



Issue No. 177
May-2025

FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



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Meeting with Sh. Sumit Kumar, Chittoor Dist. Collector on 11th April 2025 at Chittoor



AIFPA, South Zone Chairman, K. Govardhana Bobby met Chittoor Dist. Collector, Sh. Sumit Kumar & senior officials to appraise about the preparations for '**Mango Conclave**' on 11th April 2025, to host Ministers, MLAs, MPs, officials, industrialists, scientists, traders & farmers. To promote "**Juices for All**", Mr. Bobby announced free juice distribution at the event.

He also joined a virtual state-level bankers' meeting with the Collector, requesting 6-month loan deferment for fruit processing units. Bankers agreed in principle and the implementation of the same is expected soon, offering big relief to the industry.

Meeting between AIFPA and the Embassy of Japan on April 25, 2025 at AIFPA's Office



A productive meeting was held on **April 25, 2025**, at **AIFPA's office**, with a shared focus on strengthening business and investment collaborations between the Indian and Japanese food companies.

The meeting was attended by **Ms. Oota Masami, First Secretary, Embassy of Japan** and **Mr. Otsuki Kei, Second Secretary, Embassy of Japan**. They were warmly welcomed by **Dr. Raghav Jadli**, President, AIFPA, **Dr. Subodh Jindal**, Immediate Past President, AIFPA, **Mr. Sunil Kumar**, Executive Secretary, AIFPA and

Ms. Aprajita Bhardwaj, Global Relations Executive, AIFPA.

Key Discussions and Outcomes:

During the discussions, Ms. Oota Masami highlighted the key challenges faced by Japanese companies when entering the Indian market. She pointed out the difficulty mid-sized Japanese companies experience in investing independently in India, as well as the persistent challenge of finding reliable Indian partners—both critical to successful collaborations.

Another major concern raised was the need for guidance in establishing or expanding business operations, and in sourcing raw materials. She also reiterated the Embassy's broader mission to promote Japanese products in India, especially in light of the increasing competition from Chinese products flooding the Indian market.

In response to these concerns, Dr. Subodh Jindal emphasized AIFPA's vital role as a bridge between Indian and Japanese businesses. He outlined the Association's ongoing efforts in facilitating trade and manufacturing, addressing tariff and regulatory issues, and supporting technology transfers.

Dr. Jindal further elaborated on how AIFPA can provide valuable local market insights to Japanese companies, thereby enabling better-informed business decisions.

He stressed the importance of identifying the specific requirements and interests of Japanese companies to enable more targeted and effective collaborations. Dr. Jindal also encouraged Japanese companies to reach out directly to AIFPA for assistance in navigating the Indian market.

Dr. Raghav Jadli emphasized the need to organize food shows in India to connect Indian companies with potential Japanese partners. He highlighted the value of conducting high-quality B2B meetings and focused exhibitions that attract serious participants. Such initiatives, he noted, would provide Japanese firms with direct access to the Indian market.

Moving Forward

Both AIFPA and the Embassy of Japan agreed to maintain continuous engagement to address existing challenges and create new opportunities for businesses in both countries.

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Discussion on the key categories:

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Lead Speakers from:

Expert in Food Science/Processing, Regulatory Authorities, Academia, Scientific Bodies, Public Relations Experts, NGOs

Panelists from:

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Regulatory & Food Safety Updates

Now, scan QR code and report food safety violations in UP



The Uttar Pradesh Food Safety department has initiated a plan allowing customers to send it feedback to flag food safety violations directly from the eatery.

The local Food Safety department in Ghaziabad has put QR code stickers at 100 such eateries across the district including restaurants, bakeries and dairies where the consumers/customers can scan and lodge complaints regarding food safety violations.

As per reports, the customers can scan the QR codes placed outside of the eatery and lodge the complaint, if they feel so.

The QR codes were placed in prominent market areas including Indirapuram, Vaishali, Vasundhara in the trans Hindon area and main city of Ghaziabad.

The Food Safety department is planning to put 300 more such QR code stickers in coming months, wherein roadside eateries/ street food corners, sweet shops and ice cream parlours will be included in the surveillance plan.

The Food Safety department has also warned the eateries against the removal of these QR stickers.

Points related to packaging reclassified as critical to food safety under checklist

The FSSAI has reclassified the points related to 'food grade packaging material' as 'critical to food safety' under an inspection checklist.

Presently, inspection checklists related to general manufacturing, milk & milk product processing, meat processing, fish & fish product processing and catering consider points related to food packaging material as 'non-critical'.



Considering the critical role of food grade packaging material in ensuring food safety and provisions of FSS Packaging Regulations, it has been decided to reclassify the point related to food packaging material as critical in the inspection checklist, reads the order issued by the FSSAI.

Further, the order prescribed that the material used should be food grade and in sound condition and packaging material used shall have certificate of conformity issued by NABL accredited laboratory abiding FSS Packaging Regulations.

The FSSAI in March 2018 issued an order for implementation of revised food safety inspection checklists. The revised checklist was objective in nature, linked with marks with each point and is used to identify the level of compliance with each requirement that is set in the FSS Act.

FSSAI considering revision of standards for ice cream varieties, frozen desserts



In a recent meeting, held at FSSAI headquarters with the stakeholders, a proposed draft was discussed, which included revision of standards for ice cream, kulfi, chocolate ice cream, softy ice cream, milk ice, milk lolly and dried ice cream mix along with revision of standards for frozen desserts or confections with added vegetable oil/ fat or vegetable protein, or both.

It is learnt that the food regulator may include newer ingredients for the ice cream/frozen desserts industry. These ingredients include extracts of coffee & tea, malt, malt-based products, sweets, herbs and flower petals.

In the meeting, the stakeholders had given a presentation to the FSSAI officials and the regulator was asked to revise the standards. The stakeholders remarked that this would help the industry to introduce newer variations of their products according to the consumer demands.

In addition, the stakeholders have said that with herbal inputs the industry can experiment with their products and make them more contemporary and healthy.

It is further learnt that the draft for the same will soon be published for the larger public consultations, wherein subjects including labelling will be revisited.

SC asks FSSAI to file report on draft amendment to Labelling and Display norms



The Supreme Court of India has asked the FSSAI to file a status report in three months with respect to the consultations on the draft amendment of FSS Labelling and Display Regulations.

The draft issued by the food regulator aimed at regulating the 'Front of the Pack Labelling' and initiated the 'Indian Nutrition Rating'. FSSAI, in its affidavit, has stated that it has proactively undertaken measures to implement Front-of-Pack Nutrition Labelling requirements and the proposed amendment in the FSS (Labelling and Display) Regulations, 2020, include the proposed Indian Nutrition Rating (INR) for FOPNL.

This format is in line with global practices and adopts a star-rating system that presents simplified nutrition information on the Front-of-Pack of pre-packaged foods and provides information on the overall nutritional value of the food and/or on nutrients included in the FOPNL. It is designed to provide consumers with simplified, easy-to-understand information on nutritional content, assisting them in making healthier dietary choices, reads the affidavit.

According to the FSSAI, the INR system uses a straightforward, star-based rating scale from 0.5 to 5 stars, where a higher star rating indicates a healthier product. This design aims to simplify the complex nutritional content of packaged foods, enabling consumers to assess products at a glance and encourage healthier dietary decisions.

The rating is based on factors such as energy content, sugar, salt, saturated fats and beneficial components like protein, fibre and certain vitamins and minerals. The INR model integrates both critical nutrients (such as added sugars, sodium, and saturated fats) and positive components (like fibre, protein, and certain legumes and nuts) in its scoring system. This balanced approach helps consumers understand the overall healthiness of a product, rather than focusing solely on its negative aspects. The inclusion of positive nutrients, however, is regulated through caps to prevent nutritionally poor products from receiving disproportionately high ratings simply due to small amounts of positive ingredients. This structure ensures that the rating accurately reflects the product's true health impact, preventing any potential manipulation of ratings, reads the affidavit filed by FSSAI.

FSSAI, in response to a PIL, has submitted to the SC that 1,4000 comments were received against the draft from the public including stakeholders and an expert committee has been constituted to examine these comments.

FSSAI's nod to rPET for food grade use marks green milestone for packaging industry

In a landmark decision, the Food Safety and Standards Authority of India (FSSAI) has approved the use of recycled PET (rPET) for food-grade packaging-ushering in a transformative era for sustainability in India's food and beverage industry.

The approval is being seen as a strong regulatory endorsement of cutting-edge recycling technologies that can safely process post-consumer plastic into high-quality packaging. The move is also in sync with India's push for circular economy models and global ESG compliance.



Mr. Makarand Kulkarni, CEO of Revalyu India, a leader in advanced PET recycling, hailed the development as a turning point for the industry.

The FSSAI's approval of recycled PET (rPET) for food-grade packaging is a landmark step that reflects growing regulatory confidence in advanced recycling technologies. It opens the door for the food and beverage industry to adopt safer, circular packaging practices aligned with global ESG standards.

This progressive move not only reduces dependency on virgin plastics but also strengthens India's commitment to a circular economy. By enabling scalable innovation, reducing environmental impact, and promoting responsible material recovery, this regulation is a win for both sustainability and industry transformation.

Revalyu, which uses an innovative chemical recycling process to convert used PET bottles into high-purity rPET, is expected to play a key role in helping brands transition to greener alternatives. Echoing industry optimism, a FSSAI spokesperson commented, the decision to allow rPET in food-grade applications comes after rigorous scientific evaluation and global benchmarking. Safety remains our top priority, and this step will encourage manufacturers to adopt sustainable packaging while ensuring compliance with health standards.

The move not only reduces the environmental footprint of the food packaging sector but also aligns with India's national sustainability goals. With this green light, F&B companies now have a credible, safe, and scalable path to meet both regulatory and consumer expectations on environmental responsibility. As revalyu and other industry players scale up operations, the approval of rPET for food-grade use is expected to catalyse investment, innovation, and responsible consumption across the packaging value chain.

New Launches

Amul Unveils World's First High-Protein Kulfi in Partnership with KKR



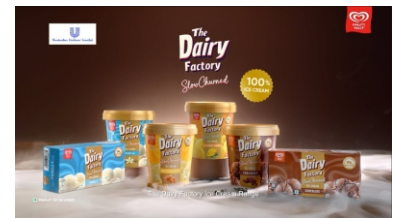
Amul, India's largest food and FMCG brand, continues to make headlines with its strategic partnerships across IPL 2025. This season, Amul has teamed up with nine teams for its high-protein range, six teams for ice cream, and three for beverages. As the leader in India's ice cream market, Amul offers a wide variety of flavors, formats, and price points, catering to every consumer's taste.

Furthering its high-protein revolution, Amul launched the world's first **High Protein Kulfi**. This innovation delivers 10g of protein per 60g mango-flavored kulfi, with just 57 calories. It is low-fat, lactose-free, prebiotic-rich, provides 100 million CFU probiotics, and contains no added sugar — making it a game-changing indulgence for both athletes and health-conscious consumers.

Priced at Rs 40, the kulfi will soon be available through Amul's quick-commerce partners. Mr. Jayen Mehta, Managing Director, Amul, said, we are thrilled about this launch and are working on many more high-protein innovations- from parathas to coffees- to help every Indian achieve a protein intake of 1g per kg of body weight daily.

Kwality Wall's Launches 'The Dairy Factory', A New Range of Slow-Churned Ice Creams

Kwality Wall's has unveiled a new brand, The Dairy Factory, expanding its portfolio with a premium range of slow-churned ice creams. Available in four popular flavours -Vanilla, Butterscotch, Mango, and Chocolate- the new line will be sold in party packs and tubs across nearby stores and quick commerce platforms.



Crafted in small batches using fresh milk, The Dairy Factory ice creams are positioned as a 100% real dairy offering. The slow-churning process is designed to deliver a lusciously creamy texture, aiming to make every occasion special. The launch is supported by a new promotional campaign highlighting the brand's emphasis on quality and indulgence.

We are on a mission to put smiles on people's faces and have been consistently investing in innovations so that we have something for everyone. The Dairy Factory's slow-churned ice creams are a wonderful innovation, made with real dairy and premium ingredients, marrying traditional nuances with modern preferences.

Starting with classic flavour profiles, The Dairy Factory range will be available nationwide, adding another dimension to Kwality Wall's broad portfolio of luxurious ice creams and accessible frozen desserts.

Granos unveils 'Better Ketchup'



Granos, the premier health food brand recognized for clean-label innovations, is delighted to unveil the growth of its product line with the launch of Granos Better Ketchup, a game-changing, sugar-free ketchup sweetened with jaggery.

This latest innovation further shows the company's commitment to providing healthy, preservative-free products that appeal to the evolving needs of health-conscious consumers.

In contrast to conventional ketchups filled with refined sugar, artificial acids, and artificial additives, Granos Better Ketchup is made from 100% natural ingredients. It has no refined sugar, no preservatives, and no acidity regulators, so it's a safer, healthier choice for all ages.

Mr. Rahul Mittal, Founder of Granos, says, At Granos, we believe that health and taste should go hand in hand. With Better Ketchup, we wanted to challenge the norm and offer a truly clean, family-friendly condiment that doesn't compromise on flavor.

Sweetened with jaggery and made without any synthetic additives, this ketchup is our answer to a growing demand for natural, guilt-free food options. It's a small but powerful step in our mission to transform everyday staples into better, healthier choices.

This gluten-free and vegan condiment is made with real tomato paste for an authentic, tangy flavor and comes in a premium top-down squeeze pack to ensure freshness and convenience. The ketchup is now available on Granos' official website, Amazon, and select offline retail stores across India.

AWL Agri Business expands portfolio with launch of Fortune Cake Premix



AWL Agri Business (formerly known as Adani Wilmar Limited), one of India's largest Food FMCG companies, announced the addition of Fortune Cake Premix to its flourishing product basket for B2B & HoReCa segments. Building on the trusted Fortune brand, Fortune Cake Premix will be available in three variants – Classic Vanilla, Premium Vanilla, and Premium Chocolate, providing a versatile base for creating exceptional cakes.

This addition reinforces AWL Agri Business Limited's commitment to address the growing need for professional-grade cake premixes that offers uniformity, rich flavors, and ease of preparation while saving valuable time in fast-paced kitchen environments. The product targets a broad spectrum of users, including bakery chefs, pastry chefs, procurement managers, home bakers, cloud kitchens, and catering services, offering them a dependable and superior baking solution.

The product's egg-free formulation caters to vegetarian, egg-intolerant, and health-conscious consumers. The quality of the product ensures consistent results and a delicious, high-quality taste every time. Streamlined and quick cooking preparation saves valuable time in busy kitchen environments, and the premix provides a blank canvas for adding unique toppings, fillings, and flavors, offering versatility and customization.

Backed by extensive market research to understand consumer-buying behavior, the product is crafted using the finest ingredients to provide professional bakers with the consistency required for high-quality cake production, removing the challenges associated with baking traditionally. Recognizing the growing preference for premium and standardized bakery products, Fortune Cake Premix is tailored to meet the expectations of those who seek effortless baking solutions.

Mr. Mukesh Mishra, Senior Vice President, Sales & Marketing, AWL Agri Business said, For years, AWL Agri Business Limited has been a trusted supplier to the B2B and HoReCa segment, delivering quality ingredients that professionals rely on. The Fortune Cake Premix is a natural extension of this commitment. We have listened to our partners and developed a product that addresses their need for consistency, efficiency, and versatility in the baking process. It leverages the trust and quality associated with the Fortune brand.

By targeting a broad spectrum of culinary experts, we are significantly expanding our consumer base. We believe that premix segment is still under-penetrated with significant scope for growth and disruption. We are confident that our new product will elevate our positioning in the Food FMCG category.

With an aim to strengthen foothold in the bakery segment, the launch of Fortune Cake Premix represents a significant step by the brands towards offering innovative and reliable solutions for the industry. The product will be available in urban markets nationwide, catering to the evolving demands of the B2B & HoReCa segments that value consistency and taste.

FarMart Launches Consumer Brand in India, Eyes Quick Commerce for Rapid Growth

FarMart, the tech-driven B2B food supply platform, has forayed into India's packaged food market with the launch of its consumer brand, **FarMart Pantry**. After debuting in the Middle East last year, the company is now introducing 27 pantry staples- including chakki atta, basmati rice, pulses, and millet-based products-for Indian consumers.



The products will be available via leading quick commerce platforms like Blinkit and Zepto, as well as through modern retail chains such as Nature's Basket and Modern Bazaar.

Mr. Alekh Sanghera, CEO and Co-founder of FarMart, said the company is betting big on quick commerce, aiming to drive 50% of its revenue from this channel by the end of the year.

FarMart's India expansion is being pursued through an omnichannel strategy. While quick commerce remains a key focus, the company is also strengthening its footprint across supermarkets and premium general trade outlets, starting with Delhi NCR and other major metros.

Despite entering the consumer-facing segment, FarMart plans to maintain a digital-first approach and has no plans to set up standalone stores.

FarMart expects India to contribute over 70% of its total revenue this year, driven by strong demand across quick commerce, modern trade, and general trade formats. The company has already established a presence in Delhi NCR, Haryana, Mumbai, Pune, Bangalore, and parts of Uttar Pradesh.

APEDA advisory asks labs to follow IQA norms for products exported to Indonesia



The APEDA has issued an advisory on testing of food products destined for export to Indonesia and asked the labs to follow guidelines of the importing nation.

It is learnt that the Indonesian Quarantine Authority (IQA) will augment the inspection frequency to at least 50% on products exported from India and in an event of non-compliance, the affected product will be subjected to temporary suspension.

Laboratories registered by the Indonesian Quarantine Authority (IQA) are advised to follow the guidelines of Indonesia, export procedure of APEDA and other quality requirements to avoid any non-compliance in export consignments, reads the APEDA advisory while adding

that any deviation in this regard shall be viewed seriously.

The IQA has registered 17 Indian food testing labs with effect from April 14, 2015, for the purpose of testing agri products exported to Indonesia.

The APEDA advisory has asked the labs to strictly follow the trade notice with respect to export of peanuts & peanut products, with respect to criteria, requirement and procedure to be followed for sampling, analysis and stuffing of shipments.

The labs may adhere to the maximum limit of aflatoxin set by Indonesia in addition to requirements such as pesticide residue, heavy metal and microbiological parameters for export of agricultural products, the advisory added.

It is pertinent to mention that IQA conveyed to APEDA that due to recurring non-compliance reported in previous years on exceeding levels of aflatoxin in peanuts, the IQA will enhance its monitoring programme on Indian products exported to Indonesia, particularly groundnuts and wheat.

Consumer firms offer incentives to distributors

Consumer companies are giving incentives to the supply chain at a time when there is a push for growth in urban markets, which are affected, while rural sales have been up for the past few months. Firms like Hindustan Unilever (HUL) are offering credit to the supply chain while Dabur India is giving higher target-based incentives.

According to distributors Business Standard spoke to, in the March quarter HUL offered seven days' credit to them to pay for the stocks they purchased. The company had started offering credit to supply chains a year ago, something it never did before.

It also offered a 0.1 per cent incentive on completing primary targets (which is buying stocks from the company) for March. A distributor said, we have never been offered an incentive before for meeting primary sales targets.

Another distributor said this cushion by HUL had never been given to distributors. Dabur typically incentivizes its supply chain for meeting primary and secondary targets. Such incentives are given once or twice a year for a month or two months.

However, for April-June, distributors will have an incentive of 0.85 per cent on meeting the highest slab of the target. The distributor has to meet the target every month of the quarter to get a better payout.

The incentive is given if the distributor meets 110 percent of its primary sales target, a distributor said. Godrej Consumer Products is offering retailers higher margins, almost 10 percent, on its room freshener aer.

Dabur India and Godrej Consumer Products did not respond to Business Standard's email. HUL did not respond to Business Standard's email and cited a closed period ahead of its earnings, which are slated to be released. In its pre-quarterly update ahead of its January-March earnings, Dabur said rural markets continued to remain resilient and grew ahead of urban.

It also said that in terms of channels, organized trade, including modern trade, ecommerce and quick commerce, maintained their growth momentum while general trade stayed pressured. It also said volumes in fast-moving consumer goods continued to be subdued during the quarter ended March.

Godrej Consumer Products pointed out in its pre-quarterly update that its management's focus remained on reviving underlying volumes growth in the quarter.



India ups palm oil purchases as it gets cheaper than soy oil



The All India Edible Oil Traders Federation has said that India has started increasing palm oil purchases after a five-month slowdown as the fall in prices has made it cheaper than rival soy oil.

Mr. Shankar Thakkar, President of the federation, said that the price of crude palm oil is currently around \$1,050 per tonne, while soy oil is priced at \$1,100 per tonne, forcing Indian importers to re-stock amid dwindling stocks. Imports of palm oil fell significantly from December to March, but imports are expected to rise to over 500,000 tonne in May and over 600,000 tonne in June. This shift in demand is expected to support Malaysian palm oil future trade, which has fallen by about 10% in 2025. The improvement in buying signals a new

demand cycle as our ports and refiners may aim to replenish their depleted stocks. Palm oil is now cheaper than soy oil in the international markets, leading to a revival of buying.

Palm oil lost its price advantage over soy oil late last year, leading Indian buyers to significantly cut imports. From December to March, India imported only 1.57 million tonne of palm oil- an average of 384,712 tonne per month. This was far below the 750,000 tonne import per month during the marketing year ending October 2024. Dealers expect demand to rise further between July and September, possibly surpassing 700,000 tonne monthly, as refineries work to replenish stocks. The rise in Indian demand will be closely watched by global markets, especially since India imports palm oil mainly from Indonesia and Malaysia and some quantity from Thailand.

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