia's only pet trade fair and India's largest pet event. An exhibition-cum-trade show dedicated to the pet vertical in India, it is a quality-driven event at par with international standards. A part B2B (business-to-business), part B2C (business-to-consumer) event, IIPTF showcases an exhaustive range of pet products (pet foods, clothes, toiletries, toys, etc) and pet-pertinent services (grooming, matchmaking, pet boardings, crèches, etc) from across India and overseas. The 3-day event also showcases wide varieties of live pets—dogs, fish and birds.

IIPTF, organised by *Creature Companion*, a pet care magazine (published by L.B. Associates Pvt Ltd), provides a platform to B2B exhibitors comprising exporters, importers, pet industry traders, retailers and distributors of the pet industry—Indian and foreign, who are exhibiting their products at the fair to network and forge vital business relationships. It also extends a podium to B2C exhibitors comprising pet retail shop owners, to sell their merchandise and amplify their customer base.

In its fourth edition this year, the 4<sup>th</sup> India International Pet Trade Fair, will feature a '*Garden & Landscaping*' section, comprising products and services from the garden and landscape industry in the country. This segment has been injected into IIPTF to emphasise the undeniable affiliation between pets and nature. Besides the trade aspect, the fair will feature a knowledge series, with a Veterinary Seminar on Clinical Pathology and a Pet Shop Retailing Seminar for pet retail store owners.

For non-industry members, too, there will be plenty to look forward to, as all 3 days of the fair will be packed with fun pet events. A Dog Obedience competition, an All Breed

Championship and Dog & Cat Fashion Shows will be held on different days of the fair. Over the counter sales will be permitted, so people can stock up on goodies for their beloved pets.

Under its corporate social responsibility principle, IPTF will grant a percentage of its ticket sales to PAWS, a non profit organisation working towards the welfare of ‘public pets’ (a synonym coined for the term ‘stray dogs’ by the *Creature Companion* magazine to give the former the dignity they deserve).

## **IPTF MISSION**

- To give impetus to the pet industry in India by acting as a forum for importers, exporters, manufacturers and service providers of the pet vertical where they can congregate under one roof, interact, discuss, network and forge vital business relationships
- To increase awareness about responsible pet ownership & parenting
- To emphasise public pets as desirable and worthy pets, thereby helping increase the level of their adoptions in the country

## **PRE-EVENT MEDIA RESPONSE TO IPTF 2010**

**This year, we have received an overwhelming response from the media, as well as, the general public, with thousands upon thousands of enquiries from excited pet owners who wanted to register their pets into one of the pet events or simply visit the fair.**

**The following are a few excerpts from some of the pre-event pieces that have been published about IPTF 2010:**

“After the Trade Fair, Auto Expo and Book Fair, Delhi’s gearing up for an international Pet Trade Fair, to be held from February 12-14.”

***FURRY FAIR, Delhi Times, published on February 6***

“If you’re a dog lover or a pet parent, then the NSIC Exhibition Ground is the place to be between February 12 and 14. The venue’s playing host to the fourth edition of the India International Pet Trade Fair (IPTF).”

***PET LOVERS’ MECCA, HT City, published on January 31***

“Not for humans, but their canine, feline, finned and feathered friends.”

***IT’S THE TIME TO DISCO, Indian Express, published on February 7***

“An animal lover or otherwise, a unique fair that will be hosted in the capital next month will definitely be worth a visit. After all, it’s not everyday that you see a wide

variety of dogs, cats, fishes, birds and other pets, from across the world, under one roof!”

***DELHI ALL SET TO HOST PET TRADE FAIR NEXT MONTH, Yahoo,  
published on January 19***

## **GROWTH OF THE INDIAN PET INDUSTRY**

According to Euromonitor International, the international market intelligence provider, there are currently 8,699,300 pets in India and this quantum is growing steadily. Given the country’s overwhelmingly large human population of approximately 1.15 billion people and their growing inclination towards pet adoption, India’s phenomenal untapped potential for its pet industry at large is exceedingly apparent. 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, this vertical, too, is on a steady incline and is expected to burgeon further in years to come.

While earlier, pets in India were perceived as loved but ‘animal’ parts of the household, they are now considered indispensable and estimable members of the family, notwithstanding their species. Affluent, doting pet owners in India want nothing but the best for their creature companions. Whereas earlier, people would leave their pets behind with a grudging neighbour or relative when they’d leave on vacation, now they have solution providers like [www.petvacations.in](http://www.petvacations.in) and [www.petfly.in](http://www.petfly.in), to facilitate pet travel and holidaying for them. Gone are the days, when Indians would perceive pet foods as items of indulgence, to be purchased only when Tommy had been an especially ‘good boy’. Now, enthusiastic Indian pet owners throng pet stores regularly to purchase pet food and treats as staple diets for their pets. The pet food market in India is rife with international, as well as, domestic brands. Mars International’s Pedigree is being manufactured indigenously and is easily one of the most profitable brands of canine food in India. Foreign names like Natural Trainer, Royal Canin, Eukanuba, Bento Kronen, Propac, Purina and Propett, too, are doing the rounds successfully on Indian terrain. Domestic brands that are popular in this arena are Nutripet, Regale, Robust, etc. Extensive assortments of cat food brands like Whiskas, Top Cat, Show Cat, etc, can also be found in the market. Ranges of chic pet couture are lavished upon dogs and cats by fashion conscious owners, inciting the spawning of various pet boutiques, pet grooming centres, pet spas, etc.

The India International Pet Trade Fair (IIPTF) aspires to ignite the fire that lies in wait within the Indian pet market by providing a podium to importers, exporters, manufacturers, retailers and distributors within the pet industry to congregate under one roof, interact, discuss, network and forge important business relationships. IIPTF acts not only as a trade event between different countries but also between various segments of the pet industry.

## **No PETty Matter This!**

- The retail value of the Indian pet market currently stands at Rs 2,773.2 million and is expected to reach Rs 4,827.5 million by 2014;

- It is experiencing a steady 15-20% annual growth, year-on-year;
- Only 30% of the products are imported, representing a largely untapped market for import;
- Reduced import duties on premium pet products (from 40% to current 30%) are encouraging trade;
- Total pet population in the country in 2009 was 8,699,300. This quantum is increasing by steadily every year;
- Total pet expenditure on dog & cat food in 2009 amounted to Rs 1721.8 million

## **Types of Exhibitors at IIPTF**

### ***Business-to-Business (B2B) Exhibitors***

**Indian pet product manufacturers:** There are hundreds more Indian pet product manufacturers than those that exhibit in pet trade fairs abroad. This will, therefore, be an opportunity to interact with a broad range of manufactures who are interested in exporting their products.

**Foreign manufactures looking for manufacturing partners in India:** There are advantages in setting up joint venture manufacturing enterprises using foreign technology and Indian partners. Foreign manufactures will find many potential matches at the trade fair.

**Indian distributors:** Foreign manufacturers wishing to find distributors for their products will find many of India's finest under one roof.

### ***Business-to-Consumer (B2C) Exhibitors***

Yes, we are allowing B2C activities at the fair. These stalls will draw consumers of the Indian middleclass and provide foreign buyers and manufacturers with an opportunity to assess the size and enthusiasm of the growing Indian pet market. B2C exhibitors will include:

**Pet product retailers:** These are mostly New Delhi-based pet retail stores taking advantage of the footfalls of pet lovers/owners at the fair.

**Animal-related non governmental organisations:** These are animal shelters and such that want to create an awareness of the services they conduct or provide.

**Media/Publishers:** There are several good pet care magazines in India besides *Creature Companions*. Any others are welcome to exhibit.

**Breeders/Kennel clubs:** There will be a number of these.

## **PRODUCTS ON DISPLAY**

These will include dog & cat foods, a gamut of treats, stainless steel utensils, horse-riding equipment, range of cat/pet litter, pet grooming and bathing products, aquarium and pond accessories, pet accessories, fancy collars and leashes, fancy pet toys, fish feed, cutting edge veterinary equipment, animal health products, dog apparel, beds and much more.

### **Products on Display (Detailed Inventory):**

***Steel:*** Anti skid stainless steel pet bowls, non tip bowls, pet feeding bowls, cat feed bowls, dog feed bowls, dinner bowls for pet and other pet use products.

***Electronic:*** Ultrasonic dog chasers, ultrasonic cat chasers that emit ultrasonic frequencies audible to dogs or cats (used to deter the unfriendly dogs and cats).

***Pet healthcare:*** Anti tick lice sprays, lice powders, pet shampoos for ticks, lice & flea, pet fur conditioning shampoos, pet soap cakes, pet deodorants, smell removers, appetite stimulants, digestive tonics, herbal skin gels, vitamin enriched food, liver tonics, anti-diarrhoeal medicines, herbal growth promoters, herbal liquid cleansers, calcium & phosphorus supplements, cat litters, nipple drinking systems, vaccines, etc.

***Equestrian equipment & accessories:*** Nylon halters, head collars, bridles, choke chain collars, head stalls, leather saddles, synthetic saddles, harnesses, ropes, leads, reins, girths and nylon strapping goods, horse clothing, horse jackets, horse coats, horse leads, horse collars, leather collars, nylon leads, saddle blankets, winter blankets, wool coolers, fleece sheets, canvas winter blankets and summer coats, English bridles, etc.

***Herbals:*** Shampoos, protein supplements, calcium tonics, liver tonics, multi-vitamin tonics, mineral mixtures.

***Bird-related products:*** Breeder cages, cooling pads, exhaust fans, high-low pans, space heaters, duck flooring slats, ventilation equipment, coop cups, parrot stands.

***Leather products:*** Collars, leads, lashes, harnesses, pet beds, muzzles, chokers, beaded collars, leashes, reflector collars, dog chew bones.

***Rodent-related:*** Heavy hamster dishes,

***Plastics:*** Pet plastic jars, pet plastic bottles, plastic pet utensils, pet food bowls, pet plastic kitchenware and other pet utensils.

**Luxury products:** Pet bags, fashion bags, cotton pet bags, jute pet bags, printed pet bags, embroidered pet bags and fancy pet bags, pet beds, pet travel carriers, pet carry bags, small pet carriers, soft pet carriers, pet carrier purses, portable pet carriers, luxury pet beds, warm and cooling pet beds, designer pet beds, etc.

**Dog chews:** Dried pet snacks, leather dog chews, pressed bones, knotted bones, frozen meats, processed meats, pizzle cut pieces, twisted sticks, hollow pipes, hooves, meat strips, tongue, lungs, liver and tripe black.

**Pet apparel & beds:** Dog coats, knitted dog coats, dog t-shirts, dog beds, fancy pet collars, dog sweaters, crocheted dog sweaters, dog mufflers, dog shoes and dog raincoats.

**Pet food:** Dog/cat food, bird feed, cuttlefish bones, raw bone meals

**Fish-related:** Aquariums and aquarium-related products, equipment & accessories, ornamental fish, fish feed, aqua-edicines, aquatic plants, etc.

## **FUN Pet Events at IIPTF**

### **PET PLAN OF ACTION!**

**Dog Obedience Show** – Feb 12, '10

**All Breed Dog Championship** – Feb 13, '10

**DOG & CAT Fashion shows** – Feb 14, '10

### **PET SHOP Retailing Seminar:**

**Where:** India International Pet Trade Fair (IIPTF)

**When:** 14 February, 11 am to 1 pm & 2 pm to 4 pm

**Audience:** Pet product retailers, manufacturers and importers

**Presenter:** Indian Retail School, New Delhi (the first and only retail school in India)

**The Pet Shop Retailing Seminar presented by IIPTF's Knowledge Partner – The Indian Retail School - will focus on 'Retail Best Practices'.**

The topics for the seminar are as follows:

**Best Practices in Retailing & Visual Merchandising and Communication**  
Merchandising mix

Customer care  
Cleanliness/Hygiene  
Marketing mix  
Staff management  
In-store merchandising  
Store design  
Window display

## **NINE-STOP COACH TOUR FOR INTERNATIONAL DELEGATES:**

A 9-stop coach tour will be organised on 13 February 2010 for our foreign delegates. The tour will commence at 8:30 am and end at 7:30 pm, with a lunch break at mid-day. The tour will take delegates to 9 major pet retail stores in the capital to familiarise the former with how the pet industry works in India. The tour will help the international delegates to:

- Learn about the standards and methods employed by the Indian pet industry to market its goods
- Forge potential business tieups
- Explore the scope of the Indian pet business industry

## **OUR PARTNERS**

- Midday - Print Partner
- Ideal Home & Garden Magazine – Magazine Partner
- Live Media – Captive Media Partner
- Bisleri – Hospitality Partner
- Euromonitor International – Official Information Provider
- Pets International – Trade Media Partner
- Dogspot -Digital Partner
- Max Vets – Vet Partner
- Indian Retail School – Knowledge Partner
- DelhiEvents.com – Event Listing Partner
- Mahattas – Photo Partner
- Tradeindia – Online Trade Partner
- Pet Club India - Promotions Partner
- Supported by – Indian Kennel League

## **ORGANISERS**

*Creature Companion*  
C/O L.B. Associates (Pvt) Ltd  
H-108, Sector 63,  
Noida – 201301, Delhi NCR, India  
Tel: 91-120-2401282  
Email: info@lbassociates.com  
Website: www.lbassociates.com

*For further information, contact:*

**Binoy Sahee, Fair director, IIPTF**  
**+91-9891013797**

**Rutaksha Rawat, Corporate Event Manager & Spokesperson, IIPTF**  
**+91-9811788569**