



# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

*All India Food Processors' Association  
Expresses Deep Condolences*

**for the sad demise of Sh. Samarendra Nath Mitra**



**Sh. Samarendra Nath Mitra**  
(21.09.1928- 03.12.2024)  
Managing Director  
Mida & Co. Pvt. Ltd.

With profound grief and a heavy heart the food processing fraternity expresses its deepest condolences for the sad departure of our beloved Shri S. N. Mitra Ji for his heavenly abode on 03.12.2024.

Sh. Mitra was an early pioneer of food industry, before independence, who exemplified diligence and perseverance to overcome immense hurdles to achieve remarkable growth. He successfully introduced many special Indian condiments in foreign markets.

An inspiring patriarch of the food industry, Sh. Mitra portrayed unwavering commitment in resolving industry issues. Besides other eminent positions, he held the responsibility of President AIFPA and richly contributed to Govt. Policy for growth of the sector. Food industry shall always remember his dynamic leadership and teamwork. He was a person of high integrity, a sincere friend, a mentor and well wisher. The void left by him is immeasurable, a life full of memorable anecdotes.

In this monumental loss, we pray to the Almighty to give strength to his family and grant peace and tranquility to his noble soul. Om Shanti.

In Reverence,  
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# All India Food Processors' Association

## Welcomes



**Dr. Subrata Gupta**

Secretary  
Ministry of Food Processing Industries  
Government of India

Dr. Subrata Gupta, IAS has recently joined as Secretary, Ministry of Food Processing Industries, Govt. of India. Dr. Gupta is a 1990 batch IAS officer from West Bengal cadre.

Before his new assignment he has served as Additional Chief Secretary (ACS) of Science & Technology Department, West Bengal and Additionally ACS of North Bengal Development Department. Dr. Gupta is an alumnus of the IIT-Kharagpur.

AIFPA extends its heartiest congratulations on his new assignment. We are confident that his long experience and dedication in governance will help for harnessing the full potential of Indian Food Processing Industry. We wish him a rewarding tenure as Secretary, MoFPI to promote rapid growth of Food Processing Industry.



Estd. 1943

## All India Food Processors' Association

# FOOD SAFETY AWARDS 2024

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For Technical Queries: Mr. Ritesh Sharma | +91-7056426310 | [technical@aifpa.net](mailto:technical@aifpa.net)

For Sponsorship Queries: Mr. Rameshwar Maurya | +91-8744088116 | [maurya@aifpa.net](mailto:maurya@aifpa.net)

# AIFPA FOOD SAFETY AWARD 2024

**Background:** Ensuring food safety is vital for public health and industry development. AIFPA is committed to enhancing food safety standards, building consumer trust, and supporting India's global competitiveness.

**With this objective, AIFPA has launched the Food Safety Awards 2024.** These awards aim to honor excellence in food safety practices across the industry.

We are privileged to have esteemed jury members who are experts in the field of food safety. Their relentless guidance has been key to the formation of the Food Safety Awards. The jury members include:- **Sh. G Kamala Vardhana Rao**, IAS, CEO, FSSAI, **Dr. J.P. Dongare**, Dy. AMA, MOFPI, **Sh. Anil Jauhri**, Former CEO, NABCB, QCI, **Dr. Sanjay Dave**, Former Chairman, Codex India, **Dr. Sunil Bakshi**, Advisor, NDDDB, Former Advisor, FSSAI and **Dr. Sudhanshu**, Secretary, APEDA.

**The awards are categorized across four tiers based on annual turnover:**

- Micro Business (Turnover up to 5 Crore)
- Small Business (Turnover from 5 Crore to 50 Crore)
- Medium Business (Turnover from 50 Crore to 500 Crore)
- Large Business (Turnover above 500 Crore)

**Each tier have three types of awards:**

- Excellent Performance Award (1<sup>st</sup> Position)
- Big Contribution Award (2<sup>nd</sup> Position)
- Brave Commitment Award (3<sup>rd</sup> Position)

Additionally, each organization can nominate up to two members as assessors while filling the application, who will be trained for their role in the selection process.

You are therefore invited to avail this opportunity for exceptional recognition through this initiative and submit your application by visiting the AIFPA Food Safety Awards Portal at the link below:-

**Application Link:** <https://awards.aifpa.net>

**Last Date to Apply:** 15<sup>th</sup> December, 2024

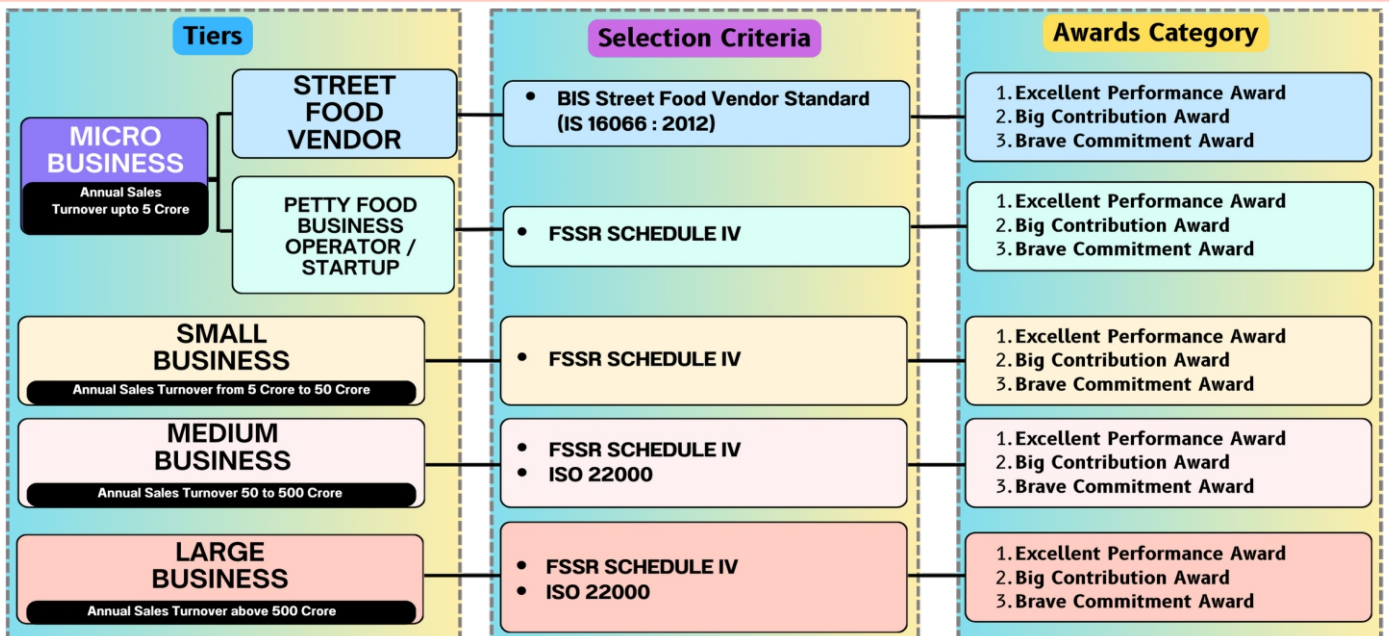
We look forward to your participation and wish you success in your journey toward excellence in food safety.

**Contact Information:-**

**Sponsorship & Queries:** Mr. Rameshwar Maurya | +91-8744088116 | maurya@aifpa.net

**Technical Assistance:** Mr. Ritesh Sharma | +91-7056426310 | technical@aifpa.net

## AIFPA FOOD SAFETY AWARD MATURITY MODEL



## AIFPA participation at the 12th Arab Beverages Conference and Exhibition (ABCE 2024)



**Dr. Raghav Jadli, President, AIFPA** represented India's Food Processing Fraternity as a Guest Speaker at the **12th Arab Beverages Conference and Exhibition (ABCE 2024)** held on 13th & 14th November, 2024 at Riyadh, Saudi Arabia.

Dr. Raghav Jadli also made a presentation on the topic "**Value Driven Sustainability: Juice as an Everyday Essential for Everyone**".

On the sidelines of the event, he met with Mr. Monther Al Harthi, Chairman, Arab Beverages Association & Mr. Kees Cool, President, IFU and discussed possibility to work jointly to conquer challenges and explore new opportunities.



## Webinar on "Latest Technologies in Mango Processing" held on 19<sup>th</sup> November, 2024



**Neologic Engineers Pvt. Ltd.** has invited **Dr. Raghav Jadli, President, AIFPA** to be a Guest Speaker at the above Webinar.

Highlights from Dr. Raghav Jadli's Presentation on the Mango Processing Industry in India:-

- \* **Global Leadership:** India produces approximately 40% of the world's mangoes, reinforcing its status as the largest global producer.
- \* **Key Hubs:** Major mango pulp processing clusters include Andhra Pradesh, Tamil Nadu, Maharashtra, and Gujarat, contributing significantly to the industry.
- \* **Export & Domestic Market:**
  - o Mango pulp exports generate USD 60.9 million annually, with Saudi Arabia, the USA, and the UK as top markets.
  - o Around 40-50% of mango pulp is consumed domestically, used in juices, bakery products, and dairy items.
- \* **Challenges & Innovations:**
  - o Transition from traditional canning to aseptic packaging for cost-effectiveness and shelf-life improvement.
  - o Emphasis on sustainability and eco-friendly practices in packaging and cultivation.
- \* **Future Outlook:** Focus on health-conscious product development, such as 'No Added Sugar' mango pulp, to meet rising demand for healthier options globally. This event was attended by more than 120 industry participants.

## All India Food Processors Association & Chittoor District Fruit Processors Federation has jointly organised the 'South Zone Summit' held on 22<sup>nd</sup> November 2024 at Mango Bhavan, Chittoor



Delegates of the **All India Food Processors Association** and **Chittoor District Fruit Processors Federation** has jointly organised the '**South Zone Summit**' on 22<sup>nd</sup> November 2024 at **Mango Bhavan, Chittoor** to address the stagnation currently experienced in the fruit processing industry, the significant challenges confronting the sector and the resultant implications for farmers.

Addressing the delegates and mango farmers from all over the Rayalaseema Districts, AIFPA, South Zone Chairman, **Mr. Kattamanchi Govardhan Bobby** said that Andhra Pradesh has been identified as a critical location, particularly in the light of the adverse conditions that have afflicted various countries over the past two to three years, including war, economic depression and civil unrest.

He said that as a consequence, the export of mango pulp from India has significantly declined, worsened by a general decrease in pulp production by juice manufacturers, both domestically and internationally, as well as the taxation policies instituted in certain European countries. The year 2023 was anticipated to be a year of substantial exports, but it failed. Approximately 2,75,000 tonnes of mango pulp produced in the Chittoor district in 2024 has not been exported, which is both disheartening and concerning. A considerable quantity of mango pulp produced in Tamil Nadu, Maharashtra and Karnataka has similarly not been exported, Mr. Bobby said.

In the light of these issues, the **AIFPA** has sought help from both the Central and State governments. We urge the State Government to adopt immediate measures to support pulp industries within the State and to engage with the Central government to devise long-term solutions to these challenges, he added.

## Virtual Meeting held between AIFPA and Vitagora, France on 20<sup>th</sup> November 2024



A productive meeting was held between **All India Food Processors' Association (AIFPA)** and **Vitagora**, aimed at fostering international collaborations between the two associations for the benefit of food industries in both countries. The discussion focused on introducing the two associations, exploring potential areas of partnership, and discussing ways to support innovation and export opportunities between India and France.

The meeting was attended by **Ms. Ming Li**, Head of International Development, Vitagora, **Dr. Raghav Jadli**, President AIFPA, **Dr. Subodh Jindal**, President Emeritus, AIFPA, **Mr. Sunil Kumar**, Executive Secretary, AIFPA, **Ms. Aprajita Bhardwaj**, Global Relations Executive and **Mr. Ritesh Sharma**, Food Regulatory Affairs Executive.

**Vitagora** was established in 2005 and supports the agri-food sector with two international offices in France and Japan. It collaborates with partner associations in countries such as Brazil, Canada, the USA, Denmark, Belgium, South Korea, Australia, Singapore, Thailand, and China..

The meeting highlighted various ways the two associations could collaborate:-

- **Market Access and Business Matching:** AIFPA and Vitagora discussed facilitating B2B matchmaking between Indian exporters and French importers and distributors, and Vitagora plans to organize exploratory missions for French companies in India.
- **Knowledge Sharing and Webinars:** Vitagora expressed interest in organizing webinars, seminars and training sessions on quality, regulations, production maintenance, logistics and exportation tools for Indian companies.
- **Support Services:** Vitagora outlined various services including, assisting companies in adapting products for the Japanese market, sourcing raw materials or finished products, connecting partners for technology transfer, and conducting market intelligence reports.
- **Innovation and Quality Assurance:** Both parties discussed potential collaborations on innovation strategies, quality assurance, and access to B2B agri-food markets. Vitagora offered insights into their extensive research on fermentation, nutrition and sustainable agriculture.

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39<sup>th</sup> AAHAR<sup>TM</sup>  
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-  Allied Sectors

**For Space Booking, Kindly Contact**  
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09-11  
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LABELLING EQUIPMENT	927 (26%)
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QUALITY CONTROL EQUIPMENT	723 (20%)
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\*DairyTech 2024 statistics





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## Regulatory & Food Safety Updates

### FSSAI Imposes Stricter Regulations on Antibiotic Residues in Food



The FSSAI has introduced new, more stringent regulations to control the presence of antibiotic residues in food items, a move aimed at enhancing public health safety. These updated rules are part of FSSAI's ongoing effort to ensure safer food quality by limiting antibiotic contamination in consumables such as dairy, meat, and poultry products.

The revised guidelines outline lower permissible limits for antibiotic residues, with a focus on high-risk items prone to contamination. The move addresses concerns that antibiotic overuse in animal farming has led to increased antibiotic resistance, posing health risks to consumers. Under these regulations, food manufacturers and suppliers will be required to adhere to stricter testing protocols and maintain transparency in labelling.

FSSAI has mandated regular inspections to monitor compliance, and companies found violating the new standards may face penalties or stricter action. This regulatory update aligns with global food safety standards and reflects FSSAI's commitment to mitigating the risk of antibiotic resistance among the Indian population. By tightening restrictions on antibiotic levels, FSSAI aims to encourage responsible antibiotic use in the agricultural and food industries and strengthen the country's public health infrastructure.

### WHO Calls for Front-of-Pack Health Labels on Food Packaging to Curb Global Obesity Crisis

The World Health Organization (WHO) has proposed new guidelines recommending that packaged food and beverages display clear nutritional information on the front of products to help consumers make healthier choices. This is part of an effort to combat the global obesity crisis, which affects over a billion people and contributes to approximately eight million premature deaths annually due to related conditions like diabetes and heart disease.

Amount Per Serving	2 tbsp Unpopped	1 cup Popped
Calories	170	35
Calories from Fat	100	20
% Daily Value**		
	9%	3%

The WHO's draft guidelines, which stopped short of calling for harsher warning labels, emphasize the need for "interpretive" labels that not only show nutritional information but also provide clarity on what these numbers mean for the product's healthiness. An example of this system is NutriScore, used in several European countries, which ranks foods from A (green for healthy) to E (red for unhealthy), depending on their nutritional content.

While some countries, like Chile, have implemented more stringent labelling, including stop-sign-like warnings for products high in sugar, salt, or fat, the WHO's guidelines remain less severe. Despite evidence showing that front-of-package labels can significantly influence buying behaviour, only 43 of WHO's member states have implemented such labelling systems, whether mandatory or voluntary.

The WHO's draft, which has been in the works since 2019, aims to support consumers in making healthier food-related decisions. It has now completed a public consultation and is set to finalize the guidelines in early 2025.

Ms. Lindsey Smith Taillie, a food labelling expert, noted that the food industry has resisted warnings, favouring non-interpretive labels like those used in the U.S., which provide information on nutrition without explaining its health implications. She added that while the WHO's proposal is a step in the right direction, it is "fairly weak" compared to warning labels, which have been proven to limit excessive intake of harmful ingredients.

Research has shown the effectiveness of stricter labelling measures. In Chile, such warnings, along with policies like restrictions on marketing to children, have led to a 37% drop in sugar consumption, a 22% reduction in sodium intake, and fewer total calories consumed.

The International Food and Beverage Alliance (IFBA), which includes major brands like Coca-Cola and Mondelez, expressed general support for the WHO's guidelines but cautioned against labelling that could "demonize" certain products. IFBA members already adhere to minimum global standards, including nutrient listings on the back of packages and energy content on the front, in line with international standards.

Mr. Rocco Renaldi, IFBA's Secretary-General, pointed out that in some countries, like Nigeria and Pakistan, the market is dominated by local producers who may not follow these global practices. While supporting the guidelines in principle, Renaldi emphasized the need for a balanced approach, stating, we don't think health-warning type labels belong on food products that are deemed safe and approved for sale. The WHO's final guidelines are expected to be released next year, as the world continues to seek solutions to the growing obesity epidemic.

## Karnataka FSSAI notes at least 10 types of snacks sourced from Kerala and sold in Karnataka to be unsafe



Food Safety and Standards Authority of India (FSSAI) in Karnataka has observed that at least 10 types of snacks sourced from Kerala and sold in Karnataka are declared unsafe. In an inspection drive conducted by the team FSSAI in the state where tests on 140 samples of snacks which come into the border areas of Karnataka from Kerala have revealed that 31 of them were unsafe, with even cancer-causing agents detected in some snacks. The snacks included chakkali, nippattu, bread, jam, khara and chips.

The food regulatory authority in Karnataka has issued a warning and written to Kerala's Food Safety department about the manufacture of unsafe snacks in that state. The snacks were supplied to districts including Mysuru, Chamarajanagar, Kodagu, Madikeri, Dakshina Kannada, and Mangaluru, which are on high alert.

The tests found excessive use of artificial colour content and other harmful substances in the snacks, posing health risks, especially to children. The food regulatory authority is conducting many operations related to the adulteration and safety of food products. Over the last few days, they tested the food products coming into the border of the state from Kerala.

Even the hotels, shops and manufacturing units located on the Kerala border in Mysuru, Chamarajanagar, Kodagu, Dakshina Kannada, and Mangaluru were raided by the Karnataka FSSAI and sent the food products to the lab for testing. Thirty-one of the 140 samples collected turned out to be unsafe with carcinogens found in some of them.

The critical issue is that the carcinogens were found in popular crunchy snacks like chakkali, nippattu, bread, jamun, khara, mixture and chips which are mostly consumed by children. It was found that artificial colours are used in the preparation of the food products which may cause cancer.

We conducted raids in several districts which are close to Kerala, based on complaints. We took it as a serious case. We have collected 90 samples, including chakkali, nippattu, bread, jam, halwa, khara, chips and several sweets. Of them, 31 snacks which come from Kerala were found unsafe. The raids were conducted after reports were published in newspapers and on the directive of the minister, said Mr. Srinivas K, Commissioner of Food Safety for Karnataka.

We found colouring agents in the samples, including carmoisine, tartrazine, bonsei 4, e-coli and coliform, and sunset yellow. Snacks including rice snacks, Mysuru pak, kiwi fruits, strawberry, jalebi, daal mixture, banana snacks and papad are popular in the coastal districts. We also noticed expired date on the label during the inspection. We took a legal sample and filed a case against them at JMF court, the Commissioner added.

## Cabinet approves infusion of equity of Rs 10,700 crore in FCI

The Cabinet Committee on Economic Affairs (CCEA) chaired by Prime Minister Narendra Modi, has approved infusion of equity of Rs 10,700 crore for working capital in financial year 2024-25 in Food Corporation of India (FCI). The decision is aimed at bolstering the agricultural sector and ensuring the welfare of farmers nationwide. This strategic move shows Government's steadfast commitment to supporting farmers and fortifying India's agrarian economy.



FCI started its journey in 1964 with authorised capital of Rs 100 crore and equity of Rs 4 crore. The operations of FCI increased manifold resulting in increase of authorised capital from Rs 11,000 crore to Rs 21,000 crore in February 2024.

The equity of FCI was Rs 4,496 crore in Financial Year 2019-20, which increased to Rs 10,157 crore in the Financial Year 2023-24. Now, Government of India has approved significant amount of equity of Rs 10,700 crore for FCI which will strengthen it financially and will give a big boost to the initiatives taken for its transformation.

FCI plays a pivotal role in ensuring food security by procurement of food grains at Minimum Support Price (MSP), maintenance of strategic food grain stocks, distribution of food grains for welfare measure and stabilisation of food grain prices in the market.

The infusion of Equity is a significant step towards enhancing the operational capabilities of FCI in fulfilling its mandate effectively. FCI resorts to short term borrowings to match the gap of fund requirement. This infusion will help to lower the interest burden and will ultimately reduce the subsidy of Government of India. Government's dual commitment to MSP-based procurement and investment in FCI's operational capabilities signifies a collaborative effort towards empowering farmers, fortifying the agricultural sector, and ensuring food security for the nation.

## FSSAI notifies compositional standards of mozzarella cheese; norms to come into effect from May 1, 2025



The FSSAI has notified compositional standards of mozzarella cheese wherein fat in dry matter shall be 18% (minimum) and 20% (minimum), respectively, for low moisture and high moisture mozzarella cheese.

Further, suitable qualifiers linked to fat in dry matter specified shall be used in conjunction with the designation 'Mozzarella Cheese' and the designation of mozzarella cheese with high moisture content shall also be accompanied by the qualifying term 'High moisture', reads the notification.

According to the notified standards mozzarella cheese can be designated as partially skimmed, medium fat, full fat and high fat. Equal to or above 18% to 30% fat in dry matter content mozzarella cheese shall be designated as partially skimmed and medium fat should have fat in dry matter equal to or above 30% and less than 45%.

Similarly above & equal to 45% but less than 60% fat in dry content shall be designated as full fat while fat in dry matter equal to or above 60% but less than 85% shall be designated as high fat mozzarella cheese.

According to FSSAI, these regulations shall come into effect from May 1, 2025.

## FSSAI notifies rules related to omission of Agmark, BIS & ISI on certain foods

The food regulator has notified rules related to omission of Agmark, BIS and ISI certifications on certain food categories under the Food Safety and Standards (Prohibition and Restrictions on Sales) Regulations.



The notification lays down that clause 4 and 5 are now omitted under regulation 2.3.14 with respect to restrictions relating to conditions for sale.

Under clause 4, it was laid down that no person shall manufacture, sell, store or exhibit for sale food for infant nutrition except under Bureau of Indian Standards (BIS) Certification Mark, wherever BIS standards available and clause 5 laid down that condensed milk sweetened, condensed skimmed milk sweetened, milk powder, skimmed milk powder, partly skimmed milk powder and partly skimmed sweetened condensed milk shall not be sold except under Indian Standards Institution Certification Mark. Similarly, in respect to multi-sourced edible oil, and fat spread, the requirement of Agmark has been removed.

Further, clause 17 which provides that no person shall manufacture, sell or exhibit for sale packaged drinking water except under the Bureau of Indian Standards Certification Mark and clause 18, which prescribes that no person shall manufacture, sell or exhibit for sale mineral water except under the Bureau of Indian Standards Certification Mark, are now removed.

## Mandatory PAN Compliance for FSSAI License/Registration-reg.



Based on the recommendation made by DPIIT regarding 'PAN' as Business Identity, the Food Authority has decided to link PAN with FSSAI Licenses and Registrations. Accordingly, capturing of PAN has been made mandatory for applying new License/Registration or its renewal or modification, with effect from **22<sup>nd</sup> October 2024**, in Food Safety Compliance System [FoSCoS] portal.

Existing Licensed /Registered Food Business Operators [FBOs], whose renewal or modification is not due in near future, shall update the PAN details under FoSCoS User Profile Section at the earliest. In case of FBOs applying for Registrations do not possess the PAN, a declaration is required to be given for non-possession of PAN.

Further, food businesses are advised to keep their contact details [viz. email id and mobile number] updated under FoSCoS user profile section for receiving regular communications from FSSAI

## New Launches

### Sunfeast Fantastik! raises the bar with first-of-its kind innovation - wafer, caramel, choco & peanuts



ITC Sunfeast Fantastik! has announced the launch of first-of-its-kind – 4D coated wafer. Specially crafted to elevate the coated wafer-snacking experience to the next level, the bar features an irresistible combination of four unique layers: crunchy wafer, soft caramel, rich milk choco and roasted peanuts which is a category-first.

This innovative product is targeted at Gen Z consumers, who seek excitement and are looking for unique and new experiences in their snacking choices. 4D delivers a burst of flavour and texture in every bite, making it an irresistible treat for choco lovers nationwide. In line with the new product launch, Sunfeast Fantastik! has also unveiled its latest TVC commercial – 'Raise the Bar' campaign, featuring Siddhant and Sreeleela. The TVC adopts a captivating approach, presenting the bar as the ultimate indulgence that speaks for itself through its delicious and distinctive layers.

### Danone Enters Energy Coffee Market with STōK Cold Brew Energy

Danone is tapping into the growing demand for functional beverages by blending the worlds of coffee and energy drinks. The company's popular brand, STōK Cold Brew, has launched 'Cold Brew Energy', a ready-to-drink coffee line-up designed to give consumers both a caffeine boost and added functional benefits. Branded as "energy coffee", STōK Cold Brew Energy is crafted with 195 milligrams of caffeine and enhanced with B-vitamins, ginseng, and guarana.



Available in three flavours: Mocha Cream, Vanilla Cream, and Caramel Cream. The drinks are tailored to meet the tastes of coffee lovers who seek more than just flavour in their caffeine fix. We are thrilled to bring STōK Cold Brew Energy to the boldest coffee drinkers out there, delivering the coffee-forward flavour our brand fans love with a boost of caffeine, said Ms. Brittney Polka, Danone's Vice President of ready-to-drink beverages. The new line-up is currently available at 7-Eleven and Speedway convenience stores, with a nationwide rollout planned for 2025.

As the ready-to-drink beverage market continues to expand, products that combine coffee and energy drink qualities are gaining traction. STōK's latest release joins a rising trend, following in the footsteps of brands like Throne Sport Coffee, which launched earlier this year with NFL star Patrick Mahomes as a lead investor. Both brands aim to cater to consumers seeking a caffeine boost with functional ingredients, signalling a growing shift in consumer preferences for hybrid beverages.

### Zydu Wellness Enters Packaged Foods Market with Sugar-Free Cookies, Partners with Shahid Kapoor



Zydu Wellness has officially expanded into the packaged foods segment with the launch of Sugar Free D'Lite cookies, tapping into the growing demand for healthier snack options. The company has teamed up with Bollywood actor Shahid Kapoor as the brand ambassador for this new range.

Known for its dominance in the sweetener category, where it holds a 95% market share, Zydu Wellness aims to bring its health-oriented approach to the packaged food space. Health consciousness among Indian consumers is rapidly increasing, and with it, the demand for healthy yet tasty packaged foods, said Mr. Tarun Arora, CEO, Zydu Wellness. The new product line, he added, is designed to meet these evolving consumer preferences. This move

marks Zydu Wellness's commitment to broadening its portfolio with products catering to wellness-focused consumers.

### Kellanova Spices Up Cheez-It, Club Crackers with New Flavours

Kellanova has expanded its cracker offerings with new flavours for its popular Cheez-It and Club Cracker brands. Cheez-It now offers smoked cheddar and smoked gouda varieties, inspired by viral TikTok trends where users enhance crackers with smoky seasonings. Club Crackers also added two flavours: Sweet Hawaiian, meant to pair with meat and cheese, and Cinnamon Sugar Club Minis, a dessert-themed snack for the holiday season.



Kellanova, a key player in the snack industry, continues to expand its offerings following its transition to a snacking-only business. This move comes two months after it announced a \$36 billion acquisition by candy giant Mars. The smoked Cheez-It varieties were designed to deliver a richer flavour experience, with smoked cheddar incorporating hickory and oak smoke flavours, while smoked gouda offers nutty and maple wood smoke tastes.

Cheez-It, a billion-dollar brand for Kellanova, remains a central focus of its growth strategy. The brand has introduced other unique flavours and collaborations, such as Cheez-It Puff'd in 2022 and a Hidden Valley Ranch collaboration earlier this year.

Club Crackers are also a key target for growth, with the Sweet Hawaiian and Cinnamon Sugar Club Minis aimed at enhancing snack choices for social gatherings. Carrie Foose, Club Crackers' brand marketing director, emphasized the versatility of these new flavours, suggesting pairing Sweet Hawaiian crackers with savoury toppings and using the cinnamon variety in desserts.

## Britannia and Bel Group open Cheese factory in India



Britannia and Bel Foods, a key player in India's cheese market, has taken a significant step in its growth journey by announcing the inauguration of its new cheese factory in Ranjangaon, Maharashtra.

This facility will locally produce “Britannia The Laughing Cow” cheese products, deepening the joint venture between Britannia and France's Bel Group, which began nearly two years ago. The plant represents an investment of approximately ₹220 crores and aims to produce 10,000 tons of high-quality cheese annually to meet the increasing demand from Indian consumers.

The new factory is fully integrated with Britannia's extensive milk procurement program, sourcing 400,000 liters of cow's milk daily from over 3,000 farmers in Pune and surrounding areas. This initiative, which includes 70 Village-Level Bulk Milk Coolers spread across 10 tehsils, ensures a sustainable supply chain and boosts local agricultural development. The milk collected undergoes rigorous quality testing, with 31 quality parameters checked at the site and an additional 20 tests conducted before it is accepted at the factory.

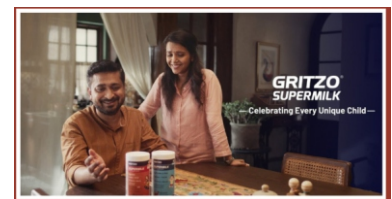
The new facility in Ranjangaon is equipped with cutting-edge technology and will manufacture a wide range of cheese products, including cheddar, mozzarella, and processed cheese. With five production lines, the plant has an annual production capacity of 6,000 tons of natural cheese and 10,000 tons of processed cheese. Advanced equipment, such as pasteurizers and bactofuges, ensures the highest standards of food safety and quality.

Mr. Varun Berry, Executive Vice-Chairman and Managing Director of Britannia Industries, said, the choice of Ranjangaon is a strategic one, as Maharashtra's leadership in milk production aligns with our vision to create a hub for premium, locally sourced dairy products. We believe the new cheese facility will further strengthening Britannia and Bel Group's strategic partnership and commitment to driving growth and innovation in the industry.

Mr. Cécile Béliot, CEO of Bel Group, said, at Bel Group, we aim at contributing to healthier and more sustainable food, creating value alongside our ecosystem, with accessible products answering local nutritional needs. I believe that Britannia and Bel, through this joint venture, and even more now with the opening of this factory have the right know-how and market capabilities at hand to take a leading position with Britannia The Laughing Cow in India.

## Gritzo launches campaign 'Nahi Chalega'

Gritzo, a children's brand of HealthKart and a first-of-its-kind brand in personalised nutrition drinks for children, has unveiled its latest digital campaign, 'Nahi Chalega', to challenge the status quo in kids' health food drinks and promote its personalised SuperMilk product range.



The ad film aims to alter parents' perspectives on kids' nutrition by highlighting its personalised approach offering specially formulated health drinks that cater to individual needs based on age, gender, and specific health goals.

In the ad, a light-hearted jingle sung by a mother showcases various humorous situations where items of clothing and accessories don't interchangeably fit siblings, a clever analogy for its belief that 'one-size-fits-all' solutions don't work for children's unique nutritional needs. The campaign's message is clear: personalised nutrition is essential, and its SuperMilk, formulated for different age groups, genders and health goals, is the correct choice for all parents.

Mr. Sushant Kotian, AVP, brand Head, Gritzo, said, with the Indian HFD (health food drink) market estimated at Rs 12,000 crore, Gritzo is stepping forward as a challenger ready to disrupt conventional practices in kids' nutrition. We believe every child is unique, as are their nutritional requirements.

The 'Nahi Chalega' campaign emphasizes the importance of breaking away from standardized nutrition for children's growth and highlights Gritzo's commitment to delivering a healthy drink that's just as unique as your child.

### India and UAE to Establish a \$2 Billion Food Corridor



India and the UAE will set up a food corridor with an expected investment of \$2 billion which will cater to the UAE market and beyond and help Indian farmers earn higher income and create more jobs.

Addressing a press conference on the 12th meeting of India-UAE High-Level Task Force on Investment, Sh. Piyush Goyal, said that a small working group comprising central government, state governments involved and the UAE has also been set up to take forward the establishment of food corridor between the two countries on a mission mode basis.

Another area which was discussed in great detail was the setting up of food parks in India. The background work is largely completed, (this is) another area which will help farmers with higher income, provide jobs in food processing to thousands if not lakhs of our youth and will also ensure the food security of UAE.

He said that approximately \$2 billion dollars is the initial commitment that UAE has made to invest in the food processing industry and the food park logistics that can be required to move the material to the UAE. We have set up a small working group of Central Government and state governments involved and the UAE to take forward this establishment of a food corridor between the two countries on a mission mode basis.

Now, we are looking at progressing them faster to make sure that investments in food processing can come up in India with UAE investors and the UAE Market along with other Gulf markets.

### Amul is set to make its mark in the US market through Costco

Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets dairy products under the brand name Amul, has collaborated with Costco, the US-based retailer with one of the largest chains, to make Amul fresh milk available to the Indian diaspora and American consumers. It is a proud moment for us as we have entered mainstream retail in the US, said Mr. Jayen Mehta, Managing Director of GCMMF, the apex body of co-operative milk unions of Gujarat.



Interestingly, Costco sells its own brand of milk by the name of Kirkland Signature. Our unique 6% fat formulation of Amul Gold has attracted not just the Indian diaspora but also American consumers.

Amul started its supply of Amul Gold packs to the Costco stores on the east coast. Eventually, it will be rolled out in all the 750-odd stores of the global retailer. India's largest milk cooperative will also be launching other dairy products such as curd, buttermilk and fresh cream, in the US to cater to the ever-growing demand from the Indian diaspora.

Amul has been using MMPA's superior technology for fresh milk products in the US. Established in 1916, MMPA is a dairy farmer-owned cooperative that serves members in Michigan, Ohio, Indiana and Wisconsin. It has four processing facilities, including a cheese plant in Indiana, a dairy products plant in Ohio and two dairy ingredient plants in Michigan.

### Kharif output may be better than last year's



Total production of main kharif crops-rice, pulses and maize-in the 2024-25 crop season is expected to surpass last year mainly because of good monsoons and gains from a larger area under cultivation, according to the first advance estimate issued by the agriculture ministry.

While kharif rice output is expected to increase nearly 6% to 119.93 million tonnes from 113.25 million tonnes last year, tur production is expected to rise about 3% to 3.5 million tonnes from 3.4 million tonnes.

Moong production is expected to rise to 1.4 million tonnes from 1.2 million tonnes last year. However, urad production, another major kharif pulse, is expected to decline to 1.2 million tonnes this year from 1.6 million tonnes last year.

India faced shortages of tur and urad last year due to lower production, which lifted overall food inflation to 9.24% in September. Higher price of pulses forced the government to remove import restrictions and impose stock limits. A good produce this year is expected to help ease inflation. Maize, another crop which the government is promoting for ethanol production, is expected to increase to 24.5 million tonnes this year from 22.2 million tonnes last year.



## GFI India unveils technical nutritional analysis of plant-based meat & egg products



The Good Food Institute India (GFI India) has released a comprehensive technical analysis of plant-based meat and egg products, highlighting their strong nutritional profiles in comparison to animal-based proteins. Presented at the Smart Protein Forum in collaboration with TDU, the study reveals that plant-based products offer significant benefits, including higher dietary fibre (4.6–16%) and comparable protein levels (9.1–20.8%) with lower or similar saturated fat.

Notably, plant-based eggs made from mung bean deliver the highest amino acid content (57.45g/100g). The report emphasizes the potential of these products to promote public health and address environmental concerns, suggesting that ingredient diversification can further enhance their nutritional impact as consumer demand for sustainable diets grows.

Dr. Padma Ishwarya and Dr. Gurmeet Singh highlighted the role of these alternatives in improving nutrition security and reducing the environmental burden of animal-based protein production.



### 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.**

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