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“Pune Millets Mela” held on 12th July, 2023 at SNTD Women's University, Pune

In line with the celebration of the International Year of Millets 2023, to promote “Shree Anna” & tap the potential of Millet products in the Maharashtra region, the **Ministry of Food Processing Industries (MoFPI)** in association with AIFPA organised “Pune Millets Mela” at the **Auditorium, Janaki Devi Bajaj Institute of Management Studies & Research, SNTD Women's University, Pune, Maharashtra, on Wednesday the 12th July, 2023.**

This Millets Mela was Inaugurated by **Ms. Anita Praveen (IAS)**, Secretary, MoFPI, GOI and was also graced by the august presence of **Mr. Sunil Chavan**, Commissioner (Agriculture), Govt. of Maharashtra & **Sh. D. Praveen**, Director, MoFPI, GOI.

This event was supported by the **Govt. of Maharashtra** and in alliance with **AFSTI, CASMB & NAFARI**. **The objective of this event** was to create awareness and encourage processing, value addition, entrepreneurship and consumption of Millets & Millet products. The event consisted of a Technical Session, Panel Discussion and Exhibition-cum-Fair.

With the purpose of generating awareness and disseminating knowledge, the event was well organised and featured a number of expert speakers. All the dignitaries and participants were welcomed by **Dr. Raghav Jadli**, President, AIFPA & Director, Jadli Foods India Pvt. Ltd.

Following the local tradition of Pune, Madam Secretary was honored with 'Puneri Pagdi' by **Ms. Anuja Kinikar**, Head, Dept. of Food Science & Nutrition, SNTD College of Home Science.

To motivate the women entrepreneurs, **Ms. Sangita Bagul**, Ruchi Foods, Pune & **Ms. Jayashri Amrutkar**, Chaitanya Deep Mahila Bachat Gat, Nashik presented the success story of their Millet-based start-up and thanked the PMFME division for the handholding.

During the Awards distribution ceremony, **Canara Bank** was awarded a Memento for their Best Performance during the year 2022-23 and the winners of the Millet Poster Presentation, **Mr. Deepesh Patil**, MIT School of Food Technology (*Winner*) & **Ms. Darha Thakur**, SNTD College of Home Science (*Runner-up*) were also awarded Mementos by the Chief Guest and the dignitaries on the dais.

The Inaugural Session ended with a vote of thanks to all the dignitaries & participants by **Sh. M.A. Tejani**, Former President, AIFPA & MD, Gits Food Products Pvt. Ltd.

The Technical Session provided a platform for stakeholders in the Food Processing Sector, including Food Technologists, Dieticians, Farmers, Industry and Exporters to deliberate upon the opportunities & challenges involved in promoting millet as a super food to ensure nutrition and promote India's participation in the global food trade.

The Session was chaired by **Ms. Anuja Kinikar**, Head, Dept. of Food Science & Nutrition, SNTD College of Home Science. **Ms. Vaidehi Kalzunkar**, Deputy Director, FSSAI briefed on the regulatory aspects related to Millet based products, followed by the Nutritional aspects of Millets & Millet products and the Success story of Roshnee Papad.

During the Panel Discussion, **Mr. Satyawan Warale**, Manager-Marketing, PMFME Division & **Mr. Amol Chidrawar**, State Lead Project Manager, PMFME Division briefed on the Scheme details and resolved queries raised by the potential entrepreneurs.

The Session ended with a vote of thanks to all the dignitaries, participants & volunteers by **Mr. P. L. Kaul**, Former President, AIFPA & MD, Mariental India Pvt. Ltd.

GLIMPSES OF THE "PUNE MILLETS MELA" ORGANISED BY MoFPI IN ASSOCIATION WITH AIFPA



**Inaugural Address by
Smt. Anita Praveen, IAS, Secretary, MoFPI**



**Welcome Address by
Dr. Raghav Jadli, President, AIFPA**



**Special Address by Sh. Sunil Chavan, IAS,
Agricultural Commissioner**



**Theme Address by Prof. Sachin Deore,
Principal, SNDT College of Home Science**



**Ms. Anuja Kinikar, Head, SNDT College
Chairing the Technical Session**



**Dr. Vaidehi Kalzunkar, Deputy Director,
FSSAI, Mumbai presenting her talk**



**Dr. Geeta Dharmatti, Director,
Geeta NutriHeal presenting her talk**



**Prof. Anjali Bhoite, President, AFSTI,
Pune Chapter presenting her talk**



**Sh. Deepak Kamath, Founder,
Roshnee Papad presenting his talk**



**Sh. Amol Janardhan, State Lead Project Manager
explaining about PMFME Scheme**



**Sh. Satyawar Warale, Manager-Marketing
explaining about PMFME Scheme**



**Vote of Thanks by
Sh. P.L. Kaul, Former President, AIFPA**

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AIFPA APPOINTS “THE SHAKTI PLASTIC INDUSTRIES” AS EPR PARTNER

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Shakti Plastic Industries was founded in 1969, The Shakti Plastic Industries is a Mumbai-based company that recycles all types of plastic waste and is one of India's leading recyclers of polymer waste. Under the guidance of founder Mr. Vishwanath Podaar, Shakti Plastic Industries has built on a legacy of over three generations. Shakti Plastics has been the leading industry expert for post-consumer and industrial waste management for the past Fifty years. The company is engaged in the collection &

recycling of Flexible, MLP, Rigid, Mixed plastics, and all other types of plastic. The company has a collection system spread by PAN India and Dubai and operates six recycling plants across India and one in Dubai.

Shakti provides Extended Producers Responsibility (EPR) solutions to 450+ Major Brands across India ensuring best practices in the collection, logistics, and recycling with end-to-end transparency & traceability; Helping brands optimize their ESG Performance. The company's R&D and Innovation teams have developed several award-winning products out of plastic waste using up to 100% recycled content. The company is technology-enabled, has its own digital space, and has invested in a digital start-up working in end-to-end traceability, blockchain, web3, and NFTs-based solutions for plastic waste management.

The Shakti Plastic Industries provides End to End Extended Producer Responsibility (EPR) fulfillment and compliance, and Post-Consumer and Industrial waste management PAN India as per Plastic Management Rules by Central Pollution Control Board (CPCB).

We have an esteemed network of:

- 5+ Recycling Facilities. (10+ Upcoming Plants)
- 150+ ULB (Urban Local Bodies) Tie-ups
- 100+ Collection Centers
- 25,000+ Rag Pickers (Safai-Sathis)

Clientele:

They are working with leading brands like Asian Paints, Nestle, Parle, Mondelez, Bisleri, Amul (GCMMF), Mother Dairy, Dabur, IOCL, BPCL, HPCL, Cipla, Amazon, Alkem Laboratories, Balaji Wafers, DFM Foods, and other 600+ brands.

They have wide presence in 36 States/UTs and our direct official collaborations with more than 150+ Municipal Corporations PAN India, serve your Company in fulfilling the EPR Targets and Compliances.

Association with Esteemed Organizations:

CIPET, AIPMA, PLEXCONCIL, MRAI, FPITA, MSMECII, IPI, REIA, ICPE, OPP, Environment SEWA Foundation, Our Recycled Products, We have more than 40+ sustainable products made out of plastic waste, such as Palettes, Tiles, Benches, Pens, Flower-pots, Dustbins, and many more.

Other Offerings:

- Post-Consumer Plastic Waste Recycling
- PCR Plastic Granules Supplier - ISO 9001, 14001, 45001 & GRS Certified
- Industrial Waste Management Solutions
- Circular Economy Project – closing the loop of Plastic Waste
- Post-Consumer Recycled (PCR) Plastic Products Manufacturer
- Awareness Programs under PWM

Training and Development plan for the employees

A training and development plan are an essential part of any business that ensures employees are equipped with the necessary knowledge, skills, and abilities to perform their jobs efficiently and effectively. In the context of a plastic recycling plant, the following training and development plan can be implemented: Orientation training, safety training, environmental training, etc.

Sources for Collection of Feedstock

Feedstock material for plant operations will be collected from sources which includes their existing network of 15000 ragpickers, Collection Centres, 150+ Urban Local Bodies, Material Recovery Facilities and more, each source gives them specific type of plastic waste material:

- Municipal solid waste (MSW) - plastic waste generated from households, commercial establishments, and institutions
- Industrial waste - plastic waste generated from manufacturing and production processes in industries
- Collection centres - dedicated centres for the collection and segregation of plastic waste
- Ragpickers - individuals who collect and sell recyclable materials, including plastic waste, to recycling plants
- Scrap Traders or Kabadiwalas

Regulatory & Food Safety Issues

MoD & FSSAI sign MoU to promote use of millets & healthy eating practices



In a significant step towards promoting the use of millets and healthy eating practices among the armed forces and ensure availability of safe and nutritious food, a Memorandum of Understanding (MoU) was signed between the Ministry of Defence (MoD) and the Food Safety and Standards Authority of India (FSSAI) in the presence of Defence Minister, Mr. Rajnath Singh and Union Health Minister, Dr. Mansukh Mandaviya here recently. Both ministers also unveiled a book titled 'Healthy Recipes for Defence' to promote the consumption of Shree Anna (millets) and its health benefits.

The MoU was signed by Lt. Gen., Mr. Preet Mohindera Singh, Director-General (Supplies and Transport) on behalf of Ministry of Defence (MoD) and Mr. G Kamala Vardhana Rao, CEO, FSSAI. It aims to create awareness about the nutritional benefits of diet diversity and millet-based food products among the personnel. The MoU will also pave the way for the introduction of millet-based menus in mess, canteens and other food outlets under the MoD.

This collaboration will also ensure training of food handlers & chefs of mess, canteens of the Armed Forces and other food outlets on food safety and hygiene as per the Food Safety and Standards Act, 2006. It signifies a shared commitment to the health and well-being of the Armed Forces to enable them to remain strong & resilient in their service to the nation. The MoU will also encourage the families of the Armed Forces and the community at large to adopt nutritious diets, make healthy food choices and maintain food safety.

The book 'Healthy Recipes for Defence', developed by FSSAI, includes a range of millet-based dishes. It will serve as a valuable resource for different canteens and food outlets under the MoD. Given the challenging terrains and varied climatic conditions faced by the defence personnel, the significance of variety in diet assumes great importance. Millets are known for their nutritional value and can contribute to a well-balanced and diverse diet.

Chief of Defence Staff & Secretary, Department of Military Affairs, General. Anil Chauhan, Defence Secretary, Mr. Giridhar Aramane, Union Health Secretary, Mr. Rajesh Bhushan, CEO, FSSAI, Mr. G Kamala Vardhana Rao and other senior officials of MoD and MoHFW were present on the occasion.

Referral samples can be sent irrespective of lab jurisdiction, says FSSAI



The FSSAI has issued an order stating that referral/appellate samples can be sent to any referral lab irrespective of the jurisdiction. All stakeholders are hereby requested to send Referral/Appellate samples to any Referral Food Laboratories as per their valid NABL scope irrespective of their area of jurisdiction.

According to the FSSAI, there were representations received from the stakeholders regarding the restrictiveness of area of jurisdiction, and the food authority decided to make it open for all the appellate samples.

Considering that the area of jurisdiction of these laboratories is restrictive and the scope is dynamic in nature as per the notification (regarding the list of referral food laboratories notified by the FSSAI to carryout functions of Referral Food Laboratories for the specific areas and scope), it has been decided by the Competent Authority that, the Appellate/Referral Samples may be sent to any Referral Laboratory as per their valid scope of testing irrespective of their areas of jurisdiction, reads the notice while adding that an amendment to this effect shall be processed in due course of time.

Presently there are 22 notified Referral Laboratories in the country including National Food Laboratory, Kolkata, National Food Laboratory (NFL), Ghaziabad, Food Safety and Analytical Quality Control Laboratory, Mysore, State Public Health Laboratory, Pune, Indian Institute of Horticultural Research, Bangalore, Quality Evaluation Laboratory, Kochi Spices Board, Quality Evaluation Laboratory, Guntur Spices Board, Quality Evaluation Laboratory, Chennai Spices Board, Quality Evaluation Laboratory, Navi Mumbai Spices Board, Centre for Analysis and Learning in Livestock in Food (CALF)(NDDB CALF LTD.), Anand National Dairy Development Board, Council of Scientific and Industrial Research - Indian Institute of Chemical Technology, Hyderabad, National Research Centre on Meat, Hyderabad, Food Testing Laboratory, Indian Institute of Food Processing Technology, Thanjavur (NIFTEM-T), Central Institute of Fisheries Technology Cochin, Indian Council of Agriculture Research, Cochin, ICAR-National Research Centre for Grapes, Pune, Pesticide Formulation and Residue Analytical Centre, National Institute of Plant Health Management (NIPHM) Hyderabad, Punjab Biotechnology Incubator, Mohali, CSIR-Indian Institute of Toxicology Research, Lucknow, Centre for Food Research and Analysis (CFRA), NIFTEM, Sonapat, Haryana, National Food Laboratory, Navi Mumbai, National Referral Center for Milk Quality & Safety, Karnal, Haryana, and National Food Laboratory, Chennai.

FSSAI withdraws notice on accreditation bodies to accredit food labs



The FSSAI has issued a notice with respect to withdrawal of an earlier notice, which invited applications from accreditation bodies to accredit food laboratories. According to the FSSAI, the notice was withdrawn due to administrative reasons.

In December 2022, the food authority issued a notice for recognition/approval of accreditation bodies by FSSAI to accredit food labs and issued a document prescribing the requirements for such bodies by the food authority.

As reported earlier, it was laid down in the document that keeping in view of the request received from other accreditation bodies for recognition by FSSAI, it was decided to engage other accreditation agencies for food testing laboratories which would enable the laboratories to choose the best service provider and bring global expertise into laboratory accreditation programmes in India.

One of the objectives for this, was to fast-track the accreditation process of laboratories in India to meet the rising demand of food safety requirements wherein the accreditation bodies were to provide accreditation services related to testing, calibration, proficiency testing providers and reference material producers (RMP). Meanwhile, after an internal discussion, the food authority has now decided to withdraw the notice.

FSSAI for monitoring fruits & veggies against use of pesticides in high doses



The food authority has ordered for monitoring the sale of fresh fruits and vegetables in the markets, as media reports have surfaced about these commodities having pesticides and harmful chemicals in high doses.

The FSSAI has written to all the Food Safety Commissioners in the country referring to the various media reports regarding vegetables and fruits having pesticides and harmful chemicals in high doses, being sold in major cities across India.

Further NHRC has also taken suo-moto cognisance of the issues relating to excess use of pesticides by the farmers and has directed for taking measures to minimise pesticide risk and promotion of alternative systems directed of cultivation. The order reads, in order to curb the menace of excess use of pesticides during pre-marketing treatment of fruits and vegetables with the pesticides, it is requested to keep strict vigil in your respective State/UT on such Food Business Operators (FBOs) who are involved in the manufacturing/repacking fresh/surface-treated/minimally processed fruits and vegetables.

The FSSAI has also asked to employ measures like surveillance/ enforcement and awareness activities to ensure that the fresh fruit, vegetables comply with the provisions of FSS –Contaminants, Toxins and Residues - Regulations.

In addition, awareness building measures through information, education, communication activities under Eat Right initiative may be conducted in fruit and vegetable markets/mandis to educate consumers and food businesses about the issues, the order further reads.

FSSAI issues a strong warning on strict compliance to nutraceutical companies in Himachal Pradesh



The Food Safety and Standards Authority of India (FSSAI) has launched a surveillance drive to tackle the production of spurious drugs by nutraceutical companies in India. The initiative began with inspections in Himachal Pradesh, specifically in Baddi, where 21 facilities were inspected and 111 samples were lifted between June 7 and June 9, 2023. The FSSAI plans to inspect 25–30% of nutraceutical manufacturing facilities in Himachal Pradesh by the end of June 2023.

In order to address the issue of spurious drugs, the CEO of FSSAI held a meeting with major manufacturers of health supplements and nutraceuticals in Baddi, Himachal Pradesh. During the meeting, the CEO issued a strong warning about the importance of strict compliance with nutraceutical regulations. Non-compliance could result in license suspension or cancellation, as well as the initiation of criminal cases. To ensure a coordinated effort, the FSSAI has directed the Commissioner of Food Safety in Himachal Pradesh to provide full support for the surveillance drive. Food Business Operators (FBOs) found to be in violation may be prosecuted under Section 59 of the FSS Act, 2006, which carries severe penalties, including life imprisonment or a fine of not less than Rs. 10 lakhs.

To encourage citizen involvement in maintaining food safety, the FSSAI has introduced the Food Safety Connect app, a consumer grievance portal available on iOS and Android platforms. This user-friendly platform allows individuals to promptly report any non-compliance or violations they encounter. By utilizing this app, the FSSAI can take swift action and effectively address reported issues.

Britannia Bel Foods Pvt. Ltd. launches the new brand range 'Britannia The Laughing Cow'



The joint venture between Britannia Industries Ltd. and Bel Groupe, called Britannia Bel Foods Private Limited, has announced the new brand identity for their co-branded product range, 'Britannia The Laughing Cow'. The updated logo will be integrated into all marketing communications, including packaging, online platforms, and in-store displays.

The aim of the campaign is to capitalize on the consumer trend towards tasty and healthy snacking by offering a range of creamy cheese products that are high in protein. The CEO of Britannia Bel Foods, Mr. Abhishek Sinha, expressed the company's commitment to developing the cheese category in India and addressing the protein intake deficiency among Indians. The new brand identity is expected to enhance the credibility of 'Britannia The Laughing Cow' and promote its nutritious and innovative product range.

The campaign was developed by Havas Mumbai, and Mr. Tarun Jha, CEO of Havas Creative India, expressed excitement about partnering with Britannia and Bel Cheese on this journey. The marketing strategy for 'Britannia The Laughing Cow' will employ a comprehensive multi-touchpoint approach with a focus on digital platforms to reach the target audience. Additionally, the brand will prioritize retail branding to improve product visibility and drive purchase intent, considering that cheese products are often displayed inside refrigerators within stores. The joint venture aims to leverage the strengths of both Britannia and Bel Cheese to provide a range of delicious and nutritious cheese products that appeal to consumers in India.

PepsiCo India introduces Pepsi Black bottles made from 100% recycled plastic



PepsiCo India, a leading global consumer packaged goods company, reinforced its commitment towards sustainability and plastic circularity by introducing India's first 100% rPET (recycled plastic) bottles in the Carbonated Beverage category with Pepsi Black. This launch is part of PepsiCo India's mission to build a positive value chain through a circular, inclusive economy where packaging never becomes waste.

Mr. George Kovoor, Senior Vice President, beverages and sustainability, PepsiCo India, said, we are encouraged by the measures taken by the Government to promote a circular economy in India. We are proud to launch the 100% rPET bottles of Pepsi Black. This an important milestone in our sustainability journey, backed by our intent to create a positive value chain and this launch is yet another step in that direction. We shall learn and evolve as we continue our endeavours to build a robust ecosystem while expanding the use of

recycled content in our packaging. The Pepsi Black rPET bottles are made from 100% recycled plastic and are manufactured in India in partnership with Srichakra Polyplast (India) Private Limited with the bottling partner, Varun Beverages.

Driven by its 'Winning with pep+' philosophy, the company recognises the importance of taking comprehensive efforts to reduce, recycle and re-invent its packaging. PepsiCo India is dedicated to developing innovative solutions, reducing its carbon footprint, and embracing sustainable practices like reuse and refill, that will inspire consumers, aligning with its long-term commitments to protect the environment.

Akshayakalpa Organic launches certified organic milk in 42 cities across India



Akshayakalpa Organic, India's first certified organic dairy company and producer of the country's most popular organic milk and milk based products, has expanded its market to 42 cities in the country to play a bigger role in the Indian dairy sector. With over 13 years of promise of bringing clean nutrition through milk and milk products, the company ventures into new markets across Karnataka, Tamil Nadu, Telangana, Andhra Pradesh, Maharashtra, and Kerala, with its all-new Ultra High Temperature (UHT), milk pack.

The expansion comes with the shift observed in consumer preferences and the increasing awareness and demand for organic dairy. The new UHT pack combines organic benefits and a promise to deliver nutritious milk to consumers. Since it was founded in 2010, the company has created new benchmarks for sustainable farm practices that help produce milk and milk products that are free from antibiotics, synthetic additives, and chemical pesticide residue. All organic products are sourced from healthy cows living on organic farms and nourished with an organic diet.

Mr. Shashi Kumar, CEO and co-founder, Akshayakalpa Organic, said, we have been present in the key cities of the South market and able to reach out to 1 lakh consumers. This launch has enabled us to reach out to wider audience across 42 new cities and make them witness the goodness of organic dairy. Further, we are transforming the organic milk sector by retailing wholesome and nourishing organic milk in UHT pack accessible to consumers across major cities. Our UHT pack is a milestone in delivering the goodness of organic milk while maintaining its natural integrity.

Mondelez India to undertake major expansion of its Andhra Pradesh Plant



Mondelez India, a prominent snack company known for its popular products like Cadbury Dairy Milk, Oreo biscuits, and Bournvita, has announced plans to significantly expand its manufacturing plant located at Sri City in the Tirupati district of Andhra Pradesh. The foundation stone-laying ceremony for this ambitious project was virtually attended by the Chief Minister of Andhra Pradesh, Sh. YS Jagan Mohan Reddy, marking a momentous occasion for both the company and the state.

The expansion project, which is set to require a substantial investment of Rs 1,600 crore, was first announced during the Global Investors Summit (GIS) held in Visakhapatnam. According to an official statement from Mondelez India, the primary objective of this investment is to establish a new chocolate capacity plant aimed at meeting the surging demand for its products in India. Over the course of the next three years, this expansion will enable the Sri City plant to become one of Mondelez's largest production facilities globally, contributing significantly to the economy and creating job opportunities for the local population. Venkat Venepally, the company's supply chain vice president, highlighted that Mondelez has been operating in India for an impressive 75 years, demonstrating the company's longstanding commitment to the country's market.

Aside from the expansion of Mondelez's plant, the foundation stone for a groundnut processing unit at Chigicherala village in Dharmavaram, Sri Satya Sai district, and three tomato processing units were also laid during the ceremony. The groundnut processing unit, with an investment of Rs 75 crore, will operate under a plug-and-play model and support the production of various products like oil, peanut butter, candied peanut bars, roasted peanuts, and oil cake. This unit is projected to offer employment opportunities to around 200 individuals.

The tomato processing units, situated in Kalyandurgam and Kundurpi mandals in Anantapur district, along with Chennethapalli in Sri Sathya Sai district, will be established at a cost of Rs 5.5 crore each. These units will have an annual capacity of 3,600 tonnes and are expected to benefit approximately 3,588 farmers by facilitating sorting, washing, drying, and segregating 1.5 MT of tomatoes per hour, among other processes.

Additionally, the Chief Minister inaugurated 43 cold storage facilities and 421 collection centres, representing an investment of Rs 63 crore, to provide improved post-harvest facilities for farmers. Furthermore, under the 'Operation Greens' initiative, four primary processing centres for tomatoes, millet processing units, and 100 onion solar dehydration units were also inaugurated, further promoting agricultural development and employment in the region.

Trunativ Teams Up with Frozen Bottle to Introduce Nourishing Milk Shake Choices



Trunativ, a renowned wellness brand, has entered into a partnership with Frozen Bottle, a popular milkshake brand, to offer a range of healthy milkshakes. This collaboration aims to provide consumers with an indulgent yet nutritious option to satisfy their cravings. Trunativ's 'Everyday Protein' is a versatile and family-friendly product that seamlessly complements various food and beverage choices without compromising on taste and flavour.

As part of this exciting collaboration, Frozen Bottle now presents an 'Everyday Protein' add-on option with its entire shake menu. This means customers can enjoy their favourite milkshakes, such as the delectable brownie shake, with an additional 15g of protein, all without compromising the taste they love. Moreover, to enhance the milkshake offerings further, the two brands have jointly launched an exclusive "Frozen Bottle x TruNativ"

range of high-protein milkshake options.

Mr. Pranav Malhotra, the Founder of Trunativ, expressed his delight about joining forces with Frozen Bottle, which has emerged as a premium go-to choice for milkshakes in the country. Frozen Bottle has previously collaborated with esteemed brands like Kitkat, Cadbury, and Sunfeast, integrating their offerings into their menu. This partnership with Trunativ reaffirms the increasing consumer demand for healthier alternatives to snacking and indulgence. Brands are recognizing this need and proactively catering to it.

Trunativ has a successful track record of collaborating and co-creating high-protein product ranges with various brands, such as Nova Nova, MyFitness Peanut Butter, Ditch the Guilt Chocolates, and Italy in a Box. Their "Everyday Protein" has gained immense popularity as the top choice for protein supplementation among both brands and families.

With the combined expertise of Trunativ and Frozen Bottle, consumers can now savour delicious milkshakes while also making a healthier choice with the added benefits of protein. This partnership exemplifies the growing trend of health-conscious snacking and marks a significant step forward in the quest to provide nutritious options without compromising on taste and enjoyment.

Mysore Pak: The Sweet Delight That Conquered the World of Street Food



Mysore Pak, the delectable dessert believed to have originated in the royal kitchens of Mysore Palace, has won the hearts of not only Kannadigas but also people from across South India. This iconic sweet has recently earned global recognition, finding its place in the prestigious list of the world's best street food sweets by Taste Atlas. Ranked as the 14th best street food sweet, Mysore Pak proudly stands alongside other Indian delicacies such as Falooda and Kulfi Falooda in this esteemed collection. Taste Atlas, a renowned food-based magazine, is known for providing detailed reviews and information on street food offerings from around the world.

What makes Mysore Pak so special and irresistible? The answer lies in its simplicity and the perfect blend of just three ingredients: ghee, sugar, and gram flour. This classic combination results in a mouthwatering treat that has stood the test of time, garnering adoration from generations of dessert lovers.

The announcement of Mysore Pak's inclusion in the world's top 50 street sweets was met with enthusiasm and pride, especially among Kannadigas. The Deputy Chief Minister of Karnataka, Mr. D.K. Shivakumar, took to social media to express his joy and celebrate this remarkable achievement. He tweeted, "Kannadigas are proud that Mysore Pak has been ranked 14th among the world's top 50 street sweets published by Taste Atlas. My childhood memories of sharing Mysore Pak when my father and relatives who came home often brought me still."

However, despite its name suggesting an origin in Karnataka's Mysore, there exists a theory claiming that Mysore Pak might have been first created in Tamil Nadu and later made its way to Mysore. Nonetheless, Mr. Shivakumar strongly asserted that Mysore Pak undoubtedly belongs to Karnataka. He emphasized the hard work and skill of countless chefs behind this culinary marvel, tracing its roots back to the Mysore Palace and its journey to becoming a cherished treat in households everywhere. Indeed, credit is due to all those who have contributed to the popularity and love Mysore Pak enjoys today.



All India Food Processors' Association

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