



# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



**Dear Members,**

We are pleased to inform you that Sh. Sunil Kumar, (Ex-Director, APEDA) has been appointed AIFPA's Secretariat Office in the capacity of "**Executive Secretary**".

A very humble, soft-spoken, and passionate person who wants to contribute to the growth of the Indian Food Industry. I am very hopeful that he will contribute to the best of his capabilities.

With his vast and rich experience in the Food Industry, including International Business, Policy Making, Regulations, IT expertise, Virtual Buyer-Seller interaction and coordinating matters with Govt. Ministries & other Bodies. I am confident that under the umbrella of

AIFPA, Sh. Sunil Kumar will contribute immensely to the growth of the Indian Food Industry for Domestic & Global Markets.

We look forward to your kind further cooperation to achieve new heights together for a bright future of the Food Industry.

**Dr. Raghav Jadli**  
**President**  
**All India Food Processors' Association**

## Important Notice from FSSAI for FBOs

**Dear FBOs,**

It has come to our attention that some Food Business Operators (FBOs) are receiving fraudulent messages or emails asking for payments or sensitive information. We would like to remind you **not to click on any suspicious links or emails** requesting money or other personal details.

Please be advised that all official communications from FSSAI are sent only from **foscoss-notifications@fssai.gov.in**. Kindly verify the sender's address before taking any action.

Also, please note that all payments related to License/Registration should be made **only through the official FOSCOS portal**.

Stay cautious and report any suspicious messages to the appropriate authorities.

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January, 2025

# INDUS:FOOD MANUFACTURING

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**DAIRYTECH** IS THE LEADING EXHIBITION IN RUSSIA, SHOWCASING EQUIPMENT, TECHNOLOGIES, AND SERVICES ACROSS THE ENTIRE VALUE CHAIN OF THE DAIRY INDUSTRY: FROM PRODUCTION, PROCESSING OF RAW MATERIALS AND DAIRY INGREDIENTS, TO PACKAGING AND TRANSPORTATION OF FINISHED PRODUCTS.

PARTNER ASSOCIATION:  
ALL INDIA FOOD  
PROCESSORS' ASSOCIATION  
(AIFPA)



**EXHIBITORS\***  
**163** COMPANIES FROM **12** COUNTRIES

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



**VISITORS PRODUCT INTEREST**

EQUIPMENT AND TECHNOLOGIES FOR MILK PROCESSING	1,906 (53%)
PACKAGING EQUIPMENT AND TECHNOLOGIES	1,468 (41%)
MILK RECEIVING EQUIPMENT	1,261 (35%)
INGREDIENTS AND STARTERS FOR DAIRY PRODUCTS, BEVERAGES	928 (26%)
LABELLING EQUIPMENT	927 (26%)
BOTTLING EQUIPMENT AND TECHNOLOGIES	895 (25%)
FINISHED PACKAGING AND LABELLING	890 (25%)
REFRIGERATION AND FREEZING EQUIPMENT	854 (24%)
FOOD PROCESSING SERVICE AND ENGINEERING	839 (23%)
RELATED EQUIPMENT AND PRODUCTS, COMPONENTS	766 (21%)
QUALITY CONTROL EQUIPMENT	723 (20%)
PROGRAMMES (SOFTWARE) AND PRODUCTION AUTOMATION TOOLS	690 (19%)
CLEANING AND SANITATION EQUIPMENT	664 (18%)
EQUIPMENT AND TECHNOLOGIES FOR ICE CREAM PRODUCTION	648 (18%)
OTHER	100 (3%)

**EACH VISITOR OF YOUR STAND  
AT DAIRYTECH IS A POTENTIAL BUYER\***

**62%**

OF VISITORS COME TO SEARCH  
NEW SUPPLIERS AND PARTNERS  
FOR THEIR BUSINESS

**72%**

ARE DECISION MAKERS  
RESPONSIBLE FOR  
PROCUREMENT PROCESS  
IN THEIR COMPANIES

**66%**

ARE COMPANY OWNERS,  
CEOS AND SENIOR  
MANAGERS

**51%**

ATTEND ONLY  
DAIRYTECH AMONG  
OTHER INDUSTRY  
EXHIBITIONS

**WE INVITE TO PARTICIPATE:**

- MANUFACTURERS & SUPPLIERS OF EQUIPMENT FOR DAIRY MARKET,
- MANUFACTURERS & SUPPLIERS OF INGREDIENTS FOR DAIRY PRODUCTS & DRINKS,
- MANUFACTURERS & SUPPLIERS OF PACKAGING EQUIPMENT & READY PACKAGING;
- MANUFACTURERS & SUPPLIERS OF BOTTLING EQUIPMENT;
- SERVICE PROVIDERS FOR DAIRY ENTERPRISES.



**SPECIAL OFFER FOR AIFPA MEMBERS:**

**25%** DISCOUNT ON FULLY EQUIPPED STAND IN THE INDIAN PAVILION,

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- LOGO PLACEMENT IN THE LIST OF EXHIBITORS IN PRINTED EXHIBITION CATALOGUE (NEXT TO COMPANY DESCRIPTION)
- HIGHLIGHTING INDIAN PAVILION ON THE EXHIBITION FLOORPLAN
- INCLUDING INFORMATION ON PARTICIPANTS OF INDIAN PAVILION TO THE EMAILINGS TO VISITORS DATABASE (30 000+ USERS)
- POSTING INFORMATION RE PARTICIPANTS OF INDIAN PAVILION ON THE EXHIBITION WEBSITE

**10-20%** DISCOUNT FOR ACCOMMODATION IN 13 HOTELS IN MOSCOW.

**FOR DETAILED INFORMATION ON EXHIBITING  
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\*DairyTech 2024 statistics

### Centre advises Edible Oil associations to maintain MRP of Edible Oil



The Secretary, Department of Food and Public Distribution (DFPD), Government of India, chaired a meeting with the Representatives from Solvent Extraction Association of India (SEAI), Indian Vegetable Oil Producers' Association (IVPA) and Soyabean Oil Producers Association (SOPA), to discuss the pricing strategy. The leading Edible Oil associations were advised to ensure that the MRP of each oil is maintained till the availability of edible oil stocks imported at 0% & 12.5% Basic Customs Duty (BCD), and take up the issue with their members immediately.

Earlier also, in pursuance of the Department's meetings with leading edible oil associations, the MRP of edible oils such as Sunflower Oil, Soyabean Oil and Mustard Oil were reduced by the industry. The reduction in oil prices had come in the wake of reduction of international prices and reduced import duty on edible oils making them cheaper. The industry has been advised from time to time to align the domestic prices with the international prices so as to reduce the burden on the consumers.

Government of India has implemented an increase in the Basic Customs Duty on various edible oils to support domestic oilseed prices. Effective September 14, 2024, the Basic Customs Duty on Crude Soybean Oil, Crude Palm Oil, and Crude Sunflower Oil has been raised from 0% to 20%, making the effective duty on crude oils to 27.5%. Additionally, the Basic Customs Duty on Refined Palm Oil, Refined Sunflower Oil, and Refined Soybean Oil has been increased from 12.5% to 32.5% making the effective duty on Refined oils as 35.75%.

These adjustments are part of the government's ongoing efforts to bolster domestic oilseed farmers, especially with the new soybean and groundnut crops expected to arrive in markets from October 2024.

The decision follows comprehensive deliberations and is influenced by several factors: increased global production of soybean, oil palm, and other oilseeds; higher global ending stocks of edible oils compared to last year; and falling global prices due to surplus production.

This situation has led to a surge in imports of inexpensive oils, exerting downward pressure on domestic prices. By raising the landed cost of imported edible oils, these measures aim to enhance domestic oilseed prices, support increased production, and ensure that farmers receive fair compensation for their produce.

Central Government is also aware that there is close to 30 LMT stock of edible oils imported at lower duty which is sufficient for 45 to 50 days domestic consumption.

### FSSAI direction regarding omission related to labelling for Fortified Food

The FSSAI has issued a direction regarding omission of the sub-regulation (4) of the regulation 7 of the Food Safety and Standards (Fortification of Foods) Regulations, 2018, related to labelling requirements for fortified food products.



The sub-regulation (4) specifies that every package of food, fortified with iron shall carry a label statement- "People with Thalassaemia may take under medical supervision and persons with Sickle Cell Anaemia are advised not to consume iron fortified food products"

According to the FSSAI, the Ministry of Health & Family Welfare (MoHFW) constituted a Committee headed by DG ICMR to review the advisory on Thalassaemia and Sickle Cell Anaemia.

The decision to remove the advisory was based on the report of the committee which was approved by MoHFW and forwarded to FSSAI for necessary action. The report was considered in the 44th meeting of the Food Authority.

Accordingly, in compliance of the above, the sub-regulation (4) of the regulation 7 of the Food Safety and Standards (Fortification of Foods) Regulations, 2018 is omitted with immediate effect, reads the order issued by the FSSAI.

## FSSAI and MAPA, Brazil, sign MoU aimed at improving Food Safety through collaboration



The Food Safety & Standards Authority of India (FSSAI) has signed a MoU with the Ministry of Agriculture and Livestock (MAPA), Brazil, on the sidelines of Global Food Regulators Summit, 2024. Mr. Carlos Henrique Baqueta Fávaro, Agriculture and Livestock Minister, Brazil, and Mr. G. Kamala Vardhana Rao, CEO, FSSAI, the MoU aimed at improving food safety through joint projects and technical collaboration.

Mr. Rao said, signing this MoU demonstrates our dedication to food safety and signifies a major advancement in our ongoing efforts to enhance international collaboration in food safety. We are eager to work with MAPA to achieve our common goals and enhance food safety in both countries. He added that the MoU will also allow technical cooperation and exchange of experience and knowledge with the aim of strengthening the institutional collaboration and pursuing joint initiatives.

## India & Bhutan deepen cooperation on Food Safety & Regulatory Standards

The Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare conducted a bilateral meeting with the Bhutan Food and Drug Authority (BFDA), on the sidelines of the Global Food Regulators Summit, at Bharat Mandapam. The meeting focused on implementation protocol of the “Agreement” signed between India and BFDA. This Agreement underscores a mutual commitment to enhance food safety, aligning regulatory frameworks, simplifying the Food Import Procedure and fostering technical collaboration.



The Agreement aims to recognize the official control exercised by BFDA over food business operators (FBOs), by the FSSAI. The Agreement further seeks to enhance technical cooperation between FSSAI and BFDA, establishing a functional mechanism to facilitate and develop trade between the two countries. The meeting focused on Implementation of the said Agreement and steps taken by both FSSAI and BFDA in this regard. To further enhance this collaboration, various capacity building and technical collaboration for the BFDA officials were discussed.

Mr. G. Kamala Vardhana Rao, CEO, FSSAI, said, today's meeting marks a pivotal development in our partnership with Bhutan in the area of food safety and trade facilitation. The Agreement and the outcomes of our discussions are set to streamline trade processes and enhance food safety standards. This collaboration highlights our shared commitment to maintaining the highest quality standards for consumers. By working closely with the BFDA, we are building a robust and effective food safety framework that will serve the interests of both the nations.

Ms. Gyem Bidha, Director, BFDA, said, this bilateral meeting provided an opportunity to discuss the implementation challenges while exporting to India and on the areas of technical cooperation and capacity building to effectively implement the Agreement at the grassroot. He thanked FSSAI for the invitation extended to BFDA for the Global Food Regulators Summit.

The meeting was attended by Ms. Gyem Bidha, Director, Bhutan Food and Drug Authority (BFDA), and senior officials from Food Quality and Safety Division of BFDA. Tashi Peldon, chief of mission, Royal Bhutanese Embassy, New Delhi, and senior officials from Ministry of External Affairs and Ministry of Health and Family Welfare, Government of India also attended the meeting.

## Uttarakhand Launches Statewide Campaign Against Adulteration in Desi Ghee and Butter



According to the directives of Chief Minister, Sh. Pushkar Singh Dhami and Health Minister, Dr. Dhan Singh Rawat, Uttarakhand has initiated a comprehensive crackdown on adulteration in desi ghee and butter. The state-wide campaign, led by the Food Safety and Drug Controller Department, has been launched across all districts to ensure the quality of these essential products.

According to a statement from the Chief Minister's Office, the campaign includes raids on sweet shops and establishments selling desi ghee and butter. Samples have been collected from various vendors, with strict actions planned for those found selling adulterated products. Health Secretary and Food Commissioner, Mr. R Rajesh Kumar emphasized that the state is determined to curb the sale of substandard ghee and butter. The Union Health Ministry has also instructed states to collect and test samples of laddus and ghee to address concerns about widespread adulteration. Additional Commissioner of Food Department Tajbar Jaggi confirmed that district officials have been directed to intensify inspections and conduct raids on food establishments suspected of selling adulterated products.

The collected samples will be sent to laboratories for analysis, and further action will be taken once the reports are received. This intensified campaign underscores the state government's commitment to safeguarding public health and ensuring the purity of food products sold across Uttarakhand.

## New Launches

### Sunpure launches new product category of Blended Spices



Sunpure, South India's largest edible oil brand of MK Agrotech has launched a new product category of Blended Spices. Starting with Sambar Powder, Rasam Powder and Puliogare Powder.

Earlier this year, its Karnataka-based parent organisation, forayed into the Rs 25,000 crore branded spices market with the launch of Red Chilli Powder, Turmeric Powder and Coriander Powder. The company plans to further expand its product portfolio to include grains, pulses, dry fruit, and other food products in the near future.

Building on the brand's legacy of bringing together the best of technology and tradition, its vision is to become a Pan-India FMCG brand that empowers consumers to embrace healthy living. All products under the newly-launched Blended Spices category share the brand USP of no artificial colours, no artificial flavours, and no added preservatives.

Mr. Sridhar Vaidyanathan, Chief Operating Officer, MK Agrotech, said, the health and well-being of our consumers is at the heart of everything we do. The decision to launch the new category of Blended Spices was based on the strong consumer demand for trustworthy and healthy products that can do justice to the intricate blend of flavours and spices that are synonymous with Indian cuisine.

### PepsiCo's Gatorade Launches New Hydration Powder for Everyday Use

Gatorade, a leading sports drink brand owned by PepsiCo, has launched its latest product aimed at a wider consumer base beyond athletes. The new offering, Gatorade Hydration Booster, is an electrolyte powder designed for all-day hydration. This marks a shift for the \$6 billion brand, traditionally known for fueling athletes, as it taps into the growing demand for convenient hydration solutions among everyday consumers.



The Gatorade Hydration Booster, which launched this week, is PepsiCo's first powdered electrolyte product not tied to a ready-to-drink option. Available in three flavors—strawberry watermelon, tropical mango, and citrus berry—the product contains electrolytes from natural sources like watermelon juice, sea salt, and potassium salt. It also provides 100% of the daily value of essential vitamins A, B3, B5, B6, and C, with no artificial flavors or colors.

This is our first step into the all-day hydration space, said Ms. Marissa Pines, Senior Marketing Director for Gatorade. She noted that this product targets consumers seeking convenience and sustainability, particularly women and those leading active lifestyles.

The launch comes as Gatorade looks to capitalize on the growing beverage enhancer market, which has surged by 63% in the past three years to reach \$2.8 billion. Gatorade's marketing campaign, 'Put Your Water to Work,' emphasizes the versatility of the Hydration Booster for everyday hydration needs beyond sports. Gatorade Hydration Booster enters a competitive space with products like Unilever's Liquid I.V. and Nestlé's Nuun. However, Pines believes Gatorade's reputation for scientific innovation and brand recognition will give it an edge in the crowded market.

This launch follows Gatorade's recent moves to diversify its portfolio. Earlier this year, the brand introduced its first-ever electrolyte-infused water and expanded into the energy drink market with its Fast Twitch product.

### ITC Sunfeast Dark Fantasy launches 'Big Fantasies' to ignite children's imagination



ITC Sunfeast Dark Fantasy, one of India's most beloved cookie brands known for turning everyday moments into extraordinary experiences, has announced its latest innovation-driven initiative, 'Big Fantasies: Give Wings to Your Imagination'. With this initiative the brand aims to ignite creativity and imagination in children by blending art with technology.

This unique and forward-thinking initiative was launched at St. Joseph's School, Bengaluru in the presence of children, their parents, and guests. The event also witnessed a detailed panel discussion on the importance of igniting a child's imagination, featuring prominent figures from the fields of space exploration, academia, psychology, and creative arts. Guest speakers for panel discussion included notable personalities like Mandira Bedi, Prakasha Rao (former-ISRO director), Dr. Megha Mahajan (DM- NIMHANS) and Reverend Father Rohan D'Almeida (Principal, St Joseph's School).

The Panel highlighted how imagination is a fundamental aspect of a child's holistic development and how it fosters creativity & problem-solving skills, helping them ignite new ideas and overcome challenges. Rao talked about the synergy between creativity and technology and the role of imagination in shaping future generations.

Mr. Ali Harris Shere, COO, biscuits and cakes cluster, foods division, ITC Limited, said, at ITC Sunfeast Dark Fantasy, we believe that the power of fantasy and imagination is critical for transforming kids' life from the ordinary to something truly extraordinary. With 'Big Fantasies' we are proud to bring a never seen before tech on wheels in India offering kids a unique platform to express themselves and see their fantasies come alive. We are excited to ignite the spark of wonder and innovation in young minds across the country, inspiring them to explore the limitless possibilities as they grow up.

### **Monin launches third experiential studio to drive new-age excellence in beverage space**



**M**onin, the premium syrup brand celebrated for its mastery of nature's flavours, has announced the opening of its latest experiential studio in Juhu, Mumbai. Following successful launches in Delhi and Bengaluru, this new studio further solidifies its commitment to the Indian market.

Designed as a space for co-creativity, it will serve as a gathering point for stakeholders to engage with the community and elevate their creative efforts. This environment will facilitate collaboration among HoReCa professionals and industry leaders, fostering the development of innovative recipes.

Mr. Germain Araud, Managing Director, Monin India Pvt. Ltd., said, the Indian F&B sector is thriving, and Monin is well-positioned to introduce new creations to the beverage scene. This studio is set to become a hub of inspiration, driving beverage and culinary innovations led by industry experts.

As part of our 'Make in India' initiative, we have an ambitious expansion plan, including a factory expected to begin operations in late 2025. Additionally, our new Research and Development centre in Hyderabad will focus on creating localised flavours and tailor-made solutions for our key accounts, engaging communities at every level.

### **Krishival Foods forays into ice cream business**

**K**rishival Foods Limited, one of India's emerging FMCG companies in nuts and dried food segment made strategic investment for 52.94% stakes in leading ice cream manufacturer. The company manufactures varieties of Ice-creams like Cups, Cones, Candies, Family / Party Packs, Novelties, Tubs, Catering Packs, under the brand 'Melt N Mellow' and milk products under the brand 'Hamma'.



In quite a short time, the company has established its repute and a good brand name in the market by providing and maintaining good quality ice creams to a wide range of customers.

The products of company have been spread through 20,000 retailers across Maharashtra and North Karnataka. The brand has sales of Rs 28.38 crore for FY 23 and Rs 37.28 crore for FY 24 (unaudited).

Expanding from its established roots in nuts and dry fruits, the company will now enter the ice cream, dairy and bakery sectors. These segments offer synergies in distribution and thus scaling potential, allowing the company to optimise its existing resources across both lines of business.

The inclusion of ice cream and bakery products within its portfolio opens up opportunities for cross-selling and strengthening its presence in the rapidly evolving food sector. This acquisition gives it an opportunity to participate in the rapidly growing ice cream sector in India.

Mr. Abhishek Puranik, Mr. Sandeep Shelke and Mr. Amol Palshikar, co-founders of Melt 'N' Mellow said, we are excited about the journey of Melt 'N' Mellow with Krishival. We are confident of Melt 'N' Mellow emerging as numero uno brand in ice cream in India in coming years.

Ms. Aparna Bangar, CMD, Krishival Foods Ltd., said, this strategic acquisition is a significant building block for value creation for Krishival shareholders through profitable sustainable growth over the long term. This acquisition aligns with Krishival's broad vision to emerge as overarching FMCG player in aspirational food products and diversify its business operations aligning with this vision.

### Reliance Intensifies Cola Price War with Campa Expansion



A cola price war is heating up as Reliance Consumer Products (RCPL) expands its Campa soft drinks range at half the price of Coca-Cola and PepsiCo brands, ahead of the festive season. This aggressive pricing has prompted Coca-Cola and PepsiCo to increase consumer promotions, although they have yet to cut prices.

Industry experts suggest Coca-Cola and PepsiCo are focusing on tactical promotions through grocery stores and quick-commerce platforms to counter the threat. However, there is growing pressure to either lower prices, which could impact profitability, or risk losing market share to

the lower-priced Campa.

RCPL, which entered the Indian soft drinks market in 2022, is scaling up its Campa brand in new regions, including southern states, West Bengal, Bihar, Odisha, and parts of Uttar Pradesh. Campa's pricing strategy, offering products at 30–35% lower prices than competitors, reflects Reliance's consumer-centric approach. For instance, Campa's 250-ml bottles sell for Rs 10, while Coca-Cola and PepsiCo offer the same size for Rs 20.

Despite the competition, PepsiCo's bottling partner Varun Beverages remains optimistic. Mr. Ravi Jaipuria, Chairman noted that India's large market has room for new players, predicting that increased investment would drive overall market growth. As soft drink companies gear up for the October-December festive season, the cola price war is expected to intensify, with the bottled soft drink category already expanding by 19% in 2024.

### HUL's Ice Cream Business Attracts Major Interest in Booming Market

Hindustan Unilever's (HUL) ice cream business, which includes popular brands like Kwality Wall's and Magnum, has become the center of attention as several major firms express interest in acquiring it. The company is forming an independent committee to assess the future of its ice cream segment amidst rapid growth in India's ice cream market driven by rising disposable incomes and product innovations.



In a significant move, multiple companies are vying for a chance to acquire a slice of Hindustan Unilever's (HUL) ice cream business as the consumer goods giant evaluates options for the future of its frozen dessert portfolio. HUL's lineup includes well-known brands like Kwality Wall's, Cornetto, and Magnum, which together contribute around 3% of its annual revenue of over ₹60,000 crore.

HUL is considering spinning off the ice cream business as it reorganizes its product portfolio. Among the interested companies are RJ Corp., which manages brands like KFC and Cream Bell, MMG Group, which runs McDonald's in parts of India; and Nestlé's local unit. They are awaiting the committee's recommendation before making their moves.

This decision comes as Unilever, HUL's parent company and the world's largest ice cream producer, is restructuring its global operations. The Indian ice cream market is thriving, with estimates predicting it will exceed \$5 billion by FY25. Companies are attracted to the growth potential, especially in Tier II and III cities, where premium products and innovative flavors are gaining traction. Additionally, the rise of quick-commerce platforms like Frogo has expanded the reach of frozen foods, including ice creams.

Despite being a household name, HUL faces stiff competition in the Indian market from domestic giants like Amul and emerging brands such as Go Zero and Noto. Expansion into hyperlocal and digital channels has become a key strategy to tap into changing consumer habits, which now prioritize convenience and novelty in indulgence categories. With the ice cream sector becoming increasingly competitive, the outcome of HUL's decision on whether to spin off or sell its business will significantly impact the market's dynamics.

### Tetra Pak & NIFTEM sign MoU to advance food processing innovation



Tetra Pak, a global leader in food processing and packaging, has signed a Memorandum of Understanding (MoU) with the National Institute of Food Technology Entrepreneurship and Management, Kundli (NIFTEM-K) to drive innovation in the Indian food processing industry.

Aligned with the Ministry of Food Processing Industries' (MoFPI) vision to enhance value addition, reduce wastage, and promote sustainable growth and modernization within the industry, the partnership is poised to create impactful solutions that can benefit the Indian food industry at large.



Mr. Cassio Simões, Managing Director, Tetra Pak South Asia, said, at Tetra Pak, we are committed to driving innovation and building a sustainable future for the food processing industry. India's food processing sector offers vast and diverse opportunities, with each sub-sector presenting unique growth potential. Our collaboration with NIFTEM-K is a key step towards nurturing talent and fostering research to tackle the evolving challenges. Through this partnership, we aim to unite the strengths of academia and industry to develop solutions that enhance food safety and quality, while supporting the growth and evolution of the entire ecosystem.

Dr. Harinder Singh Oberoi, Director & Head of Department, NIFTEM-K, said, as the global food industry continues to evolve, we move toward a future where food security, sustainability, and innovation are paramount, it is vital that we build strong partnerships across the industry.

World Food India 2024 presents a unique platform to bring together thought leaders and innovators to address the evolving challenges of the global food landscape. At NIFTEM-K, we believe in the power of collaboration, and our recent MoU with Tetra Pak is a testament to that. By combining our expertise, we aim to push the boundaries of research and development, foster entrepreneurship, and create a stronger, more resilient food processing ecosystem in India and beyond.



### **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 AIFPA</b>	<b>07AAATA7939A1ZZ</b>
<b>PAN No. of AIFPA</b>	<b>AAATA7939A</b>

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

## Sol Kadhi

- Traditional Indian drink from the coastal regions of Maharashtra and Goa
- The base of Sol Kadhi consists of Coconut milk infused with the tangy flavor of kokum and a blend of spices
- It is known for its refreshing and cooling properties

**Aids Digestion**



## Nungu Sherbet

- Beverage made from tender, translucent, jelly-like flesh of the Ice Apple Fruit, popular in Tamil Nadu
- Excellent hydrating beverage, especially for hot summer months
- Helps in digestive issues like Constipation
- Rich in Vitamin A and C

**Great Thirst Quencher**



## Nimbu Jaljeera

- Helps in Detoxification
- Best for Acidity
- Rich in Vitamin C
- Keeps you Hydrated
- Treats Nausea

**Aids Digestion**



## Amla Herbal Juice

- Promotes immune function
- Improves kidney health
- Regulates blood sugar levels
- Supports healthy digestion
- Promotes heart health

**Rich in vitamin C**

**Rich in Antioxidants**

**Contains fiber**

