



# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



**India**  
BLEC, Bengaluru  
25-27 September 2024



EDITION  
ESTD. 2006



Discover the latest food trends and explore the most innovative ingredients at Fi India 2024.

#IngredientsOfTheFuture

Register Today!



### Key Features



Conferences



Innovative Product Showcase



Live Demonstration



Global Trend Zone



Fund Quest



Fi India Awards

Don't miss out on being a part of the future food industry!

### Association Partners



AFSI  
Empowering the Food Industry



AFSI Bengaluru Chapter



AIFPA  
ALL INDIA FOOD PROCESSORS ASSOCIATION



HADSAs  
Health, Food & Safety Systems of Excellence



CASME



IBA  
INDIAN BEVERAGE ASSOCIATION

### Media Partners



UDYOGPRERANA  
Real Inspiration Of Foodprocessors



FoodTechBiz



FOOD & DRINK INDUSTRY



iFOOD INFOTECH



Food & Beverages Processing  
Processing + Packaging + Technology



food MARKETING & TECHNOLOGY

For booth booking and partnership opportunities, contact:

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

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

For marketing & alliances:

Esme Bangera  
+91 97691 28772  
esme.bangera@informa.com

For registration related assistance contact: Seema Rajbhar | +91 79775 07496 | seema.rajbhar@informa.com

www.fi-india.com



Follow us on: @fih2020 @Fi India @FiIndia\_2006

**BE INDIAN, BUY INDIAN**

#VocalForLocal

One Of The Largest Manufacturers Of Instant Drink Concentrate Mix





www.worldfoodindia.gov.in



# WORLD FOOD INDIA

2024 19 to 22 September

## Processing for Prosperity

PRAGATI MAIDAN, NEW DELHI

India's largest gathering of industry leaders, investors, policymakers & regulators, key executives of prominent global and domestic companies engaged in food & allied sectors, start-ups & innovators, experts.

### KEY ELEMENTS

	Exhibition, Theme Pavilions		Reverse Buyer Seller Meet		Industry roundtable interactions
	Business networking through B2B/G meetings		Food Street		Sessions & Conferences

### WHO SHOULD ATTEND

- Companies engaged in the food processing & allied sectors
- Startups & innovators
- Exporters & importers
- Machinery manufacturers
- Retailers
- Equipment manufacturers & solution providers
- Food packaging, cold chain, logistics companies
- Government delegates & representatives
- Global food regulators
- Foreign Missions in India
- Media partners
- Financial institutions
- Academia & research institutions

### FOCUS SEGMENTS

Ready to Eat / Cook	Machinery & Packaging
Alcoholic Beverages	Pet Food
Poultry & Meat	Fisheries & Seafood Products
Beverages / Ready to Drink	Dairy
Fruits & Vegetables	Technology & Innovation
HORECA	Other allied categories

**REGISTER NOW!**

**BOOK YOUR STALL**

Association Partner

ALL INDIA FOOD PROCESSORS' ASSOCIATION

Scan to know more

**CONTACT DETAILS:**

Exhibitor Query \_\_\_\_\_

Rameshwar Maurya, Manager - Projects  
All India Food Processors' Association  
M: +91-8744088116 | E: maurya@aifpa.net





**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)



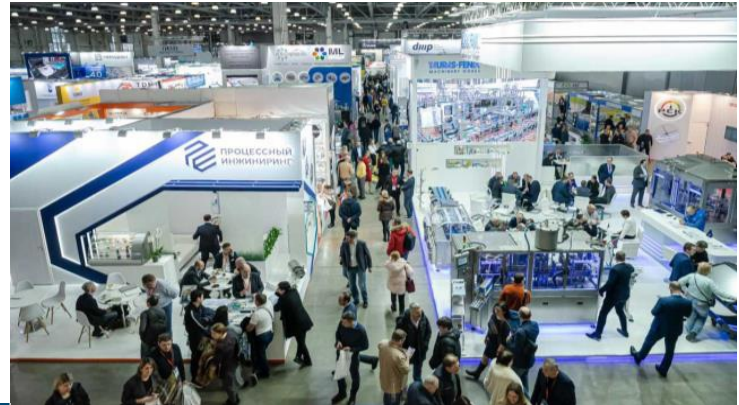
**EXHIBITORS\***

**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,

**FREE MARKETING OPTIONS:**

- 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  
AT DAIRYTECH 2025 PLEASE CONTACT:**

**ELENA SHATROVA**  
+ 1 (416) 970-4576  
ESHATROVA@MVKEXPO.COM  
DAIRYTECH-EXPO.RU

\*DairyTech 2024 statistics



### FSSAI Launches Project to Tackle Microplastic Contamination in Food Products



The Food Safety and Standards Authority of India (FSSAI) has initiated a significant project to address the growing concern of microplastic contamination in Indian food products. The project, titled 'Micro- and Nano-Plastics as Emerging Food Contaminants: Establishing Validated Methodologies and Understanding the Prevalence in Different Food Matrices', was launched and marks a proactive step towards safeguarding public health.

The primary goal of the project is to develop and validate methods for detecting micro- and nanoplastics in various food items. By collaborating with leading research institutions such as the CSIR-Indian Institute of Toxicology Research in Lucknow, ICAR-Central Institute of Fisheries Technology in Kochi, and the Birla Institute of Technology and Science in Pilani, FSSAI aims to assess the prevalence of these contaminants and their potential impact on consumers. An official statement from FSSAI highlighted the project's focus on generating critical data on microplastic exposure levels among Indian consumers. This data will help guide the formulation of effective regulations and safety standards to ensure that food products in India remain safe for consumption.

FSSAI's initiative comes in response to growing global concerns about microplastic pollution, which has been found in common food items such as sugar and salt. The Food and Agriculture Organization (FAO) has recently emphasized the need for more robust data to fully understand the implications of microplastic contamination on human health, particularly in the Indian context.

By undertaking this project, FSSAI aims not only to protect public health in India but also to contribute to the global understanding of microplastic contamination. The findings are expected to play a crucial role in shaping future regulatory actions and ensuring the safety and health of consumers. As the project progresses, FSSAI remains committed to its mission of providing safe and healthy food to Indian consumers, reinforcing its role as a key player in the fight against food contamination.

### FSSAI Retracts Advisory on 'A1' and 'A2' Milk Product Claims

The Food Safety and Standards Authority of India (FSSAI) has officially withdrawn its recent directive that required food businesses to remove claims related to 'A1' and 'A2' types of milk and milk products from their packaging. This reversal permits companies to continue marketing these claims while further consultations with stakeholders are conducted.



The FSSAI's initial advisory, issued on August 21, 2024, mandated that food business operators (FBOs) eliminate all references to 'A1' and 'A2' milk from their products. E-commerce platforms were also instructed to remove these claims from their listings immediately. The advisory was based on the FSSAI's finding that the differentiation between A1 and A2 milk, which relates to variations in the beta-casein protein based on cow breed, does not align with current regulations under the Food Safety and Standards Act, 2006.

Following the withdrawal, FBOs are now allowed to continue selling and marketing products with 'A1' and 'A2' claims. The FSSAI has indicated that the decision to retract the advisory is aimed at facilitating further discussion and engagement with relevant stakeholders. In the previous advisory, the FSSAI had also instructed businesses to exhaust pre-printed labels containing 'A1' and 'A2' claims within six months, without any extension. However, this requirement is now on hold pending further consultation.

### Tax Notices Sour Business for India's Chocolatiers and Bakers



The Directorate General of Goods and Services Tax Intelligence (DGGI) has issued tax notices to around a dozen prominent chocolatiers and bakeries across India, alleging underpayment of taxes between July 2017 and March 2023. The move could lead to significant financial liabilities for the industry, with total dues potentially exceeding ₹1,000 crore, according to sources familiar with the matter.

The businesses in question have been paying 5% GST, believing them to be classified similarly to restaurants. However, the DGGI argues that these entities do not qualify as restaurants and are, therefore, subject to an 18% GST rate. These entities are not restaurants and are liable to pay GST at the rate of 18%, a senior official, who wished to remain anonymous, stated.

Experts have pointed out that the issue revolves around a dispute in tax classification, which could be contested in court. This classification dispute will have to cross the test of constitutional validity, especially considering the implications of tax cascading when outlets pay 18% GST, said Mr. Abhishek Rastogi, founder of Rastogi Chambers. He noted that, in some cases, adjusting for input tax credits could result in little to no additional tax liability, even at the higher rate.



Similar disputes have arisen in other sectors, with ice-cream parlors previously receiving notices demanding an 18% GST. The ongoing classification ambiguities are a key concern, with experts like Mr. Saurabh Agarwal, Tax Partner at EY, emphasizing the importance of resolving these issues during GST rate rationalization exercises. The DGGI's crackdown could have a significant impact on the affected companies, which may face hefty additional tax payments, penalties, and interest, adding further complexity to the already challenging business environment.

## **FDA Mumbai conducts Awareness Programme for FBOs with respect to Festival Season**



An awareness programme was conducted on September 6, 2024, for 'Sweets Manufacturers', 'Retailers' and 'Mawa Manufacturers' of Mumbai by FDA Greater Mumbai office in which instructions and guidance under Food Safety and Standards Authority of India (FSSAI), were given to Food Business Operators (FBOs), with respect to festival season. Guidelines and Advice for Sweet Manufacturers, Retailers, and Mawa Manufacturers with respect to festival season are:

1. Maintaining Cleanliness and Hygiene - Cleanliness should be the top priority when preparing sweets. Hands, equipment, the workshop, and the workspace must be kept clean. Workers should wash their hands and wear clean, appropriate clothing before starting work.
2. Use of Pure and Safe Raw Materials - The raw materials used for sweets, such as milk, sugar, ghee, and dry fruits, should be of the best quality and pure. Using impure or spoiled ingredients can be harmful to health.
3. Proper Storage Methods- Maintaining the right temperature and ventilation for storing sweets is essential. Sweets should be kept in refrigerators or in a clean, dry place to prevent spoilage.
4. Avoiding the Use of Colours and Chemicals- Artificial colours or harmful chemicals should be avoided in sweets. Using natural colours is more appropriate and has no adverse effects on customers' health.
5. Licenses and Approvals for Sales- Sweet sellers should obtain the necessary licenses and approvals as per the Food Safety and Standards Act (FSSAI). This ensures the quality and safety of the products.
6. Shelf Life and Labelling of Sweets- Each sweet should have proper labelling that includes information on shelf life, production date, and ingredients. Customers should be aware of how long the sweets will last.
7. Regular Inspections- Sweet manufacturers should regularly inspect their products and storage areas and fully cooperate with administrative inspection processes.

Mr. Mahesh Chaudhari, Joint Commissioner, Greater Mumbai, FDA, said, following all these guidelines will ensure that customers receive safe, tasty, and pure sweets, and it will guarantee the quality of the production.

## **Union Agriculture Minister Chouhan launches AgriSure fund**

In a significant development for the agricultural sector, Union Minister for Agriculture and Farmers' Welfare and Rural Development, Sh. Shivraj Singh Chouhan, launched the AgriSure Scheme.

AgriSure - agri fund for start-ups & rural enterprises is an innovative fund which is a pioneering step toward revolutionising the agricultural landscape in India. With a focus on technology-driven, high-risk, high-impact ventures, it is designed to fuel growth and foster innovation in the agricultural and rural start-up ecosystem. A Blended capital fund of Rs. 750 crore with SEBI Registered Category II, Alternative Investment Fund (AIF), contributions from Government of India is Rs. 250 crore, NABARD is Rs. 250 crore, and Rs. 250 crore is being mobilized from banks, insurance companies, and private investors.



The launch event was graced by several distinguished guests, including Union Ministers of State for Agriculture and Farmers' Welfare, Sh. Bhagirath Choudhary and Sh. Ram Nath Thakur and Secretary, Ministry of Agriculture and Farmers Welfare, Dr. Devesh Chaturvedi. The gathering also included senior officials from the Ministry of Agriculture, Ministry of Finance, representatives from leading banks, State Government officials, and key stakeholders from the agricultural community.

In his keynote address, Sh. Chouhan highlighted the transformative potential of the newly launched initiatives. The Minister mentioned that, the launch of the AgriSure fund is a continuation of previous efforts of Government to ensure that every farmer in India has the technological support needed to thrive.

He further elaborated on the government's commitment to supporting the farming community. He said, our vision is to empower every farmer and the launch of the AgriSure fund is a testament to our unwavering dedication to the agricultural sector. Government will relentlessly strive towards ensuring increased production, reduced cost of production for farmers, remunerative prices for farmers, crop diversification, preventing post-harvest loss and safe guard during crop loss through crop insurance.

## New Launches

### Oreo and Coca-Cola Collaborate on Limited-Edition Cookie and Beverage Launch



Oreo and Coca-Cola have teamed up to create two limited-edition products that merge the iconic flavours of both brands: the Oreo Coca-Cola Sandwich Cookie and the Coca-Cola Oreo Zero Sugar beverage. The Oreo Coca-Cola Sandwich Cookie features a unique combination of Oreo's classic chocolate **basecake** infused with Coca-Cola syrup on one side, while the other half sports a red-coloured basecake embossed with Coca-Cola's signature script.

The cookie is filled with white cream embedded with popping candies, designed to mimic the fizzy sensation of Coca-Cola. The Coca-Cola Oreo Zero Sugar beverage offers the classic taste of Coca-Cola with flavourful hints inspired by Oreo cookies. Additionally, a frozen version of Coca-Cola Oreo will be available at McDonald's in select markets.

This collaboration is part of a broader strategy by both brands to innovate and capture consumer interest by offering novel products. Mondelez International, the parent company of Oreo, has a history of introducing special edition Oreo flavours, such as jelly doughnut, watermelon, and birthday cake, to attract curious consumers. Coca-Cola has also embraced innovation through its Creations platform, which has launched 11 limited-time items since 2022, including Coca-Cola Starlight, Coca-Cola Byte, and Coca-Cola Dreamworld.

Given the global popularity of both Oreo and Coca-Cola, this collaboration is poised to generate significant buzz and appeal to consumers looking for new and exciting products. The campaign promoting this partnership emphasizes the theme of friendship, encouraging consumers to come together as 'besties' by enjoying the best characteristics of each product combined.

### The Hershey Company unveils spooky treats to sweeten your Halloween

As the Halloween season approaches, The Hershey Company reveals hauntingly delicious new flavours with Kit Kat Ghost Toast and Reese's Werewolf Tracks, leading an innovative lineup of seasonal must-haves. Additionally, Hershey's and Twizzlers are also introducing delightfully eerie products that are sure to add a spooky twist to Halloween celebrations.



Mr. Heather Seamans, Senior Manager Fall Marketing at The Hershey Company, said, Hershey has long been a leader in Halloween festivities, offering beloved treats that have become synonymous with the season. This year, with Kit Kat Ghost Toast and Reese's Werewolf Tracks, we're showcasing our commitment to innovation and fun with bold, exciting Halloween flavours, inviting consumers to choose both.

### Unilever Introduces Flavoured Mayo to Spice Up Hellmann's Brand

Unilever is shaking up its Hellmann's mayonnaise brand by launching new flavoured options like Chipotle and Garlic Aioli, aiming to attract younger consumers and expand the condiment's usage in various meals. This move comes as Hellmann's, a brand with over \$2 billion in global sales, seeks to appeal to millennial and Gen Z shoppers who favour unique and versatile products.



The flavoured mayonnaise market, currently valued at \$210 million according to Circana data, represents a growing opportunity for Hellmann's. Mr. Chris Symmes, Unilever's Head of marketing for dressings and condiments in North America, emphasized the importance of this product line in maintaining the brand's relevance, particularly among younger demographics.

He noted that the introduction of these flavours has significantly boosted sales, with flavoured mayonnaise sales nearly doubling in 2023. Notably, up to 70% of customers purchasing a flavoured variety also buy the classic Hellmann's Real mayonnaise.

Hellmann's, which has been a staple in American households since its inception in 1905 by German immigrant Richard Hellmann, began experimenting with flavoured mayonnaise in the UK about a decade ago. The brand introduced its first flavoured mayonnaise in the U.S. in 2022 with the spicy variety and now offers five different flavours in the American market, including chili lime made with Tajin and Italian herbs and garlic.

Unilever continues to explore new flavour possibilities by analyzing market data and attending industry events like the Fancy Food Show. For instance, the Chipotle flavour was chosen due to its popularity among millennials. However, Symmes indicated that the pace of new product launches might slow down to allow the company to focus on supporting and growing its existing flavoured mayonnaise offerings.

## McDonald's India & CSIR-CFTRI partner to launch multi-millet bun



McDonald's India (West & South), operated by Westlife Foodworld, has partnered with the prestigious Food Technology Research Institute, CSIR-Central Food Technological Research Institute (CFTRI), under the central Ministry of Science & Technology, to launch the groundbreaking multi-millet bun. This exclusive, first-ever collaboration marks a new era in food innovation, combining CSIR-CFTRI's expertise with the brand's commitment to developing nutritious food options. On the occasion of National Nutrition Week, this significant step forward aligns with its nutrition journey, reinforcing its commitment to enhancing the nutritional profile of its offerings.

The new bun, co-created by CSIR-CFTRI's leading food scientists and McDonald's India (W&S), incorporates the richness of five nutrient-dense millets—Bajra, Ragi, Jowar, Proso, and Kodo, both major and minor millets. Renowned for their nutritional benefits, these superfoods are sourced from diverse parts of the country, including Gujarat, Maharashtra, Karnataka, Rajasthan, Tamil Nadu, Madhya Pradesh, and Chhattisgarh, also reflecting its India's commitment to local and sustainable sourcing.

CSIR-CFTRI's deep expertise played a pivotal role in seamlessly integrating the nutritional benefits of millets while achieving the delicate balance of taste, texture, and quality that it is known for. The result is a bun packed with essential vitamins, minerals, and natural dietary fibre, offering both nutrition and delight in every bite. Dr. Sridevi Annapurna Singh, Director of CSIR-CFTRI, said, our collaboration with McDonald's India (W&S) signifies a strategic integration of advanced food technology and industry-leading best practices. This joint effort is a pivotal step towards developing menu items that offer added nutritional value and also delight the palate. With CSIR-CFTRI's cutting-edge research capabilities, combined with McDonald's India's operational expertise and commitment to quality, we believe we are ushering in a new era of giving food a great future.

This long-term partnership aims to explore new avenues in nutritional innovation with benefits to the end consumer top of mind. Together, both the organisations are committed to craft menu items that are both wholesome and delicious catering to the evolving eating preferences of customers, with an emphasis on combining traditional ingredients like millets with modern food science and technology.

Mr. Akshay Jatia, Executive Director, McDonald's India (W&S), said, at McDonald's India (W&S), we are on a long-term journey to offer 'Real Food that is Real Good.' The introduction of the multi-millet bun is a reflection of our ongoing efforts to enhance the nutritional value of our offerings while staying true to the taste our customers love. We are grateful to CFTRI for their invaluable expertise in helping us bring this unique product to life, further advancing our mission to provide mindful eating choices.

## Parle Agro launches Smooth Lassi

Parle Agro, known for driving innovation in the Indian beverage market, launches Smooth Lassi, a fresh addition to its growing dairy portfolio that is set to redefine the Indian dairy category once again. Building on the success of its flavoured milk, the new offering reflects the company's commitment to disrupting market norms with innovative, high-quality, and affordable products that unlock the full potential of its category, leading to extraordinary growth.



With Smooth Lassi, Parle Agro takes lassi to new heights of delight and indulgence. With 50% dahi content, this lassi is wonderfully thick and creamy, delivering a delicious, smooth, and satisfying drinking experience with every sip. It offers the classic lassi taste, gently infused with a delicate hint of rose creating a flavour that is both refreshing and comforting. It's the perfect beverage for relaxing moments - whether it's a quick snack, a family gathering, serving guests or simply a refreshing pick-me up.

Making it even more unique is its packaging. The company is the sole national player offering lassi in cutting-edge aseptic PET packaging. This innovative packaging ensures the lassi is free from trans fats and preservatives, with a remarkable six-month shelf life, perfectly aligning with the company's commitment to wholesome, quality, and guilt-free indulgence. Its vibrant, trendy design is eye-catching and appealing, making it stand out in a crowded market. Additionally, its youthful look and convenient size make it ideal for on-the-go consumption.

Ms. Nadia Chauhan, Joint Managing Director, Parle Agro, said, Lassi is a beverage rooted in the Indian culture, with significant market potential. Smooth Lassi is our innovative take on this classic beverage, offering a premium, creamier, and richer product that seamlessly blends tradition with modernity. We've carefully crafted Smooth Lassi to exceed consumer expectations, focusing on quality, taste, and nutritional value. Our campaign with Varun Dhawan, is designed to resonate with consumers, positioning Smooth Lassi as a standout choice in the crowded lassi market. With this approach, we aim to elevate the product's visibility and strengthen our leadership in beverage innovation. Our strategy has always centred on diversifying our portfolio to anticipate consumer preferences and set market trends. The launch of Smooth Lassi in innovative packaging reflects our commitment to delivering pioneering products that cater to today's evolving consumer needs.



### Le Pain Quotidien Returns to India, Plans 100 Outlets by 2035



Belgian bakery and restaurant chain Le Pain Quotidien is making a comeback in India through a master franchise agreement with Bake & Brew Pvt. Ltd., a venture backed by the diversified Nalanda Group. The chain plans to establish 100 outlets across the country by 2035, starting with two in Mumbai.

The initial investment for the venture is Rs. 35 crore, with a focus on expanding into metro areas and key travel retail locations, including airports. This expansion is expected to create approximately 1,500 jobs.

Mr. Brijesh Agrawal, Director of Bake & Brew, expressed confidence that the collaboration will cater to the evolving tastes of Indian consumers. Mr. Annick Van Overstraeten, CEO of Le Pain Quotidien, emphasized the brand's commitment to offering authentic dining experiences with a strong emphasis on health and wellness.

The re-entry of Le Pain Quotidien into the Indian market comes at a time of significant growth in the country's food services sector. According to a recent report by the National Restaurant Association of India (NRAI), the sector is projected to grow at an overall 8.1% CAGR between 2024 and 2028, with the organized sector expected to grow at 13.2%. The food services industry, valued at Rs. 5.69 lakh crore in FY24, is anticipated to reach Rs 7.76 lakh crore by FY28.

This growth is driven by factors such as one of the world's largest young populations, rapid urbanization, increased exposure, and higher disposable incomes. Le Pain Quotidien's expansion aligns with these trends, aiming to tap into the growing demand for quality dining experiences in India.

### Bikaji Declares 'Not for Sale' Amid Rising Investor Interest in Indian Snacks Market

Bikaji Foods, a prominent Indian snack maker, has firmly stated that it is 'Not for Sale' despite growing interest from investors in the rapidly expanding Indian snack market. Mr. Manoj Verma, CEO made this clear earlier this month, emphasizing the company's focus on growth rather than acquisition offers.

Bikaji is not for sale. Whatever price someone offers, there are certain things that are not for sale, without confirming whether the company had received any buyout proposals.



This statement follows recent acquisition talks between market leader Haldiram's and major investors such as India's Tata Group, Blackstone, and Singapore's GIC. The Indian savory snacks sector has witnessed significant growth as consumers increasingly indulge in packaged foods, making it a hotbed for investor interest.

Bikaji, majority-owned by its founder Shiv Ratan Agarwal and his family, has seen its shares surge by approximately 67%, valuing the company at \$2.55 billion. Despite this, Bikaji is focused on its own expansion strategy, recently acquiring stakes in Bhujialalji and Ariba Foods. The company is also exploring further acquisitions, with a budget of 1 billion to 1.5 billion rupees (\$12 million-\$18 million), to enhance its distribution network and presence in the frozen food market. Bikaji is more interested in increasing its market share, targeting a 50-basis point rise annually from its current 9%. The company expects its revenue to grow by 16%-17% in the current fiscal year, up from 23.29 billion rupees in the previous year.

### Mother's Recipe Introduces Potato and Sago Papads for Shravan



With the onset of the Shravan month, a time when many in India observe fasting and partake in prayers and rituals, selecting the right foods is crucial. To cater to this unique dietary period, Mother's Recipe has introduced its new potato and sago papads, seasoned with Sendha Namak, making them a perfect choice for Upvas meals.

These papads reflect Mother's Recipe's commitment to offering high-quality, authentic Indian foods that cater to diverse dietary needs. Whether for fasting or as a savory snack, the papads are designed to be a delightful addition to any pantry.

Ms. Sanjana Desai, Executive Director of Mother's Recipe, said, we recognize the cultural and spiritual significance of Shravan and the role of appropriate food during this time. Our Aloo Sago Papad is made with great care, using ingredients that respect fasting traditions. We are dedicated to providing products that not only meet our customers' dietary needs but also enhance their fasting experience.

## PepsiCo launches Taste of Tomorrow to bring flavour & funding to HBCU students in STEM



PepsiCo announced the launch of Taste of Tomorrow, an initiative designed to increase Black representation in Science, Technology, Engineering and Math (STEM), careers because despite the rapid growth of STEM jobs, Black professionals remain underrepresented making up only 9% of the STEM workforce. To help address this disparity, PepsiCo and the PepsiCo Foundation are investing \$350,000 in financial support and providing additional resources to Historically Black Colleges and Universities (HBCUs), particularly for students pursuing careers in food science and technology.

As the employer of choice for STEM careers, this initiative is part of PepsiCo and the PepsiCo Foundation's efforts to work towards creating flavourful futures for students at HBCUs through the advancement of STEM education and culinary innovation.

Mr. Kent Montgomery, Senior Vice President, Industry Relations and Multicultural Development at PepsiCo., said, HBCUs are a critical pillar of impact, influence, and opportunity, nurturing the next generation of Black leaders. We are eager to continue our long-standing commitment of supporting diverse talent in our business and provide students with the resources needed to thrive in their careers and make a positive impact on the world. With the launch of this campaign, we're not only helping to create a more diverse and inclusive workforce for the STEM field, but also drive innovation and progress in the food industry.



### 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.

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



## Phalsa Juice

- Stomach Cooling
- Morning Sickness
- Blood Purification
- Wound Healing
- Diabetes Control

Rich in

VITAMIN A, B3 AND C  
IRON  
CALCIUM

Good Energy  
Booster



## Nimbu Paani

- Aids digestion
- Prevent kidney stones
- Controls high blood pressure
- Beats constipation
- Hydrates your body
- Good Source of Vitamin C

Easy alternative  
to sugary drinks



## Kokum Sharbat

- Protect the body against dehydration and sunstroke
- Improves the digestive system
- Kokum juice can prevent cancer
- Regulates Blood Sugar levels

Rich in

VITAMIN A, C  
IRON  
MAGNESIUM  
FOLATE

A Great Immunity  
booster



## Kanji

- Traditionally prepared with black carrots, mustard seeds, condiments and spices
- Home remedy for various Gastro-intestinal disturbances like anorexia, bloating and liver disorders
- Enhanced Nutrient Absorption
- Improves Brain Function

Aids digestion





# UPCOMING EVENTS

Event : **Food & Bakery Expo**  
 Dates : 13-09-2024 to 15-09-2024  
 Place : Awadh Shilpgram, Lucknow  
 For information, contact:  
**SG Foodees Infotech**  
 Tel: 09811151444  
 E-mail:- info@sgfoodees.in/fiwa2002@gmail.com



Event : **Fi India**  
 Dates : 25-09-2024 to 27-09-2024  
 Place : BIEC, Bengaluru  
 For information, contact :  
**Ms. Priyanka Vaidya**  
 M:- 09967767225  
 E-mail:- Priyanka.vaidya@informa.com



Event : **Khana Expo Nepal**  
 Dates : 21-11-2024 to 23-11-2024  
 Place : Kathmandu, Nepal  
 For information, contact :  
**Mr. Alok Jha**  
 E-mail:- alok@sdpromomedia.com



Event : **Foodtech Kolkata**  
 Dates : 29-11-2024 to 01-12-2024  
 Place : Kolkata  
 For information, contact :  
**N.K. Kapur & Co. Pvt. Ltd.**  
 M:- 09831168215  
 E-mail:- contact@foodtechkolkata.com

Event : **Dairy Ice-Cream & Mithai Expo**  
 Dates : 30-11-2024 to 02-12-2024  
 Place : Mahalaxmi Lawns, Pune  
 For information, contact :  
**Godwa Institute of Food Technology**  
 M:- 09850007425  
 E-mail:- dairyexpo@gmail.com



Event : **7th World Mithai Namkeen Convention & Expo**  
 Dates : 18-12-2024 to 20-12-2024  
 Place : Yashobhommi, Dwarka, New Delhi  
 For information, contact :  
**Advance Info Media & Events**  
 M:- 8850480553  
 E-mail:- wmnc@advanceinfomedia.com



Event : **Dairy Tech**  
 Dates : 21-01-2025 to 23-01-2025  
 Place : Russia, Moscow  
 For information, contact :  
**Ms. Elena Shatrova**  
 T:- +1 (416) 970-4576  
 E-mail:- ESHATROVA@MVKEXPO.COM



Event : **Food & Drink Processing Expo**  
 Dates : 28-01-2025 to 30-01-2025  
 Place : Bengaluru  
 For information, contact :  
**Synergy Exposures & Events India Pvt. Ltd.**  
 T: 044-22780776  
 E-mail:- mktg@synergyexposures.com

