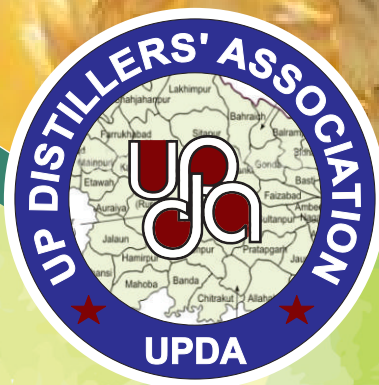




UP DISTILLERS' ASSOCIATION INTERNATIONAL SUMMIT 2.0

Distilleries New Growth Engine

Global Summit - Exhibition - Networking - Awards - Celebrations



JULY 2023

28-29

THEME

- 1 UP Distillery Industry's Transformative Success : Pathbreaking Journey of Success
- 2 Best Global practices in Multi-feed & Dual mode Alcohol production Technologies.
- 3 Corn & Co-product DDGS: India's future for Ethanol & Potable Sector.
- 4 Enzymes – Yeast – Fermentation : Optimizing Efficiencies.
- 5 Alternate Fuel & Energy Integration Techniques with low Carbon Footprint
- 6 Innovations & Automation in Bottling - Packaging for Value creation – Cut cost without cutting corners



Hotel Centrum

Pocket 7, Sector C, Golf City
Lucknow, Uttar Pradesh



+91 11 40540002



indiaupda@gmail.com



www.updaindia.com

INTRODUCTION

Greetings!

Firstly, We would like to thank our Associate Partners, Sponsors, Delegates and all our well-wishers for the support towards the first edition of UPDA International Summit 2022 that took place in August 2022 in Delhi. We are proud to have welcomed 250 delegates from different corners of the world to bring and discuss upcoming Innovations & Automation in Distillery Space in India & Globally.

The State of Uttar Pradesh has India's largest Population with highest production of Sugarcane and Wheat - Better known as 'Granary of Nation & Land of Limitless Opportunities'.

The Alco-bev and Ethanol Industry of the State is the Bright Star with over 100 Distilleries including 30 Grain Plants, both operational and upcoming this year. Production Capacity of 350 Crore Bulk Litres - Annual Potable Volume of 45 Billion Unit packs - Highest Ethanol Blending of 11.93% - Excise Revenue of \$ 410 Billion in 2022-23.....All leading to incredible achievements of UP and AlcoBev Industry!

On behalf of UP Distillers Association, We are glad to announce that we are coming back with the 2nd Edition of UPDA International Summit 2.0 on 28th & 29th July, 2023 in Hotel Centrum, Lucknow - UP, India. UP's future Techade belongs to 2 Ecosystems : Technology and Grains and this shall be the comprehensive theme of this 2 day Grandeur Event in presence of UP Government officials - UP Distilleries & Sugar Industry - Connecting Global Technocrats & Innovators making presence of all decision maker under one roof. Concurrently the Event will host a Grand Exhibition & 40 Years Celebrations with Awards on UPDA's Glorious Journey.

We 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 Distillery - Ethanol ecosystem.



UPDA Event Organising Committee



**UP DISTILLERS' ASSOCIATION
INTERNATIONAL SUMMIT 2.0**

WHY YOU SHOULD BE THERE

- ❖ Uttar Pradesh presently has over 85 Distilleries with production capacity of nearby 350 Cr. Litres. The State caters to nearly 45% Alcohol Production & Capacity amongst Distilleries all over India - *Land of Limitless Opportunities!*
- ❖ In UP specific, Government incentives and Ease of doing business have encouraged Distilleries to establish over 20 Grain Distilleries itself in a short span with 13 more Grain Distilleries expected by 2024. Overall UP is expected to have more than 20 new Distilleries (Grain + Molasses) in next 1 year – *Fastest spreading Growth!*
- ❖ Potable Alcohol dominated by Economical Indian Made Foreign Liquor branded as 'Country Liquor'. Production / Consumption of annual 100 Million cases ~ 45 Billion Unit Packs. *Mammoth numbers! – Immense Potential!*
- ❖ Potable Liquor produced by around 28 Distilleries with top 10 Distilleries contributing over 90% production are on UPDA Board. Most other Distilleries keep active participation with UPDA Events - *Strength of UPDA!*
- ❖ 2 day Grandeur Event in presence of UP Government officials - UP Distilleries & Sugar Industry – Connecting Global Technocrats & Innovators making presence of all decision makers under one roof - *A Rare Networking Hub!*

INAUGURAL PANEL

The Distillery Industry marches forward with advancements in technology under the aegis of UP's Transformative success, making it a Bright star on India's & Global Map. It's now time for UP Distillery Industry to accelerate the growth in areas of Best Global practices in Alcohol production technologies, Innovations & Automation, New Energy Integration Techniques etc.

The Inaugural Presentations & Panel discussions will focus the best adoption & harness the above amongst Global experts by fostering collaboration between the Government, Industry & other Stakeholders. We believe UP-INDIA can emerge as a Global leader in the Alco-bev & Ethanol space in coming years.

NETWORK OPPORTUNITIES



UP DISTILLERS' ASSOCIATION
INTERNATIONAL SUMMIT 2.0

INVESTMENT PACKAGES

Prime Slots

Presenting Partner :	INR 7 Lacs
Powered by :	INR 6 Lacs
Partner Countries :	INR 6 Lacs
Platinum Sponsor :	INR 5 Lacs
Diamond Sponsor :	INR 4 Lacs

Privilege Slots

Gold Sponsor :	INR 3 Lacs
Silver Sponsor :	INR 2.5 Lacs
Bronze Sponsor :	INR 2 Lacs
Standalone Speaker :	INR 1.5 Lacs

Participative Slots

KIT Bag Partner :	INR 2 Lacs
Audio Visual Partner :	INR 75 K
Member Event Partner:	INR 30 K
<small>(Exclusively for UPDA Members)</small>	
Logo Support :	INR 25 K

Special Exhibition Offer

Exhibit Booth(4x2) :	INR 85 K
Exhibit Booth(2x2) :	INR 65 K

Delegate Fee

UPDA MEMBERS :	INR 8.5 K
NON MEMBERS :	INR 9.5 K
Inclusions -2 Days Summit, Expo, Awards, 40 Years Celebrations (Accommodation Separate)	

- Bespoke Packages available for Selective Overseas Presenters on '**First Come-First Serve**' Basis with facility of Virtual Presentation in Physical Event.
- Host of exciting privileges in each Sponsorship packages. Please contact UPDA office.
- Rs. 500 discount per Delegate for 2 or more registrations from same organisation.
- All above costs are EXCLUSIVE OF GST, applicable extra @18%

**Come and Be part of the Growth Story & Most Awaited Distillery Event. Setting
A Finest Platform for Excellence.**

**Disclaimer : UPDA endeavor though to accommodate maximum possible Presentations but do not
guarantee a fixed slot in view of anticipated Overwhelming response.**

**UP DISTILLERS' ASSOCIATION
INTERNATIONAL SUMMIT 2.0**



INVESTMENT PACKAGES/PRIVILEGES

Prime Slots

No.	Sponsors Category	PRESENTING PARTNER	POWERED BY	PARTNER COUNTRY	PLATINUM SPONSOR	DIAMOND SPONSOR
	Investment (GST, applicable extra @ 18%)	INR 7 lacs	INR 6 lacs	INR 6 lacs	INR 5 lacs	INR 4 lacs
Privileged Banner		TITLE SPONSOR	POWERED BY	PARTNER COUNTRY	PLATINUM SPONSOR	PLATINUM SPONSOR
A	Branding and Promotion					
1	Partner Country Flag / Organizations Logo in 1500 plus e-mail broadcasts periodically Pre Event & Post Event.	✓	✓	✓	✓	✓
2	Partnership focus on Website, Social Media & all Print – Digital Media.	✓	✓	✓	✓	✓
3	Branding on Summit Brochure Editions - May / June / July '23	✓	✓	✓	✗	✗
4	Organization Logo on Homepage on UPDA Website with a Hyperlink to your Website	✓	✓	✓	✓	✗
5	Acknowledgement in a special “Knowledge Report of UP-UPDA” to be released in Inaugural session of the Event	✓	✓	✓	✗	✗
6	Branding on Welcome Banners at Hotel / Event Entrance	✓	✓	✓	✗	✗
7	Logo Branding on Delegate Badges	✓	✓	✓	✓	✓
8	Company Brochure on Registration Desk	✓	✓	✓	✓	✓
9	Company Logo & Name in Backdrop Digital Display on Event Screen.	✓	✓	✓	✓	✓
10	Country Flag at Dias and other prominent Digital Display on Event Screen.	✗	✗	✓	✗	✗
11	Dedicated Desk for B2B Meetings	✓	✓	✓	✓	✗
12	Exclusive Signage at Lobby	✓	✓	✓	✗	✗
B	Presentation opportunities					
13	Share Stage with VIP's & Chief Guest in Inaugural Session	✓	✓	✓	✗	✗
14	Introductory 5 Minute Speaker slot in Kick-off/Inaugural Session	✓	✓	✓	✗	✗
15	Speaker Presentation Slot	Session-I Day 1	Session-I Day 1	Day 1	✓	✓
C	Exhibition Space					
16	Complimentary Exhibition Stall in dedicated Expo Hall.	Exhibition Stall of 6 x 2 Mtr	Exhibition Stall of 4 x 2 Mtr	Exhibition Stall of 4 x 2 Mtr	Exhibition Stall of 3 x 2 Mtr	Exhibition Stall of 2 x 2 Mtr
D	Other Privileges					
17	Acknowledgement as Sponsor in all media activities	✓	✓	✓	✓	✓
18	First Row Cluster Reserved for Company Delegates.	✓	✓	✓	✓	✓
19	Free Passes for Company Delegates.	6 Delegates	5 Delegates	5 Delegates	4 Delegates	4 Delegates
20	Discount on additional Delegate passes.	20%	20%	20%	15%	15%



INVESTMENT PACKAGES/PRIVILEGES

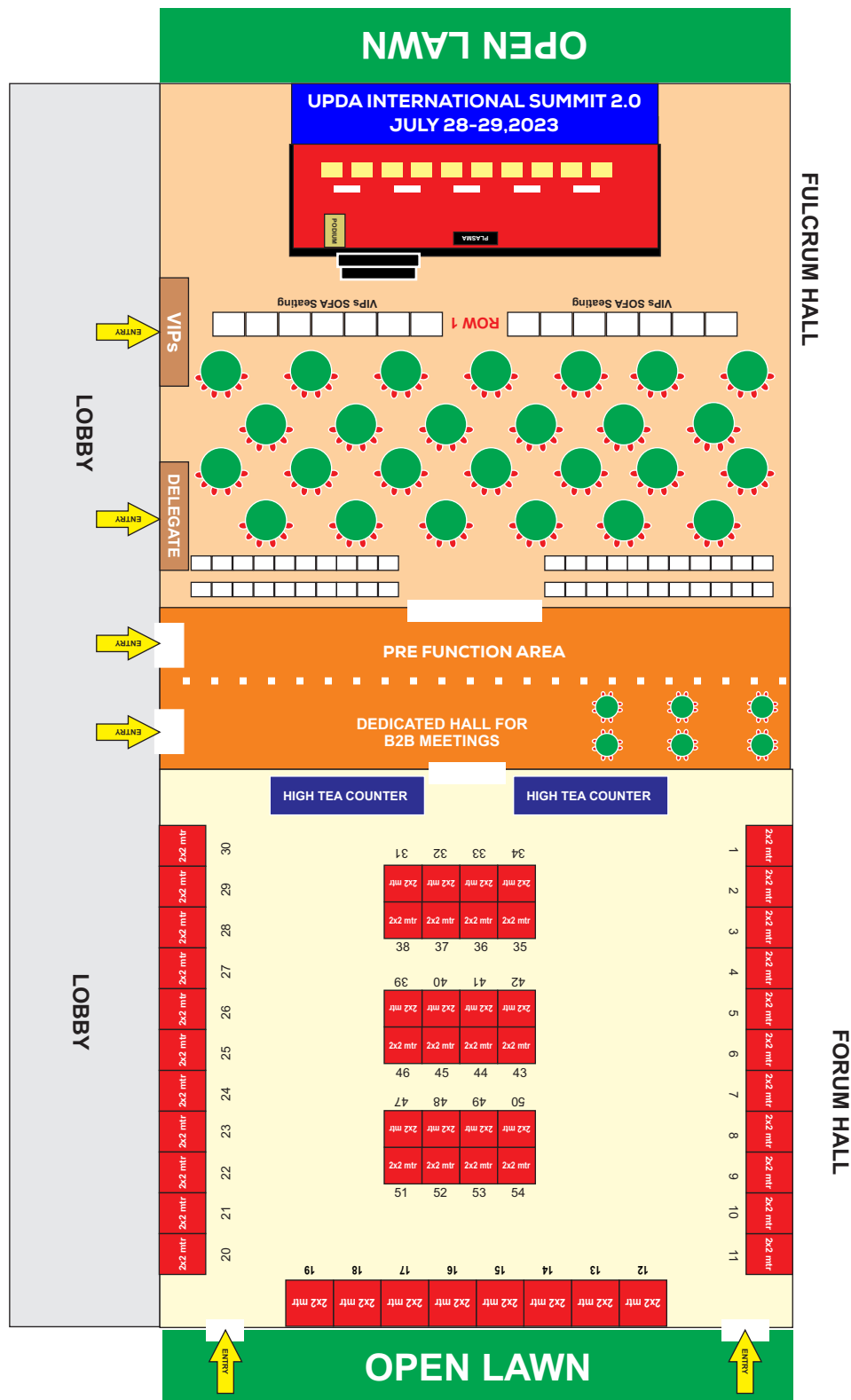
Privilege Slots

No.	Privileges	Sponsors Category	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	STANDALONE SPEAKER
	Investment (GST, applicable extra @ 18%)		INR 3 lacs	INR 2.5 lacs	INR 2 lacs	INR 1.5 lacs
1	Privileged Banner		Gold Sponsor	Silver Sponsor	Bronze Sponsor	
2	Organizations Logo in 1500 plus E-mail broadcasts periodically Pre Event & Post Event.		✓	✓	✗	✗
3	Partnership focus on Social Media & all Print - Digital Media.		✓	✗	✗	✗
4	Company Logo & Name in Backdrop Digital Display on Event Screen.		✓	✓	✓	✗
5	Speaker Presentation Slot		Day 1 / Day 2	Day 2	Day 2	Day 2
6	Exhibition Stall at Discounted prices in dedicated Expo Hall.		40%	30%	20%	15%
7	Acknowledgement as Sponsor in all media activities		✓	✗	✗	✗
8	Free Passes for Company Delegates.		3 Delegates	2 Delegates	2 Delegates	1 Delegate
9	Extra Discount on additional passes.		10%	10%	10%	5%

Participative Slots

No.	Privileges	Sponsors Category	Kit Bag Partner	Audio Visual Partner	Member Event Partner	Logo Support	Exhibit Booth	Exhibit Booth
	Investment (GST, applicable extra @ 18%)		INR 200000	INR 75000	INR 30000	INR 25000	INR 85000	INR 65000
	Privileged Banner		Kit Bag Partner	Audio Visual Partner	Member Event Partner	Logo Support	Exhibit Booth	Exhibit Booth
1	Exclusive & Prominent Display of Company Name & Logo on the Premium quality Delegate Kit Bag		✓	✗	✗	✗	✗	✗
2	Display of Company 'LOGO' in LED Displays of Backdrop.		✓	✓	✓	✓	✗	✗
3	Member Distillery Name on Event Console & Logo on Kit Bag.		✗	✗	✓	✗	✗	✗
4	Exclusive Sponsors Name & Logo on Podium Display.		✗	✓	✗	✗	✗	✗
5	Exhibition Stall in dedicated Expo Hall. (Location Preference 'First Come First Serve')		✗	✗	✗	✗	4x2 Mtr	2x2 Mtr
6	Free Passes for Company Delegates.		2 Delegates	1 Delegate	1 Delegate	1 Delegate	1 Delegate	1 Delegate

EVENT LAYOUT/FLOOR PLAN



TESTIMONIALS

09/08/2022 15:57

SEIMAPA - 23262272 - Ofício Adidos



MINISTÉRIO DA AGRICULTURA, PECUÁRIA E ABASTECIMENTO
SECRETARIA DE COMÉRCIO E RELAÇÕES INTERNACIONAIS
COORDENAÇÃO GERAL DE GESTÃO DOS ADIDOS AGRÍCOLAS
ADIDO INDIA

Letter No. 8/2022/DELHI/CGAAG/SCRI/MAPA

New Delhi, 09th August 2022.

Mr. Rajneesh Agarwal
Secretary General
Uttar Pradesh Distillers' Association
PHD House, New Delhi

Subject: Testimonial for UPDA International Summit & Expo 2022.

Dear Mr. Rajneesh Agarwal, *Greetings from the Embassy of Brazil in New Delhi!*

The distillery and ethanol industries both in India and Brazil have enormous development potential, presenting real business opportunities in fields such as technology, research, development & innovation, bioenergy and recycling. In this regard, during the past years it is a pleasure to notice that the Uttar Pradesh Distillers' Association (UPDA) has played a pivotal role in the business by acting as a conduit between its member distilleries and state and federal government authorities, as well as foreign partners.

The Agricultural Attaché Office to the Embassy of Brazil in India, presents its compliments to the Uttar Pradesh Distillers' Association for inviting and hosting a successful networking event – UPDA International Summit & Expo 2022. The themes of the summit emphasised on all relevant practical business aspect and included expert brainstorming sessions. It was indeed a privilege for me to inaugurate the event among other illustrious dignitaries from the Indian distillery industry. The Brazilian companies Raizen and Datagro, counted amongst the major and most relevant stakeholders in ethanol/sugarcane/bioenergy sector in Brazil, had the opportunity of showcasing their views, their work, capabilities, and goals in the ethanol, sugar, and energy industries. They have the intention to work together and grow their business in India. Therefore, we look forward for the continuous collaboration between Brazilian institutions and UPDA and its members.

With the development of bio-energy parks, India and Brazil, two complimentary nations, may forge a strong alliance for the benefit of global prosperity in the agricultural and energy sectors. Aiming on this, the Agricultural Attaché Office to the Embassy of Brazil renews to the Uttar Pradesh Distillers' Association, the assurances of its highest consideration and esteem.

Yours respectfully,

Angelo de Queiroz Maurício
Agricultural Attaché

Documento assinado eletronicamente por ANGELO DE QUEIROZ MAURICIO, Adido Agrícola, em 09/08/2022, às 07:28, conforme horário oficial de Brasília, com fundamento no art. 6º, § 1º, do Decreto

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12 Hailey Road, New Delhi-110001, INDIA
+91 11 4657 1065 | E-mail: southasia@grains.org

Dear Mr. Agarwal,

Thank you very much for your kind invitation for the U.S. Grains Council to participate in the UP Distillers' Association International Summit on August 5, 2022. It was a great meeting and well organized. We really appreciated the in-person element after such a long break. The Summit was a great opportunity to share the Council's views as well as discuss the U.S. grains scenario and policies that have worked for the benefit of the U.S. corn growers, ethanol producers and the consumers at large.

As great as the event was, the side-line conversations we had with participants were incredibly valuable, particularly those regarding the U.S. grain production systems, technologies, infrastructure and knowledge-sharing pathways.

We hope to continue discussions with UPDA members under your auspices to facilitate policy developments. We look forward to a long and fruitful relationship.

Sincerely,

Alejandra Danielson Castillo,
Regional Director for South Asia
U.S. Grains Council



Monday, August 8, 2022

Shri. Rajneesh Agarwal Esq.,
Secretary General,
Uttar Pradesh Distillery Association (UPDA),
4/2, 4th Floor, PHD Chambers Of Commerce,
August Kranti Marg, Sri Institutional Area,
Hauz Khas, New Delhi, Delhi 110016

Dear Rajneesh Ji,

Good Morning & Greetings From Trade Promotion of India,

At the outset, we take this opportunity to immensely thank you for extending us your official invitation to attend the UPDA International Summit Hosted by Uttar Pradesh Distillery Association at the Grand Hotel New Delhi on the morning of Friday, August 5th.

The event was not only planned meticulously and attended by international luminaires but also saw a huge turnout of dignitaries from Foreign Affairs Offices who graced the occasion with their valued presence. Topics selected for panel discussions were well thought of keeping in mind the growing business trends in the International Distillery Sector. Chosen speakers from the industry competently stressed upon the fact of India being one of the fastest growing alcoholic beverages markets globally with an estimated market size of \$2.5 billion dollars as per the Indian Council for Research on International Economic Relations (ICRIER). Further, the speakers also highlighted that the Indian alcohol market is growing at a CAGR of 8.8% and is expected to reach \$6.8 Billion litres of consumption by the year 2023. The popularity of wine and vodka is increasing at a remarkable CAGR of 21.8% and 22.8% thereby supporting the economy by contributing around 15 lakh jobs annually.

Such an informally filled interactive seminar is seldom seen these days, thus may we once again thank you for cordially inviting Trade Promotion Council of India as one of your Distinguished Guests towards which we feel honoured and privileged.

Trade Promotion Council of India looks forward to actively partnering with Uttar Pradesh Distillery Association in all its future events and wishes Team UPDA all success in accomplishing planned attainments.

Here's Wishing All the Best for Future Endeavours & Putting up A Great Show; Stay Blessed!!

For Trade Promotion Council of India,

Sandip Das
Deputy Director General



9, 2nd Floor, Scindia House
Connaught Circus
New Delhi 110001, India

T: 91 (11) 40727272
E: info@tpci.in
W: www.tpci.in

HAGYO DISTILLING LTD.

www.hagyodistilling.com



Dear Mr. Rajneesh,

A big thanks for all of UP Distillers Association's hard work in pulling together (and pull off) an amazing event. Feedback from attendees has been great.

Mr. Rajneesh exceeded our expectations by delivering perfectly organized and executed contributions to the entire sessions and events. Handled last minute requests with ease and allowed us to feel relaxed throughout the duration of the International Summit.

We recognize it wasn't easy to manage this event in a limited time, but your team were fantastic in coming together and delivering on all the elements that was required and more.

I find the International Summit to be very beneficial, informative and useful. The one-to-one meeting were very productive and provided a great opportunity to display about the products and services on offer.

This was a top quality, highly professional event with excellent speakers providing stimulating and valuable insights!

Thank you all again, and I hope everyone is taking some well-deserved time off.

Best regards,

Rutuja Csoma,
Director
Hagyó Distilling Ltd.
Hungary.

Hagyó Kft. | Futo ut. 77. | H-3508 Miskolc | Hungary
August 08 2022.

8/22/22, 1:03 PM

Gmail - RE: Cordial Invite for UPDA International Summit - 05.08.22



UPDA INDIA <indiaupda@gmail.com>

RE: Cordial Invite for UPDA International Summit - 05.08.22
1 message

Naveen Kumar Rai <naveen.kumarrai@trade.gov>
To: UPDA <indiaupda@gmail.com>
Cc: Asgar Khan <asgar.khan@tpci.in>

Mon, Aug 22, 2022 at 10:16 AM

Dear Rajneesh Ji,

Hope you are doing well and keeping safe.

I just wanted to share a quick note and let you know that the UPDA International Summit event was really great. I feel pleased and privileged to have been invited. A great networking event with colleagues from across the Packaging and Distillery industry and met some exciting market players. The time spent gave the opportunity to improve what we do.

Thank you for the big show.

Regards,
Naveen

Naveen Rai

Sr. Commercial Specialist (Policy & Government Relations)

U.S. Commercial Service

US Embassy, New Delhi, India

The American Center, 24 Kasturba Gandhi Marg, New Delhi - 110001, India

Tel: +91 11 23472226 | Mob: +91 9899020750 | Email: naveen.kumarrai@trade.gov

Visit us at: <https://www.trade.gov/india>



From: UPDA <indiaupda@gmail.com>
Sent: Tuesday, July 26, 2022 7:25 PM
To: Naveen Kumar Rai <Naveen.KumarRai@trade.gov>

<https://mail.google.com/mail/u/0/?ik=8d5baed5&view=pt&search=all&permthd=thread.PLSA17394238500159607%7Cmsg.PLSA1741835306958...> 1/3

Monday, August 9, 2022

Shri. Rajneesh Agarwal Esq.,
Secretary General,
Uttar Pradesh Distillery Association (UPDA),
4/2 4th Floor, PHD Chambers of Commerce,
August Kranti Marg, Sri Institutional Area,
Hauz Khas, New Delhi, Delhi 110016

Dear Rajneesh Ji,

Good Morning and Greetings from Raise Global Services,

We take this opportunity to extend our most sincere thanks for extending us your official invitation to attend the UPDA International Summit hosted by Uttar Pradesh Distillery Association at the Grand Hotel New Delhi on the morning of Friday, August 5th.

The conference was very thought provoking, very well organised, and also, it created a platform which gave us the opportunity to interact with the foreign dignitaries across the world. The topics presented in the Summit were also informative, and also helped to gain fruitful knowledge about the International Distillery Sector. UPDA has organised the Summit, which was unique in its own way, and also maintained the benchmark for its quality discussions, presenting new ideas, as well as future prospects for the Distillery Sector, which sets itself apart.

The chosen speakers from the industry competently stressed on the fact that India being one of the fastest growing alcohol beverages market globally, with an estimated market size of \$2.5 billion dollars (As per ICRIER). Further, the speaker also highlighted that the Indian Government is planning Ethanol Blending upto 20% by 2025 will definitely bring great prospects for Distillery Sector in the near future.

I want to once again thank you very much for your excellent management of what has turned out to be a successful and highly stimulating International Summit. I am sure that everyone must have told you this. Such a conference involves enormous amounts of time, energy and dedication for making this such a successful Summit.

Raise Global Services looks forward to actively partnering with Uttar Pradesh Distillery Association in its all future events, and wishing Team UPDA all the success in achieving their planned goals.

Wishing you all the very best for Future Endeavours and Activities. Stay Blessed!

Amardeep Dand
Director of Raise Global Services, India Region



21/6, Ground Floor
Old Rajendra Nagar,
New Delhi 110060, India.

T: +91 9960557668
E: amardeepd@gmail.com
W: www.raiseglobalservices.com

UP DISTILLERS' ASSOCIATION INTERNATIONAL SUMMIT 2.0



GLIMPSES FROM PAST EVENT

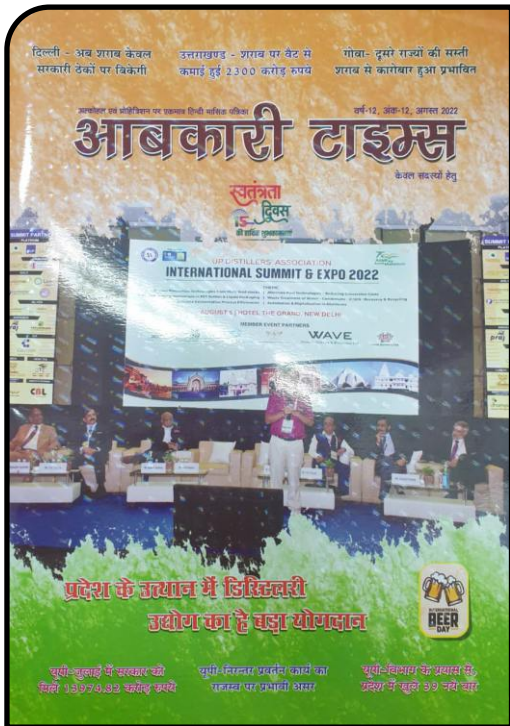
UPDA INTERNATIONAL SUMMIT 2022



UP DISTILLERS' ASSOCIATION
INTERNATIONAL SUMMIT 2.0

MEDIA COVERAGE

(AMBROSIA AND AABKARI TIMES)



UP DISTILLERS' ASSOCIATION INTERNATIONAL SUMMIT 2.0

REGISTRATION FORM

EVENT DETAILS

Event Name: **UPDA International Summit 2023**

Seminar Date: **July 28-29, 2023**

PARTICIPATION CATEGORY : PLEASE TICK

Sponsorship ☐ (Sponsorship Type.....)

Speaker ☐ Exhibit Booth ☐ Delegate ☐

CONTACT DETAILS

Company Name _____

GST No. (Mandatory) _____

Name _____

Designation _____

No. of Participants & Names _____

Billing Address _____

Email _____

Mobile _____ Phone _____ Fax _____

PAYMENT DETAILS

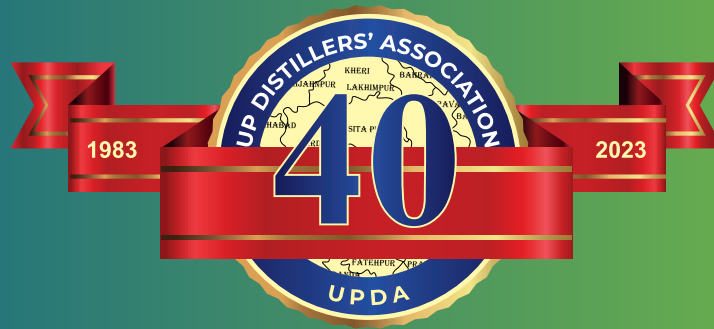
Cheque Payable to : **U.P. Distillers Association**

ONLINE REMITTANCE / Bank Details for NEFT & RTGS :

Bank Name : Bank of India
Saving Bank A/c No. : 602210110007362
Beneficiary Name : UP Distillers Association
IFSC Code : BKID0006022

Payment QR Code





UPDA EVENTS

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to limitless collaborating opportunities.*

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Nation & Epicenter of Growth*

So, Why Wait ? Register Today



4/2, 4th Floor, PHD Chambers of Commerce
August Kranti Marg, Siri Institutional Area, Hauz Khas
New Delhi, Delhi 110016



+91 11 40540002



indiaupda@gmail.com



www.updaindia.com