



FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

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ITCFSCAN

JUNE

Technical Session: Myths vs Science – The Real Story

BUSTING ILLUSIONS THROUGH EDUCATION

 Panel Discussion: Busting Illusions Through Education -2025 For Empowering People with Food Facts

Street Play by Students

Theme: "Busting Food Myths - A Public Awakening"

19 AM - 4 PM

Discussion on the key categories:

Cereals & Cereal Products, Honey, Refined Oils, Dairy Analogues, Beverages, Spices

BITE - 2025

Empowering People with Food Facts

Lead Speakers from:

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

Panelists from:

Academia, Industry, Regulator, Subject Experts, NGOs, PR Agencies etc.

For any Query, kindly contact:

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All India Food Processors! Association

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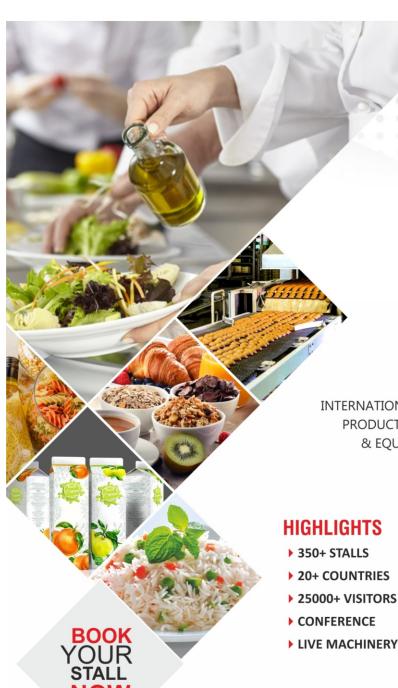


Get connected with relevant businesses



^{*} Industry Manufacturers, Suppliers, Importer, Exporter, Financial Institution including Banks, Associations, Chamber of Commerce etc.

^{**} Food Technologist, Food Industry Consultant, Nutritionist, Quality Control Expert, Academic Researchers, Scientists etc.





AUGUST 2025

BIEC, Bangalore, India

INTERNATIONAL EXHIBITION ON FOOD, BEVERAGE & BAKERY PRODUCTS, FOOD PROCESSING, PACKAGING MACHINERY & EQUIPMENT, COLD -CHAIN AND ALLIED INDUSTRIES

HIGHLIGHTS

- > 20+ COUNTRIES
- **CONFERENCE**
- **LIVE MACHINERY DEMONSTRATION**

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Regulatory & Food Safety Updates

FSSAI issues guidelines for the use of recycled PET as a food contact material



In a landmark move to promote sustainability in food packaging, the Food Safety and Standards Authority of India (FSSAI) has officially issued comprehensive guidelines for the acceptance of recycled Polyethylene Terephthalate (rPET) as Food Contact Material (FCM).

These guidelines, notified under the Food Safety and Standards (Packaging) Regulations, 2018, specify the criteria, processes, and quality standards for recycling post-consumer foodgrade PET into materials that can be safely used in direct contact with food.

Key Highlights of the Guidelines

- Scope:- The guidelines apply exclusively to FSSAI-approved recycling technologies used to convert post-consumer food-grade PET into FCM-rPET resins for packaging. Non-food-grade applications are not covered.
- Approved Recycling Processes:- Four decontamination-based recycling processes have been approved:
 Super-Clean Process, Melt-in Process, Paste-in Process & Chemical Recycling Process

• Mandatory Testing and Compliance

- o Each recycling process must pass challenge tests, extraction tests, and migration tests to ensure the removal of contaminants.
- Testing must be conducted by NABL/ILAC-accredited laboratories.
- Output materials must comply with IS: 12252 and ISO 13302 standards

• Marking & Labelling Requirements

o All packaging made with rPET must be clearly labeled with the FCM-rPET symbol, indicating recycled content and compliance with food safety standards.

Authorization & Documentation

- o All FCM-rPET manufacturers must obtain prior authorization from FSSAI using Form-I and will be subject to annual audits.
- o FBOs, converters, and packagers must maintain traceability, declarations of compliance, and quality assurance data, which must be made available upon request.

This initiative reflects FSSAI's commitment to supporting India's circular economy goals by enabling the safe use of recycled plastic in food applications. By ensuring scientifically validated decontamination and strict compliance protocols, the guidelines strike a balance between environmental responsibility and public health safety.

Stakeholders across the packaging, recycling, beverage, and food processing sectors are encouraged to align with the new framework and contribute to a more sustainable and regulated food packaging ecosystem.

FSSAI orders FBOs to submit closure report on expiry of licence or registration

The FSSAI has ordered FBOs to submit the closure report on expiry of licence/registration. This order is applicable on the food businesses whose licence/registration has expired for the fiscal year 2024-25.

The FSSAI order read, All Food Business Operators (FBOs), whose FSSAI licence/registration has expired during FY 2024-25 are hereby directed to mandatorily submit a Closure Report. The order added that this report must confirm that no food business activity



is being conducted at the respective premises on the expired FSSAI licence/registration number or else, food businesses shall confirm whether new licence / registration has been obtained.

FBOs were also asked to provide specific reasons for non-renewal of the FSSAI licence. Further, for all future cases, when FSSAI licence/registration gets expired, the FBOs are also directed to submit the reasons for closure of business/non-renewal of licence/registration.

Such submissions must be made through the Food Safety Compliance System (FoSCoS) portal by the concerned FBO. This step is part of regulatory compliance and is required for maintaining transparency and traceability in the licensing framework, the order added. According to the FSS Act,?? operating a food business on expired FSSAI licence/registration may attract a penalty of up to Rs. 10 lakh under Section 63 of the FSS Act.



FSSAI recognises Kathmandu lab for sample analysis under FSS Act



The FSSAI has recognised the National Food and Feed Reference Laboratory (NFFRL), Kathmandu, for the analysis of food samples under the FSS Act.

According to FSSAI, a memorandum of understanding was signed between the Indian Food Authority and the Department of Food Technology and Quality Control, Nepal, for the cooperation in the field of food safety, recently.

One of the areas of cooperation under the aegis of the MoU was the mutual recognition of each other's laboratories as per the policy prevailing from time to time, said, Dr. Satyen Kumar Panda, Advisor, FSSAI.

Accordingly the NFFRL was recognised for the analysis of food samples under the FSS Act till the period of accreditation of the laboratory as per NABL. The NFFRL now can analyse juice, jam, jelly, pickles, candies, ginger, fresh fruits & vegetables, and instant noodles.

FSSAI to Enforce Stricter Food Safety Norms and Penalties, Says Minister Chirag Paswan

The Food Safety and Standards Authority of India (FSSAI) is working on introducing tougher regulations and penalties for companies violating food safety standards, Minister of Food Processing Industries, Sh. Chirag Paswan said.

FSSAI monitors food products, and we are striving to align with global standards. We are tightening regulations to prevent companies from misusing advertisements or taking shortcuts to grow in India. Strict norms and penalties are being considered for firms that compromise on food safety, Sh. Paswan said.

In a major move to protect consumer rights and enhance transparency, the FSSAI also proposed regulatory amendments on May 12 related to the sale, labelling, and licensing of dairy analogue products-plant-based or synthetic alternatives mimicking traditional dairy. These draft changes, prompted by media reports of misleading sales practices, are open for public feedback for 60 days starting April 16.



Addressing trade concerns, Sh. Paswan said, tariff negotiations through international agreements are sensitive and must be managed diplomatically. However, he emphasized India's self-reliance and potential as a global food provider. India doesn't need to depend on others for resources

On the subject of GST, Sh. Paswan highlighted the need for simplification. I want to serve as a bridge between the government and industry. While the GST Council is the final authority, I continue to recommend changes for a mutually beneficial tax structure, he said.

The minister confirmed ongoing discussions to simplify GST rates on food products. Disparities in GST, such as the 5% rate on loose popcorn versus 12% or 18% on packaged versions depending on additives, have fuelled industry demands for a more rationalised system.

FSSAI issues notice seeking nominations for new members of CAC



The national food regulator has issued a notice seeking nominations for the members of Central Advisory Committee (CAC) of FSSAl. The Central Advisory Committee is constituted for close cooperation between the Food Authority and the enforcement agencies/organisations operating in the field of food. Besides, the CAC advises the Food Authority on various matters, including prioritisation of work, identifying potential risks, and pooling of knowledge. It meets 3-4 times a year.

The Committee includes two members with relevant expertise, each from food industry, agriculture, consumers, relevant research bodies & food laboratories, appointed for a period of three years.

These private members are also eligible for re-appointment. The tenure of the present private members of CAC is expiring on 26th July, 2025. It is therefore proposed to appoint new members in their individual capacity, reads the advisory issued by the FSSAI. Accordingly, FSSAI has sought nominations of candidates for appointment as members of the Central Advisory Committee from organisations engaged in the identified fields of expertise.

The notice added that the nomination(s) should contain the details of qualifications, experience, competence, and services rendered in the respective field of interest of the recommended candidate in the format prescribed by the FSSAI. In addition, detailed resumes of the nominee may also be provided latest by June 13, 2025 (Friday), to FSSAI headquarters.



New Launches

Coca-Cola Unveils Sprite + Tea, Inspired by Viral Instagram Trend to Woo Gen Z





Coca-Cola has launched a new limited-time beverage-Sprite+Tea-blending the classic lemon-lime soda with tea, a concept that originated from a viral Instagram trend where users steep tea bags directly into Sprite. The drink, available through October, comes in both regular and zero-sugar versions.

This flavor mashup was initially sparked by a creative intern-led research project that evolved through multiple rounds of consumer testing, aiming to achieve the ideal flavor, texture, and visual appeal.

When the tea-in-Sprite trend took off on Instagram, racking up millions of views, we knew we had tapped into something special, said, Mr. A.P. Chaney, Senior Creative Director of sparkling beverages at Coca-Cola. It was validation that paying attention to what consumers are doing- and joining their daily rituals can lead to something exciting.

Sprite, which recently became the third best-selling soft drink by volume in the U.S., continues to innovate with new limited-edition flavors. The new Sprite + Tea follows the path of earlier launches like Sprite Lymonade (2019), Strawberry Sprite Lymonade (2023), and Sprite Chill (2024).

As Coca-Cola competes with PepsiCo's Starry and wellness-forward brands like Poppi and Olipop, the company is increasingly turning to platforms like Instagram to spot trends and build culturally relevant products that resonate with younger consumers.

Continental Coffee introduces Lemon Iced Tea Premix

Continental Coffee, one of India's leading beverage brands and a subsidiary of CCL Products (India), has launched a refreshing new addition to its growing portfolio – the Continental THIS Lemon Iced Tea Premix. Available pan-India, this marks CCL's first consumer-facing product in the tea segment previously offered only through institutional formats under the brand Continental Chaay.



The Lemon Iced Tea Premix will be available in two convenient formats - a 400g pouch and a 140g stick pack (10g x 14 sticks) catering to both individual and family consumption.

On the distribution front, the product will be accessible across general trade and modern retail outlets. For digital-first consumers, it will be live on major e-commerce and quick commerce platforms including Big Basket, Blinkit, Swiggy, Zepto and Amazon.

Mr. Raja Chakraborty, CMO, Continental Coffee, said, At Continental Coffee, we're constantly innovating to meet evolving consumer preferences. We observed two strong insights - first, that many young Indians grew up drinking lime-based beverages like Rasna, Rooh Afza or lime soda during summers, but Lemon Iced Tea wasn't commonly made at home.

Second, with home-prepared iced tea now becoming a fast-growing trend, we saw a clear opportunity. Our Lemon Iced Tea premix addresses this gap, making it easy, accessible and delicious to prepare café-style iced tea at home.

Mr. Preetam Patnaik, Head of Marketing, Continental Coffee, said, Today's generation is exploring a wide range of beverage options when they step out-seeking variety, refreshment, and new experiences. Naturally, they want to recreate that same excitement and convenience when they're back home.

With our Lemon Iced Tea premix, we're bringing that out-of-home experience indoors-offering a refreshing, easy-to-make option that's both familiar and contemporary. Perfect for the Indian summer, this launch reflects our ongoing commitment to meeting evolving consumer needs with locally inspired innovations.

The launch is a testament to CCL's consumer-first approach, offering more than just hot beverages and expanding into refreshing drink formats for all seasons. The product offers the convenience of an instant mix while delivering the same zesty, cooling experience that iced tea lovers crave during India's long summer months.

Danone India expands its toddler nutrition portfolio with DEXOGROW







Danone India, one of the leading health and Nutrition Company in India announced the launch of DEXOGROW, a specially formulated nutritious milk drink designed for toddlers aged 2-6 years. DEXOGROW is powered by Iron Biotics, a breakthrough innovation that contains nutrients to support 3X iron absorption which in turn plays a crucial role in cognitive development in young children.

2 in every 3 children in India suffer from Iron deficiency and Anaemia. Danone is committed to address this widespread nutritional challenge and raising awareness about the critical role of

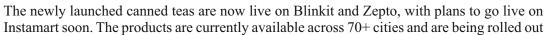
iron in a child's overall growth and development. Iron deficiency in young children can lead to delayed cognitive development, weakened immunity, fatigue, and impaired physical growth, affecting their ability to learn and thrive. Despite its high prevalence, awareness around iron absorption issues remains limited, leaving millions of children vulnerable to these developmental setbacks.

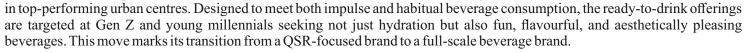
DEXOGROW has been scientifically designed to meet the nutritional requirements of toddlers and children from 2 to 6 years. Adequate intake of iron with its enhanced absorption ensures that toddler's body can use it for optimal metabolic functions. It contains 36 essential nutrients, including a unique blend of prebiotics, and essential vitamins & minerals such as A, C, and Zinc to support immune health. Additionally, DHA, ARA, and iron work together to support brain development. It also contains a clean label promise-no sugar, no added preservatives, or artificial flavors, making it a safe and wholesome choice for toddlers' nutrition.

Aligned with the broader Danone mission, to provide health through food to as many people as possible, the company aspires to make this innovative product accessible to every child across the country, leaving no child behind. DEXOGROW will be available in leading retail stores and e-commerce platforms across India.

Boba Bhai enters multi-channel model with RTD canned bubble teas

Boba Bhai, India's fastest-growing Korean fusion food brand, has officially entered the multichannel with the launch of its ready-to-drink (RTD) canned bubble teas. With a strong foundation built through its QSR outlets and third-party food aggregators like Swiggy and Zomato, the brand is now expanding its reach to modern retail and q-commerce platforms to cater to the fast-paced, convenience-first Indian consumer.





Mr. Dhruv Kohli, Founder, Boba Bhai, said, we're not just building a beverage product; we're creating a brand that reflects the evolving tastes, lifestyles, and aspirations of modern Indian consumers. With the rise of quick commerce and on-demand convenience, our entry into the ready-to-drink space was a natural next step. These canned bubble teas allow us to extend the Boba Bhai experience beyond our QSRs into living room fridges, work pantries, retail shelves, and eventually, global markets. We see this format contributing nearly 20% of our overall beverage revenue in the next 12 to 15 months. It's about being present where today's consumer shops, relaxes, and refreshes and ensuring that every sip feels indulgent, aesthetic, and unmistakably Boba Bhai.

Bhagat Halwai unveils fusion mithai range



Legacy brand Bhagat Halwai, a household name synonymous with traditional Indian sweets since 1795, has launched an all-new Fusion Mithai Line, blending the timeless charm of classic Indian desserts with contemporary global flavours to cater to today's health-conscious and experimental palate.

The new range reflects its deep-rooted philosophy of mindful indulgence. In response to growing consumer demand for healthier options, the brand's latest offerings feature low-sugar, sugar-free, and premium dry fruit mithais crafted using pure, organic, and locally sourced ingredients. These delectable creations maintain the essence of tradition while embracing innovation in taste and nutrition.

Mr. Shivam Bhagat, Director, Bhagat Halwai, said, customer loyalty is the heart of our enduring legacy. By preserving authentic flavours, ensuring uncompromising quality, and embracing innovation, we have become more than just a sweets and snacks label-it is a part of countless family traditions and memories. With the launch of our Fusion Mithai Line, Bhagat Halwai invites both long-time patrons and new generations to rediscover mithai as an experience that is rich, responsible, and refreshingly modern.

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News Briefs

Rasna Buys Jumpin from Hershey's to Make a Splash in Ready-to-Drink Market



Instant beverage maker Rasna has acquired the iconic Jumpin brand from Hershey's India as part of its aggressive push into the ready-to-drink (RTD) beverage segment. While the financial details of the deal were not disclosed, independent valuations peg the brand's worth at ₹350 crore.

Rasna Chairman, Mr. Piruz Khambatta confirmed that the acquisition includes only the brand rights and not the manufacturing assets. However, the company plans to continue production at the existing facility.

Originally launched by the Godrej Group, Jumpin was later managed by Hershey's India. Rasna aims to breathe new life into the brand, leveraging its nostalgic connection and recognition as a family-friendly, non-energy drink option.

Jumpin was one of the pioneers in using Tetra Pak in India. It has strong equity and recall among Indian consumers. Brands are like heritage buildings—valuable, but they need restoration to stay relevant, said Mr. Khambatta.

Rasna plans to relaunch Jumpin in PET bottles and tetra packs, starting from 125 ml, priced from ₹10. The initial flavors will include lemon, litchi, guava, and mango. The rollout will begin next month through Rasna's existing and expanding distribution network.

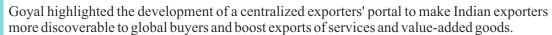
With this relaunch, Rasna is eyeing a ₹1,000 crore revenue target within two years, tapping into India's ₹1 lakh crore beverage market. Before operations were halted during the COVID-19 pandemic, Jumpin generated around ₹150 crore annually from limited geographical coverage.

Rasna's plans to explore milk-based beverages-not milkshakes but drinks with a milk component. The company is also in discussions to acquire a health-focused food brand that offers snacks.

Commenting on broader consumption trends, Khambatta noted that while premium segments are seeing a slowdown, mass-market offerings like Rasna's continue to perform steadily. He also welcomed recent policy efforts to limit sugar consumption in schools. Distribution challenges in northern India caused by past geopolitical tensions have now normalized, enabling Rasna to expand its footprint more aggressively.

Piyush Goyal Urges Exporters to Leverage FTAs, Address Non-Tariff Barriers to Boost Trade

Commerce and Industry Minister, Sh. Piyush Goyal urged Indian exporters to increase the utilization of Free Trade Agreements (FTAs) and address non-tariff barriers in a meeting with Export Promotion Councils and industry representatives.





Discussions also covered India's ongoing trade pact negotiations with the European Union and the United States. Industry experts emphasized the need to support exporters in complying with upcoming EU regulations like the Digital Product Passport (DPP), effective January 1, 2026. The DPP mandates comprehensive digital tracking of a product's lifecycle, impacting sectors such as electronics, batteries, textiles, and construction materials. Approximately 9-10 FTAs are currently in the pipeline, including agreements with Chile and New Zealand, with some aiming for an early harvest.

Delhi to Launch Food Processing Incubators, Hi-Tech Labs for Startup Boost



In a significant push to support local entrepreneurship, the Delhi government will establish two food processing incubation centres and three high-tech laboratories aimed at boosting startups and micro enterprises, Industries Minister, Sh.Manjinder Singh Sirsa announced.

The incubation centres will be located at Delhi Skill and Entrepreneurship University's World Class Skill Centres in Jhandewalan and Wazirpur. They will be backed by a ₹4.5 crore investment under the central government's PM Formalisation of Micro Food Processing Enterprises (PMFME) scheme. Sh. Sirsa said an initial tranche of ₹50 lakh has already been released, and procurement of bakery line equipment is underway.

In addition, three advanced tech labs-two focused on the Internet of Things (IoT) and one fabrication lab will be set up at the East and Main campuses of Netaji Subhas University of Technology. These will be funded through a ₹3.06 crore CSR grant from the Delhi State Industrial and Infrastructure Development Corporation.

These centres will offer prototyping, testing, and upskilling support to students, faculty, and local entrepreneurs. Under Chief Minister, Smt. Rekha Gupta's leadership, we aim to make Delhi the first choice for innovators, MSMEs, and skilled youth. These labs will bridge the gap between ideation and execution.

Launched in 2020 with a ₹10,000 crore outlay, the PMFME scheme has been extended through FY 2025-26. It supports the formalization of India's unorganized micro food processing sector through credit-linked subsidies, shared infrastructure, and One District One Product (ODOP) initiatives.

The new infrastructure is expected to accelerate Delhi's ambitions of becoming a hub for food innovation and advanced manufacturing, especially for startups operating at the intersection of technology and food.

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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UPCOMING EVENTS

Event : Food & Drink Processing Expo

Dates : 02-07-2025 to 04-07-2025

Place : CODISSIA, Coimbatore

For information, contact

Synergy Exposures & Events India Pvt. Ltd.,

T:- 044-2278 0776

E-mail:- mktg@synergyexposures.com



Event : Anuga Select India

Dates : 20-08-2025 to 22-08-2025

Place : Bombay Exhibition Centre, Mumbai

For information, contact

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Event : India FoodEx

Dates : 01-08-2025 to 03-08-2025

Place : BIEC, Bengaluru

For information, contact

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Event : World Food India-2025

Dates : 25-09-2025 to 28-09-2025
Place : Pragati Maidan, New Delhi

For information, contact :

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Event : International Kolkata Foodtech

Dates : 02-08-2025 to 04-08-2025

Place : Kolkata

For information, contact

N.K. Kapur & Co. Pvt. Ltd.

M:- 9831168215

E-mail:- contact@foodtechkolkata.com



Event : India Food-2025

Dates : 05-11-2025 to 07-11-2025

Place : Bangalore

For information, contact

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E-mail:- shailja.goswami@icfa.org.in

