



National Shrimp Acceleration Program

Empowering Retailers • Educating Consumers • Growing Markets

7 cities. 7 months. 1 Mega Event



A nationwide campaign to expand domestic shrimp/prawn consumption, empower retailers, and accelerate sustainable growth in India's seafood sector.

For more information,
Visit: www.shrimpretail.in

Email: shrimpretail@gmail.com, p2ccommunications.nd@gmail.com

Whatsapp /Call : +91-9910802410, 8882667803



ABOUT THE PROGRAM

India is one of the world's leading producers of shrimp/prawn, yet domestic consumption remains significantly lower than global averages. With rising urban incomes, evolving food habits demand for good protein, and growth in organized retail, India now offers an enormous untapped potential for expanding shrimp consumption.

To catalyze this shift, the Shrimp Retail Conference proposes a **7-city outreach program across India over 7 months**, engaging consumers, retailers, chefs, QSRs, supermarkets, e-commerce seafood players, farmer, scientists, nutritionists, health professionals, influencers and the broader value chain. The journey culminates in the Mega Shrimp Retail Conference 2026.

Objectives:

- 1. Promote domestic shrimp consumption** through awareness, tastings, and retail support.
- 2. Strengthen the shrimp retail ecosystem**—modern trade, HoReCa, wet markets, cold chain, startups, delivery apps.
- 3. Educate consumers** about safety, quality, cooking methods, and affordability.
- 4. Train retailers** on handling logistics, hygiene, display, and consumer engagement.
- 5. Busting the health myth**
- 6. Build momentum towards the annual Mega Shrimp Retail Conference 2026.**

Target Audience:

- *Retailers (modern trade, fish markets, specialty seafood stores)*
- *Processors & exporters*
- *Supermarket chains*
- *E-commerce seafood brands*
- *Chefs & restaurant groups*
- *Cold-chain & logistics solution providers*
- *Feed, Hatcheries, Medicine companies*
- *Nutritionists, & doctors*
- *Food bloggers & influencers*
- *State Fisheries Departments*
- *Farmers, FFPO'S & Cooperatives*

PROGRAM COMPONENTS:

(A) Retailer Capacity-Building Workshop

- Handling & hygiene
- Display techniques
- Packaging
- Branding shrimp as a premium, safe product

(B) Consumer Activation Program

- “Shrimp Tasting Festival” in malls
- Cooking demos by chefs
- Social media contests
- Nutrition talks

(C) B2B Mini Conclave

- Retailers | Processors | Delivery platforms
- Shrimp supply chain solutions
- City-level opportunities

DELIVERABLES PER CITY:

- Business networking
- Retailer/Traders Awareness
- Outreach activity
- Shrimp cooking video capsules
- Media coverage (local press + digital)

SHRIMP RETAIL CONFERENCE 2026

1st - 2nd October, 2026

Vijayawada, Andhra Pradesh

- **National Retail Conference**
- **Shrimp Leadership/Excellence/Innovation Awards**
- **Retailers' Expo**
- **Chefs' Cook-off Show & Live Kitchens**
- **Buyers-Sellers Meet**
- **Launch of "India Shrimp Market Report" (Data collected from the cities)**
- **Release of campaign documentary/video: Shrimp India 7×7 Journey**

ABOUT US

P2C Communications is a leading media and communications company engaged in a wide range of IEC (Information, Education, and Communication) initiatives and services. The organization provides strategic platforms that connect stakeholders across agriculture, fisheries, dairying, animal husbandry, food processing, packaging, and other allied sectors. In addition to its core communications services, P2C Communications has recently expanded into market research and survey-based studies, strengthening its ability to deliver insight-driven solutions.

Headquartered in New Delhi, P2C Communications has been delivering impactful services for over a decade and has built a strong and credible presence across its focus sectors.

For further enquiry:

Website: www.shrimpretail.in

Email: shrimpretail@gmail.com

WhatsApp / Call: +91-9910802410, +91 88826 67803

THEMES & TECHNICAL SESSIONS:

A. Retail & Consumer-Focused Topics

- Why is the shrimp consumption low in India – Market Insights
- Shrimp for Everyone: Safe, Affordable, Easy to Cook
- Shrimp & Health: Separating Facts from Myths
- Unlocking Shrimp Sales in Cities a
- Cold Chain & Last-Mile Delivery Best Practices
- Packaging & Display Innovations to Boost Sales

B. Culinary & Consumer Awareness

- Shrimp in Indian Kitchens – 10-Minute Recipes
- Addressing Myths & Misconceptions About Shrimp
- Nutritious Shrimp for Kids and Families

C. Industry/Ecosystem

- Opportunities for India in Retail Seafood Market
- Domestic Market: The Next Growth Driver for Shrimp Industry
- Connecting Farmers to Retailers – Value Addition & Branding

STRENGTHENING THE SHRIMP VALUE CHAIN: 7 CITIES. 7 MONTHS. 1 MEGA EVENT

City	State	Scheduled Dates
1.Chandigarh	Punjab/Haryana	February 26 th (Thursday)
2.Lucknow	Uttar Pradesh	April 17 th (Friday)
3.Bhopal	Madhya Pradesh	May 15 th (Friday)
4.Bengaluru	Karnataka	June 10 th (Friday)
5.Pune	Maharashtra	July 10 th (Friday)
6.Delhi NCR	Delhi/NCR	August 7 th (Friday)
7.Vijayawada	Andhra Pradesh	October 1 st – 2 nd (Thursday-Friday)

Glimpses of Past Events

4th Edition - Year 2025



3rd Edition-Year 2024



2nd Edition & 1st Edition- Year 2023



For more information,
 Visit: www.shrimpretail.in
 Email: shrimpretail@gmail.com, p2ccommunications.nd@gmail.com
 Whatsapp /Call : +91-9910802410, 8882667803