



# Dear Pet Fraternity at Zoomark

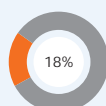
Visitors

**Breakup 2024**

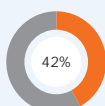
29 States | 189 Cities | Countries 16

**6140**

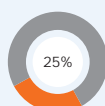
*Business Attendees*



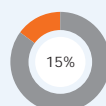
EAST



WEST



NORTH



SOUTH

We hope Zoomark '25 is bringing in new avenues of success for your business. We at India International Pet Trade Fair are delighted to extend a platform out for our International Pet Industry professionals to come and participate at the 15th India International Pet Trade Fair, celebrating a significant trade mark of 15 years of growing pet Industry.

This endeavour was started 15 years ago with 20 exhibitors and has grown into being India's only and Asian Sub Continent's largest B2B Pet Trade Fair. With over 250+ exhibitors and 8000+ visitors, we take it up as an endeavor





to help the Industry connect the dots and find a greater portal for business, trade, and connection. Over the years, we have asserted greater focus on the love and qualitative growth of the Pet Industry alongside amplifying the collective numbers. It brings us immense joy to see the level of involvement and innovations that have incurred at the Pet Industry.

### 14TH INDIA INTERNATIONAL PET TRADE FAIR AND 5TH AQUAGIC HIGHLIGHTS

At IIPTF'14, we witnessed remarkable and contemporary progress of the Industry with established brands finding International avenues such as Drools Pet Food Pvt Ltd's expansion to Dubai, a company with insect protein like Loopworm achieving the EU certification, companies like Maple Pets bringing technological revolutions with the introduction of cat monitoring systems with water control, more start ups coming into fruition with thoughtful solutions to pet pertinent problems such as gut health supplements for dogs, protein powders for pets, aroma therapy, greater packaging material with enhanced shelf life, and more. It was immensely gratifying to witness brands at Domestic and International front come up with unique solutions and innovations as a result of deeply emotive and elaborate R&D. We were proud to receive phenomenal testimonies from everyone and specially, exhibitors at Aquagic (the largest exhibition on Aquariums in India). They were elated with joy with the number of conversions they had received at the fair itself. At IIPTF, we feel energised and inspired with these glimmers of hope and progress to continue to expand this platform out for more companies to connect, engage, and interact in meaningful business.





(Left to Right) Dr Shiwani Tandel, Founder The Exotic Vet, Rahul Jain, Director, Birdees, Bharat Pittie, Director, Orange Pet Nutrition, Prabakar Ramasamy, CEO Taiyo Feed Mill,



Ashish Anthony, Founder Just Dogs

## PET INDUSTRY DIALOGUE AND NETWORKING COCKTAIL DINNER

Alongside the trade fair with adjoining events and seminars like grooming competition and dog training seminar, we host the Pet Industry Dialogue (PID) one day prior to the event to provide a comprehensive learning experience. Consisting of Pet Industry stakeholders, the full day conference consists of engaging panel discussions to ensure that knowledge is accessible in the industry and everyone takes the necessary pause to reflect on the growth of the industry on an annual basis. Furthermore, we introduced an addition to the 14th IIPTF, wherein, on the first evening of the trade fair, we hosted Industry Awards and Networking Cocktain Dinner. The premise behind this notion

was to honour the trailblazers of the industry and provide informal networking hours where the industry professionals can deepen and strengthen their inter personal relationships, network, and have a fun evening. Trade Fair hours are limited and the interactions cannot be as fruitful as opposed to an ambient evening where all like minded professionals are present under one roof. We hope to host these events alongside IIPTF for the upcoming Trade Fair, ensuring a fulfilling weekend for the pet fraternity.

## SCOPE FOR INTERNATIONAL EXHIBITORS

India is a developing market, booming at an unprecedented rate, beyond just the top metropolitan cities. The

country has become a hub for pet lovers, which in turn has inspired rapid growth and transformation. Tapping into this market will introduce you to endless possibilities as the number of pet parents are growing every year. With factors such as increased pet population and urbanisation, pet parents in India are on a constant look out for new and innovative products for their pets. We hope to make the Industry as vast and versatile to ensure growth at all levels for the collective Industry. We extend an invitation to all the International Exhibitors to participate at the 15th India International **Pet Trade Fair on 23rd and 24th August, 2025 at Bharat Mandapam New Delhi from 9 AM to 6 PM.** We hope you explore this market further and have a wonderful time basking into the world of the Pet Industry via the trade fair and other engaging events.

*With Warm Regards,*

**Team India International Pet Trade Fair**

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(Left to Right) Bogusia Dziedzic Co-Founder, Linda Hawke, Convener IIPTF, Mariusz Dziedzic, Co-Founder, Petfood Specialities d.o.o.,

