



# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



## National Seminar on

# “Mission 2030: India A Global Leader for Value Added Food”

11th March 2024, 9:30 am Onwards

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

### KEY PARTICIPANTS

**GOVERNMENT BODIES**      **SUPPLY CHAIN EXPERTS**  
**MACHINE SUPPLIERS**   **EXPORTERS**   **NUTRITIONISTS**  
**POLICY MAKERS**   **SCIENTISTS**   **TECHNOLOGISTS**  
**ENTREPRENEURS OF FOOD & AGRO INDUSTRY**  
**LOGISTICS & COLD CHAIN SUPPLIERS**

Concurrent Event



SCAN QR CODE  
TO REGISTER

Mr. Rameshwar Maurya  
Mr. Vishal Sarin

+91-8744088116| maurya@aifpa.net  
+91-8799720173| vishal@aifpa.net

**BE INDIAN, BUY INDIAN**

#VocalForLocal

One Of The Largest Manufacturers Of  
Instant Drink Concentrate Mix





### Follow up Visit to Indian Institute of Millet Research (IIMR) on 16<sup>th</sup> Feb 2024



Nutrihub TBISC is the Department of Science & Technology (DST), Govt. of India supported Technology Business Incubator hosted by the Indian Institute of Millet Research, ICAR – IIMR, Hyderabad.

Nutrihub is a unique and first of its kind organisation to cater start-ups needs in the Nutricereals sector of the country. It encourage the budding entrepreneurs to promote the growth of Nutricereals (Millets), the

Climate Resilient Crops. Nutrihub has the requisite expertise available in-house in the relevant focal areas of Nutri-cereals and also proposes to conduct events ranging from cooking with millets, spreading awareness or promotion of millets & value-added products along with technology transfer, sensitization workshops, boot camps & Company Management Seminars. The incubator is well connected with transport and communication system horizontal dissemination of millets promotion and commercialization across the country.



AIFPA is in discussion with Nutrihub to sign a memorandum of understanding to organize joint activities including seminars, awareness sessions & also to support the new startups in this context meeting was setup with Dr. Dayakar Rao, CEO, Nutrihub, ICAR – IIMR & Dr. Kajal Debnath, North Zone Chairman, AIFPA along with a potential entrepreneur Mr. Manish Kaushik to seek millet-based recipes & technology transfer from IIMR.

This collaboration between both the organizations will help the stakeholders entering in the millet-based product category.

### AIFPA's Hybrid Meeting with the World Trade Center Miami (WTCM)



The senior leadership team of **WTCM** has shown interest in exploring collaboration with AIFPA on shared goals for the growth of global trade. To discuss the synergies, a hybrid meeting took place at the AIFPA Secretariat on February 28, 2024.

The Delegation from WTCM was comprised of **Mr. Ivan Barrios**, President & CEO, and **Ms. Alice E. Ancona**, SVP & COO, and from AIFPA, **Dr. Raghav Jadli**, President, **Dr. Subodh Jindal**, Immediate Past President, **Mr. Mohit Chaudhary**, Deputy Secretary and **Ms. Aprajita Bhardwaj**, Global Affairs Executive.

Ms. Ancona shared that WTCM is a non-profit organization and a member of the **World Trade Center Association**, hosting four international trade shows annually across various sectors. Among them is the upcoming Americas Food & Beverage Show, a three-day event scheduled from

**September 16-18, 2024, in Miami, USA.** The show is expected to attract 9,000 to 10,000 participants from the international food & beverage industry, including decision-makers, buyers, business executives, policymakers and exhibitors. Mr. Barrios proposed a collaboration opportunity with AIFPA for their upcoming show. Dr. Jadli accepted their proposal and suggested to promote AIFPA as '**WTCM India Partner**' for the show.



Indian exporters frequently participate in major International Expos like GulFood, SIAL, ANUGA, etc. and India's exports of Processed Food were Rs.59,580.72 Crores/ 7,408.64 USD Millions in 2022-23, which including the share of products like Mango Pulp (Rs. 1189.66 Crores/ 147.60 USD Millions) and this could be a perfect opportunity for stakeholders entering into US markets, Dr. Jindal added.

This event will have an exclusive B2B focus on food segments such as Plant based products, Vitamin & Mineral infused foods, Alcoholic & Non-Alcoholic commodities, Bakery & Confectionery items, Dairy Products, Frozen & Fresh Foods, Herbs & Spices, Meat & Chicken based products, Natural & Organic Commodities, Oil & Vinegar, Seafood, etc.

Mr. Barrios suggested formalizing the collaboration through a **Memorandum of Understanding (MoU)** between AIFPA & WTCM as a base for this relationship. The meeting concluded on a successful note with a vote of thanks to the delegates.

*Connect*  
WITH U.S. FOOD IMPORTERS!



THE CONVENTION FOR  
THE U.S. FOOD  
IMPORT INDUSTRY

MARRAKECH · MOROCCO  
MAY 2-5, 2024  
KENZI CLUB AGDAL MEDINA

[AFIEVENTS.ORG](http://AFIEVENTS.ORG)

Join us in Marrakech, Morocco, from May 2-5, 2024 and meet food industry professionals at the 118th annual convention of the Association of Food Industries, the only convention designed for the food import sector. Explore the latest trends, innovations and opportunities in the global food market. Network with like-minded professionals, discover new partnerships and gain insight from industry leaders. See you in Marrakech - where business meets culture and connections are made with industry leaders, importers, buyers and experts from the United States and around the globe.

**Impressive  
Speaker Slate**

**Connect with Key  
U.S. Food Importers**

**Experience  
Moroccan Culture**

BE ONE OF THE  
NEXT **100** PEOPLE  
TO REGISTER AND

*Save*  
**\$200**  
BEFORE PRICE  
INCREASES



*Who is*  **AFIUS.ORG**



**AFI INDIA PARTNER**





# PackVision Expo 2024

**10 11 12** May 2024

Autocluster Exhibition Centre, Pune

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

**WHY**



## Your gateway to new markets & new buyers



Manufacturing & industrial hub



High demand for packaging products



Untapped business opportunity with new target buyers

## The Complete Packaging Technology Show

Packaging Machinery | Packaging Materials | Finished Packaging | Ancillary Equipment | Packaging Automation | Bulk Packaging | Sustainable & Smart Packaging



**Enquire about exhibiting today!**

Jasmine Chopra  
+91-99710 09337  
[jasmine@futuremarketevents.com](mailto:jasmine@futuremarketevents.com)



**FREE ENTRY,  
REGISTER NOW**

Supporting Association



Organised By







**INTERNATIONAL FRUIT AND VEGETABLE JUICE ASSOCIATION**

**&**

*All India Food Processors' Association*



**PRESENTS**

**INTERNATIONAL JUICE & BEVERAGE CONFERENCE**

# 'JUICES FOR ALL'

**INNOVATION | NUTRITION | DELIVERY**



**28th - 29th May, 2024**



**ITC WELCOMHOTEL  
BENGALURU**



**With The August Participation Of**

**Global and Indian Industry, Technologists, Researchers, Exporters, Importers,  
Materials & Packaging Experts, Diplomats, Senior Policy Makers**

## Together We Succeed



**Ms. Aprajita Bhardwaj**

**+91-9911733909 | [aprajita@aifpa.net](mailto:aprajita@aifpa.net)**

**Ms. Maria Schläffer**

**+43-6642127823 | [maria@ifu-fruitjuice.com](mailto:maria@ifu-fruitjuice.com)**



## Regulatory & Food Safety Updates

### WHO Urges Global Action Against Trans-Fat: Progress and Challenges Revealed



The World Health Organization (WHO) is calling for urgent action against trans-fat in food, revealing that nearly half of the world's population is now covered by strict rules limiting trans-fat. The initial goal set in 2018 to eliminate industrially produced fatty acids worldwide by 2023 has been extended to 2025.

Currently, 53 countries, covering 46% of the global population, are implementing best practice policies, a significant increase from 2018. WHO estimates that these policies have saved around 183,000 lives annually. Seven countries, including Egypt, Mexico, and the Philippines, successfully implemented best practice policies in 2023.

WHO Chief, Mr. Tedros Adhanom Ghebreyesus emphasized the lack of known harmful effects of trans fat. Countries like Denmark, Lithuania, and Poland were among the first to receive certificates from WHO for efforts to eliminate industrially produced trans-fatty acids. Certified countries must uphold best practices with rigorous monitoring and enforcement systems. The elimination of trans fats is crucial in reducing cardiovascular diseases, the leading global cause of death.

### FSSAI Advances 'One Nation, One Regulator' Concept with Streamlined Food Safety Regulations

The Food Safety and Standards Authority of India (FSSAI) is set to overhaul food safety and standards regulations in the country to streamline compliance in the food industry. The significant proposal was discussed during the 43rd meeting of the FSSAI, led by Union Health Secretary, Ms. Apurva Chandra. This move aligns with the vision of creating a 'One Nation, One Commodity, One Regulator' framework, aiming to simplify regulatory processes for businesses operating in the food sector.



One of the key changes proposed by the FSSAI is making its certification the sole mandatory requirement for food products across India. This means that food businesses will no longer need additional certifications from other entities such as the Bureau of Indian Standards (BIS) or AGMARK. This simplification of the certification process is expected to reduce regulatory complexities for food enterprises, allowing them to adhere to standards set by a single authority, namely the FSSAI.

The move is significant as it streamlines compliance procedures, making it more straightforward for businesses to operate in the food industry. The FSSAI aims to create a more efficient and transparent regulatory environment by eliminating the need for multiple certifications from different bodies, providing a single point of reference for compliance.

Additionally, the FSSAI approved various standards and amendments during the meeting. These included standards for mead (Honey wine), alcoholic ready-to-drink beverages, milk fat products, and guidelines for haleem, a traditional dish. These regulatory changes underscore the FSSAI's commitment to maintaining high standards of food safety across diverse food products.

To ensure regulatory compliance, the FSSAI also greenlit comprehensive manuals detailing methods of analysis for different food products. These manuals are intended to serve as essential guides for businesses striving to meet FSSAI standards. However, before the proposed changes are formalized and included in the official gazette, they are subject to input and feedback from stakeholders.

The FSSAI's strategic approach reflects its commitment to transparency and engaging stakeholders in shaping the evolution of food safety regulations. If successfully implemented, these proposed changes have the potential to create a more efficient and business-friendly regulatory environment within India's food industry, aligning with global best practices.

### Merck gets extension of its MOU with FSSAI



Merck Life Science gets extension of its Memorandum of Understanding (MoU) with The Food Safety and Standards Authority of India (FSSAI). This according to the company reinforced its collaborative efforts in operating the Centre for Microbiological Analysis Training (C-MAT) at the National Food Laboratory (NFL) facility in Ghaziabad.

The agreement underpins their commitment to strengthening food safety initiatives across the nation. The C-MAT will continue to engage in a range of activities, including Analytical Trainings, Research, Method Development and Rapid Kits Validation in the field of microbiology. This collaborative effort between FSSAI and Merck emphasizes the importance of a unified approach towards food safety.



## Government Takes Action as Caffeinated Energy Drink Consumption Surges in India



The government has expressed apprehension over the escalating consumption of caffeinated energy drinks, particularly among teenagers, athletes, and fitness enthusiasts, prompting a re-evaluation of regulations by the Food Safety and Standards Authority of India (FSSAI). The surge in popularity is attributed to the enhanced affordability and accessibility of high-caffeine energy drinks in comparison to previous years.

Anonymous sources within the FSSAI revealed that the national food regulator is revisiting existing regulations governing energy and caffeinated drinks with the intention of making them more stringent. This move comes in response to the substantial increase in consumption, driven in part by major beverage industry players such as PepsiCo, Coca-Cola, and Hell, offering energy drinks at lower prices than global leaders like Red Bull and Monster. Grocery store availability has further contributed to an annual growth rate of 50–55% in energy drink sales, according to data from NielsenIQ.

While these energy drinks have gained immense popularity, concerns about their potential health implications, especially among the youth, have prompted scrutiny. Studies have indicated potential adverse effects, including disrupted sleep patterns and insomnia, with global news reports emphasizing risks such as anxiety and dehydration associated with energy drink consumption, as reported by health portal Medical News Today.

In response to these growing concerns, the FSSAI is contemplating measures to enhance transparency and awareness among consumers. Proposed plans include directing companies to prominently display caffeine content on packaging and labeling products as "high in caffeine." The official from FSSAI emphasized that, although disclosing caffeine content is already mandatory, the aim is to make it more prominent to better inform consumers about the potential health risks associated with excessive energy drink consumption.

## FSSAI Advances Food Safety Training in State Bhawans and Government Canteens

In a proactive move to ensure food safety across State Bhawans, Union Territories (UTs), and government canteens, the Food Safety and Standards Authority of India (FSSAI) has initiated training for food handlers. The comprehensive training is part of the Food Safety Training and Certification (FoSTaC) program, reflecting FSSAI's commitment to fortify the nationwide Food Safety Ecosystem.



The FSSAI has successfully conducted training sessions at State Bhawans in Bihar, Karnataka, Maharashtra, and Sikkim, providing essential knowledge to all food handlers. Additional training has been extended to the Department of Personnel and Training (DoPT) in North Block. The focus of these programs is to elevate food safety standards within State/UT Bhawans and government office canteens. Upcoming training sessions are scheduled for Andhra Pradesh, Telangana, and Manipur Bhawans, with plans to extend the FoSTaC program to all canteens within government offices.

This initiative aligns with the ambitious goal announced by the Union Minister for Health and Family Welfare on June 7, 2023, aiming to train 25 lakh food business operators in the next three years. The concerted efforts by FSSAI signify a significant stride toward establishing a safer and healthier food environment for the citizens of India.

## Industry opposes move to bring nutraceuticals under ambit of drug regulations



The Union Government is considering the inclusion of nutraceuticals within the purview of drug regulations, potentially granting regulatory authority to the Central Drugs Standard Control Organisation (CDSCO) over these products. Currently, nutraceuticals are governed by the Food Safety and Standards (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose, and Prebiotic and Probiotic Food) Regulations, 2022, under the jurisdiction of the Food Safety and Standards Authority of India (FSSAI).

Given that nutraceuticals serve dual purposes as health supplements and pharmaceutical products, a Committee has been formed under the Secretary of Health to address challenges related to uniform enforcement, interchangeable usage of the same nutrient/ingredient at different doses for pharmaceutical and nutraceutical purposes, and concerns about overlapping prophylactic and therapeutic usage, along with claims related to disease risk reduction.

However, the nutraceuticals industry strongly opposes any move to subject them to drug regulations. Industry experts argue that India's food regulations have evolved to prioritize public health and safety through unified legislation under a single food regulatory authority, namely the FSSAI. They emphasize that the regulation of nutraceuticals and functional foods has received significant attention over the years to address emerging challenges and ensure consumer welfare.

Internationally, nutraceuticals are primarily regulated as food or dietary supplements, aligning with their preventive health focus. Despite superficial similarities with drugs, the industry argues that their distinct functional and usage differences necessitate separate regulatory pathways to maintain consumer safety and confidence.

Industry representatives caution against the potential economic repercussions of reclassifying nutraceuticals as drugs, citing potential impacts on exports, the entire supply chain, and negative consequences for food science, technology, and innovation. They urge a cautious approach, considering the unique characteristics of nutraceuticals and the broader implications for industry development and consumer welfare before any attempt to shift their classification under drug regulations.

### **Food Poisoning Outbreak in Maharashtra Raises Concerns About FSSAI's BHOG Initiative**



Following reports of a food poisoning incident at a religious event in Maharashtra's Buldhana district, where around 200 people fell ill after consuming prasada, attention has once again turned to food safety in such gatherings and the perceived shortcomings of FSSAI's BHOG (Blissful Hygienic Offering to God) initiative.

Despite the existence of the BHOG program, designed to ensure food safety during religious events, challenges persist in overseeing large gatherings in India. The BHOG initiative primarily targets larger businesses, leaving many smaller and local caterers without adequate oversight. Issues such as limited manpower and infrastructure hinder effective enforcement, particularly in rural areas where these events often take place. Food safety experts emphasize the urgent need for more stringent regulations and enforcement, especially during significant gatherings. The recent incident in Buldhana underscores the necessity for robust food safety measures, prompting experts to call for stricter regulations and enforcement to ensure hygiene during food preparation at religious events.

Mr. Ashwin Bhadri, CEO of Equinox Labs, highlights the vulnerability caused by insufficient infrastructure, fragmented supply chains, and poor hygiene practices. He suggests that addressing these issues requires more than just laws and calls for investment in laboratory accessibility, empowering local authorities, and fostering a culture of safety throughout the food chain.

He proposes that event organizers play a crucial role in ensuring food safety at large gatherings. He recommends partnering with reputable, licensed caterers, collaborating with FSSAI and health authorities, and providing food safety training for staff. Clear protocols for hygiene, temperature control, labeling, and waste handling, along with regular inspections and consumer empowerment, are essential steps. He also emphasizes the importance of proper infrastructure for handwashing and utensils, coupled with promoting consumer awareness through signage, announcements, and educational materials.

### **Government Facilitates Agreed Price for Locally Produced Potash Derived from Molasses**

The Central Government has played a facilitating role in establishing a mutually agreed-upon price of Rs 4263 per metric ton (MT) for Potassium Derived from Molasses (PDM) to be sold by sugar mills to fertilizer companies for the ongoing year. Furthermore, PDM manufacturers can claim a subsidy of Rs 345 per ton under the current rates through the Nutrients Based Subsidy Scheme (NBS) administered by the Department of Fertilizers. Currently, discussions are underway between sugar mills and fertilizer companies to finalize long-term sale and purchase agreements for PDM.



PDM, a potassium-rich fertilizer produced from ash in molasses-based distilleries, is a by-product of the sugar-based ethanol industry. The distilleries generate spent wash during ethanol production, which is incinerated in an Incineration Boiler (IB) to achieve Zero Liquid Discharge (ZLD). The ash, rich in potash, can be processed to yield PDM with a 14.5% potash content, providing farmers with an alternative to Muriate of Potash (MOP) with 60% potash content.

Currently, India entirely relies on imported MoP for potash fertilizer. The domestic production of PDM is seen as a strategic move to reduce import dependency, contributing to India's self-reliance in PDM production. The existing sale of approximately 5 LMT (Lakh Metric Tons) of Potash Ash generated from ethanol distilleries domestically could potentially increase to 10-12 LMT.

The introduction of PDM manufacturing and sales serves as an additional revenue stream for sugar mills, enhancing their cash flows and ensuring timely payments to farmers. This initiative aligns with the Central Government's broader goal of reducing import dependence in the fertilizer sector.



## New Launches

### The Coffee Bean & Tea Leaf India launch new ice blended creations



Embracing the season of love and the vibrant hues of spring, The Coffee Bean & Tea Leaf India has unveiled three new limited-edition ice blended drinks. Crafted with passion, each sip of these beverages is a celebration of love, togetherness, and the blossoming spirit of spring.

In a nod to innovation, the brand has added unique twists to classic favorites, promising a delightful experience that tantalizes taste buds and creates moments of joy and togetherness. These new ice blended creations will be available at all The Coffee Bean & Tea Leaf cafes from February 5 to April 29, 2024.

**Hazelnut Mocha Ice Blended:** A decadent blend of rich chocolate and the velvety essence of hazelnut seamlessly combines with the signature Espresso shot, crafted from the top 1% of Arabica beans. This nutty treat offers both indulgence and refreshment.

**Strawberry Cheesecake Pure Ice Blended:** Capturing the essence of strawberries and cream, this non-caffeinated delight brings together the fresh, authentic flavors of strawberries and creamy milk. Light, smooth, and tailored for the season, it promises a delightful experience.

**Mango Cheesecake Pure Ice Blended:** Indulge in the simple pleasures of spring with this light and luscious treat. The Mango Cheesecake Pure Ice Blended® combines the vibrant tropical flavors of mango with creamy milk, offering a refreshing and delightful experience for you and your loved ones.

### Starbucks Unveils Exclusive Whiskey Barrel-Aged Guatemala Cold Brew at Reserve Store in Mumbai

Tata Starbucks introduces a distinctive offering, the limited-edition Whiskey Barrel-Aged Guatemala Cold Brew, available exclusively at its reserve store in Mumbai. This unique beverage is a testament to the fusion of profound coffee expertise with the legacy of a renowned Kentucky distillery.

Crafted using an exceptional lot of Guatemalan green coffee beans, the barrel-aged coffee undergoes a meticulous aging process in Knob Creek Kentucky Straight Bourbon Whiskey barrels. Regular hand-rotation ensures that the coffee interacts with the oak barrels, absorbing their sweetness and oak essence, resulting in an elegant and smooth beverage.



Upon reaching peak flavor, the coffee beans are carefully removed from the barrels and roasted by Starbucks master roasters. While the roasting process eliminates any remaining alcohol, the whiskey and barrel flavors persist, contributing to the roasted coffee's aroma and taste. This intricate process yields a cup that transcends its individual components, offering a harmonious blend of mellow sweetness, chocolate notes, hints of stone fruit, and a rich oak aura.

Mr. Sushant Dash, CEO of Tata Starbucks, expressed enthusiasm about the Whiskey Barrel-Aged Guatemala Cold Brew, stating, "Our Whiskey Barrel-Aged Guatemala Cold Brew truly celebrates innovation in the specialty coffee space and our commitment to bringing unique coffee experiences. This coffee is the first of its kind to be launched in India for a limited period." Exclusive to the Starbucks Reserve at Fort, Mumbai, this limited-time offering invites coffee enthusiasts to partake in an extraordinary experience, blending craftsmanship, flavor, and a shared passion for exceptional beverages.

### Havmor Inaugurates Havfunn Ice Cream Parlour in Nadiad, Gujarat



Havmor, a renowned ice cream brand under Lotte Wellfood Co. Ltd., has opened its inaugural Havfunn Ice Cream parlour in Nadiad, Gujarat. This marks the 54th Havfunn outlet in Gujarat and the 234th across India, solidifying Havmor's position as one of the country's largest and most cherished ice cream brands.

The new Havfunn parlour in Nadiad aims to strengthen the brand's connection with consumers in Gujarat, offering a warm and enjoyable environment for memorable outings with family and friends. Havfunn Parlours provide a delightful experience, featuring an enticing variety of scoops, cakes, sundaes, and shakes, establishing itself as the preferred ice cream destination in the region. The spacious store, covering 495 square feet, ensures ample seating for customers to relish their favorite treats in a comfortable setting.

This launch aligns with Havmor's ambitious growth plans for 2024, focusing on expanding its footprint and providing opportunities for consumers and potential franchisees alike. The brand's commitment to using 100% milk remains a key selling point, contributing to the rich and delectable foundation of its exceptional ice creams.





## Prasuma Makes History: First Indian Food Brand to Achieve International Taste Award



Prasuma, a well-known frozen food brand in India celebrated for its unwavering dedication to quality and flavor, has achieved a remarkable milestone as the inaugural and sole Indian food brand to win an International Taste Award. The International Taste Institute in Brussels has honored Prasuma's Spicy Chicken Momos and BBQ Chicken Bao Buns with a notable 2-star rating out of 3 for the Superior Taste Award 2024.

Expressing her enthusiasm, Ms. Lisa Suwal, the CEO of Prasuma, stated, this recognition is truly exciting. Witnessing an authentic Indian street snack like Momos, represented by an Indian brand, receive global acclaim fills us with immense pride! We invest our passion in ensuring that every item on our menu exudes freshness and a tantalizing taste reminiscent of homemade goodness. Our commitment involves sourcing the finest quality ingredients directly from farms or regions where they are at their best, ensuring each ingredient reflects the expertise of a seasoned chef's touch in a kitchen. This distinction highlights our dedication to using premium ingredients and refining our recipes.

Evaluated on criteria such as first impression, vision, olfaction, taste, and texture, Prasuma's culinary creations impressed a discerning panel of judges, including renowned chefs from over 20 countries, associated with Michelin-starred restaurants and esteemed culinary figures serving Presidents, Prime Ministers, and royalty.

Prasuma's tireless pursuit of perfection is evident in its meticulous sourcing of fresh ingredients and continuous recipe refinement. With over 38 years of experience, Prasuma has become a symbol of quality and excellence in the food industry. As a trailblazer in the Fresh & Chilled Deli Meats and Ready to Cook Momos segment in India, Prasuma has earned widespread acclaim from top modern retail outlets, restaurants, chefs, and consumers nationwide.

Fueled by a passion for food, Prasuma's team of enthusiasts is dedicated to crafting culinary delights using recipes rooted in tradition or born out of innovative experiments. Their mission is to offer the finest to the evolving Indian palate, ensuring each day is a flavorful experience.

## Jubilant Foods Foresees Over INR 1,000 Crores in Revenue as Popeyes Gains Momentum

Mr. Sameer Khetarpal, CEO and MD of Jubilant Foods Ltd. (JFL), a leading QSR chain operator, shared that the company expects its Popeyes fried chicken brand to achieve sales exceeding INR 1,000 crores within the next 3–4 years.

JFL, the master franchisor of Domino's, is gearing up for extensive growth, aiming for around 3,000 outlets in the medium term.



He underscored the company's rapid expansion plans, with a particular focus on Domino's, driven by India's growing market and increased discretionary income due to urbanization and economic development.

Expressing satisfaction with Popeyes' performance, he mentioned, we have received an outstanding response from Popeyes as a brand here. JFL inaugurated its 33rd Popeyes store in Delhi, with plans to open four more in the National Capital Region next week.

He projected Popeyes to become the quickest QSR chain to achieve INR 1,000 crores in sales, a milestone typically taking 11–15 years for other chains. Ambitious expansion targets for the current and upcoming fiscal years include rapid store openings and regional expansion, especially in North India.

JFL plans to invest approximately INR 750 crores in expansion and new store openings for the current fiscal year. The company is also enhancing its infrastructure, with the establishment of food factories, including the recently launched Jubilant Food Park Bangalore, designed to serve over 750 Domino's stores and 300 outlets of Popeyes, Hong's Kitchen, and Dunkin'.

He emphasized Domino's ongoing expansion across metro and smaller towns, aiming for 3,000 outlets in the next four years. Despite these goals, he highlighted untapped potential for further expansion, citing opportunities in colleges, metro stations, and airports.

JFL, holding franchise rights for Dunkin' and Hong's Kitchen, signals expansion plans for all its brands through company-owned stores and franchise models.

As of December 30, 2023, JFL operated 1,928 Domino's stores, 25 Dunkin' outlets, and 22 Hong's Kitchen stores.

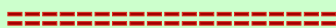
## Red Gold Tomatoes: A Flavorful and Sustainable Culinary Delight



As the winter chill takes hold, indulge in the heartwarming goodness of Red Gold Tomatoes, a culinary gem renowned for its exquisite taste and premium quality. With their vibrant red color and robust flavor, these tomatoes, sourced from the time-honored tradition of European farming, are the secret to transforming your winter dishes into delectable masterpieces.

Embracing sustainable farming practices, Red Gold Tomatoes adhere to Europe's stringent agricultural standards, making them the environmentally conscious choice for those who value eco-friendly options. However, it's not just their sustainability that makes these tomatoes exceptional—it's the unparalleled flavor they bring to your recipes. Whether crafting a classic Italian minestrone, a flavorful shahi paneer, or a hearty butter chicken, Red Gold Tomatoes add depth, richness, and an irresistible sweetness that sets them apart.

Convenience meets quality with Red Gold Tomatoes, available in various forms such as whole, chopped, crushed, and pureed, offering versatile options to effortlessly complement any winter recipe. This makes winter cooking a breeze, empowering you to whip up gourmet-quality dishes with ease. For health-conscious consumers, Red Gold Tomatoes are a nutritional powerhouse, packed with essential vitamins, minerals, and antioxidants that not only enhance the flavor of your winter meals but also contribute to a balanced diet. Indulge in comfort food guilt-free while savoring the nutritional benefits these tomatoes bring to the table.



### 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
Horizontal Strip	Rs. 3,000/-	40	6 cm H x 17 cm W
First Page Strip	Rs. 4,000/-	50	6 cm H x 17 cm W

(5% GST and any other tax is extra as applicable)

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

<b>Name of the Organization</b>	<b>All India Food Processors' Association</b>
<b>Account No.</b>	<b>408329216</b>
<b>Name of the Bank</b>	<b>Indian Bank</b>
<b>Branch &amp; Address</b>	<b>Hauz Khas Branch, 106-107, Aurobindo Place, Hauz Khas, New Delhi-110016</b>
<b>Type of Account</b>	<b>Current Account</b>
<b>IFSC Code</b>	<b>IDIB000H019</b>
<b>GSTIN No. of</b>	<b>AIFPA07AAATA7939A1ZZ</b>
<b>PAN No. of AIFP</b>	<b>AAAATA7939A</b>

**NOTE: Special Discount @ 10% to AIFPA Members & Additional 10% discount for publishing in 12 issues together.**