



FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



All India Food Processors' Association

Cordially Invites You

at the

National Seminar

on

“Millets: The Global Super Food”

Wednesday, 15th March, 2023

Auditorium, Hall No. 8, Pragati Maidan, New Delhi

CONFERENCE * AWARDS * NETWORKING * EXHIBITION

Key Participants

- ENTREPRENEURS
- FOOD & AGRO INDUSTRY
- RESEARCH INSTITUTIONS
- GOVERNMENT BODIES
- POLICYMAKERS ACADEMICIANS
- SCIENTISTS NUTRITIONISTS
- STUDENTS TECHNOLOGISTS
- EXPORTERS CONSULTANTS
- MACHINE SUPPLIERS

Concurrent Event



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All India Food Processors' Association

National Seminar

on

“Millets: The Global Super Food”

15th March, 2023; Auditorium, Hall No. 8, Pragati Maidan, New Delhi, India

TENTATIVE PROGRAMME

09.30 – 10.30 hrs. Registration & Tea
10.30 – 12.00 hrs. INAUGURAL SESSION

Lamp Lighting & Presentation of Bouquets

Welcome Address	Dr. Raghav Jadli , President, AIFPA & Director, Jadli Foods (I) Pvt. Ltd.
Theme Address	Dr. Subodh Jindal , Immediate Past President, AIFPA & M.D., Excelsior Food & Chemical Industries
Guest of Honor	Smt. Anita Praveen (IAS) , Secretary, Ministry of Food Processing Industries, Govt. of India
Award Distribution	By Dignitaries on the Dais
Chief Guest	Sh. Prahlad Singh Patel , Hon'ble MoS, Ministry of Food Processing Industries & Ministry of Jal Shakti, Govt. of India
Vote of Thanks	Dr. A.K. Tyagi , Vice President, AIFPA & Executive Director, Haldiram Group of Companies

12.00 - 13.30 hrs. TECHNICAL SESSION-I (The Future Road Map for Millets)

Chairperson	Dr. C. Tara Satyavathi , Director, Indian Institute of Millets Research, Hyderabad
Co-Chairperson	Dr. A.K. Tyagi , Vice President, AIFPA & Executive Director, Haldiram Group of Companies

TOPICS

Geographical, Historical, Socio-Economic Aspects of Millets
Global Prospects of Millet Products of India
Government Initiatives & Financial Support for Promoting Millets
Innovation & Marketing Strategies of Millet Products
Nutrition & Food Security through Millet Products

Q & A Session

Remarks by Chair & Co-Chair

Presentation of Mementos & Vote of Thanks

SPEAKERS

Dr. Chindi Vasudevappa, Former Vice Chancellor, National Institute of Food Technology Entrepreneurship & Management (NIFTEM)
Dr. Sudhanshu, Secretary, APEDA, Ministry of Commerce and Industry, Govt. of India
Dr. Jitendra P Dongare, Dy. Agricultural Marketing Adviser (SAG), Ministry of Food Processing Industries, Govt. of India
Sh. Piruz Khambatta, Former President, AIFPA & CMD, Rasna Pvt. Ltd.
Dr. Prabodh Halde, West Zone Chairman, AIFPA & Head-Technical Regulatory Affairs, Marico Ltd.
Co-ordinated by the Chairperson

Dr. Raghav Jadli, President, AIFPA & Director, Jadli Foods (I) Pvt. Ltd.

13:30 – 14.00 hrs. Lunch Break
14.00 – 15.30 hrs. TECHNICAL SESSION-II (Ease of Doing Business)

Chairperson	Sh. Anurag Jain (IAS) , Secretary, DPIIT, Ministry of Commerce and Industry, Govt. of India
Co-Chairperson	Sh. Amit Dhanuka , Former President, AIFPA & CEO, Kejrival Bee Care India Pvt. Ltd.

TOPICS

Hurdles in Export
Taxation & GST Concerns
Regulatory Compliance Issues
Environment Related Matters

Q & A Session

Remarks by Chair & Co-Chair

Presentation of Mementos & Vote of Thanks

SPEAKERS

Sh. M. A. Tejani, Former President, AIFPA & Managing Director, Gits Food Products Pvt. Ltd.
Dr. Subodh Jindal, Immediate Past President, AIFPA & M.D., Excelsior Food & Chemical Industries
Sh. Harsh Hiroo Gursahani, Regulatory Partner, AIFPA & Partner, PLR Chambers
Sh. Kajal Debnath, North Zone Chairman, AIFPA & Chief Regulatory Officer, DFM Foods Ltd., Noida.
Co-ordinated by the Chairperson

Dr. Raghav Jadli, President, AIFPA & Director, Jadli Foods (I) Pvt. Ltd.

15:30 hrs. Networking Tea

AIFPA's South Zone Chairman, Sh. K. Goverdhana Bobby met Hon'ble MP's, Sri Reddappa, Sri P. Bramhananda Reddy, Sri Chandra Sekhar and Smt. G. Madhavi on 8th Feb, 2023

On behalf of AIFPA, Sh. K. Goverdhana Bobby, South Zone Chairman, AIFPA, Sh. Babu Reddy, Member, AIFPA and Sh. Shiva Kumar, President, CDFPF along with Hon'ble M.P. Sh. Midhun Reddy, had a meeting with Hon'ble MP's, Sh. Reddappa, Sh. P. Bramhananda Reddy, Sh. Chandra Sekhar and Smt. G. Madhavi and submitted a representation which was presented in the Parliament House to Union Hon'ble Minister for Food Processing Industries, Sh. Pasupathi Kumar Paras, Hon'ble Union Minister for Commerce & Industry, Sh. Piyush Goyal and Hon'ble Minister for State, Smt. Anupriya Patel on the problems faced by the food processing industries in various Schemes and requested to modify them.

Later, a detailed representation was also submitted regarding In-land Container Depot (ICD) at Chittoor with APEDA Hon'ble Chairman, Dr. M. Angamuthu (IAS) and had a discussion on food processing issues and the future challenges to be faced by the industry with rapid amendments in regulations.

Food Connoisseurs India Convention – West India Edition held on 15th Feb, 2023 at NESCO, Mumbai

After the huge success of the two editions, **Industry Live** organised the **Food Connoisseurs India Convention– West India edition** supported by AIFPA and **Federation of Hotel & Restaurant Associations of India (FHRAI)**.

Food Connoisseurs India Convention – West Edition is an initiative to bring the industry experts and think tanks under one roof to discuss, debate, and reflect on the wide range of opportunities the food industry, particularly the home-grown cuisine, could offer, which can help one decode probable business strategies in the post-pandemic era while making the brand shock-proof at the same time.

Food Connoisseurs India Convention was a successful event, with walk-ins from various food industry sectors (Manufacturers, Start-ups, Budding entrepreneurs, MSMEs). AIFPA West Zone participated in the event as an Exhibitor and engaged with the visitors by briefing them about the AIFPA services, benefits of membership and also help them understand the role and function of the Association. The information regarding the monthly **E-Newsletter “Food Pro”** and Bi-monthly Technical Journal **“Indian Food Packer”** was conveyed to the visitors which enhanced the conversation and made it more engaging. The positive response from visitors was a key affirmation to build a connection with AIFPA and the industry forum for guidance and advancement of their business.

AIFPA's Eastern Region met Ms. Inoshi Sharma, Executive Director, FSSAI on the occasion of 'Eat Right Millet Mela 2023' held on 17th Feb, 2023 at Kolkata

FSSAI, Eastern Regional Office and **NABARD** in association with **Herbalife Nutrition** had organised **'Eat Right Millet Mela 2023'** at **Kolkata** on **17th February, 2023**.

The Mela was inaugurated by esteemed guests including Sh. G. Kamala Vardhana Rao, IAS, Chief Executive Officer, FSSAI (in Virtual Mode); Ms. Inoshi Sharma, IRS Executive Director, FSSAI; Sh. Tapan Kanti Rudra, IAS, Commissioner Food Safety & Additional Secretary (Health), Health & Family Welfare Department, West Bengal; Ms. Usha Ramesh, Chief General Manager, NABARD and Sh. B. S. Acharya, Regional Director, ER & NER, FSSAI. The main objective of this Mela was to create awareness among the public about the importance of millets in our daily diet to spread the message of the importance of millets, the use of millet in the preparation of various cuisine along with its various health benefits. A cyclotron is organized to take this initiative to next level and also spread the message amongst the locals.

AIFPA, East Zone Chairman, **Sh. Rajat Budhraj** along with other eastern members met **Ms. Inoshi Sharma**, Executive Director, FSSAI and Joint Director, FSSAI to felicitate them and shared details about AIFPA's upcoming events in the Eastern Region.

Stakeholders Meet organised by Department of Consumer Affairs on 17th February, 2023 at Mumbai



ITCFSAN along with AIFPA, AFSTI Mumbai Chapter & CASMB hosted a Stakeholder's Meet on 17th Feb. 2023 at Mumbai.

The event was attended by industry leaders and food industry experts for a productive and informative discussion on the latest trends and challenges in the food industry with regards to Legal Metrology.

Chief Guest- Mr. Rohit Kumar Singh, IAS, Secretary, Department of Consumer Affairs, GOI and State Legal Metrology Officers inaugurated the program. After

felicitation and lamp lighting, the context was set by Dr. Prabodh Halde, Chairman, AIFPA Western Region & Chairmen of CASMB.

Students of Msc. Nutraceuticals division of Khalsa College presented a skit on Importance of Millets. Ms. Subhaprada Nishtala, Director, ITCFSAN, Mr. Umesh Kamble, President, AFST (I) Mumbai Chapter along with Industry & Association representatives Mr. Amit Bhasin, Mr. Gautam Jain and Mr. Nilesh Lele gave overview on their collaborative work in the western region in the Food Ecosystem.

Later Appreciation Awards for Consumer awareness and capacity development was given to Ms. Naazin Husein for her work in open streets of Bandra & Indian Navy and to Mr. Nilesh Lele for work undertaken to mobilize students across Maharashtra.

Special Address was given by the Guest of Honor, Dr. Ravinder Singhal, IPS, DG Comptroller of Legal Metrology, MH and Chief Guest Mr. Rohit Kumar Singh, IAS, Secretary, Ministry of Consumer Affairs, GOI. Session was concluded with vote of thanks given by Ms. Vaidehi Kalzunkar, Deputy Director, FSSAI, Western Region.

Awareness Conference on Marketing of Mango & Tomato Crops held on 21st Feb, 2023



An Awareness Conference was organised by Marketing & Horticulture Department, Govt. of Andhra Pradesh on 'Marketing of Mango & Tomato Crops' at DRDA Meeting Hall, Jyotiraphule Bhawan on 21st February, 2023.

Amongst the Chief Guests were Hon'ble Collector, Sh. M. Harinarayanan, IAS and A.P. State Marketing Hon'ble Commissioner, Sh. Rahul Pandey (IFS).

Sh. K. Govardhana Bobby, South Zone Chairman, AIFPA and some Senior Members of Southern Zone also participated in the programme and presented their

views on the subject matter. The programme was a great success.

Panel Discussion on "India's Future Leadership for Food & Nutrition Security" held on 22nd Feb, 2023 during Gulfood, Dubai



Gulfood-2023 was hosted from 19th – 23rd Feb, 2023 at Dubai World Trade Centre, with a record of 5000+ exhibitors from over 125 countries. This event provided new business opportunities and solutions to new & evolving global challenges.

This year several Panel Discussions were organised under "Gulfood Inspire". To promote Opportunities, Outlook and Products of the Indian Food & Beverage Sector a Panel Discussion was organised on "India's Future Leadership for Food & Nutrition Security" on 22nd Feb, 2023.

This discussion was moderated by Mr. Janendra Kumar, Assistant Manager, Invest India and amongst the Guests were Dr. Tarun Bajaj, Director-APEDA and Dr. Raghav Jadli, President, AIFPA & Director, Jadli Foods.

AIFPA's participation at 7th India Food Delegation Forum held on 23rd Feb, 2023, Dubai



With an objective to strengthen the food and beverage trade between India, UAE & other international markets. Council of Indian Food Trade (CIFT) and Dubai Chamber of Commerce, UAE has organised '7th India Food Delegation Forum to UAE' along with AIFPA as its 'Associate Partner' during Gulfood 2023, Dubai.

India Food Delegation (IFD) is committed to bringing a prestigious gathering of entrepreneurs, visionaries, CEOs, and professionals & Trade bodies together and allowing the audience to benefit from this high profile attendance.

The India Food Delegation Forum is formed in a collaboration of India's leading Food stakeholder's i.e. Importers, Exporters, trade bodies, retailers etc. The platform design in such a way that it provides an immense opportunity for brands outside India in making a long lasting Impact in the eyes of Indian food industry in International food markets.

On behalf of AIFPA, **Dr. Raghav Jadli**, President, AIFPA has participated as '**Panelist**' at '**India – UAE Food Delegation Seminar**' along with Hon'ble Consul (Economic, Trade & Commerce), Consulate General of India, Director, UAE Chamber of Commerce & other Eminent Speakers from India & UAE Food Business Fraternity. **Sh. Piruz Khambbata**, Former President, AIFPA & Chairman, Rasna Industries has also participated as '**Panelist**' in the Seminar.





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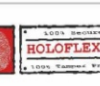
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Regulatory & Food Safety Issues

FSSAI issues notice on approval of RAFT kit superseding previous one



The FSSAI has issued a notice regarding approval of rapid analytical food testing (RAFT) kit by the food authority superseding the previous one wherein a revised application format has been issued.

The application format seeks technical information including contents to be submitted with the dossier for pre-evaluation by FSSAI wherein the applicant should clearly state which parts of the application are claimed to be confidential/proprietary and provide verifiable justification.

Also, the applicant was asked to provide details of the conventional method/equipment/test kit with which the said product should be compared along with technical specifications on rapid testing kits/device/method, which is only indicative that all necessary information to support and strengthen the application must be submitted.

The format also seeks info on operational characteristics for kits/devices. Meanwhile, according to the FSSAI, only duly filled complete and signed application will be accepted by the apex food regulator and incomplete or unsigned applications will be summarily rejected and no fee shall be refunded. In case of applications with incomplete or insufficient data on validation and verification, the RAFT Secretarial may direct the applicant to submit additional information with supporting documents within stipulated time.

The notice states that validation of the rapid food testing kit equipment/method in accordance with international guidelines by a third-party such as an authorised FSSAI laboratory or international organisations like AOAC, AFNOR, MICKOVAL etc., is mandatory for approval.

Validation of a method consists of two phases: 1) a single laboratory validation of all of the parameters viz. scope. Limit of Detection (LoD) and Limit of Quantitation (LoQ), trueness, precision, selectivity, sensitivity, efficiency, linear dynamic range and robustness, repeatability, standard deviation, reproducibility, standard deviation and 2) a collaborative ring trial (at least 5-7 laboratories), the main outcome of which is a measure of the repeatability and reproducibility together with detailed information on the transferability of methods between laboratories," reads the notice.

The notice added that FSSAI will only consider the application under RAFT Scheme by commercial manufacturers of the rapid kit equipment/method and not through the innovator/ researcher/institute organisation. However, if the technology is transferred and the kit is manufactured commercially, the manufacturer will have to validate the kit again as per the guidelines and apply to FSSAI.

FSSAI issues FAQs on application for Vegan Logo endorsement



The FSSAI has issued a Frequently Asked Questions (FAQs) on application for vegan logo endorsement in order to placate queries of the food businesses involved in manufacturing of such products.

The food authority has stated that the products which are not required to apply for vegan endorsement include products which are vegan by default like raw agricultural commodities viz. Rice, cereals and pulses, oil seeds, dry fruits and so on. Agriculture commodities which are minimally processed without any addition of other ingredients viz. Oil, wheat flour and raw agriculture/ horticulture commodities singly or mixed without any addition of other ingredients.

For registration, same product with multiple variants and two or more different products from the same firm, a separate application for each variant/product needs to be submitted and the same shall not be considered under single application. Also, if there is any change in only design of Front of the Pack, the FBO need not resubmit the application.

Further FSSAI has said that, as long as there is no change in the product ingredient, additives and processing aids (addition of new ingredients, additives and processing aids or removal of existing ingredients, additives and processing aids) the FBO need not re-submit the revised documents/ labels each time for only change in quantification of the ingredients.

For vegan endorsement having multiple manufacturing units, the food authority has stated that the vegan logo endorsement is given for the applied product for particular manufacturing site. Hence, in case of multiple manufacturing facility for single product, the retailer/marketer must apply with separate application for each manufacturing site.

And, to get vegan logo endorsement, if the product is approved, the Food Business Operator is required to submit the approval letter (Form-B) to the concerned licensing authority through FoSCoS (Food Safety Compliance System) for endorsement of the vegan logo on the product applied.

FSSAI makes amendment with respect to testing charges for Fruits & Veggies



In partial modification of the order dated November 3, 2021, the FSSAI has made an amendment with respect to the 'Testing Charges' for Fruit & Vegetable products and Cereals & Cereal products.

According to the FSSAI's order, in case of Cereals and Cereal products including atta and maida and Vitamin, Mineral Premix for preparation of fortified food, additional Rs. 2000 may be added when fortified with iron, folic acid and Vit. B12. In addition, Rs. 2000 may be added if such products are also fortified with Zinc, Vit A, Thiamine, Riboflavin, Niacin and Pyridoxine, if declared on the label.

Also, the FSSAI order added that in case of microbiological testing of food grain products, additional Rs. 500 may be added for each pathogen as applicable for that food grain product for 'Testing Charges' for Fruit & Vegetable products and Cereals & Cereal products.

The November 3rd Order stated that the Food Safety and Standards Authority of India (FSSAI) hereby prescribes the testing fees, which shall be uniformly applicable for both domestic and import samples drawn by Food Safety Officer, Authorized Officers, etc. and tested by laboratories notified by FSSAI and GST on these rates shall be applicable as per the orders of the Central Government, as amended from time to time while these revised testing fees shall be effective from December 1, 2021.

FSSAI publishes a comprehensive group standard for millet beginning in September



The Food Safety and Standards Authority of India has directed a comprehensive group standard for millets in the Food Safety and Standards, Second Amendment Regulations, 2023, which will be implemented from September 1 onward.

As of now, there are individual standards for only a few millets like sorghum (jowar), whole and decorticated pearl millet grain (Bajra), finger millet (ragi), and amaranth, which are prescribed in the Food Safety and Standards (Food Product Standards and Food Additives) Regulations, 2011.

FSSAI has now outlined a comprehensive group standard for 15 types of millets, specifying 8 quality parameters like maximum limits for moisture content, uric acid content, extraneous matter, other edible grains, defects, weevil grains, and immature and shrivelled grains, as to ensure the availability of good-quality (standardized) millets in domestic and global markets. In order to enhance awareness and promote the production and consumption of millets, in April 2018 millets were rebranded as 'Nutri Cereals', and the year 2018 was designated as the "National Year of Millets". Well ahead, the United Nations General Assembly at its 75th session in March 2021 declared 2023 as the International Year of Millets (IYOM 2023).

This will offer a prospect for a surge in global production, efficient processing, better use of crop rotation, and the promotion of millets as a major component of the food basket. Most millet crops are native to India, and they provide most of the nutrients required for the normal functioning of the human body. Millets are also gluten-free, low in Glycemic Index (GI), and rich in dietary fiber and micronutrients, including calcium, iron, phosphorus, etc.

Oil prices likely to ease out as palm oil production in Malaysia set to go up



The edible oil traders in the country have expressed anticipation about edible oil prices easing out in the near future in India, as palm oil production in Malaysia is expected to rise due to availability of increased manpower required to produce that oil. Mr. Shankar Thakkar, President, Edible Oil Traders Confederation, said that the rise in palm oil production will help India in arresting the edible oil prices wherein it is expected that the prices of palm oil may loosen up to USD902 per tonne.

The expectations were expressed by the Government of Malaysia in the budgetary discussion. Malaysia is the second-largest palm oil producer in the world after Indonesia. He said that in the last two years the availability of labour was impacted due to Covid pandemic.

This has impacted directly the palm oil production and it resulted into loss of around 20 billion Ringgit (Malaysian currency). And due to efforts of the local government, the availability of manpower was high and by June this year the production is likely to stabilise.

Meanwhile, the prices of sunflower and soybean oil are expected to ease out due to availability of supplies resulting in reduction in oil prices. Further, Mr. Thakkar has said that the oilseeds production in India is expected to be high this season which will ease out pressure on edible oil import.

Coca-Cola launches a “transformation-flavoured soda” in its latest limited-time offering



Coca-Cola's market recognition is built mainly around core beverages such as Diet Coke, Sprite, Fanta, and its namesake soda, but the beverage giant is finding a valuable niche in unique drinks that conjure up a conversation. So, Coca-Cola is introducing its latest limited-time offering, called Coca-Cola Move, in collaboration with Grammy Award-winning singer Rosalía.

Similar to other beverages released under the Coca-Cola Creations platform, the beverage doesn't promote a flavour, such as cola, cherry, or vanilla, but rather a mood. In this case, it's transformation—a way of self-expression that is powerful and resonant for today's generation, especially through music.

The Coca-Cola Creations platform, which debuted in 2022, was introduced to highlight the company's signature beverage while drawing in younger consumers. Coca-Cola's market recognition is built largely around core beverages such as Diet Coke, Sprite, Fanta, and its namesake soda, but the Atlanta beverage giant is finding a valuable niche in unique drinks that conjure up a conversation.

The drinks are meant to spark a discussion about how they taste, particularly among younger consumers eager for new flavours, while also generating online buzz. It's also valuable for Coca-Cola because the beverages generate additional recognition for the company's signature drinks among a younger customer base that the company will depend on for a larger percentage of its future sales.

With soda consumption falling sharply over the last 20 years, beverage companies like Coca-Cola and PepsiCo are getting creative to entice shoppers to stock up. Since its debut, Coca-Cola appears to be finding success with its Creations line. In announcing Move, Coca-Cola said it will unveil additional limited-edition Creation's beverages, featuring unique innovations and collaborations, throughout 2023.

Rage Coffee & Keventers launch Hazelnut Cold Coffee



As spring approaches, Rage Coffee's intensely pure caffeine and Keventers' classily cool shakes infused in a bottle together to create the Hazelnut Cold Coffee. The new flavour, born from the collaboration of one of the fastest-growing caffeine innovation FMCG companies in India and one of the most iconic milkshake brands in the country, will be available for consumption at more than 200 outlets in India.

Mr. Bharat Sethi, founder and CEO of Rage Coffee, said, Rage Coffee is all about flavour experimentation, innovation and a maverick mindset. This is the millennial outlook that we have imbibed into our ethos. However, we also understand that heritage and history

have a role to play in the creation of something special. With that in mind, we have collaborated with Keventers, one of the biggest and oldest milkshake brands in India, to bring a brand new caffeine experience. We hope to see our fans flocking out in numbers to try the Hazelnut Cold Coffee and enjoy the luscious energy of Rage Coffee and the creamy goodness of Keventers in a bottle.

Mr. Aman Arora, co-founder and CMO, Keventers, said, we are thrilled to partner with one of India's leading coffee brands to create a product infused with love and warmth for our audience. As a brand, we are committed to making innovative products & with our aim to create a remarkable cold coffee experience, we believe that Rage Coffee is the perfect match! We are optimistic that the Hazelnut Cold Coffee will be a brewtiful addition to our menu.

7Up introduces new packaging to revitalize brand identity



PepsiCo is planning to redesign 7Up after seven years giving it a new brand identity, and packaging, while uplifting the international positioning that adds 'Upliftment' to the everyday. The new design launches with the slogan, 'New Get Up, Same 7UP'. Hence the new design will be rolled out in the international market around March.

The 7UP green adds up a zesty citrus tone and this new look, which will be used for both 7UP and 7UP Zero Sugar will be built on the flat design route and the '7' has been given a thick extrusion that neatly ties in with the brand name and positioning. PepsiCo's in-house team designed its new identity as part of its new 'Upliftment' brand strategy.

With this rebranding, the brand is looking for an opportunity to highlight its zero-sugar drink. According to the brand, 7Up Zero Sugar experienced double-digit growth for the past two years and expanded into seven new markets over the past 12 months.

It's time to satisfy your snack cravings with Saffola Masala Oats!



A new kind of Saffola Masala Oats called desi chatpata “Crunchy” is available to revive the thrill of munching. Indeed, these are not your regular oats! You may experience a mouthful of crunch with this new oat snack thanks to a combination of extra-crunchy chunks, crisp vegetables, and desi millets. The crunchy components are masaledaar multigrain balls, which give each mouthful a “Karara Crunch.” Moreover, whole grain oats are included along with desi millets like Jowar, Bajra, and Ragi to enhance the crunchy bits.

Also, every bite is a flavour explosion of real Indian spices and vegetables including carrots, green peas, and coriander. In this manner, it fulfills all the requirements for being flavourful, chatpata, and crispy as well as being nutrient-dense, high in fibre, and protein-rich. This helps you nibble wisely and satiates your evening hunger pangs in a fun way while making sure you feel fuller for longer.

If you add some fresh coriander on top or serve it with a steaming cup of chai, your snack time will be a very satisfying crunch time. Therefore, instead of stressing over what to munch on, grab a “Karara Crunch” bag and munch away. And guess what? After only 3 minutes of cooking, you can dish up this karara bowl! It's time to give those munchie desires a karara jawab and add Saffola Masala Oats Karara Crunch to your preferred snacks! Available in single and family-size packs.

Samosa Singh expands internationally amid increased demand for Indian snacks



With their samosas, Samosa Singh aims to popularise Indian snacks all over the world. Following a fruitful debut and push into physical locations (QSR), the company is now preparing to take its samosas global. The core production plant is expanding in order to keep up with the high demand for products across the world. This manufacturing plant will be cutting-edge, with automation, best-in-class industry practises, and certifications.

They have formed a strategic partnership with a D2C powerhouse to gain access to the export market, where samosas and Indian munchies are popular. The increasing demand for Indian snacks among tourists is evidence that the industry would expand rapidly in the next years. The rise of Indian snacks abroad is strongly supported by the trends of global consumption.

Samosa Singh founder Shikar Veer Singh says, “Nidhi and I have seen it all and crossed our front frontiers as we look at the future with bright eyes. From a working couple to entrepreneurs- from a single outlet to multi-city status, from selling a samosa sold to 50 million pieces, and from a two-member team to a fired-up team of 180 youngsters.

“Samosa Singh is on a mission to dominate the Indian snack industry. Samosa Singh co-founder Nidhi Singh says, “Our passion for samosas and our fierce pride in the Indian street food ethos push us every day to create a worldwide place for the rich and diverse street cuisine of our country. Established by a scientific couple with the goal of spreading the modest samosa over the world. Due to many b2b firms shutting down during Covid, their revenue nearly completely dried up; nonetheless, they kept going and are currently working to create a multimillion-dollar, lucrative company empire.

With this move, the business hopes to become one of the modern start-ups to penetrate the Indian traditional snacking food export market and see a 10x sales increase within the next 12 months.

Berry Festival, a limited-edition product from Naturals



The annual “Berry Festival” is being held by Naturals, the largest chain of artisanal ice creams in India prepared with fresh fruits, milk, and sugar. Five distinct and alluring fruit flavours—raspberry, gooseberry, blueberry, black currant, and mulberry—are available during the thrilling event. These exquisite concoctions, all made with hand-picked berries, are mouth-wateringly delectable. In reality, they produce the ideal harmony of milk, sugar, and sour berries.

These delicious ice creams are available at your local Naturals location and are truly a treat. Yet, these flavours would not last very long. These are only available while supplies last. Hence, do not procrastinate too long before sampling these flavours at the Berry Festival. Each of them has a unique flavour, fragrance, and berry feeling. There is something for everyone to appreciate, from the sharp and juicy flavour of the raspberry to the sweet and tangy flavour of the blueberry.

From its founding, the business has been renowned for its dedication to quality and usage of natural products. Every flavour in the festival of berry flavours was created using only the highest-quality berries, so this is no exception. Notably, it is a celebration of the freshest and juiciest berries of the season that should not be missed. It may also be purchased through a food delivery service.

DS Group partners with Läderach to bring the Swiss luxury chocolate brand to India



Dharampal Satyapal Group (DS Group), a multi-business corporation and a leading FMCG Conglomerate today announced its partnership with luxury Swiss chocolate brand Läderach for its maiden launch in India. A strategic move to augment DS Group's presence in the confectionary segment, this partnership will also mark its entry into the chocolate segment, which is the largest in the confectionary space. The Group is already an established player in confectionery with brands like Pulse, Chingles, Rajnigandha Silver Pearls, and Maze under its aegis. The Group also has luxury retail experience nurturing brands like Le Marche, L'Opera, Uncafe, and Les Petits. It has been managing internationally acclaimed brands such as YSL, Tom Ford, Berluti etc.

Speaking about the partnership, Mr. Rajiv Kumar, Vice Chairman, of D.S. Group said, we are delighted to partner with Läderach. Like DS Group, which is passionate about its heritage and understanding of Flavours and Consumer preference, Läderach is an authentic Swiss family heritage spanning decades in pursuit of their passion and commitment to luxury chocolate. With our collective commitment to quality and innovation, we are ready to delight Indian consumers with handcrafted mini masterpieces of Läderach chocolates artfully designed by Swiss chocolatiers.

Mr. Johannes Läderach, CEO, of Läderach (Schweiz) AG, commented, we are very pleased to finally be able to present our freshly made chocolate on the Indian market. With Läderach and the DS Group, two partners with high standards are now working towards a common goal. Founded in 1962, Läderach is known for its recipes that blend classic notes with modern aspirations. A truly indulgent experience in gourmet chocolates, Läderach are delicately fashioned artisanal chocolates that are an amalgamation of passion and craftsmanship of chocolatiers par finesse. A paragon of flavour, each chocolate is made with the freshest of ingredients selected carefully and produced exclusively in Switzerland to guarantee premium quality.

According to a study by the IMARC Group, the Indian chocolate market reached a value of US\$ 2.2 Billion in 2021 and is expected to reach US\$ 3.8 Billion by 2027, exhibiting a CAGR of 9.1% during 2022-2027.

All India Food Processors' Association

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