

---

**drink technology India - now rebranded as drinktec India**

---

SEITE 1/3

An important landmark has been reached in the expansion of the drinktec portfolio worldwide: drink technology India has become the first trade fair to bear the 'drinktec' brand name alongside drinktec Munich- the world's leading trade fair for beverage and liquid food industry. With this rebranding, YONTEX, the brand owner and organiser of drinktec in Munich, confirms that this international region and the Indian market are of outstanding importance. Since 2007, the drinktec team - still under the leadership of Messe München then, launched activities to position all stakeholders in the value chain of the beverage and liquid food industry in India.

Initially launched as a congress in Mumbai with an additional focus on PET technology, the trade fair gradually transformed into a meeting place for all the beverage and liquid food manufacturers in India. Impressive statistics demonstrate the continuous positive development of the trade fair, which was initially organised every two years and is now held annually. At the first edition, the team welcomed 42 exhibitors and around 276 m<sup>2</sup> of accompanying exposition space. The event is now well-established in the trade fair calendar for exhibitors from the India alongwith international manufacturers. This year 178 exhibitors are expected to present their products on an exhibition area of around 6000 m<sup>2</sup>. The major global players in the beverage machinery and packaging industry also emphasise the success of the event with their continuous participation and loyalty. Beverage and liquid food manufacturers trends also highlight that the event is a must-attend event when it comes to investment decisions. In the previous year, around 11,000 visitors attended this industry event, which is held alternately in Mumbai and Delhi.

**Hub for the SAARC region**

The drinktec India brand name has associated with the clear perspective of expanding its position in the Indian market as the leading trade fair for the beverage and liquid food industry. The strength of the drinktec brand together with the globally active trade fair team at YONTEX, the well-connected team of Messe München India, the breadth of the product range for the entire value chain in the production of beverages or liquid food and the strong economic growth of the region are the basis for the further expansion of the brand in India and in the SAARC region. This also means that the focus is on expanding the potential audience: the

---

**Brau  
Beviale**

---

neighbouring markets will thus have an easily accessible trade fair venue with the latest offerings tailored to the region. This makes drinktec India a gateway for national and international brands in these markets.

Moreover, drinktec India is set to be a driving force in pushing the Indian and neighbouring beverage industries towards adopting global standards and best practices. By creating a space for international brands to showcase advanced technologies and solutions, local manufacturers will have a unique opportunity to directly engage with innovations that can streamline production, enhance quality, and keep up with shifting consumer preferences. This exchange of knowledge will not only raise the bar for domestic production but also better equip Indian companies to compete on a global scale. With greater access to state-of-the-art solutions, drinktec India will serve as a key player in modernizing and globally connecting the beverage sector across the entire SAARC region.

**Beatrix Fraese, Deputy Managing Director VDMA e.V., Food Processing and Packaging Machinery Association:**

“As the conceptual sponsor of drinktec in Munich, we strongly support the rebranding of drink technology India to drinktec India. We have been closely involved in the journey from the very beginning until today because we believe in the potential of the Indian industry.

The sharp growth in demand for machinery and equipment in recent years shows that the Indian beverage industry is investing heavily and becoming increasingly professional. German machine manufacturers are increasingly building up capacities in India in order to be close to their customers locally. This shows the great trust in India's potential.”

**Markus Kosak, Executive Director drinktec Cluster at YONTEX:**

“We are thrilled that we were able to initiate such a strong development with this market platform at the time. This is a significant moment for all of us. With drinktec India, we are setting an important milestone for the industry for the Indian subcontinent and neighbouring regions. In this region, drinktec India is the most relevant and profound event for the beverage and liquid food industry. This enables us to consistently support growth in the Indian and surrounding markets. I would like to extend my heartfelt thanks to VDMA Germany and India for their unwavering support from the very beginning. Their collaboration has been instrumental in driving the success of this platform and shaping its growth.”

**Bhupinder Singh, CEO, Messe München India:**

“We are thrilled to see drink technology India take this significant step forward by becoming a part of the globally renowned drinktec portfolio. This rebranding underscores the importance of the Indian market in the global beverage and liquid food industry. Our ongoing cooperation with PackMach strengthens our commitment to delivering comprehensive solutions across the value chain—from beverage manufacturing to packaging innovations. Together, we are building a

---

**Brau  
Beviale**

---

robust platform that not only supports the industry's growth but also brings cutting-edge technology and expertise to the Indian market, enabling businesses to compete on a global scale."

SEITE 3/3

#### Contact for press and media

Saher Khazada

Director - MarCom

[saher.khazada@mm-india.in](mailto:saher.khazada@mm-india.in)

T +919920976624

Susanne Blüml

PR-Manager

[susanne.blueml.extern@yontex.com](mailto:susanne.blueml.extern@yontex.com)

T +49 160 101 7253

#### Further information

[www.yontex.com](http://www.yontex.com)

---

**Brau  
Beviale**

---