



FOOD PRO

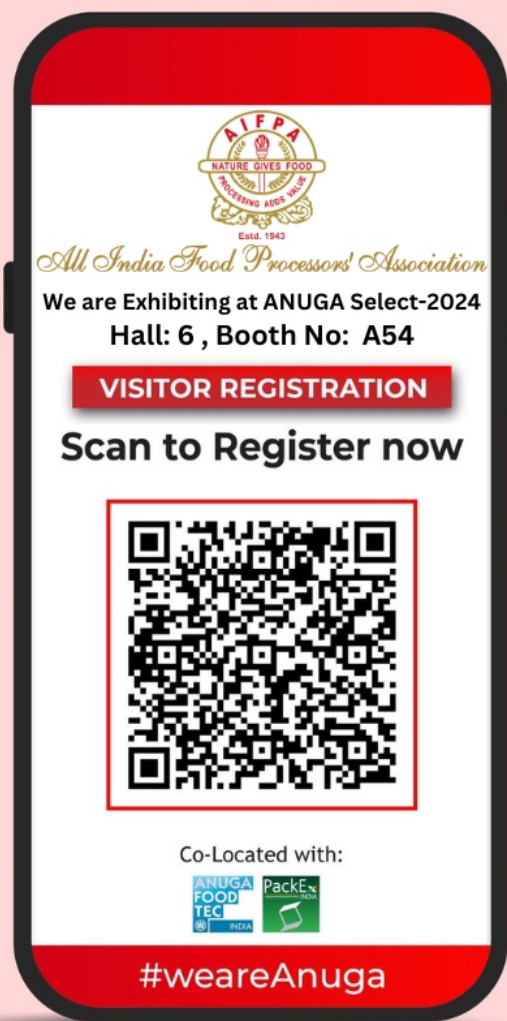
Monthly E-Newsletter of All India Food Processors' Association



📅 28-30 August 2024
📍 BEC, Mumbai

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A Pre-Budget Meeting was held on 21st June 2024 at the Ministry of Finance, North Block, New Delhi, Chaired by Hon'ble Finance Minister, Smt. Nirmala Sitharaman & Hon'ble Minister of State for Finance



The meeting was attended by **Senior Govt. Officials**, including **Finance Secretary, Chief Economic Advisor, Secretary DPIIT, Secretary DEA, Secretary MSME** and other officers. The Hon'ble Minister was very kind to hear every speaker and interacted on the issues involved.

Dr. Subodh Jindal, Immediate Past President, AIFPA participated in the two-and-a-half-hour round table discussion. Industry representatives were given ample opportunity to present their views and make recommendations during the meeting.

Dr. Subodh Jindal presented the following concerns of the food processing industry which were well received by the Hon'ble Minister and the Senior Officials.

A. At one stage the Govt. provided thrust on 'Milk for Every Citizen', and now time is ripe to provide a similar thrust on 'Juices for Every Citizen'. We can assess the huge impact this can bring on nutrition, farming, rural growth, supply chain, processing, packaging, skilling, distribution, exports, employment, revenue and GDP. India possesses enormous potential in the Juices segment owing to our rich heritage of nutritious fruits, vegetables and herbs. On the exports front also Traditional Indian Beverages have significant potential and need to be promoted.

B. The industry is often embroiled under Erroneous Demand Notices from GST Commissionerates, Held Up Shipments, Penalties, Interest Levies owing to anomalies in or mis-interpretation of HSN Classification in GST and Customs Tariffs. This is a serious situation which hurdles/stops the working and industry loses its commitments and suffers heavy losses. There have been cases, e.g. HSN misnomers on Mango Pulp and Mango Puree in the Tariff, owing to which units suffered critically moving from body to body without resolution. We request that a system be set up where the industry is quickly heard in such matters and the issue is resolved. One can appreciate the crushing of growth sentiment in the field in such a situation.

C. The process of Advanced Ruling, particularly for GST, is not in good shape. Half baked and theoretical rulings have been issued many a time without thorough understanding of the subject. The Advance Ruling Authorities set up in different States are subject to varying decisions. It is requested that a better system be developed so as to do away with the current in-congruency, uncertainty and confusion.

D. The industry often finds it difficult to reach out to the Coordinating Officials of the GST Council to share their suggestions. We request that a Nodal Point may be established in the Ministry of Finance where GST related recommendations can be shared & evaluated and then referred to the Senior Levels for further action.

E. In current times of high costs of technical hardware and operations, it is becoming financially difficult to carry out the much needed regular repair & maintenance of plant and equipment. Naturally, this adversely impacts productivity and quality. A simple and doable suggestion to resolve this is that the current Depreciation Rate of 15% on plant and equipment under Income Tax, which is not at all adequate for the purpose, may kindly be increased to at least 30%. Increasing the Rate of Depreciation does not burden the exchequer upfront as do other measures like subsidies, grants, investment allowances etc. In fact, this suggestion would result in better revenue in terms of other taxes when the units are healthy and the productivity improves.

F. The MSME Sector is the mainstay for employment, consumer products, exports and start-up culture. It is important to ensure that this sector becomes self-sustaining and innovative. In these times of crushing competition, high technology costs, rising operational expenses, the situation is becoming critical. For a healthy MSME industry we recommend that the Income Tax Rate for MSME industry be reduced to 20%. This will help to accelerate the investment sentiment in the sector and boost entrepreneurship. This is in line with the overall policy of the Govt.

Meeting with Sh Sumeet Kumar, Chittoor's Hon'ble Collector on 30th June 2024



Dr. Raghav Jadli, President, AIFPA & Chairman of Jadli Global Farm Fresh Pvt. Ltd., Chittoor & Jadli Foods (India) Pvt. Ltd. had a meeting with **Sh Sumeet Kumar, Chittoor's Hon'ble Collector** on 30th June 2024 at Chittoor along with **Sh. Goverdhana Boby Reddy, South Zone Chairman, AIFPA, Office Bearer of Chittoor District Fruit Processors' Federation, Industry Members and Farmers.**

The main agenda of the meeting was: (i) Addressing existing challenges for farmers and industry, (ii) Exploring abundant opportunities in the Mango Pulp Industry, (iii) Promoting "Juices for All" and "One Glass of Mango Juice per Day in India" & (iv) Expanding opportunities in the international market.

To achieve these goals, they mentioned the importance for: (i) Creating a strong database for seasonal crop availability, (ii) Encouraging good farming and harvesting practices among farmers, (iii) Converting waste from Mango Pulp Industry into wealth & (iv) Alongwith Central Govt Promoting juices at the



State Governments level.

The meeting was a progressive step, bringing together Farmers, Government, and Industry to understand each other's situations and develop the best possible solutions. The Hon'ble Collector's attention to both sides was instrumental in addressing current challenges and planning for future support.

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	Exhibition, Theme Pavilions		Reverse Buyer Seller Meet		Industry roundtable interactions
	Business networking through B2B/G meetings		Food Street		Sessions & Conferences

WHO SHOULD ATTEND

- Companies engaged in the food processing & allied sectors
- Startups & innovators
- Exporters & importers
- Machinery manufacturers
- Retailers
- Equipment manufacturers & solution providers
- Food packaging, cold chain, logistics companies
- Government delegates & representatives
- Global food regulators
- Foreign Missions in India
- Media partners
- Financial institutions
- Academia & research institutions

FOCUS SEGMENTS

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Beverages / Ready to Drink	Dairy
Fruits & Vegetables	Technology & Innovation
HORECA	Other allied categories

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EXHIBITORS*

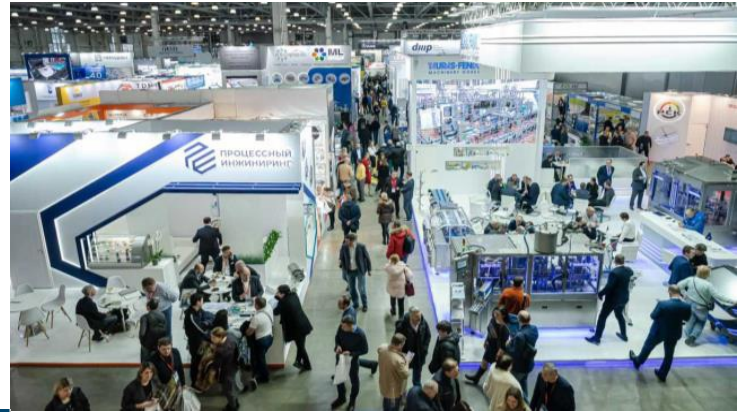
163 COMPANIES FROM **12** COUNTRIES



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3,976 INDUSTRY PROFESSIONALS FROM **23** COUNTRIES, **74** RUSSIAN REGIONS

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PACKAGING EQUIPMENT AND TECHNOLOGIES	1,468 (41%)
MILK RECEIVING EQUIPMENT	1,261 (35%)
INGREDIENTS AND STARTERS FOR DAIRY PRODUCTS, BEVERAGES	928 (26%)
LABELLING EQUIPMENT	927 (26%)
BOTTLING EQUIPMENT AND TECHNOLOGIES	895 (25%)
FINISHED PACKAGING AND LABELLING	890 (25%)
REFRIGERATION AND FREEZING EQUIPMENT	854 (24%)
FOOD PROCESSING SERVICE AND ENGINEERING	839 (23%)
RELATED EQUIPMENT AND PRODUCTS, COMPONENTS	766 (21%)
QUALITY CONTROL EQUIPMENT	723 (20%)
PROGRAMMES (SOFTWARE) AND PRODUCTION AUTOMATION TOOLS	690 (19%)
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*DairyTech 2024 statistics

Regulatory & Food Safety Updates

FSSAI directs FBOs to remove claim of 100% fruit juices from label & advertisement



The Food Safety and Standards Authority of India (FSSAI) has issued a directive requiring all Food Business Operators (FBOs) to immediately stop using the claim '100% fruit juices' on the labels and in advertisements of reconstituted fruit juices. This directive applies to all FBOs, who must also deplete their existing pre-printed packaging materials containing this claim by September 1, 2024.

FSSAI's attention was drawn to several instances where FBOs inaccurately marketed various reconstituted fruit juices as '100% fruit juices'. Following a thorough review under the Food Safety and Standards (Advertising and Claims) Regulations, 2018, FSSAI determined that these claims are not supported by the regulations. Such claims can mislead consumers, especially when the primary ingredient in these juices is water, and the fruit content is present in limited concentrations or is reconstituted using water and fruit concentrates or pulp.

In its clarification on the marketing and sale of reconstituted fruit juices as '100% fruit juices', FSSAI reminds FBOs to adhere strictly to the standards for fruit juices outlined in sub-regulation 2.3.6 of the Food Safety and Standards (Food Products Standards & Food Additives) Regulation, 2011. According to this regulation, products falling under its purview must be labelled in accordance with the Food Safety and Standards (Labelling and Display) Regulations, 2020. Specifically, the term "reconstituted" must be clearly stated in the ingredient list for juices made from concentrates. Furthermore, if the juice contains more than 15 gm/kg of added nutritive sweeteners, it must be labelled as 'Sweetened juice'. This directive aims to ensure transparency and accuracy in the labelling and advertising of fruit juices, preventing consumer confusion and upholding regulatory standards set by FSSAI.

FSSAI working on integrating all food related norms

The Food Safety and Standards Authority of India (FSSAI) has initiated efforts to consolidate all food-related regulations in India, aimed at enhancing the ease of doing business. This integration process began with regulations governing packaged drinking water.

Ms. Inoshi Sharma, Executive Director of FSSAI, highlighted that aligning with the government's 'One Nation, One Commodity, One Regulator' vision, FSSAI seeks to streamline regulations and administrative procedures for businesses in the food sector. Specifically, FSSAI is merging the mandatory requirement for the Bureau of Indian Standards (BIS) mark on packaged drinking water into the Food Safety and Standards Act (FSSA) regulations.



Ms. Inoshi emphasized the importance of water management during food and beverage production. She urged the industry to adopt sustainable practices and utilize resources efficiently. She also underscored the critical role of accurate labelling for packaged drinking water, acknowledging the ongoing challenges in compliance and the necessity for corrective measures to ensure adherence to labelling standards.

Karnataka bans artificial colours in kebabs based on findings from 39 outlets



Karnataka has implemented a complete ban on the use of artificial colors in kebabs following alarming findings from 39 outlets across the state. The decision was prompted by reports received by the Karnataka Food Safety and Standards Department, alleging widespread use of unsafe levels of artificial colors in kebabs sold at various eateries.

Earlier actions by the government, such as the ban on Gobi Manchurian due to the detection of harmful substances like Rhodamine-B, Tartrazine, Carmoisine, and Sunset Yellow, underscored the seriousness of the issue. This led to a specific investigation into kebabs, with samples collected and analyzed in Karnataka laboratories revealing the presence of unsafe artificial colors like Sunset Yellow and Carmoisine. In March of this year, Karnataka's Health Minister, Sh. Dinesh Gundurao had already banned Rhodamine-B, highlighting its health risks associated with dishes like Gobi Manchurian. Concerns over the health hazards linked to these chemicals in food prompted Minister Rao to stress stringent action against restaurants found using such additives.

In response to these health concerns, the Karnataka Health Department has decisively prohibited the use of artificial colors not only in meat kebabs but also in vegetarian, chicken, and fish kebabs sold across all 31 districts of the state. This measure aims to ensure public safety and preserve the nutritional integrity of kebabs.

The Food Safety and Standards Authority of India (FSSAI) in Karnataka has initiated comprehensive inspections of hotels, restaurants, and fast food establishments statewide in light of these findings. The department's order, issued on June 21, emphasized that such additives are prohibited under the Food Safety and Standards Act, 2006, and its related regulations due to their serious health risks. Laboratory tests indicated that eight kebab samples were non-compliant with food safety standards due to the presence of artificial colors, as reported. The department's order outlines severe penalties for violations, including imprisonment ranging from a minimum of seven years to a life term, along with fines up to Rs 10 lakh.

FSSAI alerts fruit traders to ensure compliance with prohibition of calcium carbide in fruit ripening



The Food Safety and Standards Authority of India (FSSAI) has issued an alert to fruit traders, handlers, and Food Business Operators (FBOs) who operate fruit ripening chambers, stressing strict compliance with the prohibition on using calcium carbide for artificial ripening of fruits, especially during the mango season. FSSAI has also urged the Food Safety Departments of States and Union Territories to maintain vigilance and take stringent actions against individuals involved in such illegal practices, in accordance with the provisions of the FSS Act, 2006 and its regulations.

Calcium carbide, commonly used to hasten the ripening of fruits like mangoes, releases acetylene gas that contains harmful substances such as arsenic and phosphorus. These chemicals pose serious health risks including dizziness, thirst, irritation, weakness, difficulty in swallowing, vomiting, and skin ulcers. Moreover, handling acetylene gas is equally hazardous. There is also concern that residues of arsenic and phosphorus may remain on fruits when calcium carbide is used.

Due to these health hazards, the use of calcium carbide for fruit ripening is explicitly banned under Regulation 2.3.5 of the Food Safety and Standards (Prohibition and Restrictions on Sales) Regulations, 2011. This regulation prohibits the sale or exposure for sale of fruits that have been artificially ripened using acetylene gas.

In response to the widespread use of banned calcium carbide, FSSAI has authorized the use of ethylene gas as a safer alternative for fruit ripening in India. Ethylene gas, which occurs naturally in fruits, is used at concentrations up to 100 ppm (100 µl/L), depending on the crop and its maturity. Ethylene acts as a hormone in fruits, triggering the natural ripening process until the fruit itself produces sufficient ethylene. Additionally, the Central Insecticides Board and Registration Committee (CIB & RC) has approved Ethephon 39% SL for the uniform ripening of mangoes and other fruits.

FSSAI has published a detailed guidance document titled "Artificial Ripening of Fruits - Ethylene gas a safe fruit ripener" to assist Food Business Operators in following proper procedures. This document includes a Standard Operating Procedure (SOP) covering all aspects of fruit ripening using ethylene gas, such as system requirements, handling guidelines, safety protocols, and post-treatment procedures. Consumers noticing the use of calcium carbide or any improper practices in fruit ripening are encouraged to report these to the respective State Commissioners of Food Safety for appropriate action. Contact details for Commissioners of Food Safety across all States and UTs can be found on the FSSAI website.

FSSAI Set to Overhaul Protein Supplement Market

The Food Safety and Standards Authority of India (FSSAI) is preparing to enforce stricter regulations on protein supplements in response to findings from a recent study. This study uncovered widespread instances of false and deceptive claims associated with products sold in retail outlets, gyms, and online platforms. The impending crackdown will specifically target protein powders, shakes, and other supplements that lack proper medical certification or have misleading labeling.

According to an unnamed official from FSSAI, the aim of these stricter norms is to safeguard public health, as many of the currently available protein supplements may pose more risks than benefits. The updated regulations are expected to lead to the removal of numerous products that fail to meet the revised standards.

This initiative comes amidst mounting concerns regarding the misrepresentation of protein products in the market. Dr. Amrish Mithal, chairman of endocrinology and diabetes at Max Healthcare, highlighted the prevalence of misleading claims and the unknown composition of these supplements. While acknowledging the potential benefits of protein supplements for individuals with dietary deficiencies, Dr. Mithal emphasized the importance of consuming them under proper medical supervision.



The surge in fitness and nutrition awareness has contributed to a proliferation of high-priced protein supplements, with manufacturers seeking to capitalize on this growing trend. Platforms like Healthkart and Amazon feature a range of "high-performance" protein powders commanding prices from ₹2,000 to ₹6,800 for containers weighing 2-3 kg. The impending regulatory changes by FSSAI follow warnings from health experts and industry leaders. Mr. Kunal Bahl, co-founder of Snapdeal and Titan Capital, shared a personal experience on social media, cautioning about the adverse health effects he experienced after using a popular domestic brand of protein supplement.

New Launches

Coca-Cola launches affordable ASSP with 100% recycled PET bottles



Coca-Cola India has introduced a significant sustainability initiative by launching Coca-Cola in 250ml bottles made entirely from 100% recycled PET (rPET), starting with Orissa state. This move marks a pioneering effort within the beverage industry in India to promote a circular economy.

Produced by Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCBPL), Coca-Cola's bottling partner, this initiative reflects the company's strong commitment to environmental responsibility and reducing its carbon footprint.

The new packaging, termed Affordable Small Sparkling Package (ASSP), incorporates lightweight rPET materials, resulting in a 36% reduction in emissions compared to traditional virgin PET packaging. Switching from virgin PET to recycled PET further lowers the carbon footprint, achieving an overall 66% decrease compared to non-ASSP packaging with virgin PET.

Mr. Alok Sharma, Executive Director of Supply Chain at HCCB, highlighted the significance of integrating recycled PET into ASSP, emphasizing its role in advancing plastic circularity and substantially reducing environmental impact. This initiative aligns with Coca-Cola's broader strategy to scale up sustainable practices and lead the beverage industry towards a more environmentally friendly future in India.

Mr. Enrique Ackermann, Vice-President of Technical Innovation and Supply Chain for Coca-Cola India and Southwest Asia, underscored the company's commitment to increasing the availability of high-quality, food-grade recycled plastic for Indian consumers. The introduction of these eco-friendly bottles aims to foster a circular economy for packaging, minimize waste, and decrease carbon emissions, contributing to Coca-Cola's global objective of ensuring that bottles contain 50% recycled content by 2030, advancing towards a 'World Without Waste'.

NutraJ Unveils Innovative “Snackrite Daily Nutrition Pack” for Healthy Snacking

NutraJ has launched the ‘NutraJ Snackrite Daily Nutrition Pack,’ a convenient assortment featuring pouches of nutritious trail mix, showcasing the brand's commitment to offering high-quality, healthy, and enjoyable snacking choices. With a heritage tracing back to 1926, NutraJ has established itself as a leader in the nuts and dry fruits market in India, known for consistently delivering premium products at affordable prices.



The company sources top-quality nuts and dry fruits globally to create blends that cater to diverse tastes and preferences. The Snackrite range integrates nuts, seeds, and dry fruits in innovative combinations, designed for both on-the-go snacking and planned daily nutrition. Emphasizing quality, flavor, and health benefits, NutraJ anticipates that the Snackrite range will redefine snacking experiences, becoming a preferred option for wholesome and delicious treats.

The NutraJ Snackrite Daily Nutrition Pack exemplifies the brand's commitment to providing nutritious snacks tailored to daily dietary needs. It comprises 21 pouches of trail mix, each weighing 25 grams, facilitating convenient and healthy snacking. With seven distinct flavors and nineteen nutritious ingredients, this pack aims to satisfy taste buds while ensuring nutritional value.

It is suitable for various consumer groups, including fitness enthusiasts, professionals, seniors, adults, and students. Additionally, the pack includes a compact, reusable tiffin box for easy transportation of snacks. Throughout its journey, NutraJ has focused on delivering enduring value as a leading dry fruit brand.

The company has closely observed evolving consumer preferences and developed its trail mix range based on extensive research into nutrition and taste. Ms. Gunjan Jain, Managing Director of NutraJ, underscores the importance of promoting healthy snacking habits amid prevalent junk food consumption. The "21 Day Cycle" concept, providing a daily mini pack, aligns with the idea of habit formation over time.

To ensure broad accessibility, the NutraJ Snackrite Daily Nutrition Pack is available through various channels, including NutraJ.com, Amazon, Flipkart, Smytten, as well as physical stores such as Nut Lounges (NutraJ's retail outlets), Reliance Stores, and D-Mart. NutraJ invites customers to embark on a wholesome snacking journey with their Daily Nutrition Pack, promising a blend of health, taste, and convenience.

Maggi Introduces Edible Fork Made from Wheat Flour



Maggi has introduced a novel addition to its Masala Cuppa noodles line with the launch of an innovative edible fork made from wheat flour, debuting in major metropolitan cities starting May 2024. Priced at Rs.50 for a 79.5 gm pack, this new offering aims to provide a sustainable alternative to traditional single-use plastic utensils. Part of Maggi's broader 'Desh ke liye 2 minute' initiative, initiated in 2020, the edible fork is the result of a collaboration between Nestle R&D India and the Indian startup Trishula. This initiative underscores Maggi's commitment to environmental stewardship while enhancing consumer convenience.

In early 2023, Maggi also introduced foldable, compostable forks developed through partnerships with Nestle's Institute of Packaging Sciences, Kaneka India, and Nestle India R&D, aimed at reducing annual plastic usage by about 35 metric tonnes. Mr. Rajat Jain, Director of Foods at Nestle India, emphasized the significance of this innovation, stating, the introduction of this edible fork signifies a milestone in our dedication to environmental responsibility and highlights our robust global R&D capabilities.

Mr. Jagdeep Marahar, Head of Nestle R&D Centre India, added, our combined global and local packaging expertise enables us to explore sustainable alternatives to plastics. This edible fork is part of our ongoing efforts to develop innovative solutions that resonate with local consumers. The edible forks will be available for a limited time, enriching the experience of enjoying Maggi Cuppa Noodles while promoting sustainability efforts.

Taco Bell Introduces Kellanova's Giant Cheez-It in New Menu Offerings

Taco Bell has launched a flavorful collaboration with Kellanova's renowned Cheez-It crackers, introducing two innovative menu items: the Big Cheez-It Crunchwrap Supreme and the Big Cheez-It Tostada. These new offerings feature a distinctive twist—the Cheez-It cracker used is scaled up to a size 16 times larger than its usual snacking counterpart. Available nationwide starting this Thursday, these limited-time additions aim to tantalize taste buds across the country.



Initially trialed in 2022 at a single Taco Bell location in Irvine, California, the Big Cheez-It Crunchwrap Supreme and Big Cheez-It Tostada received positive feedback, prompting their nationwide rollout. Ms. Jessica Waller, General Manager of Kellanova Away From Home, highlighted the broader appeal of Cheez-It as more than just a snack, describing it as a celebration of cheesy goodness beloved by fans seeking bold, exciting flavors. The partnership with Taco Bell marks an opportunity to elevate this passion for cheese to new heights.

Taco Bell's collaboration with Kellanova underscores a growing trend in the food industry to generate excitement through creative partnerships. Taco Bell has a history of integrating popular snacks like Doritos and Fritos from PepsiCo into its menu offerings. Similarly, Kellanova's Cheez-It brand is expanding beyond traditional snacking, with Cheez-It being its second-best-selling product after Pringles, generating \$1.4 billion in net sales last year. Following its separation from WK Kellogg Co., Kellanova is actively expanding its snack portfolio. Recently, the company launched a Cheez-It Diner in New York City, showcasing a range of Cheez-It-inspired dishes such as the Deluxe Cheez-It Milkshake and Big Grilled Cheez.

Mr. Cara Trageiler, Senior Brand Director at Kellanova, emphasized the demand for innovative food formats and the role of these new Taco Bell offerings in positioning Cheez-It as a versatile option in the foodservice industry. She emphasized the importance of unique culinary collaborations in meeting consumer expectations for exciting dining experiences.

Marico Introduces Saffola Muesli with Flavor Pops, Expanding Breakfast Options



Marico, a prominent player in India's FMCG sector, has unveiled its latest offering, Saffola Muesli with Flavor Pops. This launch aims to strengthen Marico's foothold in the adult breakfast market, capitalizing on the brand's success and reputation built over years of innovation. Known for being India's leading brand in oats and expanding into categories like peanut butter and honey, Marico continues to innovate to meet the ever-changing preferences of its consumers, making nutritious breakfast options more exciting.

Saffola Muesli, introduced in three enticing flavours—Kesar Crunch, Berry Crunch, and Choco Crunch—promises a delightful and satisfying breakfast experience. These variants, inspired by flavours that pair well with milk, bring a rich and aromatic Kesar, fruity Berry, and indulgent Chocolate option to the table. The unique Flavor Pops format ensures a burst of flavour and crunch with every bite, thanks to the natural blend of multigrain and millet that keeps it crunchy till the last bite. Additionally, each variant is enriched with a mix of 15 different fruits, nuts, seeds, and millet, making it a nutritional powerhouse.

Mr. Vaibhav Bhanchawat, Chief Operating Officer for India & Foods Business at Marico Ltd., said, our entry into the Muesli category marks a significant milestone that aligns with our brand's commitment to offering 'better for you' products with a 'taste first' approach. We recognize the growing demand for nutritious and convenient breakfast options that also provide an exciting and uplifting start to the day.

MSME Day 2024: Government Launches ₹277 Crore Scheme to Onboard MSMEs onto ONDC



In commemoration of MSME Day 2024, the Indian government has unveiled a substantial initiative aimed at enhancing the presence of micro and small enterprises (MSEs) on the Open Network for Digital Commerce (ONDC). Known as the Trade Enablement & Marketing (TEAM) scheme, this initiative has been allocated ₹277.35 crore for the period spanning 2024 to 2027. Its primary objective is to help MSEs overcome barriers to entering the digital marketplace. The Ministry of MSME anticipates that over the next three years, approximately 500,000 MSEs will benefit from the TEAM scheme, with a notable focus on supporting enterprises owned by women, constituting 50% of the beneficiaries.

MSME Minister Jitan Ram Manjhi introduced the TEAM scheme, emphasizing its critical role in addressing challenges faced by MSEs, such as limited digital access, financial constraints, and hesitancy in utilizing digital platforms. The scheme aims to provide comprehensive support to MSEs registered under the Udyam scheme, including assistance in catalogue development, onboarding onto ONDC, and managing their digital accounts. Additionally, the TEAM scheme will offer subsidies to MSEs for transportation, logistics, and packaging, with a special emphasis on innovative packaging designs to bolster their capabilities in the e-commerce sector.

Alongside the TEAM scheme, the government has launched the Yashasvini campaign, which aims to support 100,000 women entrepreneurs in smaller cities. This campaign focuses on skills development and capacity building to empower women-led MSEs. Rajneesh, Additional Secretary and Development Commissioner of the MSME Ministry, highlighted the campaign's dedication to women MSMEs and its targeted efforts in Tier 2 and Tier 3 cities.

To promote awareness about the TEAM scheme and facilitate MSEs' onboarding onto ONDC, the Ministry plans to conduct 150 e-commerce workshops in Tier 2 and Tier 3 cities, as well as in MSME clusters. These workshops are part of a broader strategy aimed at enhancing the digital capabilities of small enterprises nationwide. During his launch address, Minister Manjhi outlined six fundamental pillars guiding MSME-related initiatives: formalization and access to credit, enhanced market and e-commerce access, productivity improvements through modern technology, skill development and digitalization, internationalizing khadi, village, and coir industries, and empowering women and artisans through enterprise creation.

The TEAM scheme is part of the World Bank-supported RAMP (Raising and Accelerating MSME Performance) program and will be overseen by the National Small Industries Corporation (NSIC). This initiative underscores the government's commitment to fortifying the MSME sector and ensuring that even the smallest enterprises can thrive in the digital economy.

Creamline launches milk straight from Godrej's farm to consumer's doorsteps

Creamline Dairy Products Limited (CDPL), a subsidiary of India's largest and diversified agribusiness, Godrej Agrovet Limited (GAVL), has announced the launch of Godrej My Farm Milk, a premium milk straight from Godrej's farm to consumers' doorsteps. With Godrej My Farm Milk being directly sourced from Godrej's own farm, pasteurised, and packaged using cutting-edge technology, it ensures that milk is fresh with its natural flavour and nutritional value intact. To be available only in Hyderabad, the entire process from milking to product reaching the consumer is automated, thereby making Godrej My Farm a zero human touch milk with a single point fully controlled supply chain starting from feed to breed.



Today, Indian consumers are very conscious of their health and strive to choose the best for themselves and their families. The same was also resonated in the findings of the Milk Report titled 'Bottoms Up... India Says Cheers to Milk', with 1 out of every 2 consumers considering hygienic sourcing, processing, and packaging in addition to the assurance of no adulteration while purchasing the milk.

Commenting on the launch, Mr. Bhupendra Suri, CEO, Godrej Jersey said, we at Godrej, are fully committed to the way our milk is produced and distributed. With the quality of milk dependent on how cows are treated, we take personalised care of 1,400 cows, including monitoring their food and health on a regular basis. This, coupled with our state-of-the-art processing plant and fully controlled supply chain, enables us to deliver untouched, nutritious, and fresh milk. Being a single source of milk with complete traceability from cow to packaging, ensuring its safety, consumers can now enjoy Godrej My Farm milk as if having a cow in their backyard and milk reaching their table.

The milk report launched on the sidelines further highlighted that 55 per cent of consumers associate unhygienic milk with unbranded milk options. Additionally, with 90% of consumers willing to pay more or a premium for high-quality and safe milk, the report reiterated the growing demand for pure and safe dairy products among consumers. Priced at Rs 50 for 500 ml, Godrej My Farm is currently available across 70+ modern trade stores and also on the leading quick-commerce channels like Zepto, MilkBasket, BB Daily, and FTH Daily.

Britannia Little Hearts unveils new look with paw-some campaign



Britannia Industries have unveiled a new look of its Little Hearts biscuits, now featuring vibrant, modern packaging, designed for the new-age consumers through its TVC campaign titled 'Every Bite, Full of Heart'. For over three decades, the product with its design and taste has become a cherished part of childhood memories. The new look shows the company is evolving keeping the same taste that consumers love. Little Hearts stands out as a sweet, poppable delight and remains a symbol of joy, happiness, and deliciousness. The new packaging reflects an iconic and distinct aesthetic, while the taste remains timeless, ensuring it continues to be loved by all generations. The film is conceptualised by Lowe Lintas Bengaluru.

Mr. Amit Doshi, Chief Marketing Officer, Britannia Industries, said, reviving Little Hearts with a modern touch has been an exciting journey for us. We have dedicated ourselves to crafting a fresh appearance that not only resonates with today's consumers but also stays true to the essence of the brand. With our efforts in redesigning the packaging and elevating the brand experience, we're not just paying homage to the joy, nostalgia, and irresistible taste that has charmed generations with Little Hearts, but we're also revitalising it for a whole new era of

snack enthusiasts. Our dedication to this iconic snack reflects our commitment to continuously innovate and delight our customers, ensuring that Little Hearts remains a beloved favourite for years to come.

Mr. Arpan Bhattacharyya, Executive Director, head of creative - Copy, Lowe Lintas South, said, Little Hearts is an iconic brand. There's nothing quite like these little heart-shaped biscuits. And we felt that the advertising for it should be the same. We wanted to symbolise the feeling that you get when you pop a Little Heart into your mouth. Cute, cuddly, adorable puppies seemed to be the right answer.



Tariff for Advertisement in AIFPA Monthly E-Newsletter 'Food Pro'

AIFPA brings out a Monthly E-Newsletter 'Food Pro' to provide information about current industry happenings, Govt. policy & schemes, events, new technology/product developments, regulatory matters, exports, global news, expositions, company news etc. in the food processing sector. The Newsletter is widely circulated free of cost to all related segments throughout the country, as well as to Foreign Embassies, Indian Missions Abroad, International Chambers and Institutions. **Your advertisement in the Newsletter will give you very high wide-angle visibility. All advertisements are in color as per details below.**

Category	Domestic Rate (Rs.)	Intl. Rate (USD)	Size
Full Page	Rs. 9,500/-	125	24 cm H x 17 cm W
Half Page	Rs. 5,000/-	70	12 cm H x 17 cm W
Quarter Page	Rs. 3,000/-	40	12 cm H x 8.5 cm W
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First Page Strip	Rs. 4,000/-	50	6 cm H x 17 cm W

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Payment can be made by Cheque/DD payable at New Delhi or by Bank Transfer as per details given below.

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Branch & Address	Hauz Khas Branch, 106-107, Aurobindo Place, Hauz Khas, New Delhi-110016
Type of Account	Current Account
IFSC Code	IDIB000H019
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PAN No. of AIFPA	AAATA7939A

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Mango Lassi

- Mangoes are loaded with essential vitamins and minerals, including Vitamin C, Vitamin A, Vitamin E, and potassium
- Yogurt, a key ingredient in mango lassi, contains probiotics, which are beneficial bacteria that support gut health
- Mango lassi is hydrating due to its high water content from the yogurt, milk, and mangoes.

**Good Energy
Booster**



Bael Juice

- Helps to manage indigestion and diarrhea
- Helps to cool down the body
- Restores your appetite
- Excellent digestive tonic
- Rich in Vitamin A,B,C, iron and potassium
- Relieves fatigue

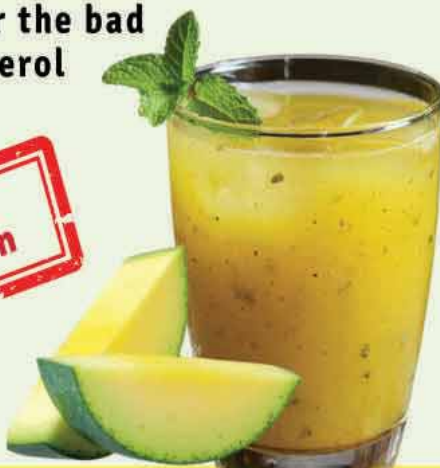
High in Fibre



Aam Panna

- Helps to balance electrolyte levels in case of Heat Stroke
- Rich in vitamin A which is good for eye health
- It is an effective immunity booster drink
- Helps to lower the bad serum cholesterol

**Prevents
Dehydration**



Sugarcane Juice

- Contains about 75% of water, which makes it suitable for hydration
- Strengthens liver & Kidney function
- Contains calcium that helps to strengthen bones and teeth
- Eliminates toxins and infections

Ease digestion

