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## India's Biggest Conference & Awards for Sugar & Ethanol Industry

📅 1<sup>st</sup> & 2<sup>nd</sup> February 2024  
2 Days Conference

📍 Andaz by Hyatt,  
Aerocity, New Delhi

# Event Profile

# About ChiniMandi

## India's Biggest Media & Networking Portal

Today, in the era of technology, where opportunities are spinning in nanoseconds, providing information that people need can mean the difference between striking while the iron is hot and missing the opportunity. Although the sugar industry is a significant contributor to India's agrarian and biofuel economy and impacts a chain of other industries, so far there has never been a single unified voice that brings all the stakeholders together.

ChiniMandi has thrived to bring about a positive change in how news & information about the Sugar Industry reaches every stakeholder in the value chain without them having to jump onto different newspapers or information portals to gather information. As we embark on a future that is powered by advanced technologies, we don't just look at ourselves as just a News & Information Portal, but are paving our path as a voice that disseminates the right and apt information to the industry stakeholders in the most localised form and accelerates progress.

While we hold a strong virtual presence through more than 5 million users in 212 countries, we are able to bring information on people's fingertips right from News, Government Announcements, Expert Opinions, Historical Statistics, Consolidated data and every piece of information that needs to be conveyed to stakeholders. Team ChiniMandi holds pride in sharing that ChiniMandi has been able to connect the sugar industry and allied industries even closer making dissemination of information much smoother.



**5 Million  
Happy Users**



**60,000+  
Articles**



**Presence in  
212 Countries**



**Four  
Languages**



**Partnered for 60+  
Prominent Events**



**Brand Trust  
100%**



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# Introduction

Greetings!

The Sugar & Ethanol Conference (SEIC) is the sugar and allied industry's largest conference in India. SEIC is conceptualised and organised by ChiniMandi has become a premier event to connect industry experts, millers, traders, brokers, top players, cutting-edge suppliers, prominent trade houses, leading professionals, policymakers, academics, and knowledge seekers in the sugar and ethanol industry.

There has been a paradigm shift in the sugar sector in the past few years. Now the sugar industry is a chief contributor to the country's energy self-reliance, which was unthinkable a few years back. The Sugar & Ethanol India Conference's main theme is centered on the geographical interconnections between activities and technologies, addressing the idea that small, interconnected impacts can generate big solutions.

SEIC brings together leaders and visionaries from the industry, government, the scientific community, and the private sector that are looking at the whole value chain in a holistic way, that can speak and debate about the development of these complex interactions, which are redefining the future of the sugar industry in India and worldwide.

Over two days in the Conference we will provide delegates with various unique opportunities to establish and strategise meaningful business decisions at a time when India is moving towards Atma Nirbhar Bharat by focusing on reducing dependence on crude imports through the Ethanol Blending Programme.

SEIC has a track record of being a place where new connections are made, older ones unite, business partnerships are forged and the latest strategic solutions, services and technologies that will increase efficiencies and enhance business decision making and performance are found.

With that thought in our mind, we are here this year bringing in something new again. A platform to give something back to the industry. To take an opportunity to recognise and reward the countless efforts of visionaries and veterans in the industry who have made it all possible for us and the entire industry.

Presenting SEIA- Sugar & Ethanol International Awards (SEIA 2024). This distinguished award ceremony is designed to recognize and honour outstanding achievements and contributions in the sugar and ethanol sectors in India.

Thanking you,  
Regards,



**Uppal Shah**

**Co-founder & CEO | ChiniMandi**



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# About 2023

We are proud to have welcomed more than 650 delegates from across the globe to come together and attend the Sugar & Ethanol India Conference (SEIC) that took place in January 2023 in New Delhi.

Across this two-day event, attendees got to engage with the leaders and stakeholders from the sugar & ethanol industry to discuss the most pressing Indian market challenges, evaluate key trends at the forefront of the industry and to unearth your winning strategy to adapt and overcome future market challenges and build their existing industry contacts through dedicated networking sessions.

## **The hot topics of discussion during SEIC 2023 were as follows :**

- Indian Sugar Balance Sheet
- Growth of India's Ethanol Story
- Sugar Businesses and Investments
- Domestic Sugar Trade & Exports
- Value Addition in the Sugar Industry
- How India can learn from Brazil to move forward with EBP
- Future of the Sugar Industry in the Digital Era

India needs to "decarbonise" its transport sector quickly as the country has the potential to be a global torch-bearer in biofuels, Union Minister for Road Transport & Highways, Nitin Gadkari said while speaking virtually at the conference. He added that 80 percent of the energy requirement of the Indian transport sector was being fulfilled through import of fossil fuels like petrol, diesel etc, which was costing the country more than Rs 16 lakh crore annually.

"This is an economic and environmental problem. The transport sector also accounts for 90 per cent carbon emissions. There is an immediate need to decarbonise the transport sector. The Union government is pursuing biofuels and compressed biogas on mission mode to replace these imports in a cost effective, pollution free way," he said.

Gadkari said the future of the ethanol economy is bright and asked the sugar sector to convert the surplus produce into bio-ethanol, which in turn will help create wealth in agriculture as well as the country's rural areas.

## **Outcome of Previous Editions**

- Better networking opportunities
- Direct engagement in marketing activities
- More strategic decision making
- Detailed insights into the latest trends
- Stimulating a better future for the industry
- Passageway for increased investments in the sector
- Active engagement towards innovativeness
- Strengthened sector for national like-minded decision making for exports, ethanol blending program etc.



# Associate Partners



NSI  
National Sugar  
Institute, India



National Federation  
of Co-operative  
Sugar Factories, India



STAI - The Sugar  
Technologists  
Association of India



Maharashtra State  
Co-operative Sugar  
Factories Federation



UNICA  
Brazilian Sugarcane  
Industry Association



CoGen  
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Association of India



AIDA  
All India Distillers'  
Association



Bonsucro  
The Global Sugarcane  
Platform, London, UK



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Council  
U.S.A.



UP  
Sugar Mills  
Association



WISMA  
West Indian Sugar  
Mills Association



UDOP  
National Union of  
Bioenergy, Brazil



IFFCO  
Wholly Owned by  
Co-operatives



CCI  
Chamber of Commerce  
India



Grain Ethanol  
Manufacturers  
Association







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# Glimpses 2022 & 2023



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# About 2024



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presents



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Greetings!

Firstly, I would like to thank our Associate Partners, Sponsors, Delegates and all our well wishers for the support towards Sugar & Ethanol India Conference 2023 (SEIC-2023) in New Delhi.

On behalf of ChiniMandi, I am glad to announce that we are coming back with the 3rd Edition of Sugar & Ethanol India Conference in February 2024 in New Delhi, India, as per below details-

**Date:** 1st & 2nd February, 2024

**Venue:** Andaz by Hyatt, Aerocity, New Delhi

This time with an additional wing Sugar & Ethanol International Awards (SEIA) to recognise the futuristic visionaries of this distinguished industry.

I cordially invite all the industry stakeholders to come and participate in this networking and knowledge sharing event. This conference will be a gathering for people from around the world while we present, tune in to and talk about the current scenarios, latest advancements and way forward to building a stronger and more sustainable sugar ecosystem.

We are proud to share that the previous editions gave us valuable feedback that inclined towards agreeing that the conference has been one of its kind till date and held good value for money. The conference has met the expectations of delegates and they would recommend the conference to industry colleagues to attend the conference again in future. And we promise that, at SEIC 2024, you shall continue to have many opportunities to discuss with industry experts and stalwarts how to expand and evolve constantly striving to meet the industry's needs.

I once again invite you to participate in the Sugar & Ethanol India Conference (SEIC) 2024. This prospectus outlines the various opportunities available during the conference.

For any further details please contact Team ChiniMandi on [info@chinimandi.com](mailto:info@chinimandi.com) | 9075999101

Thanking you,

Regards,

**Uppal Shah**

**Founder & CEO | ChiniMandi**



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# Other Sponsors - 2024



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Sugar Mills Ltd.



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# Conference Overview



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## Session Highlights :

- Development of the Sugar Industry in India
- Weather Trends in 2024
- Indian Sugar Season 2023/24 and Trends for 2024
- Indian Sugar Export and Prospects
- Global Sugar Market Dynamics
- Price Outlook Session
- Ethanol: Current Scenario & Perspective for next 5 years
- Technology Advancements in the Sugar Industry
- Making the industry sweeter than sugar : Product Diversification as an Energy Hub of the Nation
- Future of the Sugar Industry



## Delegates Profile :

- Sugar Millers
- Distillery Owners
- Traders
- Exporters
- Corporates
- Suppliers
- Institutional Buyers
- Collateral & C&F Agents
- Agritech Companies
- Logistics and Ports
- Research Houses
- Knowledge Seekers



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# Delegate Fees



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INTERNATIONAL  
AWARDS 2024

📅 1<sup>st</sup> & 2<sup>nd</sup> February 2024  
2 Days Conference

📍 Andaz by Hyatt,  
Aerocity, New Delhi

## Delegate Pass

₹ 23,000

Includes Conference Pass + Meals  
(without accommodation)

**Book your seats now**

**On Call Booking: 9075 999 101 | 9765 999 101**

**Online Booking: <https://bit.ly/seic2024>**



Nothing is more expensive  
than a missed opportunity..!

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# SPONSORSHIP Opportunities



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Silver Sponsor	₹ 3,00,000



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## Benefits



Generate  
Sales Leads



Enhance Positioning  
of your Company



Unveil New  
Services



Penetrate New  
Markets



Enhance Customer  
Loyalty



Foster New  
Business Partnerships



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# SPONSORSHIP Deliverables



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Element	Presenting	Title	Powered By	Co Powered By
<b>Pre Event</b>				
Logo on Event Website Includes hyperlink to Sponsor's Website	✓	✓	✓	✓
Logo on Social Media Promotional Creatives	✓	✓	✓	✓
Logo on WhatsApp Marketing Creatives	✓	✓	✓	✓
Email Direct Marketing (EDM) Blast	✓	✓	✓	✓
Company / Brand Mention in Promotional Articles on ChiniMandi News	✓	✓	✓	✓
Logo on Conference Invitation	✓	✓	✓	✓

<b>On Event</b>				
Logo on Venue Branding	✓	✓	✓	✓
Logo on Stage Backdrop	✓	✓	✓	✓
Logo on Event Agenda	✓	✓	✓	✓
Logo on Delegate ID Card	✓	✓	✓	✓
Company Brochure in Delegate Kit	✓	✓	✓	✓
Complimentary Delegate Passes with Accommodation	14 6 DO 2 SO	12 5 DO 2 SO	10 4 DO 2 SO	8 3 DO 2 SO
Senior representative from company for inaugural ceremony	✓	✓	✓	✓
AV Slot	✓	✓	✓	✓
Repeated logo flash & company mention by emcee	✓	✓	✓	✓
Logo on Appreciation Memento / Certificates	✓	✓	✓	✓

<b>Post Event</b>				
Logo on News Coverage on ChiniMandi	✓	✓	✓	✓
Logo on Post Event Video	✓	✓	✓	✓
Logo on Event Glimpses Social Media Post	✓	✓	✓	✓
Email Direct Marketing (EDM) Blast	✓	✓	✓	✓



\*SO refers to Single Occupancy \*DO refers to Double Occupancy

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# SPONSORSHIP Deliverables



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Element	Exclusive ₹8,50,000 +Taxes	Platinum ₹7,00,000 +Taxes \$12000 Inclusive of taxes	Gold ₹5,00,000 +Taxes \$8500 Inclusive of taxes	Silver ₹3,00,000 +Taxes \$5000 Inclusive of taxes
<b>Pre Event</b>				
Logo on Event Website Includes hyperlink to Sponsor's Website	✓	✓	✓	✓
Logo on Social Media Promotional Creatives	✓	X	X	X
Logo on WhatsApp Marketing Creatives	✓	✓	✓	✓
Email Direct Marketing (EDM) Blast	✓	✓	✓	✓
Company / Brand Mention in Promotional Articles on ChiniMandi News	✓	✓	✓	✓
Logo on Conference Invitation	✓	X	X	X

<b>On Event</b>				
Logo on Venue Branding	✓	✓	✓	✓
Logo on Stage Backdrop	✓	X	X	X
Logo on Event Agenda	✓	✓	✓	✓
Logo on Delegate ID Card	✓	X	X	X
Company Brochure in Delegate Kit	✓	✓	X	X
Complimentary Delegate Passes with Accommodation	8 3 DO 2 SO	7 3 DO 1 SO	5 2 DO 1 SO	4 2 DO
Senior representative from company for inaugural ceremony	X	X	X	X
AV / Presentation slot	X	X	X	X
Presence of company representative for panel discussion	X	X	X	X
Repeated logo flash & company mention by emcee	X	X	X	X
Logo on Appreciation Memento / Certificates	X	X	X	X

<b>Post Event</b>				
Logo on News Coverage on ChiniMandi	✓	✓	✓	✓
Logo on Post Event Video	✓	✓	✓	✓
Logo on Event Glimpses Social Media Post	✓	X	X	X
Email Direct Marketing (EDM) Blast	✓	✓	✓	✓



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# Our Presence



Web



Play Store



App Store

## News Platforms



Google News



Daily Hunt News



Just Dial News



Jio News

## Voice & Podcast



Aawaz.com Podcast



Amazon Alexa



Spotify

## Other Mediums



Quora



Medium

## Social Media



ChiniMandi



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*We are omni present*



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