



Issue No. 157  
May-2023

# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

## INDIA FOOD DIRECTORY



**GET YOUR FREE LISTING TODAY**

Contact: Mr. Augustine Coutinho • Mobile: +91- 77189 13564 • Email: seipl@aifpa.net

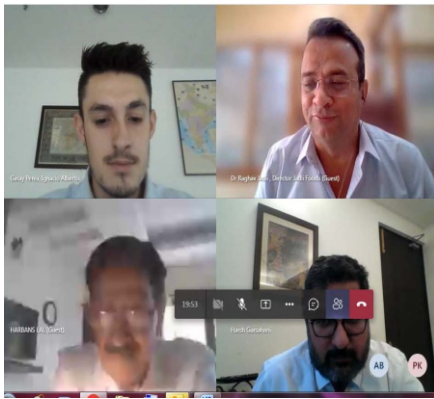
**BE INDIAN, BUY INDIAN**

#VocalForLocal

One Of The Largest Manufacturers Of  
Instant Drink Concentrate Mix



**Virtual Meeting held between AIFPA and the Embassy of Spain, India**



**Mr. Ignacio Garay Perea, International Trade Advisor from the Embassy of Spain, India** invited AIFPA for a virtual meeting on 'Food Processing Machinery in the Indian market' held on April 25, 2023, at 1:00 p.m. on Teams.

The meeting was attended by Dr. Raghav Jadli, President, AIFPA, Mr. P.L. Kaul, CMD, Mariental India Pvt. Ltd., Mr. Harbans Lal, Head of Business Development, T&I Projects Ltd., Mr. Harsh Hiroo Gursahani, Partner – Food Law & Product Compliance Team, Ms. Aprajita Bhardwaj, Executive (Global Relations & Communications), AIFPA.

At the opening of the discussion, Mr. Perea extended a warm welcome to the senior members of AIFPA and raised some queries regarding food processing machinery.

Addressing the questions, Mr. Kaul, explained that for the businesses to thrive in India, imported machines must operate effectively under the tropical conditions of the Indian subcontinent and the spare parts, repairs and maintenance activities to be appropriately supported locally. He cited successful examples from Germany, Switzerland, Netherlands and Italy for having good business in India over the past decade.

Dr. Jadli further suggested that to enhance visibility in the Indian market, Spanish companies need to develop awareness about their machine specialization to the Indian manufacturers and the ways it can serve better. AIFPA's monthly and bi-monthly journals can facilitate market visibility by advertising the company's equipment and product range to over 25,000 touch points and can also help in arranging meetings with its members to display Spanish products, he added.

Mr. Kaul highlighted that the technology needs to be cost-effective as some countries offer machinery along with long-term credit facilities at low rates of interest.

Regarding legislation for Industrial machinery, Mr. Gursahani informed that the Ministry of Heavy Industries, GoI and Bureau of Indian Standards (BIS) provide certification facilities and set standards, undertakings and labeling requirements for the imported machines. He emphasized prevailing electric specifications, different sizes, and plugin points play a key role in determining the imports of machines in India.

In response to concerns over tariff barriers, Mr. Gursahani stated that capital machines are subject to higher customs duties but exemptions are available as the government is focused on ease of doing business.

In the end, Mr. Harbans Lal reiterated the group's interest in holding business meetings with the Spanish food processing companies to foster deeper connections and enable market reach to the Indian companies.

The meeting concluded with a vote of thanks by Mr. Perea to the AIFPA seniors for their valuable time and insights.

**Industry Interaction with Hon'ble Chief Guest Sh. Rohit Kumar Singh (IAS), Secretary, Department of Consumer Affairs, Government of India**



An Industry interaction was organised by AIFPA, AFSTI, ASSOCHAM and CASMB under the chairmanship of Hon'ble Chief Guest Sh. Rohit Kumar Singh (IAS), Secretary, Department of Consumer Affairs, Government of India on 18<sup>th</sup> April, 2023 at Hotel Sahara Star, Near Domestic Airport, Vile Parle East, Mumbai.

During the Meeting, the Guests of Honour were Ms. Nidhi Khare (IAS), Additional Secretary, Consumer Affairs, Dr. Ravinder Singal (IPS), Additional DG & Controller, Legal Metrology, Maharashtra, Mr. Anupam Mishra (IES), Joint Secretary, Consumer Affairs and Ms. Pritee Chaudhary (IRS), Regional Director, FSSAI Western Region. AIFPA West Zone Chairman, Dr. Prabodh Halde hosted the session along with Mr. Umesh Kamble, President, AFSTI-Mumbai.

A lot of discussions happened to support the vision of our Hon'ble Prime Minister of Ease of Doing Business and Make in India initiative. The Meeting was attended by more than 70 Govt. and Industry professionals including Secretary General of ASCI, Ms. Manisha Kapoor. The Meeting ended with a vote of thanks to all the dignitaries and participants.

Concurrent Shows



Theme

**PROFITABILITY FOR HUMANITY**



**02 - 04 JUNE 2023**  
INDIA EXPO CENTRE & MART,  
GREATER NOIDA, INDIA

**BOOK**

**YOUR SPACE NOW**

EVENT HIGHLIGHTS



**3000+ sqm**  
EXHIBITION AREA



**150+**  
EXHIBITORS



**10000+**  
VISITORS



**30+**  
PROFESSIONAL FORUMS



**MSME REGISTERED**  
Micro & Small Enterprises can get upto  
**80% Reimbursement** on Participation cost

MEDIA PARTNERS



ASSOCIATE PARTNERS



+91 7890 561 018  
+91 9675 117 673

KNOW MORE

[www.globalorganicexpo.in](http://www.globalorganicexpo.in)

Organised By



# INTEGRATED TRADE SHOW FOR F&B MANUFACTURING DAIRY PROCESSING & PACKAGING



2<sup>nd</sup> EDITION



Processing | Packaging | Automation | Refrigeration & Cold Chain | Ingredients

## EXPO HIGHLIGHTS:

Food Innovation Awards | Startup Ideas | Engaging Seminars  
Government Schemes & Subsidy | 200+ Exhibitors  
B2B Meetings | Business Expansion for FBO's

FDP  
Coimbatore  
Registration



Concurrent Expos



Supported by



Organised by



Media Partners



+91 63821 75231 | +91 44 2278 0776 | mktg@synergyexposures.com | www.fdpexpo.com



# India

17-19 August 2023  
Bombay Exhibition Centre,  
Mumbai



Exhibit with Fi India 2023 and discover a vast array of ingredients, additives, and flavors that can enhance the taste, texture, and nutritional value of your food products.



### Association Partners



### Media Partners



Book Your Stand



Register to Visit!

We welcome you to be a part of the 17<sup>th</sup> edition of Fi India exhibition.

#### FOR SPACE BOOKING:

Archana Shinde  
+91 97696 65065  
archana.shinde@informa.com

Sandip Chalke  
+91 84249 25443  
Sandip.Chalke@informa.com

#### FOR MARKETING & ALLIANCES:

Priyanka Vaidya  
+91 99677 67225  
priyanka.vaidya@informa.com

Co-located with

**PROPAK**  
INDIA

[www.fi-india.com](http://www.fi-india.com)

Follow us on:



**AN EXHIBITION FOCUSED ON**  
**CHOCOLATE & BAKERY INDUSTRIES**



RAW MATERIAL SUPPLIERS  
PRINT & PACKAGING INDUSTRIES  
MOULD MANUFACTURERS  
PRODUCTION MACHINERY  
DRY FRUITS & FOOD EXTRACTS  
PRODUCTION EQUIPMENTS

MILK PRODUCTS  
REFRIGERATION  
DAIRY EQUIPMENTS  
MACHINERIES  
SUPPLY CHAINS  
YEAST PRODUCTS

FLOUR & SUGAR BRANDS  
EQUIPMENTS MFG.  
INGREDIENTS MFG. & SUPPLIERS  
OVEN MANUFACTURERS  
FLAVOURS & FRAGRANCES  
OILS & FATS

**Book your Space now**

**Domestic Exhibitors**

Shell Scheme	Bare Space
₹ 11,500	₹ 11,000

**International Exhibitors**

Shell Scheme	Bare Space
250 USD / Sqm	240 USD / Sqm

*Organised By-*



www.instatemedia.com

**“Special Discounts for  
AIFPA Members”**

**For Space Booking/Enquiry**

Contact : +91-8882252117, enquiry@thecabshow.com

**www.thecabshow.com**

*In Association with*



Estd. 1943

## Regulatory & Food Safety Issues

### FSSAI forms panel for scrutinisation of RAFT kits



The FSSAI has constituted a committee for scrutinisation of Rapid Analytical Food Testing (RAFT) kits, equipment and methods applications.

The members include Dr. Lalitha Ramakrishna Gowda, Chief Scientist (Retd.), CFTRI, Mysuru; Dr. Ajit Dua, CEO, Punjab Biotechnology Incubator, Mohali; Dr. Anoop A. Krishnan, Assistant Director (Tech.), Export Inspection Agency, Kochi; Dr. Bhaskar Datta, Associate Professor, Indian Institute of Technology, Gandhinagar; Dr. Deepak Sharma, Principal Scientist, CSIR–Institute of Microbial Technology, Chandigarh; Dr. Kaushik Banerjee, Principal Scientist, National Referral Laboratory, National Research Centre for Grapes, Pune; Dr. Kiran N Bhilegaonkar, Principal Scientist and Station

In–charge, ICAR-Indian Veterinary Research Institute Regional Station, Pune; and Prof. Dr. T.G. Shrivastav, Head, National Institute of Health and Family Welfare, Munirka, New Delhi.

FSSAI has constituted the committee for scrutinisation of Rapid Analytical Food Testing (RAFT) Kit/ Equipment/ Method Applications under its RAFT Scheme. The recommendations of RAFT committee shall be ratified by the Scientific Panel on Methods of Sampling and Analysis and approved by the Competent Authority before adoption/implementation.

The food authority shall ensure that the recommended rapid kit/equipment/method meets the requirements of the Food Safety and Standard Regulations and are validated against International Standards.

According to FSSAI, the purpose of Rapid Analytical Food Testing (RAFT) Kit/Equipment/Method was to facilitate carrying out on the spot field testing by Food Safety Officers (FSOs) or Mobile Testing Labs or to improve speed and reduce testing costs in food laboratories.

The rapid food testing kit/equipment/method ensure “faster, better, cheaper” real-time testing of food.

The rapid food testing kit/equipment/ method are better in terms of their size, faster in terms of their total run time and cheaper in terms of cost effectiveness as compared to conventional methods. The rapid food testing kit/equipment approved by FSSAI is to be used for screening and surveillance purposes only.

### Traders can expect relief in input tax credit under GST regime



The traders who are involved in manufacturing of commodities including food can expect a relief in input tax credit under the GST regime.

According to Mr. Shankar Thakkar, Maharashtra State Convener, Confederation of All India Traders, the Government of India has assured the traders/manufacturers that they will be able to file GST through the balance of input tax credit.

He claims that some manufacturers like that of edible oil pay high taxes upto 18% on various components including packaging material, machinery etc. to produce/manufacture edible oil, which is taxed at 5% under GST. And they get input tax credit according to the 5% tax slab.

This creates imbalance in the ledger, as we pay high tax but get less input tax credit, he said.

Now the matter was presented before the government and the officials assured that the matter is being reviewed by the authorities and a solution that such manufacturers can adjust GST from the input tax credit, is being considered.

If this happens, it will be a big relief to such manufacturers, said Thakkar adding that there is a huge backlog of input tax credit with the GST regime and if the government allows payment of GST through credit ledger (which shows the amount paid by the manufacturer in the previous month as GST, against which it claims input tax credit), it would help the manufacturers/producers.

## FSSAI replaces standards for atta, resultant atta through food additives norms



The food authority has replaced the standards for wheat flour (atta) and resultant wheat flour (resultant atta) through the Food Safety and Standards (Food Products Standards and Food Additives) Second Amendment Regulations, 2023, which shall come into force from September 1, 2023.

According to the notified regulations “Wheat Flour (Atta)” means the product obtained exclusively by milling or grinding of clean wheat, and “Resultant Wheat Flour (Resultant Atta)” means the product obtained by blending of various fractions in roller mills after separating semolina or maida during the processing of wheat.

The regulations also specify the parameters for the wheat flour (atta) or resultant wheat flour (resultant atta) which include moisture, % by mass, not more than 14.0, total ash, % by mass (on dry basis), not more than 2.0, ash insoluble in dilute HCL, % on dry mass basis, not more than 0.15, gluten, % on dry mass basis, not less than 6.0, alcoholic acidity (with 90 per cent alcohol) expressed as H<sub>2</sub>SO<sub>4</sub>, % on dry mass basis, not more than 0.18, crude fibre, % on dry mass basis, not more than 2.5, granularity not less than 98 per cent by mass of that material shall pass through 500 micron I.S. sieve (35 mesh) and uric acid (not more than) 100 mg/kg.

The regulation also lays down that the parameter 'Granularity' shall not be applicable for intermediate products which are not meant for direct consumption.

## Farmers support Govt. decision to continue use of 24 Essential Pesticides



Union Government after an extensive review of 27 pesticides through an appointed expert committee, based on substantial data on safety and efficacy submitted by the pesticides industry, decided to continue the use of 24 pesticides. This decision has been welcomed and lauded by the agri community, including small holding farmers as they have been already safely using these products for the last decades on multiple crops.

This move will ensure that Indian farmers continue to have access to the technology for crop protection at an affordable price, as these pesticides are manufactured in India.

Government decision to continue the use of these critical 24 pesticides demonstrates the realities of agriculture and the importance of farmers having access to technology that is affordable as they need to produce quality food at an affordable price compared to exorbitantly expensive imported substitute pesticides.

Farmers across the country have welcomed the government's decision, saying that access to safe and effective pesticides is critical for protecting crops and ensuring a good harvest. The continued use of these 24 critical pesticides is a necessary step towards safeguarding India's food production system while ensuring that farmers can continue to produce food efficiently and sustainably.

Mr. Gavneet Singh, Director, Ambala Farmer Producer Organisations, Haryana, said, as farmers, we know how important it is to have access to safe and effective pesticides to protect our crops and ensure a good harvest. This decision by Government is a positive step as these pesticides continue to be recommended by the State Agriculture Universities and farmers have the experience of using them safely on their crops.

Mr. Harpreet Singh, CEO, Pehowa Farmer Producer Organisations, Haryana, said, this is an important step towards safeguarding yield and livelihood. We have worked with these pesticides and confident of its performance. Opting for any alternative may have impacted our input costs and overall production.

Pest and disease control is critical for maintaining the quality and safety of our food supply. The continued use of these 24 critical pesticides is a necessary step as these pesticides are also used as mixture with relatively new products for resistance management against potentially resistant weeds, insects and diseases.

Insect pests can create crop damages between 20–30% including grains stored in the warehouses. Pesticides are also used as smart fumigants for grain storage to protect crops from storage insects in wheat, rice, pulses and oil-seeds.

Union Government has already approved use of drones for safer and efficient use of pesticides. Pest and disease control is critical for maintaining the quality and safety of our food supply. Pesticides are carefully designed to target specific pests and diseases, and their use is strictly regulated to ensure that they do not harm non-target organisms or the environment.



### Eshanya Beverages, Mysuru, unveils Nitte's DST TEC developed Betel Leaf Tea bags



Eshanya Beverages has launched 'Betel leaf tea bags', which were developed at NITTE (Deemed to be University) DST Technology Enabling Centre (DST TEC).

Mr. Sandeep Eshanya, Mysuru, said that he had read a research paper on betel leaf tea. Since he was from Mysore, which holds a GI tag in betel leaves, he contacted a few start-up incubation firms.

But it was NITTE DST TEC, which agreed to support Eshanya and NITTE University's Centre for Science Education and Research (CSER) was asked to study the product.

According to Mr. B.S. Mamatha, NITTE's CSER, they researched on the product for a year. The research involved the way betel leaves can be dried and cut into small pieces,

which will release its natural taste when placed in hot water. "It took a year to come out with the product that had mild and natural taste of betel leaf. The product retains the health benefits of betel leaf.

Eshanya Beverages sold over 300 boxes of tea, each containing 50 bags and priced at Rs. 349, through an online platform recently. Betel leaf tea bags are available in retail stores in Mysuru. Apart from natural flavour, they brought out betel leaf bags in orange, rose petals and lemon flavours, he said.

Launching the product, Mr. Sateesh Kumar Bhandary, Vice Chancellor, NITTE, said, TEC set up at NITTE is among a few set of TECs set up by the Union government's Department of Science and Technology across the country. Since the last three years, TEC has been supporting new entrepreneurs, he said.

Mr. Iddya Karunasagar, Advisor (Research and Patent), NITTE, said the TEC recently transferred technology of making of almond milk powder to a Delhi-based start-up. Technology transfer related to two more products of TEC is in the pipeline, he trailed off.

### India's first naturally brewed hard seltzer now available in Hyderabad



Spyk Hard Seltzer, India's first brewed hard seltzer, has now launched in Hyderabad following its successful launch in Bengaluru. It is a low-calorie, low-carb, and 100% natural fruit flavours beverage with a solid 5.5% alcohol content.

Unlike other seltzers that are carbonated cocktail mixes, it is freshly brewed, giving it a crisp, refreshing taste that is shockingly light and guilt-free.

Its arrival in Hyderabad is a testament to the brand's growing popularity among the country's young, health-conscious consumers.

The city, known for its vibrant nightlife and youthful population, it's an ideal market for innovative and millennial-focused product. With its expansion to Hyderabad, it is poised to tap into a new customer base and build on its success in Bengaluru.

Mr. Vimal Chand, CEO & Co-Founder of V9 Seltzer Works, the company behind Spyk, said, we saw the immense potential for a truly millennial product and are thrilled to announce the launch of Spyk in Hyderabad and to introduce Hard Seltzer to the city.

With summer just around the corner, we believe there's no better time to bring this refreshing and light drink to Hyderabad. The beer market here is massive, and we see immense potential for seltzers to take off as well with the right education.

Mr. Vamsi Krishna, CMO & Co-Founder of Spyk Hard Seltzer, said, we see Spyk as a disruptor & market leader in the hard seltzer space. We aim to give social drinking a new face, one that aligns with someone that works hard & plays hard, a drink that fits everyone's lifestyle choices.

At Spyk, we are confident that we can become the market leader in this segment and offer Hyderabadis a new, exciting alternative to beat the heat.

## Indulge in the 'Sweet Taste of Summer' with Alphonso mango desserts



One of the best things about summer in India is the arrival of the king of fruits- fresh and juicy Alphonso mangoes. This summer, transport your taste buds to a tropical paradise with Love and Cheesecake's new collection of fresh Alphonso mango desserts!

The beloved cheesecake and confectionary brand is well-known for its use of premium quality, seasonal ingredients and a unique blend of rich flavours that make for the most indulgent treats. The Sweet Taste of Summer collection is made with the highest quality Alphonso mangoes sourced directly from the orchards of Ratnagiri, Maharashtra.

Each dessert is carefully crafted using traditional recipes and modern techniques to accentuate the sweet, fruity and creamy flavour of ripe Alphonso mangoes- delectable treats that you won't be able to resist.

Ms. Ruchyeta Bhatia of Love and Cheesecake, said, we are thrilled to introduce our newest collection of Alphonso Mango desserts, which we believe perfectly captures the essence of summer. We have created a range of delicious treats that not only taste amazing but also capture the beauty of this beloved fruit.

Chef Amit Sharma said, we believe that our customers deserve the best, which is why we have sourced only the finest Alphonso Mangoes to create this collection. Our desserts are not only delicious but also reflect our commitment to quality and excellence.

## Ruby chocolate chips get launched for the baking sector



Ruby chocolate, the pink and fruity-tasting chocolate created by Barry Callebaut, is being introduced in baking chips. The new baking chips, part of the chocolate ingredient leader's Intense Indulgence portfolio, make the rose-coloured chocolate available to different kinds of manufacturers and consumers, the company said.

According to Barry Callebaut's 2023 Top Chocolate Trends report, people want their chocolate to feel fun and adventurous. When Ruby Chocolate was launched in 2017, Barry Callebaut hailed it as an answer to consumers' desire for "hedonistic indulgence." The trendy colour and unique taste, texture, and smell quickly made it a hit in the countries where it launched.

Ruby chocolate has had a bit of a slower entry because of FDA labelling rules. Regulators at first would not allow it to be labelled "chocolate" because it did not meet the legal definitions of the confection, so it was called "ruby cacao". Later that year, the FDA allowed up to 60 million pounds of the sweet to be labelled "ruby chocolate". A final labelling rule allowing the pink candy to be called chocolate is pending.

In the four years it's been sold, ruby chocolate has slowly appeared in several upscale confectionery categories, from premium chocolate brands to more expensive ice cream treats. Barry Callebaut said it has been working to make ruby chocolate solutions available to all kinds of manufacturers who use chocolate. The chocolate giant has introduced different ruby chocolate ingredients for confectioners and ice cream makers, but this addition targets the bakery sector. Ruby chocolate isn't ubiquitous yet, but these new chips could get it there. The product makes chocolate more accessible for a wide variety of baked goods.

The sweet baked goods category has also seen growth across the board, according to statistics from the analysts formerly known as IRI, now known as Circana. Doughnuts, pastries, coffee and crumb cakes, brownies, and bars all saw sales increases of more than 7% in the 52 weeks prior to March 30, 2022, Snack Food & Wholesale Bakery reported. Separate statistics from the firm showed cookie sales increased 7.7% in the 52 weeks prior to Sept. 4, 2022.

## Kraft Heinz is spicing up one of its most popular products "Heinz Ketchup"



While Kraft Heinz is often associated with its ketchup and other condiments, the company has been almost completely absent from the hot sauce segment to date. Now, the mega-company debuts new spicy versions of Heinz Ketchup. The new Heinz Hot Varieties line adds spice from different peppers to the classic sauces to create different levels of heat. There are three levels of spicy ketchup: chipotle for medium spice, Jalapeno for a hot spice, and Habanero for extra hot spice.

The global hot sauce market is on track to surpass \$4.9 billion by 2026, with a compound annual growth rate of 7.9%. Based on consumer research, Heinz found that as the hot sauce segment has matured, so have consumers' perceptions of it. They don't just want generic mild, medium, and hot sauces. They care about the peppers that give the sauces their heat.

The sauces are the newest innovations for Kraft Heinz to drive growth, as this segment represents 30% of Kraft Heinz's total products and drives more than \$8 billion in net sales. Heinz Ketchup on its own is one of the company's top-selling brands, with more than \$1 billion in sales annually. It's one of the brands the company has designated as a candidate for growth. The brand has strong margins, is in a good market position, and does better than the average Kraft Heinz brand. Items like Spicy Ketchup and Hot 57 Sauce are just the beginning of Kraft Heinz's innovations planned for 2023. The company is planning to deliver 80% more innovations in 2023 compared to last year. The company is making bigger bets—like creating plant-based versions of some of its iconic cheeses—and using research to better inform what they are doing.

## **Bikano launches Chips, Chatax, Crunchy Munchy in 100 gm pack each amidst IPL 2023; promotes togetherness in Indian families**



Bikano, India's favourite snack and packaged food manufacturing company, has introduced family or 'jumbo' packs of its Chips, Crunchy Munchy, and Chatax to push sales and profits by offering consumers value deals during the highly exciting times of the IPL cricket extravaganza. Packed with unique flavours and new technology machinery to reduce human hand interference, the Chips, Chatax, and Crunchy Munchy offerings are loaded with the richness of potato, rice flour, chickpea flour, and spices.

As the Indian snack market is expected to reach USD 23.69 billion in 2028 and expand at a CAGR of 12% from 2023 to 2028, the mega packs are contributing immensely to this growth. Since IPL has been the foundation for an exceptionally rich audience pool, it provides new avenues of engagement and growth for FMCG brands.

Every Indian family values togetherness. And over the years, watching the IPL on TV has been a popular medium for reinforcing this togetherness. We have acknowledged the power, which is why we have strategically chosen to introduce our crispy savouries of Chips, Chatax, and Crunchy Munchy in 100-gram packs. These snacks are not only popular among kids but are consumed by adults as well, making them a favourite snack for the whole family. Moreover, post-COVID-19, consumer preferences have evolved. They prefer snacks that offer better quality, taste, and hygiene. This also has led to a shift in the Indian snacks industry from unpacking and open selling snacks to packing and selling snacks,” said Mr. Manish Aggarwal, Director, Bikano, Bikanervala Foods Pvt Ltd.

Family packs are essential for impulse categories of FMCG products like chips and munchies. For brands, it is a big opportunity for growth as family packs are a global trend. Now, all the companies are resorting to it to push sales without compromising on margins during IPL.

## **All India Food Processors' Association**

### **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 colour 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.

Name of the Organization	All India Food Processors' Association
Account No.	408329216
Name of the Bank	Indian Bank
Branch & Address	Hauz Khas Branch, 106-107, Aurobindo Place, Hauz Khas, New Delhi-110016
Type of Account	Current Account
IFSC Code	IDIB000H019
GSTIN No. of AIFPA	07AAATA7939A1ZZ
PAN No. of AIFPA	AAATA7939A

**NOTE:** Special Discount is provided @10% to AIFPA Members and additional @10% for booking 12 Monthly Issues together.