







India International Convention and Expo Centre (IICC), New Delhi

Associate Member

In Collaboration with

Member









500+ Exhibitors



20+ Event Speakers



25+ Event Sessions



30+ Sponsors & Partners



88 Indian Cow Breeds



20+ Countries





PRESENTED BY THE INTERNATIONAL FEDERATION OF INDIGENOUS ZEBU CATTLE OF INDIA

Follow us for latest updates

















Organized by: 21 Gun Salute Cultural & Heritage Trust

Asia's largest livestock & Agri Expo

ABOUT US



The Kamdhenu Gau Krishi Mahotsav (KGKM) is a one-of-a-kind event dedicated to showcasing the diversity of Indian indigenous cow breeds and promoting sustainable agricultural practices. Organized by the International Federation of Indigenous Zebu Cattle of India (IFIZCI), this event aims to facilitate all the stakeholders involved in the dairy and agriculture industries in exploring best practices, exchanging knowledge, promoting their products, and establishing a broader network of like-minded individuals in the industry, government, and academia.





Seminars on best Practices and Collaboration Advanced Technologies & Partnership







& Tractors







THE INTERNATIONAL FEDERATION OF INDIGENOUS ZEBU CATTLE OF INDIA

ABOUT IFIZCI

The International Federation of Indigenous Zebu Cattle of India (IFIZCI) stands as a dedicated Indian organization, placing its primary focus on the enhancement of Zebu Cattle breeds and fostering international collaboration. The objective is to preserve the best germplasm and genetics of all Indian Zebu breeds. Through the incorporation of innovative technologies, comprehensive training programs, and ongoing research on nutrition and feeding practices, IFIZCI is committed to elevating the well-being of Indigenous Zebu Cattle. We staunchly advocate policies that support the conservation of these invaluable breeds, while simultaneously facilitating income-generation opportunities for cattle breeders. Our commitment extends to the promotion of sustainable agriculture and fodder production techniques as well as the preservation of traditional cattle rearing practices.

EXPLORE Innovation-driven solutions to transform the dairy and agriculture industries in India PRESENT DEMONSTRATE Opportunities The 88 Indian KAMDHENU for investment Zebu cow in technology, breeds and equipment sustainable **GAUKRISHI** manufacturing, agriculture logistics and practices and supply chain **MAHOTSAV 2025** products 05 02 Yashobhoomi, India International Convention and Expo Centre (IICC), New Delhi PROMOTE **AUGMENT** Indigenous Zebu breeds Investment interests from and their dairy products both domestic & foreign with a focus on organic investors farming, natural products, innovative equipment, etc. 03 04

WHO SHOULD ATTEND?

- Cow Breeding and Genetics Companies
- Cow Fodder and Nutrition Companies
- Milk Marketing Companies & Co-Operatives
- Dairy Medicine Companies
- Dairy Equipment Manufacturers
- Cow Eco-tourism Centers
- Cow Economic Products
- State Livestock Development Boards
- Gaushala Management Services
- Crop Genetics and Soil Science Companies
- Pharma Companies (Ayurvedic, Allopathic & Homeopathic)
- Fertilizer and Pesticide Manufacturers
- Tractors & Agriculture Equipments (Manufacturers and Distributors)
- Agricultural and Veterinary Universities
- Agricultural Consultants and Researchers
- Cosmetic and Household Item Producers
- Startups, Incubator Industries & Laboratories
- Banks, Micro Financers & Insurance Companies
- Media Houses
- Chamber of Commerce, State Chapters, FICCI, ASSOCHAM, NGO Forums

VISIBILITY: SHOWCASE YOUR PRODUCTS, INNOVATIONS, AND EXPERTISE TO A DIVERSE AND ENGAGED AUDIENCE.

NETWORKING: CONNECT WITH INDUSTRY LEADERS, PROFESSIONALS, AND GOVERNMENT REPRESENTATIVES.

GLOBAL EXPOSURE: GAIN VISIBILITY AMONG INTERNATIONAL PARTICIPANTS AND ORGANIZATIONS.

KNOWLEDGE EXCHANGE: BE PART OF DISCUSSIONS, SEMINARS, AND WORKSHOPS ON THE LATEST TRENDS AND INNOVATIONS IN THE INDUSTRY.

WHY EXHIBIT?

EXPLORE THE BEST OF AGRI & DAIRY INDUSTRY

Agri and Dairy Equipments Laboratory Products & Services Receiving/loadout/ Feed testing Laboratory products Grinding and particle size reduction transportation Feed Additives and Packaging, Processing, Disease testing Fermentation products Filling Machines nutrition ingredients Packging/Bagging Breeding/genetics Al Insemination Ingredient storage equipment **Health Products** Silage Mixers Vaccines Monitoring solutions Breeding/Al & Milk collection handling & transport Equipment Growth promoters/ Remote animal therapeutic agents welfare Milk Processing Plants Forage Harvester Vitamins Different Stake Holders Milking Machines Cattle Feed Companies State/Central Govt Associations Agri Related Industries Banks **Export Promotion** Financial Institutions **Bodies** Insurance Companies Agro Chemicals Seeds and Crop and Fertilizers Protection NGO_s Feed Ingredients General Facility Items Horticulture and Organic and Sustainable Agriculture Floriculture Boiler/steam Refrigeration Agribusiness Services & coolants systems Soil Testing & Analysis Sanitation & Waste handling cleaning products Agricultural Research Greenhouse Technology Institutions



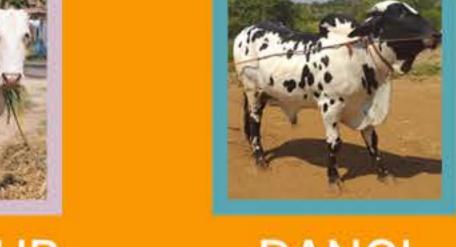
AMRITMAHAL



PUNGANUR



BACHAUR

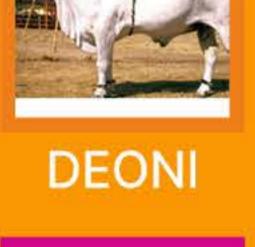


DANGI



BARGUR







GAOLAO



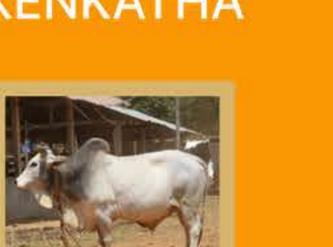
HALLIKAR



KANKREJ



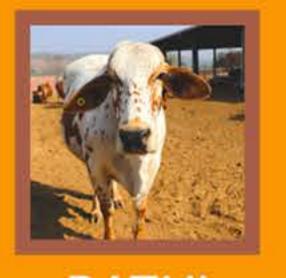
KENKATHA



MALVI



PONWAR



RATHI







KHERIGARH



ONGOLE (Nellori)



KRISHNA VALLEY



RED SINDHI



RED KHANDHARI

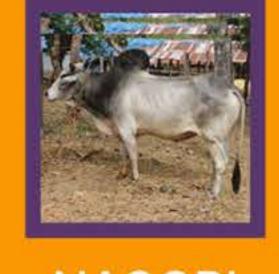


SIRI



THARPARKAR





NAGORI





PULIKULAM





GANGATIRI



KANGAYAM



HARIANA



MASILUM



LADAKHI



LAKHIMI



KHILLAR KONKAN KAPILA



SAHIWAL



PODA THURPU



MALNAD GIDDA





MEWATI



DAGRI



THUTHO



SWETA KAPILA



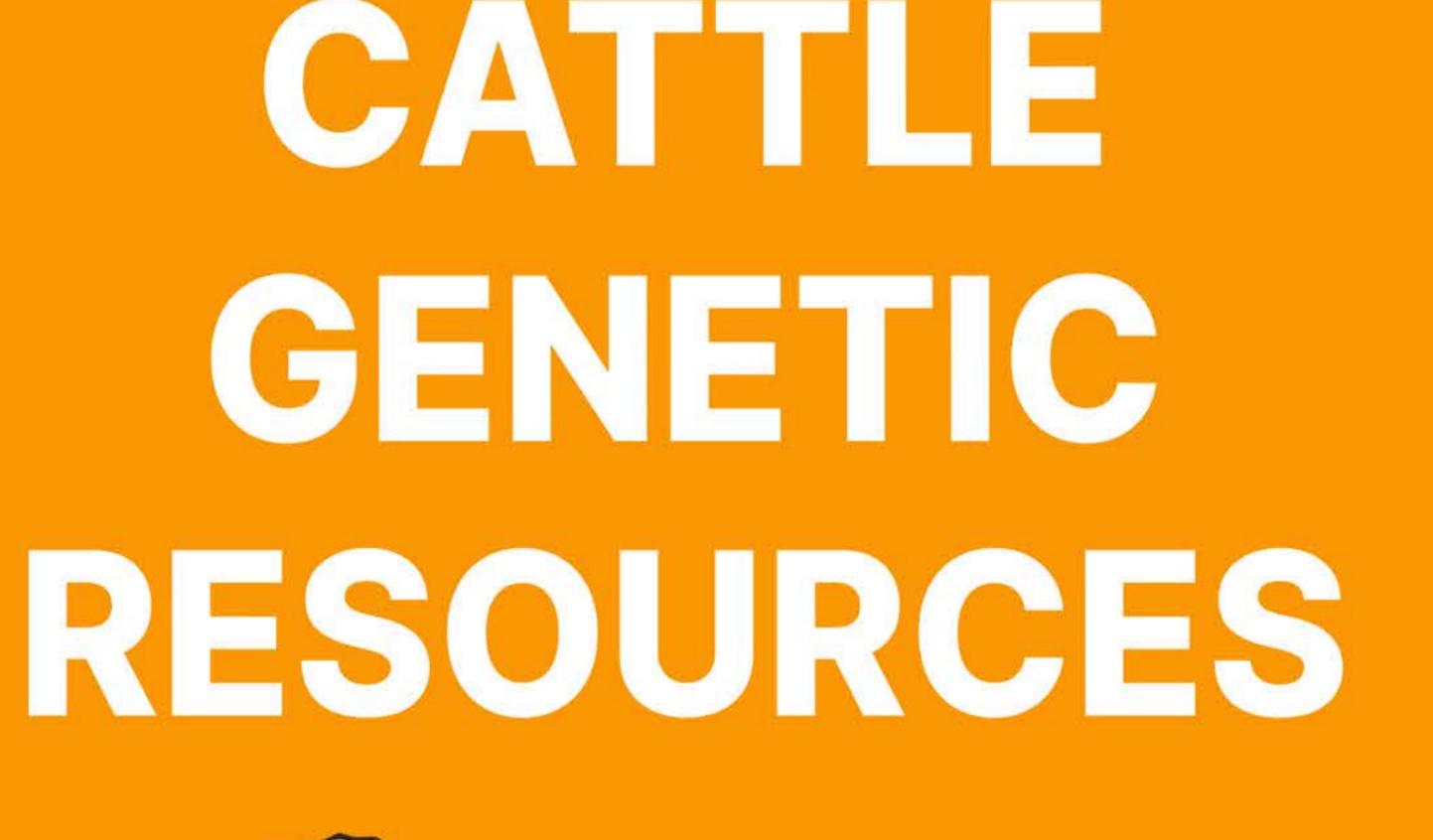
PURNEA

SANCHORI





HIMACHALI PAHARI

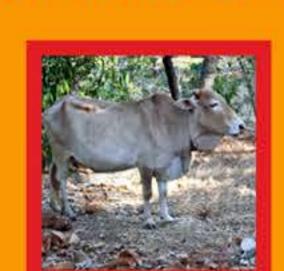




Cow colour coding according to their respective region



UMBLACHERY



VECHUR



MOTU



GHUMUSARI



BINJHARPURI



KHARIAR



BELAHI





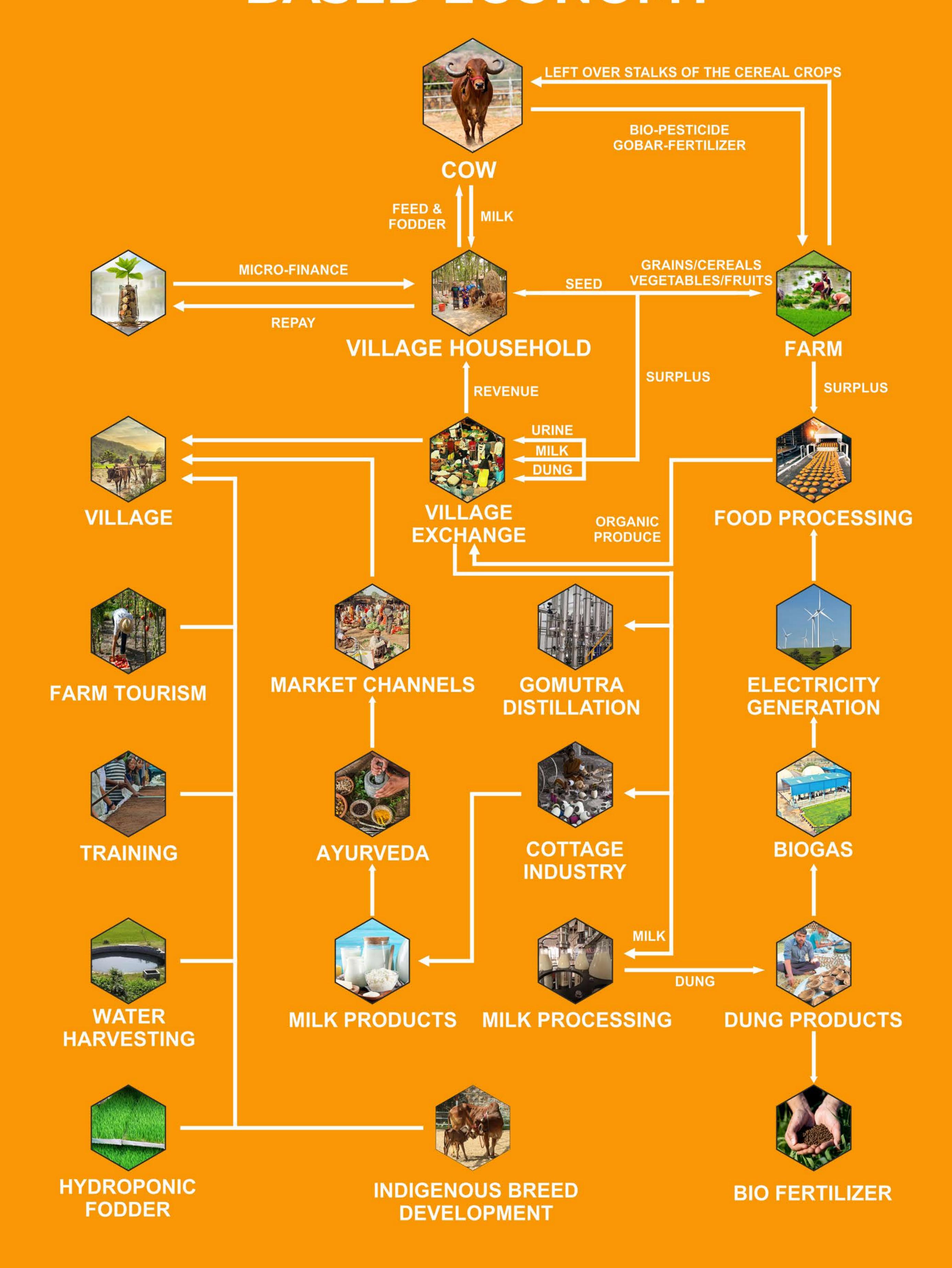




NIMARI

KOSALI

INDIGENIOUS COW BASED ECONOMY



ECHOES FROM THE PAST: THE ZEBU BULL'S ENDURING LEGACY SINCE THE HARAPPAN CIVILIZATION



SOURCE - THE BULL SEAL IS CURRENTLY ON DISPLAY AT THE HARAPPA MUSEUM IN PAKISTAN

Step back in time to the sacred realm of the ancient Indus Valley Civilization, where the cow has held sanctity since time immemorial. Unearthed from the layers of history, the Bull Seal, dating back to approximately 2200-2500 BCE, is a poignant relic from 'The Indus Valley Civilization,' flourishing between 3300 to 1300 BCE.

This small yet significant artifact, crafted from steatite, showcases an intricately carved image of a bull with a majestic hump and curving horns. Standing on a pedestal, the bull is encircled by a border of symbols within the seal - a testament to the profound significance of cattle in this ancient Indian civilization. Theories surrounding the purpose of the Bull Seal vary; some suggest its use as a stamp or seal, possibly indicating ownership of goods or documents, while others point to its integral role in religious rituals.

Its thematic recurrence in rituals and decorative arts has captivated archaeologists, portraying 'The Humped Bull' as a compelling subject. This emblematic figure, appearing on painted pottery and as figurines, predates the rise of cities and persists into later historical times.

Symbolizing strength, virility, and leadership within the herd, the Zebu Bull potentially served as the guardian ensuring the procreation of the species. Carved in stone, it may represent the most powerful clans or top officials of Mohenjo-daro and Harappa. As we explore the echoes of this ancient civilization, the Zebu Bull stands as a timeless symbol, resonating with the cultural and historical richness of the region.



RADIANT REVELRY: INDIA'S PREMIER CATTLE CELEBRATIONS

COWS HAVE BEEN AN INTEGRAL PART OF ALL OUR FESTIVALS AND CELEBRATIONS

सर्वदेवनमस्कारः केशवं प्रतिगच्छति।

कुर्वञ्नेवार्चितं भूयः सुपूजा भवेत्ततः।

"All gods and goddesses are present in the body of the cow. Worshipping the cow is equivalent to worshipping Lord Krishna. Performing cow worship leads to the highest form of divine worship."



POLA

Celebrated in Maharashtra & Chattisgarh, this festival highlights the importance of cows by acknowledging their crucial part in agriculture and farming activities.

GOREHABBA

Gorehabba or Gore Habba is a festival of splashing cow dung on each other. It is celebrated as 'Thanksgiving' by farmers in Gumatapura, Karnataka.





Go Bandna

A post-harvesting celebration called Go Bandna, or the festival of the cow. In Bengali, 'go' means cow and 'bandna' means worship. Celebrated by the Santals of Purulia as 'Thanksgiving' to the cows, they offer special baths to their cows. Perform the songs of go-jagania, which protect their cattle from the evil forces of the night accompanied by painting, dancing, music, food and sports.

GAIJATRA

Celebrated in the Indo-Gangetic Plain. Cows are marched on the streets in the memory of family members who have passed away. The name roughly translates to Cow's Journey!





JALLIKATTU

A traditional event of Tamil Nadu where a bull is released into a crowd & multiple participants attempt to grab the bull's hump on the back with arms & hang on to it while the bull attempts to escape.

KHEKRA FESTIVAL

An old tradition performed to worship cows on Govardhan Puja in Nathdwara. Cows' heads are embellished with peacock feathers & their necks are belled. Furthermore cows are ornamented with ghunguroos in their legs and vibrantly painted horns.



TAY TO THE REST OF THE PARTY OF

MOICHARA

The speciality of Moichara lies in the manner it is celebrated, which is marked by cattle race among villagers. This festival is over 100 years old & the primary purpose is to test the capacity of the bulls before the start of cultivation and increase the fertility of the land.

BIHU

1st day of Bwisagu is dedicated to cow worship by the Bodos of Assam. Cows are bathed, decorated with garlands, their horns are oiled & turmeric paste on their foreheads.





KICCHU HAYISUVUDU

Famous in Mysuru and Mandya, cattle are made to walk through fire to celebrate the festival of harvest. The ritual involves bullocks and their masters running through the flames for warding off evil & bringing good luck to them.



GOVATSVA DWADASHI

Govatsa Dwadashi is also celebrated as Nandi Vrat. Nandi is the divine cow in Hinduism who is worshipped on this day. Post worship, they are given food made from wheat. The use of cow's milk & wheat products is prohibited on this day.

PASUVULA PANDUGA CATTLE FESTIVAL

This cattle festival in Andhra Pradesh is observed to appease the gods for improving & protecting livestock. Cows & bulls are colourfully decorated with trophies attached to their horns to be snatched by the villagers.





NAGAUR CATTLE FESTIVAL

This Cattle Festival is held in the quaint town of Nagaur. Essentially fun events like tug-of-war, camel & bullock races take place along with enchanting folk music of Jodhpur.

DEEPALI TIHAR

Cows are worshipped as the vahana (vehicle) of Goddess Lakshmi associated with prosperity. Women show their gratitude to the cow by doing their Aarti & Tikka & feeding them prasad.







- Vintage Tractor Drive & Display
- Cow Genetics and Breed Improvement
- Agricultural Equipments and Allied Industries
- Traditional & Modern Cattle Rearing Practices
- Dairy Products, Milk Plants & Machines
- KEY HIGHLIGHTS .
 - Crop Genetics & Soil Science
 - Pharma Companies (Ayurvedic, Allopathic & Homepathic)
 - Traditional Art & Handicraft
 - Showcase of Ancient Indian Dairy & Agricultural Equipment Museum through immersive 3D models

Experience the Majesty of India's Sacred Cattle & Agricultural Heritage

EXHIBIT AT KGKM

Types of Spaces	Area	Participation Charges (per sq. m)*			
Indoor Area Stalls	9 M², 12 M², 15 M², 18 M²	INR	USD		
	& above as per requirement	12000*	150		
Foyer Area Stalls	25 M², 30 M², 36 M²	INR	USD		
	& above as per requirement	8000*	100		
NGO & FPO	9 M², 12 M², 15 M², 18 M²	INR	USD		
Open Area	& above as per requirement	4000*	50		

*All charges are exclusive of applicable GST.
*Inaugural discount on the first come first serve basis.



BOOK NOW!

Scan to know more about the event

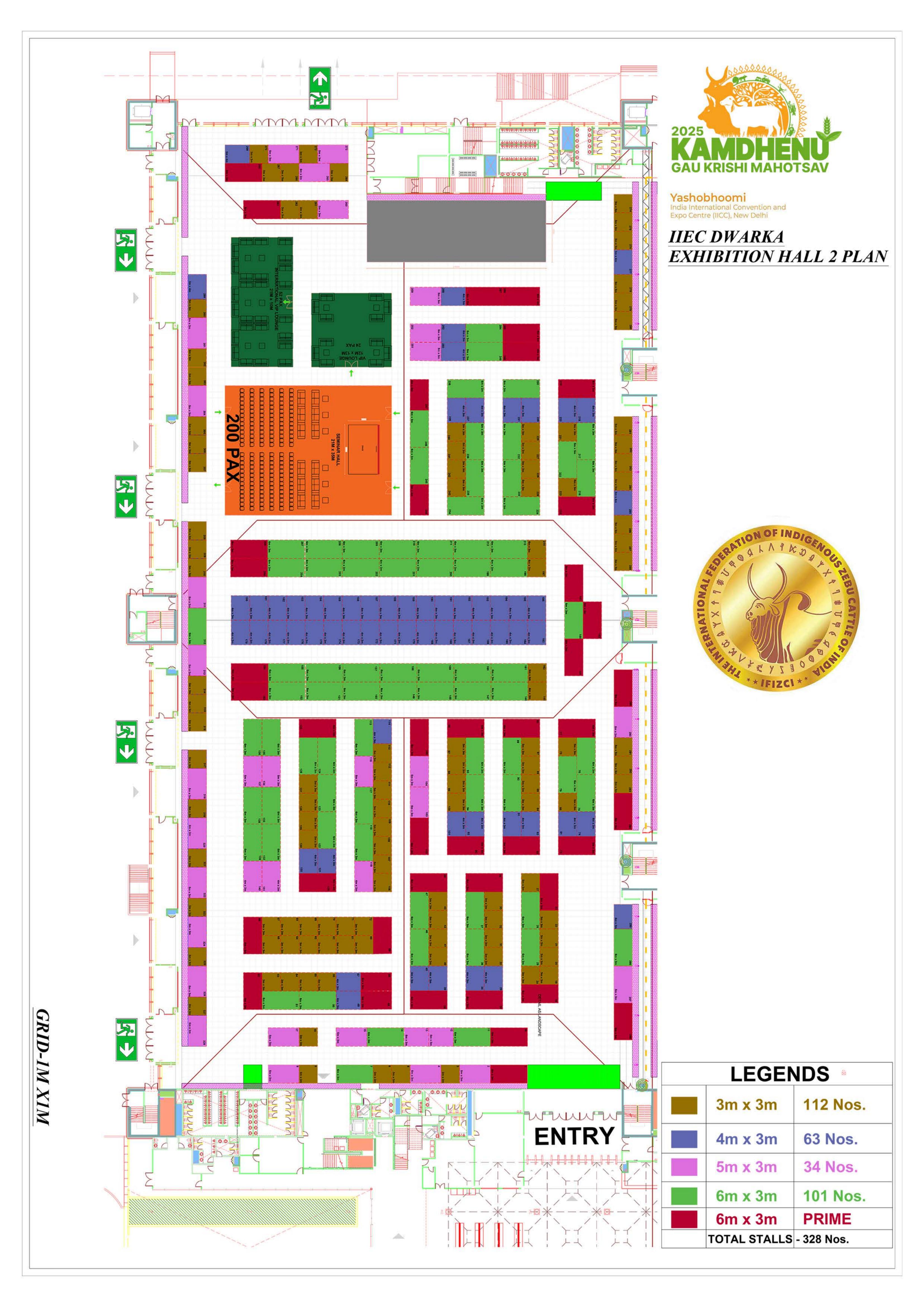


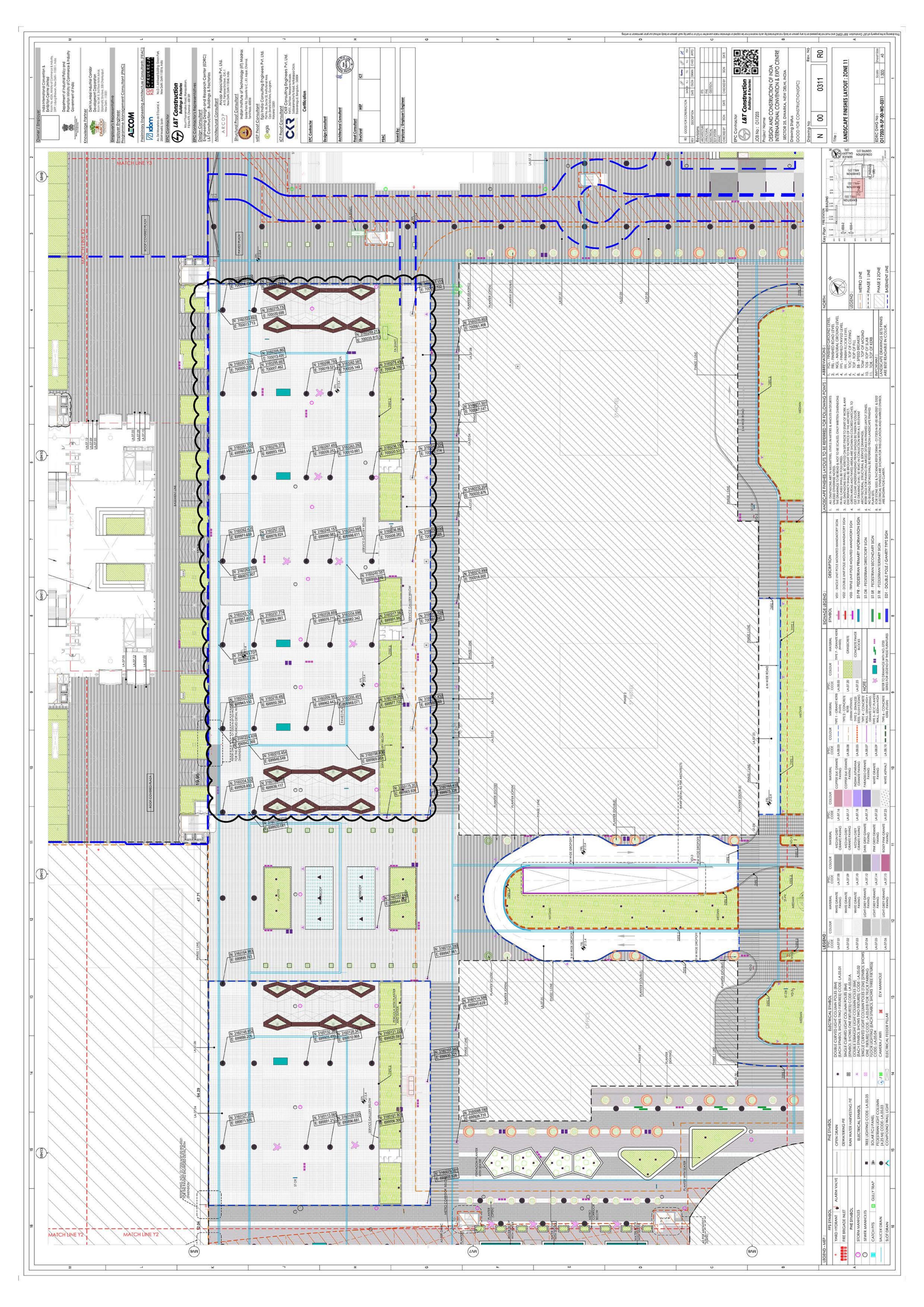


SPONSORSHIP PACKAGES

We are delighted to offer a range of sponsorship opportunities designed to maximize your company's exposure and engagement at the event:

	75 Lacs	50 Lacs	35 Lacs	25 Lacs	15 Lacs	10 Lacs	5 Lacs
	1	2	3	4	5	6	7
	TITLE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	LANYARD
Booth space (Shell/Raw Space)	100 sq. mt /125 sq.mt.	60 sq. mt /75 sq.mt.		36 sq. mt /27 sq.mt	27 sq. mt /18 sq.mt	18 sq. mt /12 sq.mt	9 sq. mt
Branding in promotional material (Banners, posters, hoardings, newspaper, Website, etc.)							
Company Profile in Website							
Company logo in official brochure							
Social Media Promotions							
Colour Advertisement in Fair Catalogue							
Colour Advertisement in Official Newspaper of KGKM							
Banners at venue							
Keynote Speakership							
Group Discussions							





Scan to know more about the event



www.kgkmindia.com

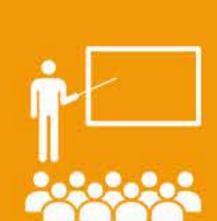


TOTAL EXHIBITORS



20+

EVENT SPEAKERS



25+

EVENT SESSIONS



30+

SPONSORS & PARTNERS



VINTAGE TRACTOR DRIVE & DISPLAY



info@kamdhenugaukrishimahotsav.com

@kgkmindia ff @ 57 fin









