



FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



Union Budget 2025-2026



Ministry of Finance
Government of India

Agriculture & Food Processing

- PM Dhan-Dhaanya Krishi Yojana
Boosting productivity, irrigation & storage in 100 districts.
- Aatmanirbharta in Pulses
6-year plan for Tur, Urad & Masoor with assured MSP procurement.
- Strengthening supply chains, cold storage & processing.
- Makhana Board in Bihar - support for production, processing & market expansion.
- National Institute of Food Technology in Bihar- Advancing food processing education & R&D.



Credit & MSME Growth

- Kisan Credit Card (KCC) Expansion: Loan limit increased from ₹3 lakh to ₹5 lakh.
- Credit Cards for Micro Enterprises: ₹5 lakh limit for Udyam-registered businesses.
- New Tax Benefits for MSMEs: Extended tax holiday for eligible startups.



Entrepreneurship for Women & SC/ST

- ₹2 Cr loans for 5 lakh first-time entrepreneurs.
- 5-year scheme inspired by Stand-Up India.
- Online training for entrepreneurship & management.



Revised turn over level for MSME



	Current (in cr)	Revised (in cr)
Micro Enterprise	5	10
Small Enterprise	50	100
Medium Enterprise	250	500

Trade & Export Facilitation



- Lower Duties on Marine Products: BCD cut from 30% to 5% for frozen fish paste & hydrolysate.
- Faster Customs Clearance: Fixed 2-year timeline for finalizing customs assessments.
- Extended Import Utilization: Time limit increased from 6 months to 1 year for imports under concessional duties.
- Export Promotion for Processed Food: Simplified documentation & subsidies for exporters.

Customs Duty Rate Changes

S. No.	Commodity	From (Percent)	To (Percent)
1.	Synthetic flavouring essences and mixtures of odoriferous substances of a kind used in food or drink industries classified under tariff sub heading 3302 10	100	20
2.	Sorbitol classified under tariff subheading 3824 60	30	20

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Regulatory & Food Safety Updates

FSSAI fixes July 1 every year as date for amendment of Labelling and Display Regulations



In a decision that would promote ease of doing business and also help consumers make informed choices, FSSAI has fixed the date of enforcement of labelling amendments specified under the Food Safety and Standards (Labelling and Display) Regulations 2020, starting from July 1 every year. The date of enforcement has been decided as July 1, every year, subject to minimum of 180 days from the date of notification for the amendments related to FSS (Labelling and Display) Regulations and also for any change in labelling specified in other FSS Regulations.

This comes as a significant step to address the challenges faced by the Food Business Operators (FBOs) and providing them with a predictable and efficient framework for compliance with food labelling regulations. For consumers, the initiative ensures greater transparency in food labelling, enabling informed decision-making and boosting confidence in the safety and quality of food products. The challenges faced by FBOs are primarily related to the implementation of the regulations, required operational changes, and associated costs.

Additionally, the use of pre-printed packaging materials has posed a significant obstacle in ensuring compliance with these amendments. Recognising these issues, FSSAI's new measure offers a practical solution by aligning the enforcement of labelling amendments with the start of the calendar year. Also, this move allows FBOs to utilise pre-printed packaging materials over a longer duration, reducing waste and fostering operational efficiency.

Additionally, this approach supports environmental sustainability by minimising the carbon footprint associated with frequent packaging changes. This consumer-centric measure strengthens trust in the food industry and aligns with FSSAI's commitment to safeguarding public health.

US FDA bans use of Red No. 3 dye in food & drugs due to potential cancer links

The US Food and Drug Administration (US FDA), has placed a ban on the use of synthetic food dye that gives candies, cakes and certain oral medications a cherry-red colour. US FDA banned the use of synthetic food dye Red No. 3, following evidence that the dye causes cancer in laboratory rats.

The ban by US FDA on the Red No. 3 dye in food items comes more than three decades after it was barred in cosmetics. Consumer advocacy groups have been pushing for its ban for several years, including a petition in 2022 to review studies that show high exposure to the additive may cause cancer in male rats.



The US FDA, however, said studies in other animals and in humans did not show these effects and that available evidence does not support claims that the dye's use in food and oral drugs puts people at risk. Manufacturers who use Red No. 3 in food have until January 15, 2027, to reformulate their products and ingested-drug makers have until January 18, 2028, to comply with the ban.

FSSAI, CEO says issues of added sugar, pesticides collective responsibility



FSSAI, CEO, Mr. G. Kamala Vardhan Rao has stressed upon the need for food business operators (FBOs) to adopt a rational approach regarding added sugars in food items. Emphasising on the issue of added sugars and artificial sweeteners in processed foods leading to serious health concerns such as obesity, he said that rationale should be used in this regard by FBOs, particularly for baby food and food items for pregnant women and the elderly, an official statement added.

Mr. Rao said that there was a need to improve hygiene in meat and fish outlets, particularly among street vendors. He said that food safety is the collective responsibility of vendors and regulatory authorities and also pointed out that companies must focus on strengthening self-compliance. He also said that stringent regulatory action will be initiated against non-compliant manufacturers, based on the enforcement mechanism by the Authority.

India has emerged high in global ranking in terms of production capacity of various essential food products. FSSAI and its scientific panels and committees have ensured that FSSAI standards are at par or even better than global standards. Raising concerns about microplastics, he emphasised that only food grade plastic should be used for packing prepared food. He also raised the issue of pesticides in various agricultural commodities like tea, coffee and spices and said it's an area of concern. FSSAI is focusing on generating an awareness regarding this, in coordination with all stakeholders, including primary producers, manufacturers, state food safety departments and the Union Ministries of Agriculture and Commerce.

Health advocates sue FDA to remove phthalates from food



A group of health advocates, including Centre for Food Safety, and represented by Earthjustice sued the US Food and Drug Administration (US FDA), to force the agency to reevaluate its decades-old authorisations for the use of certain phthalates in food packaging and food production materials.

Phthalates are a group of hormone-disrupting chemicals that leach into food from these food-contact materials. The FDA's authorisations are based on safety assessments that are at least forty years old, and the agency has refused advocates' calls to update them.

Ms. Kristina Sinclair, staff attorney at the Centre for Food Safety, said, the FDA's failure to act on phthalates is a dereliction of its duty to protect public health. These toxic, hormone-disrupting chemicals are linked to birth defects, infertility, and harm to children's brain development. By ignoring decades of science, the FDA is allowing industry to profit while endangering millions of people. It's time for the agency to prioritise safety over corporate interests.

Members of the coalition that filed the lawsuit first asked the FDA to revoke these authorisations in 2016 based on decades of scientific evidence linking phthalates to birth defects, infertility, preterm birth, harm to children's brain development, and other serious health harms. FDA failed to respond for six years and ultimately rejected the coalition's demand for the FDA to reevaluate the safety of using phthalates in food-contact materials.

After years of inaction, the advocates sued the FDA in 2021, forcing the agency to respond. In 2022, the FDA denied the petition. Despite the advocates' appeal to reconsider, the FDA upheld its decision in October 2024, allowing phthalate contamination of our food to continue.

Seven years ago, the Consumer Product Safety Commission banned many phthalates from children's toys based on their health risks, while finding that most phthalate exposure comes from food. Yet the FDA, which authorises the food-contact uses of phthalates that contaminate our food supply, has failed to take action.

Earthjustice filed the lawsuit in the US Court of Appeals for the DC Circuit on behalf of Alaska Community Action on Toxics, Breast Cancer Prevention Partners, Centre for Environmental Health, Centre for Food Safety, Centre for Science in the Public Interest, Defend Our Health, Environmental Defence Fund, and the Learning Disabilities Association of Illinois.

Ms. Katherine O'Brien, Earthjustice Attorney, said, the FDA is knowingly putting millions of people in the US at risk of life-altering health problems by continuing to green-light uses of phthalates that contaminate our food. FDA's decision defies decades of science and the agency's core purpose of keeping the food supply safe.

FSSAI directs officers to keep Vitamin D2 sample volume at 50 gm in two parts

The apex food regulator has issued a clarification with respect to the sample quantity of imported Vitamin D2 and directed the Authorised Officers to keep the sample volume at 50 gm in two parts.



Authorised Officers are directed to ensure that representative sample of at least 50 gm i.e. two samples of 25 gm each to be drawn from the imported consignment in case of Vitamin D2, reads the order issued by the FSSAI.

And if the sample is found safe, the remaining sample shall be returned to the importer.

Further, regulation 9(9) of the Food Safety and Standards (Import) Regulation, 2017, lays down that 'on the sample being found to be safe, the remaining sample shall be returned to the food importer'.

Accordingly, the order specifies that the second portion of the sample shall be duly returned to the food importer.

Meanwhile, the matter was related to a petition submitted to the FSSAI by importers seeking review of the quantity of sample collected during inspection.

As per list of food and sample quantity specified in Food Safety and Standards (Laboratory and Sample Analysis) Regulations, 2011, Vitamin D2 falls under "food not specified" for which the sample quantity is mentioned as 500 gm.

And, importers urged FSSAI to draw small quantity of Vitamin D2 for sampling as that being an expensive ingredient.

Patanjali to recall batch of red chilli following direction by FSSAI



Patanjali Foods will recall a batch of red chilli after the company was directed by the food authority to do so.

According to a filing submitted to the NSE by the company, FSSAI has asked the Patanjali Foods to recall a batch of red chilli, which was found non-conforming with FSS Regulations.

The company filed the disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, at National Stock Exchange on Jan 23.

The disclosure reads, Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we may inform you that Food Safety and Standards Authority of India vide its Order dated January 13, 2025 (received on January 16, 2025), has directed the Patanjali Foods Limited ("the Company") to initiate recall of the entire batch of implicated food (i.e. "Red Chilli Powder (packed)" of Batch No. AJD2400012 due to non-conformance of the Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011.

Patanjali Foods is a FMCG company and as per reports it has recorded overall income of over Rs 8,100 crore. Meanwhile, the spice trade has been on the receiving end in recent times with some countries even banning some Indian spice brands after which FSSAI had even ordered a detailed survey of spices.

New provision to ensure expired food items do not get rebranded and sold

For ensuring that rejected/expired food items do not get rebranded and sold for human consumption under the guise of cattle feed, the Indian food regulator FSSAI has introduced a new provision in the FoSCoS for the quarterly submission of information by FSSAI Licensed Food Manufacturers (including Repacker, Relabeller & Importers).



Under the new provision, regarding the quantity of the food products that have failed to meet quality standards during internal testing or inspection & rejected for sale into market and the quantity of the food products that have been expired or returned from the food chain due to expiry or other quality issues, the FBO needs to maintain a detailed record of how rejected or expired products were handled. Further, they should include the quantities destroyed, auctioned, or redirected for alternative uses, along with specific details of these actions such as details of buyer of auctioned products or waste disposal agency.

The information will be required to be submitted through the FoSCoS (Food Safety Compliance System) on a quarterly basis. According to FSSAI, the provision for submitting such data will be activated in due course. In the meantime, FBOs were requested to begin consolidating the required data for the prescribed categories.

This will ensure that the data can be readily provided to the food authority whenever required and can also be promptly uploaded once the provision is activated. This is also being done to ensure that the quantity of rejected/expired goods and the action thereon viz. disposal or auctioned for purpose other than the food for human consumption, can be tracked by the authority in real time, reads the advisory.

FSSAI stresses upon increasing inspections of high-risk food establishments



Sh. G Kamala Vardhana Rao, CEO of FSSAI stressed upon increasing the inspections of high-risk food establishments and periodical review of food testing laboratories in Tamil Nadu in a meeting with Lalvena, IAS, Principal Secretary and Food Safety Commissioner, Tamil Nadu, as per a release.

He also discussed the ongoing work of development of Healthy and Hygienic Food Streets at various locations and urged the work to be expedited so that these hubs can be used by the public at the earliest. He also visited the Southern Regional Office of FSSAI in Chennai and discussed the functioning of various divisions in the Regional office and the National Food Laboratory, Chennai, with senior officials.

Highlighting the recent launch of Food Import Rejection Alert (FIRA) portal by FSSAI, he focused on the need of regular sharing of final fate of import food consignments rejected by FSSAI. He also discussed various issues related to Food Import Clearance while emphasizing on the importance of food import clearance process for ensuring the food safety to the consumers. Capacity building of Custom officials on Food Safety and Standards Rules and Regulations to facilitate the green channel clearance process was also discussed during the meeting.

FIRA is a digital platform designed to provide timely updates and information about food import rejections by regulatory authorities and stated that it serves as a resource for exporters, importers, and other stakeholders in the food industry, helping them understand reasons for rejection and stay informed about regulatory compliance requirements.

New Launches

Kurkure and Ching's Secret unveil a bold new scheszwan chutney-flavored Kurkure



Kurkure, the beloved snack enjoyed by Indian households for over 25 years, has teamed up with Ching's Secret, one of India's leading desi Chinese brands, to bring out the exciting Scheszwan Chutney flavor. The result? A delicious burst of taste that's as exciting as it is irresistible, blending the best of both worlds.

Indian-Chinese cuisine, known for its bold and spicy flavors, has long been a favorite across the country. Inspired by this shared love, Kurkure and Ching's Secret have created a snack that's both adventurous and deeply familiar, crafted to delight fans of both brands while redefining fusion snacking in India.

Ms. Aastha Bhasin, Marketing Director – Kurkure & Doritos, PepsiCo India, said, PepsiCo India is excited to partner with Tata Consumer Products' Ching's Secret for this milestone collaboration. Kurkure has always led the way in introducing trendsetting innovations within the snacking category, and this partnership underscores our commitment to delivering flavors that truly connect with evolving consumer preferences. With fusion flavors becoming increasingly popular, this collaboration brings together Kurkure's crunchy, masala magic with the fiery and tangy kick of Ching's Scheszwan Chutney to create a truly unique Desi Chinese snacking experience. Together, this collaboration brings two well-loved brands in their categories to celebrate a snacking innovation that blends flavors enjoyed by consumers across India.

Ms. Deepika Bhan, President, Packaged Foods, Tata Consumer Products, said, we are thrilled about this maverick collaboration between two iconic chatpata masala brands – Ching's and Kurkure. Kurkure has always delighted consumers with its crunch and trendsetting flavours, making it the perfect match for Ching's, a brand synonymous with Desi Chinese. Together, they bring to life a fusion that seamlessly blends the zesty notes of Ching's Scheszwan Chutney tadka with Kurkure's signature masala profile. This collaboration is set to surprise and delight consumers, promising an unforgettable sensory adventure.

This collaboration marks a significant landmark in the snacking industry by uniting two distinctly Indian brands, Kurkure and Ching's Secret, whose shared ethos of bold, authentic, and flavorsome snacks resonates deeply with the evolving Indian consumer. Crafted for existing Kurkure enthusiasts and fans of desi Chinese flavors, the new product offers an innovative twist on a classic combination and is set to be a hit with those who enjoy spicy snacks. Available across all markets and channels in INR 5, INR 10, and INR 20 packs.

Country Delight launches NMR-tested honey

Country Delight, a trusted name in premium and natural essentials, has announced the launch of Farm Honey (NMR Tested). Country Delight's Farm Honey is Nuclear Magnetic Resonance (NMR) tested by a certified lab in Germany, making it one of the most authentic and reliable kitchen ingredients available to Indian homes. It also undergoes rigorous testing on 36 quality parameters as per FSSAI standards, including physicochemical, antibiotic and microbial, to rule out the presence of added sugars.

Honey is not just a natural sweetener; it is increasingly valued for its functional benefits. With Country Delight's NMR-tested honey, consumers can enjoy a product that supports wellness through its natural composition, which is rich in antioxidants and phytonutrients and offers advantages over refined sugars.



Adulteration with cheaper sugars or syrups like high-fructose corn syrup or rice syrup is one of the most significant issues in the honey market. As a result, NMR spectroscopy is increasingly being used in the honey industry to assess its purity, quality, and origin. The test helps detect and identify various adulterants, including sugar syrups and synthetic or chemically-created additives. NMR can also detect subtle differences in chemical profiles, revealing if extraneous sugars have been added. It also provides a detailed spectrum—a kind of 'fingerprint'—showing the unique distribution of honey's natural components.

Mr. Chakradhar Gade, CEO & co-founder at Country Delight, said, we are thrilled and excited about launching NMR honey and setting a new benchmark in transparency of quality to our customers. Our single-minded mission is to deliver pure and better quality products that make India live better. Every batch of Country Delight Farm Honey is NMR tested and the quality report is easily available on the Country Delight App.

Honey has several advantages over refined sugar, particularly regarding nutrient composition and metabolic impact. Beyond these immediate benefits, honey's bioactive compounds—such as flavonoids and phenolic acids—may contribute to better long-term health when part of a balanced lifestyle. Compared to sugar, which offers only empty calories, honey's added phytonutrients may provide modest but cumulative health advantages over time. The Country Delight (NMR tested) Farm Honey is available in 450 ML. It is available to order on the Country Delight app in 17 major Indian cities with the price of Rs 221.

MorningWale launches 'Flavors of Kashmir'



MorningWale, a leading name in the organic food industry, is proud to announce the launch of its highly anticipated product range, 'Flavors of Kashmir'. MorningWale aims to introduce every staple food on its platform. This exclusive collection brings the purest, organic treasures directly sourced from the fertile Kashmir Valley. According to the company, these ingredients not only taste amazing but also offer plenty of health benefits, making them a perfect addition to any kitchen.

The 'Flavors of Kashmir' range offers a handpicked selection of premium products, each chosen to preserve the traditional tastes and medicinal properties of the region. From saffron and Kashmiri garlic to walnuts and almonds, these ingredients provide an opportunity to savor the rich culinary heritage of Kashmir while supporting your health and well-being.

Some of the standout products in the new range include the Saffron with the Flower and Ruma Dal. Kashmiri Mirch (Whole) and Kashmiri Mirch Powder offer mild heat and vibrant color while providing Vitamin C. Other offerings, like Walnuts and Almonds, are packed with healthy fats and antioxidants. The collection also includes Kahwa, a soothing Kashmiri tea blend, and Kashmiri Garlic, known for its strong flavor.

I believe that our new 'Flavors of Kashmir' range is a significant step in our aim to introduce real, healthy products into people's lives. By introducing these products, we are not only celebrating the rich culinary heritage of Kashmir but also ensuring that families across India have access to the finest organic ingredients directly from their source, said Ms. Nidha Patel, Founder of MorningWale.

D'aromas launches Jaggery Cookie Premix

D'aromas is thrilled to announce the launch of its all-new Jaggery Cookie Premix, designed to bring the wholesome goodness of jaggery into kitchens across India. This innovative premix offers a healthier alternative to refined sugar while delivering a rich, molasses-like flavor to cookies, making it the perfect choice for health-conscious bakers and food enthusiasts alike.

As the winter season sets in, bringing with it the craving for warm and comforting treats, the Jaggery Cookie Premix stands out as an ideal choice. The premix features pre-measured ingredients, ensuring a hassle-free and quick baking experience for everyone, from novices to seasoned bakers. Infused with the distinct taste of jaggery, the cookies are a treat on their own but can also be customized with nuts, dried fruits, or chocolate chips to create personalized delights.

With our Jaggery Cookie Premix, we're bringing back the natural sweetness and warmth of jaggery into modern kitchens. It's not just about convenience—it's about offering a healthier way to enjoy delicious homemade cookies while keeping traditional flavors alive, said Mr. Dharmisha Gokani, Director, D'aromas. The D'aromas Jaggery Cookie Premix is available in 500g packs priced at Rs. 192/-, as well as larger sizes of 1kg, 3kg, and 5kg for bulk baking needs.



Coca-Cola Launches Nostalgic Orange Cream Flavor



Coca-Cola is set to launch its latest flavor innovation, Orange Cream, blending the signature taste of its cola with orange and creamy vanilla notes. The new beverage, developed in response to growing consumer demand for nostalgic flavors, will hit stores on February 10 and is expected to remain available until early 2026, depending on market trends.

The introduction of Orange Cream marks Coca-Cola's first new flavor release since discontinuing its Spiced variant last year. The new offering will also be available in a zero-sugar version, catering to evolving consumer preferences. Coca-Cola has been focusing on innovation in its soda portfolio to maintain consumer interest amid shifting tastes. While expanding into waters, teas, and sports drinks, the company continues to explore new flavors to invigorate its core soda products.

Orange cream as a flavor has been around since 1905 but has seen resurgence in popularity over the past decade, supported by data from Google Trends. By tapping into this nostalgia, Coca-Cola aims to appeal to both existing customers and new drinkers, potentially increasing engagement with its broader portfolio of beverages.

While Orange Cream takes a more traditional approach, the underlying strategy aligns with Coca-Cola's efforts to connect with younger audiences and rekindle interest in its iconic brand. This move mirrors industry trends, with competitors like PepsiCo also leveraging new flavors to boost sales. PepsiCo recently announced its Pepsi Wild Cherry & Cream flavor, reflecting a shared strategy among beverage giants to innovate in response to soft drink consumption declines and the rising popularity of healthier alternatives.

Reliance Industries to take Campa Cola overseas to Middle East Markets



Reliance Industries is set to take its Campa Cola brand to the Middle East, marking its first international foray. The rollout begins in Bahrain, with plans to extend to Oman, Saudi Arabia, and other Gulf countries in the coming phases. This move comes as Coca-Cola and PepsiCo face challenges in the region, reportedly impacted by consumer boycotts of American products linked to geopolitical tensions.

Campa Cola, a disruptor in India's carbonated beverage market, has gained traction with its competitive pricing and higher trade margins. Reliance plans to replicate this strategy in the Middle East while exploring local bottling partnerships in markets like Saudi Arabia and the UAE. For now, Campa Cola will be imported from India.

The expansion aligns with Reliance's broader vision of taking Campa Cola global, as outlined during its 2023 shareholder meeting. The company aims to tap into Asia and Africa, with a Middle East bottling base potentially serving as a gateway to the African market due to geographical proximity. The Gulf region offers a strategic opportunity as Coca-Cola and PepsiCo reportedly face declining sales amid shifting consumer preferences. Local and non-American brands have gained ground, creating a favorable landscape for Campa Cola's entry.

Campa Cola's aggressive ₹10 pricing, higher trade commissions, and PET-only bottle strategy have already disrupted India's beverage sector, affecting major players like Dabur, Tata Consumer Products, and Varun Beverages. Analysts believe similar tactics could yield success in international markets. Reliance's expansion highlights its ambition to position Campa Cola as a global competitor, leveraging current market dynamics to strengthen its presence in the global beverage industry.

Beverage industry plea to reconsider norms for recycling PET bottles

The Indian beverage industry has urged the Union Government to reconsider the new norms for recycling PET bottles, which shall come into force from April 1, 2025.

According to industry insiders, a meeting in this regard was held recently in which the Government representatives were sympathetic towards the point of view presented by the industry. And, the industry hopes that implementation of the new norms, which calls for recycling of the PET bottles to be used again in beverages industry, may get deferred.



As per the regulations notified by the Ministry of Environment, Forest and Climate Change, beverage makers will need to ensure 30 per cent of recycled plastic use for Category-1 packaging, which is defined as rigid plastics and includes PET bottles.

Industry insiders say that there is lack of technological know-how and no infrastructure to produce food grade recycled plastic in such a large scale. The task of using 30% recycled PET bottles is too high to achieve, even developed economies like in the European Union have made plans to achieve this target by 2030. Further, some experts opined that using recycled plastic material for food packaging may lead to risk of contamination, as presently the industry uses virgin plastic for the purpose of bottling.

Ferrero Acquires Protein Snack Brand Power Crunch to Expand U.S. Market Presence



Ferrero has announced the acquisition of Power Crunch, a protein snacks brand known for its wafer bars and high-protein crisps, from Bio-Nutritional Research. The deal, set to close in the coming weeks, will include Power Crunch's Irvine, California office and its team of approximately 50 employees. While the financial terms remain undisclosed, the acquisition marks Ferrero's continued expansion into the better-for-you snack category and bolsters its footprint in the U.S. market.

Power Crunch is the latest addition to Ferrero's portfolio, which has grown significantly through strategic acquisitions since 2018. Ferrero's journey in the U.S. began with its well-known products like Nutella, Ferrero Rocher, and Tic Tac but expanded dramatically after the \$2.8 billion purchase of Nestlé's U.S. chocolate business. This was followed by the acquisition of Kellogg's cookies and fruit snacks division in 2019 and Wells Enterprises, an ice cream maker, in 2022.

Unlike Ferrero's earlier acquisitions focused on indulgent treats, Power Crunch provides an entry into the growing protein snack segment, which aligns with rising consumer demand for health-conscious and on-the-go options. Mr. Michael Lindsey, President and Chief Business Officer of Ferrero North America, emphasized the company's commitment to maintaining quality and innovation in its expanding portfolio. The quality craftsmanship and thoughtful investment Ferrero applies to our portfolio has driven our success across categories.

Experts fear inflation as Govt prepares to declare MSP for sugar



As the Government prepares to declare MSP for sugar, experts feel that it may lead to inflation.

Recently, Minister of Consumer Affairs has confirmed the proposal to increase the MSP (Minimum Support Price) for sugar which was last time fixed at Rs 31 per kg.

Although, the Minister has clarified that the decision shall be taken considering all factors, it is learnt that the sugar industry is demanding a hike in MSP of Rs 39 to Rs 42. Sugar industry organisations have demanded an increase in MSP citing increased production cost and economic pressure on sugar mills.

While pressing for their case, the organisations stated that the price should better reflect the cost of production and support the financial position of sugar mills in India.

Mr. Shankar Thakkar, National Secretary, CAIT, has said that the government should make a reasonable increase in prices in view of the rising inflation so that the consumers could not be overburdened of inflation.

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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

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