



# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



**WORLD FOOD INDIA 2023**  
3<sup>rd</sup> to 5<sup>th</sup> November  
Processing for Prosperity  
Pragati Maidan, New Delhi

A MINISTRY OF FOOD PROCESSING INDUSTRIES, GOI INITIATIVE

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Thematic Knowledge Sessions: Country, State and Allied Sessions

Key Roundtables: Industry CEOs/ Government

RBSM 1000+ global buyers from around the globe under one roof

Business Networking Opportunities (B2B/B2G/G2G meetings)

Food Street curated by Chef Ranveer Brar

Startup Grand Challenge Awards

### FOCUS SUB-SECTORS



Fruits & Vegetables



Dairy



Meat & Poultry



Fisheries & Marine



Ready to eat/cook



Machinery & Packaging



Technology & Innovations



Sustainability & Smart Protein



Cold Chain & Logistics



Other Allied Categories

### Who Should Attend



Food Processing & Manufacturing Companies



Food Startups and Entrepreneurs



Exporters and Importers of Food Products



Ingredient Manufacturers



Government Representatives & Delegates



Foreign Missions in India



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**National Seminar on  
“Transforming Supply Chain & Logistics for Future Food Industry”  
organised by AIFPA on 7<sup>th</sup> September, 2023  
at The Grande, Bombay Exhibition Centre, Mumbai**

Fierce competition in today's global markets, the introduction of products with shorter life cycles, and the heightened expectations of customers have forced business enterprises to invest in, and focus attention on, their supply chains. This, together with continuing advances in communications and transportation technologies (e.g., mobile communication, Internet, and overnight delivery), has motivated the continuous evolution of the supply chain and of the techniques to manage it effectively.

At the same time, the environmental impact of logistics & supply chain practices are becoming priority. In order to meet emissions targets & commitments, countries are required to focus on developing more sustainable supply chain activities. For example, switching to electric delivery vehicles and relocating distribution centres to reduce distances travelled.

In this context, **AIFPA & Koelnmesse India** with the support of **Ministry of Food Processing Industries (MoFPI), Govt. of India**, organised a National Seminar on **“Transforming Supply Chain & Logistics for Future Food Industry”** on **7<sup>th</sup> September, 2023** at **12:00P.M.** during **ANUFOOD India** and **ANUTEC - International FoodTec** at **The Grande, Bombay Exhibition Centre, Mumbai.**

The theme of the Seminar was carefully selected in order to understand and have face to face interaction with policy makers, industry leaders, food technologists, machinery & food material suppliers, supply chain & logistics manufacturers and other experts from all over the country, to examine the current challenges faced by the Food Industry and how the hurdles may be resolved for strengthening its sustenance.

The event brought together renowned SCM & Logistics leaders to talk about the solution to disruptions and leading trends. With technological advancement and increased digitization, the SCM sector is witnessing a marked change in its operations, efficiency, and role in the global economic value chain.

The highly engaging and educative conference delivered practical information about supply chain agility, policies, supply risk management, automation of repetitive tasks, technology development, and more.

The event was virtually inaugurated by Hon'ble Minister of State, MoFPI, **Sh. Prahlad Singh Patel** who addressed the delegates with the purpose of generating awareness and providing a future road map for the development of the industry.

The event was well organised with a number of expert speakers and the seminar successfully ended comprising of two sessions i.e. Technical Plenary session on **“Transforming Supply Chain & Logistics for Future Food Industry”** which was chaired by **Dr. Prabodh Halde, West Zone Chairman, AIFPA & Head-Regulatory Affairs, Marico Ltd.** Several challenges & solutions were discussed in the session and it was very well attended .

Post the Technical Session, a special session on **“Knowledge sharing & presentation on success story by new age entrepreneurs of food industry covering their experiences of Challenges & Opportunities”** was organised which was chaired by **Dr. Raghav Jadli, President, AIFPA** & coordinated by **Dr. Halde**. In this session, learned second generation entrepreneurs shared their experiences and also gave suggestions to startups on how to overcome challenges and grab the opportunities to scale-up their businesses.

The session ended with a Vote of Thanks by **Mr. Milind Dixit, M.D., Koelnmesse India**, to all the dignitaries, learned speakers & participants for sparing their valuable time and attending the session.



**GLIMPSES OF THE NATIONAL SEMINAR ON  
“TRANSFORMING SUPPLY CHAIN & LOGISTICS FOR FUTURE FOOD INDUSTRY”**



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



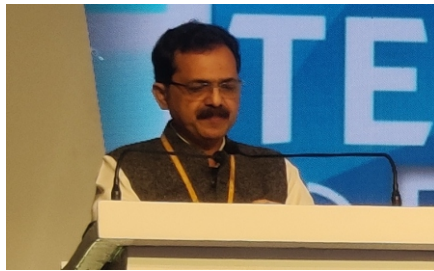
**Theme Address by  
Dr. Subodh Jindal, Past President, AIFPA**



**Inaugural Address by  
Sh. Prahlad Singh Patel, Hon'ble Minister of State,  
MoFPI, GOI**



**Vote of Thanks by  
Dr. Prabodh Halde, West Zone Chairman, AIFPA**



**Dr. J.P. Dongare, Dy. Agri. Mkt. Advisor,  
MoFPI, GOI presenting his talk**



**Dr. Shatadru Sengupta, Chief Legal Officer  
Hardcastle Restaurants presenting his talk**



**Sh. Tushar Jagtap, Head-Supply Chain,  
Sahyadri Farms presenting his talk**



**Sh. Sanjay Indani, Director-Technical,  
ASK SafeFoodz Solutions P. Ltd. presenting his talk**



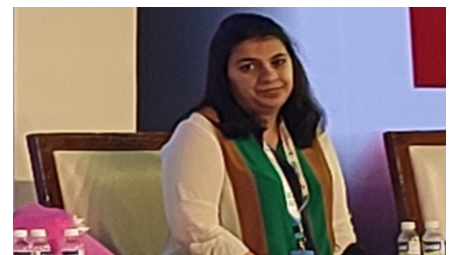
**Dr. Suraj Savaliya, CMD,  
Patson Foods (I) Pvt. Ltd. presenting his talk**



**Dr. Nilesh Amritkar, Director  
Envirocare Labs Pvt. Ltd. presenting his talk**



**Sh. Arun Om Lal, President-Corporate Affairs,  
Hexagon Nutrition Ltd. presenting his talk**



**Ms. Samana Tejani, Director,  
Gits Food Products Pvt. Ltd. presenting her talk**



**Session ended with a Vote of Thanks by  
Sh. Milind Dixit, Koelnmesse India**



**View of Delegates**

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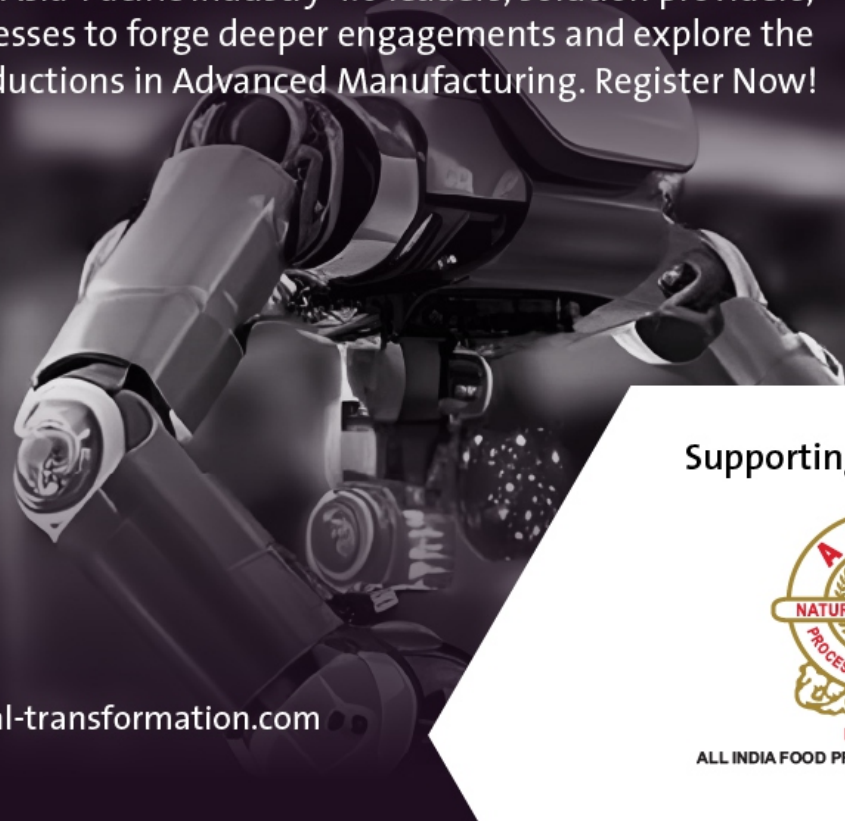
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DRINKING WATER TECHNOLOGY



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ALL TYPE OF FOOD INGREDIENTS



WASTE WATER TREATMENT

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40+ TECHNOLOGY SESSIONS

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## Regulatory & Food Safety Issues

### Ministry of Ayush Affirms ASU Facilities' Capability to Manufacture FSSAI-Licensed Food Products

In a recent development, the Ministry of Ayush has provided clarifications regarding the utilization of Ayurveda, Siddha, and Unani (ASU) manufacturing facilities for the production of food products licensed under the purview of the Food Safety & Standards Authority of India (FSSAI), subject to specific conditions. This clarification comes as a response to requests received by the Ministry from companies seeking approval to manufacture products under both Ayush and FSSAI regulations within the same manufacturing premises, as conveyed in an official memorandum from the Ministry.

The Ministry has affirmed that there is no explicit prohibition against the use of a combined setup of manufacturing lines and equipment for the production of items licensed under ASU and FSSAI within the framework of the Drugs and Cosmetics Act, 1940, and its corresponding rules. Furthermore, the Ministry has pointed out that FSSAI, which operates under the aegis of the Ministry of Health and Family Welfare (MoHFW), has not issued any directives restricting the manufacturing of food products under FSSAI licensing or registration norms at facilities engaged in the production of Ayush products.

In its statement, the Ministry asserted, ASU facilities can be utilized for manufacturing food products licensed under FSSAI, provided the manufacturing company takes due precautions to avoid cross-contamination as per Schedule T of the Drugs and Cosmetics Act, 1940.

It's worth noting that in May of the previous year, the Ministry of Ayush and FSSAI jointly introduced regulations concerning safety and quality standards for food products falling under the "Ayurveda Aahara" category. This comprehensive initiative aimed to ensure the production of high-quality Ayurvedic food products and promote their acceptance in the international market as part of the "Make in India" campaign. According to the regulations, the manufacturing and marketing of "Ayurveda Aahara" products must adhere to the stringent Food Safety and Standards (Ayurveda Aahara) Regulations, 2022, and can only enter the market following licensing or approval from FSSAI. A special logo was introduced for the "Ayurveda Aahara" category to facilitate easier identification and reinforce quality standards for Ayurvedic food products.

The regulations cover all food items prepared in accordance with the recipes, ingredients, and processes described in authoritative Ayurvedic texts, categorizing them as "Ayurveda Aahara. These include food recipes and ingredients designed to promote health, address specific physiological needs, and support consumption during or following specified diseases or disorders, as referred to in Ayurveda as "Pathya."

Labelling for "Ayurveda Aahara" products is required to specify the intended purpose, the target consumer group, the recommended usage duration, and other specific requirements. Health claims and disease risk reduction claims for different "Ayurveda Aahara" categories, along with their approval procedures, must align with the regulations' stipulated requirements. However, it's important to note that "Ayurveda Aahara" does not encompass Ayurvedic drugs, proprietary Ayurvedic medicines, medicinal products, cosmetics, narcotic or psychotropic substances, or herbs. Additionally, it is not recommended for young children under the age of two.

For products requiring prior approval, the process aligns with the Food Safety and Standards (Approval for Non-Specific Food and Food Ingredients) Regulations, 2017. FSSAI has been entrusted with establishing an Expert Committee under the Ministry of Ayush, composed of relevant experts, including FSSAI representatives. This committee is tasked with offering recommendations regarding claims and product approval, and it possesses the authority to address concerns related to registration, licensing, certification, laboratory accreditation, testing, and quality issues pertaining to "Ayurveda Aahara."

### FSSAI Issues Warning Against Newspaper Usage for Food Packaging Citing Health Risks



The Food Safety and Standards Authority of India (FSSAI) has issued a cautionary advisory, discouraging both food vendors and consumers from employing newspapers for packaging, serving, or storing food items due to significant health hazards. The FSSAI has emphasized that the ink used in newspapers contains harmful substances that can potentially contaminate food, posing health concerns.

FSSAI, Chief Executive Officer, Mr. G Kamala Vardhana Rao has strongly urged food vendors and consumers nationwide to cease using newspapers for the packaging, serving, and storage of food items. Expressing concern over this prevalent practice, Mr. Rao has highlighted the considerable health risks associated with it.

In its advisory, the FSSAI explained that the ink used in newspapers contains various bioactive materials with well-known adverse health effects. Ingesting food in contact with such ink can lead to health problems. Additionally, the printing inks may contain chemicals, including lead and heavy metals, which can leach into the food, posing long-term health risks.

Furthermore, newspapers are exposed to various environmental conditions during distribution, rendering them susceptible to contamination by bacteria, viruses, or other pathogens that may transfer to the food. This, in turn, can potentially result in foodborne illnesses.

The FSSAI has already notified the Food Safety and Standards (Packaging) Regulations, 2018, which strictly prohibit the use of newspapers or similar materials for storing and wrapping food. According to these regulations, newspapers should not be used to wrap, cover, serve food, or absorb excess oil from fried food.

Mr. Rao stressed the paramount importance of food safety and urged all food vendors to adopt responsible packaging practices that prioritize the well-being of their customers. By discouraging the use of newspapers for food packaging and promoting safe alternatives, the FSSAI reaffirms its commitment to ensuring the safety of the nation's food supply.

The FSSAI has called upon consumers, food vendors, and stakeholders across the nation to immediately discontinue the use of newspapers as food packaging material. Instead, they are encouraged to opt for safe and approved food packaging materials and food-grade containers, thereby ensuring the safety and well-being of consumers.

## FSSAI Launches Survey on Milk & Milk Products Across 766 Districts Across India



In a significant move to combat adulteration and ensure food safety, the Food Safety and Standards Authority of India (FSSAI) has initiated a nationwide surveillance study on milk and milk products. This comprehensive survey, set to continue until October, will span a remarkable 766 districts across India, with over 10,000 samples scheduled for collection. FSSAI aims to deliver its comprehensive report to the Ministry of Health and Family Welfare by December.

Mr. Satyen K Panda, Advisor (Quality Assurance) at FSSAI, revealed, the surveillance survey will cover 766 districts across the country, and over 10,000 samples will be collected during the exercise. Two agencies have been engaged for the purpose. The survey is being conducted with the assistance of the Quality Council of India, an autonomous body under the Ministry of Commerce and Industry, and the National Dairy Development Board.


The scope of this ambitious survey encompasses a wide range of milk and milk products, including milk, khoa, chenna, paneer, ghee, butter, curd, and ice cream. The study will examine various parameters such as adulterants, normal quality and compositional parameters, contaminants, antibiotic residues, and microbiological indicators.

The primary objectives of the survey are to assess compliance with Food Safety and Standards Regulations among milk and milk product providers and to pinpoint hotspots for adulteration. Additionally, the study seeks to formulate corrective action strategies to address any issues uncovered during the survey. Mr. Panda emphasized the importance of this survey, stating, Milk plays an indispensable role in food culture, either as a fresh fluid or as a processed dairy product. He expressed optimism about submitting the survey findings to the health ministry by December.

This initiative follows a series of surveys conducted by FSSAI in the past, including a 2022 survey that covered 12 states, including those affected by Lumpy Skin Disease (LSD). In 2020, FSSAI conducted the PAN India Milk Products Survey to evaluate the safety and quality of milk products during festivals. In total, 2,801 milk product samples from both organized and unorganized sectors were collected from 542 districts across the nation and subjected to rigorous testing for quality and safety parameters, including pesticide residues, heavy metals, crop contaminants, and melamine.

The ongoing survey on milk and milk products underscores FSSAI's commitment to ensuring the purity and safety of essential food items for the citizens of India. It is a significant step forward in safeguarding the nation's food supply chain and enhancing public health.

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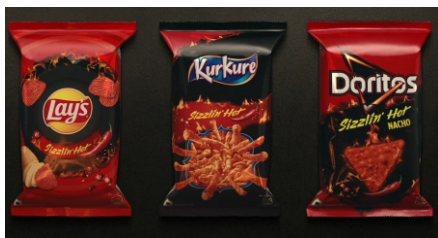


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### PepsiCo India adds a fiery twist to Kurkure with the launch of Kurkure Sizzlin' Hot



In a move to tantalize the taste buds of spice enthusiasts, PepsiCo India has expanded its beloved snack brand, Kurkure, by introducing Kurkure Sizzlin' Hot. This latest flavour addition draws inspiration from the globally acclaimed Flamin' Hot platform and promises an exceptional and irresistible flavour experience by combining the essence of 'chilli ka tadka' with Kurkure's signature crunch.

Kurkure Sizzlin' Hot packs a fiery punch with roasted red chilli, delivering a lingering heat sensation with each bite, perfectly complementing Kurkure's chatpata crunch. This flavour innovation is poised to awaken the senses and create an exhilarating taste adventure.

The introduction of Kurkure Sizzlin' Hot builds upon the success of the Sizzlin' Hot range with Lay's and Doritos in India. This exciting addition to the Kurkure family is a response to the growing consumer preference for spicy and salty snacks in the country, with 'chilli' emerging as a top flavour choice in the category. Embracing this trend, Kurkure Sizzlin' Hot promises an unforgettable taste experience with long-lasting sensational heat.

Ms. Aastha Bhasin, Category Lead for Kurkure at PepsiCo India, expressed her enthusiasm about the launch, stating, the launch of Kurkure Sizzlin' Hot is a testament to our commitment to continually innovate and provide Indian consumers with the most flavorful snacking experiences. As a brand that celebrates the use of spices, our latest offering pays homage to the extreme teekha (spicy) lovers of India. The all-new Kurkure Sizzlin' Hot really packs a punch and offers everything the Indian consumer craves for. Get ready for the ultimate 'teekha' experience that brings a sensational hit of chilli with Kurkure's chatpata crunch!

Kurkure Sizzlin' Hot is now available at INR 10 and INR 20 at leading retail and e-commerce outlets across India, with INR 5 packs available in select regions. The launch will be complemented by a television commercial (TVC) and an extensive 360-degree marketing campaign, ensuring that spice lovers across the nation are aware of this fiery addition to the Kurkure lineup.

### Capital Food Igniting Flavours in the 'Desi Chinese' Cuisine Market



Capital Foods, which manufactures brands like Ching's Secret and Smith & Jones, has set the stage for a vibrant culinary revolution. With its dominant presence in the 'Desi Chinese' food market, the company is spicing up palates across India. As it continues to reshape the gastronomic landscape, other industry giants like Nestle, ITC, Hindustan Unilever, and Tata Consumer Products have expressed keen interest in this Mumbai-based enterprise.

Driving this zeal is the exceptional success of Ching's Schezwan Chutney, a staple that has captured a whopping 90% market share. Capital Foods aims to extend its influence into the spice and noodles domains, building on its triumphs with an eye for innovation.

Reports indicate that Nestle India Ltd. and ITC Ltd. are at the forefront of contenders vying for the acquisition of Capital Foods. This strategic move could potentially value the company between INR 4,000 crore and INR 5,000 crore, solidifying its reputation as a dynamic player in the food industry.

The allure of Capital Foods lies in its flagship brands, Ching's Secret and Smith & Jones. Ching's Secret specializes in crafting chutneys, instant soups, Chinese spices, sauces, and noodles that resonate with the 'Indian Chinese' culinary sensibility. On the other hand, Smith & Jones excels in offerings like pasta mixes, pizza ketchup, and cooking pastes.

Mr. Digbijoy Chakraborty, the General Manager of Marketing at Capital Foods, notes that Ching's Schezwan Chutney made a groundbreaking impact by introducing the novel 'Desi Chinese' flavor. The market was ready for an innovative addition, and the success of Ching's Schezwan Chutney validated the approach. Chakraborty emphasizes that Ching's started with this unique food category, setting the stage for the popularity of the Schezwan chutney. This breakthrough taste sensation resonated with consumers, leading to remarkable growth.

Capital Foods is venturing into the realm of OTT platforms, recognizing the shift in consumer behavior. The brand's commitment to maintaining its quality and competitive edge has fortified its position, reflected in a consistent market share of around 90% in the 'Desi Chinese' category.

With innovative products like Ching's Secret Dragon Fire Chutney, Ching's Secret Sriracha Green Chilli Sauce, and Ching's Secret Jain Schezwan Chutney, Capital Foods continues to weave a tapestry of flavours, enriching India's culinary landscape.

## Choko La Diversifies into Premium FMCG with Launch of Exquisite Chocolate Drink Collection



Renowned for its decadent chocolates and delightful confections, Choko La, founded by Vasudha Munjal Dinodia, is embarking on a new and exciting venture into the upscale FMCG sector. The latest addition to their repertoire is the Choko La Chocolate Drink, elegantly encased in a convenient 200 ml can.

The Choko La Chocolate Drink takes a strategic position in the market as the brand strives to captivate consumers with its unique blend of value and festive flair. This delectable treat is easily accessible through the brand's online platform as well as various renowned marketplaces.

Beyond the confines of Choko La's signature outlets and official website, the product is poised to make its grand debut nationwide through a network of contemporary retail partners and collaborators. Among these are esteemed names like Spencer's, Modern Bazaar, and Le Marche, alongside prominent online marketplaces including Amazon, Flipkart, Blinkit, and more.

Going beyond the ordinary, this convenient 'on the go' beverage boasts an impressive protein content of 7.2 grams, positioning itself as a nourishing alternative among chocolate-infused drinks. Its versatility shines as it can be relished both piping hot and refreshingly cold. The ability to store it at room temperature adds a layer of convenience, appealing to both consumers and retailers who can stock larger quantities hassle-free.

Choko La's ambitious vision extends to introducing the product across duty-free operators, currently undergoing rigorous testing before becoming available at international terminals throughout India.

With a notable presence in around thirteen major international terminals, Choko La is poised to leave its mark on the global stage. The brand's strategic expansion plan targets key markets like the US, UK, Canada, and South Asia, aiming for a momentous entry in the initial quarter of the fiscal year 2025.

Presently, Choko La proudly operates from four flagship outlets, strategically located in Delhi at Select City Walk, Khan Market, DLF Promenade, and Galleria Market. This footprint extends to prominent airport establishments, including the distinguished IGI Terminals 3D, Terminal 1D, and Terminal 3, showcasing the brand's commitment to reaching discerning consumers wherever they may be.

## Kellogg's Introduces Tempting Chocolate Muesli to Morning Menu



Kellogg's, the leading breakfast cereal giant in India, has unveiled its latest breakfast sensation: Kellogg's Chocolate Muesli. With the catchy tagline "Mmmuesli," this new addition to Kellogg's portfolio promises an irresistible blend of rich, indulgent chocolate fused with the goodness of various grains, complemented by an array of inclusions such as fruits, nuts, and seeds.

The launch of Kellogg's Chocolate Muesli is accompanied by an extensive multimedia marketing campaign crafted by Ogilvy, embracing a 360-degree approach. This campaign spans across multiple platforms, including television, outdoor advertising, digital avenues like YouTube, and various social media channels. A heartwarming TV commercial features a delightful breakfast moment between a father and his teenage daughter as they savour Kellogg's Chocolate Muesli, with the tagline echoing their sentiments: "Mmmmmmm."

Mr. Vinay Subramanyam, Senior Director of Marketing at Kellogg South Asia, shared insights about this delectable addition, stating, "We recognize that taste is a crucial factor in our daily food choices. Kellogg's Chocolate Muesli undoubtedly stands out as the most delicious muesli you can enjoy. It's a delightful blend of multigrains, fruits, nuts, seeds, and chocolate, beautifully baked to perfection, astonishingly crunchy, and equally delightful as a breakfast option or a dessert accompaniment. Sometimes, true pleasure cannot be adequately described, which is why our proposition is simply expressed as 'Mmmuesli.'"

Kellogg's Chocolate Muesli will be available in two convenient packaging options: a 75g trial pack priced at Rs. 60 and a larger 450-grams family pack priced at Rs. 360. This launch underscores Kellogg's ongoing commitment to offering diverse, nutritious, and delightful breakfast choices. Mr. Rohit Devgun, Executive Creative Director at Ogilvy India, shed light on the creative inspiration behind the campaign, saying, chocolate in a breakfast bowl isn't ordinary, so why should the response to it be ordinary? That's precisely what our campaign captures. This rich, chocolatey delight doesn't just make your taste buds say 'mmmmmm,' it makes them exclaim 'mmmmuesli.' It's an idea that transcends mediums, offering a unique sensory expression for a truly distinctive breakfast product.

## Rallis India's new insecticide 'Benzilla' to target BPH, help protect paddy yields



**RALLIS INDIA LIMITED**  
**A TATA Enterprise**

Rallis India, a Tata enterprise and a leading player in the Indian agri inputs industry has launched its differentiated crop protection product, 'Benzilla'. Backed by extensive research and field trials, it is a cutting-edge product powered by patented BPX technology from Japan that promises to redefine crop management practices, boost yields and benefit farmers.

The result of a strategic partnership between Rallis India and Japan-based agro-chem company, Nihon Nohyaku Co., Ltd (Japan), its unique formulation incorporates IGR technology, ensuring a prolonged and sustained control of Brown Plant Hopper (BPH) infestations in paddy crops. BPH is regarded as one of the most devastating pests for paddy, which causes serious damage to the crop by sucking the sap from plants, leading to 'hopper burn'. It also causes indirect damage by transmitting viral diseases such as grassy stunt and ragged stunt viruses.

Mr. Sanjiv Lal, MD & CEO, Rallis India Limited, said, the agriculture industry is an important contributor to the Indian economy. The role played by the crop protection market is critical in this context, and with the introduction of Benzilla, we aim to strengthen the way BPH is managed in paddy crops in India. We believe this innovation will not only enhance crop protection but also contribute to the sustainability and prosperity of Indian agriculture.

Mr. S Nagarajan, COO, Rallis India, said, Benzilla is our breakthrough product for paddy farmers. Being a unique mixture of two highly effective technicals, it is designed to target both nymphs and adult BPH, offering a comprehensive approach to control BPH. This multistage action represents its unique differentiation versus the other solutions in the market. This product is being introduced for the first time in India.

While Benzilla is being launched first in Chhattisgarh, it will subsequently be introduced in other major paddy producing states such as– Karnataka, Andhra Pradesh, Telangana, West Bengal and Odisha in the coming months, added Nagarajan.



## 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.

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