



Issue No. 179
July-2025

FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



All India Food Processors' Association

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Report on the conference titled “Busting Illusions Through Education: Empowering People with Food Facts (BITE-2025)”

All India Food Processors' Association (AIFPA) successfully organized a national-level conference titled “**Busting Illusions Through Education: Empowering People with Food Facts (BITE-2025)**” on **12th June 2025** at **ITCFSAN, Andheri East, Mumbai**.

BITE-2025 was designed to tackle misinformation and promote science-backed knowledge related to food safety, labeling, processing innovations, biotechnology, and precision fermentation. The event saw enthusiastic participation from over 100 stakeholders, including food scientists, technologists, nutritionists, policymakers, regulators (FSSAI, BIS, QCI), educators, students, industry leaders, and consumer advocates from the processed food sector.

The event was inaugurated by **Ms. Pritee Chaudhary**, IRS, Director-WR, FSSAI, in the presence of several eminent dignitaries i.e. **Prof. Uday S. Annapure**, HoD, Food Engineering and Technology, **Sh. S. G. Dwivedi**, Joint Director (Tech), EIA-MUMBAI and **Ms. Vaidehi Kalzunkar**, Deputy Director-Technical Section, FSSAI.

AIFPA, President, Dr. Raghav Jadli, who could not attend the conference physically, but addressed the audience through a powerful video message on the growing spread of misinformation around processed foods, emphasizing that many such claims lack scientific basis. He stated, “***Food is never bad—even staples like bread or roti are processed. We must stop those spreading negativity for their vested interests***”. He called for greater respect and recognition for the efforts of farmers, food technologists, young professionals entering the sector, and food processors who work tirelessly to deliver nutritious and well-balanced food products every day. Highlighting the collective goal of building a strong and healthy food system, the President urged everyone to support the food processing sector in realizing the Hon'ble Prime Minister's vision of making India the kitchen of the world. His message was well received and appreciated by the audience.

The conference featured many notable speakers namely; **Dr. Prabodh Halde**, Head-Technical Regulatory Affairs, Marico Ltd. & Chairman, West Zone, AIFPA, **Dr. Harinder Singh Oberoi**, Director, NIFTEM-Kundli (Joined Online), **Sh. Ritesh Mathur**, Vice President, AFSTI Mumbai, **Dr. Nilesh Amritkar**, Managing Director, Envirocare Labs Private Limited, **Dr. Rajesh Krishnan**, AGM - Regulatory & Compliance, Roha Dyechem, **Ms. Subhaprada Nishtala**, Head-Academic programs, ITCFSAN, **Sh. Shashank Mehta**, Founder and CEO, The Whole Truth Foods, **Dr. Saheli Sinha**, Director of Operations, Advertising Standards Council of India (ASCI), **Ms. Anuradha Shekar**, Convenor, The Nutrition Society of India (NSI) and **FT Chinmayee Deulgaonkar**, Managing Director, FoodChain ID India, who shared valuable insights on emerging trends, regulatory perspectives, and technological advancements in the food industry, making it a highly enriching experience for all attendees.

A major highlight of the event was a powerful and engaging skit, performed by the interns of ITCFSAN to creatively spread awareness and debunk common food myths, which resonated strongly and was loudly applauded by the audience. To see the skit, click the link: <https://youtu.be/LTLtq4RzUwQ>

The conference was proudly supported by **NIFTEM-K**, **ITCFSAN**, **CASMB**, **ASCI** and **AFSTI-Mumbai Chapter**.

This conference was sponsored by **Chamber for Advancement of Small and Medium Businesses (CASMB)**, **Kamal Solvent Extractions Pvt. Ltd.**, **Marico Ltd.**, **Burger King**, **N.K. Proteins Pvt Ltd**, **J.R. Agro Private Limited** and **Solvent Extractors' Association of India**.

GLIMPSES OF THE CONFERENCE



Lamp Lighting by VIPs



Welcome Address by Ms. Vaidehi Kalzunkar,
Deputy Director-Technical, FSSAI



Address by Dr. S.G. Dwivedi,
Joint Director (Tech.), Export Inspection Agency



Address by Prof. Uday S. Annapure, HoD,
Institute of Chemical Technology



Inaugural Address by Ms. Pritee Choudhary,
IRS, Director-Western Region, FSSAI



Vote of Thanks by Dr. Prabodh Halde,
West Zone Chairman, AIFPA



Dr. H.S. Oberoi, Director, NIFTEM, Kundli,
making his presentation



Sh. Ritesh Mathur, Vice President, AFSTI,
Mumbai making his presentation



Dr. Nilesh Amritkar, M.D., Envirocare Labs P. Ltd.
making his presentation



Dr. Rajesh Krishnan, AGM- Regulatory & Compliance,
Roha Dyechem making his presentation



Ms. Subhprada Nishtala, Head-Academic Programe,
ITCFSAN making her presentation



Ms. Chinmayee Deulgaonkar, M.D., FoodChain ID India
making her presentation



Ms. Anuradha Shekar, Convenor,
The Nutrition Society of India making her presentation



Sh. Shashank Mehta, Founder & CEO,
The Whole Truth Foods making his presentation



Dr. Saheli Sinha, Director of Operations, Advertising
Standards Council of India making her presentation



A Skit performed by interns of ITCFSAN
to spread awareness & debunk common food myths



Audience in the Conference



Audience in the Conference

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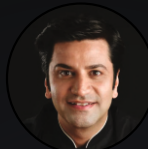
**PADMA SHREE
AWARDEE DR.
PUSHPESH PANT**
Indian Academician,
Food Critic and
Historian



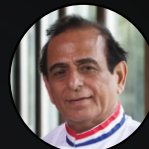
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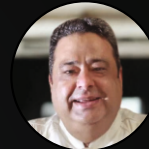
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KALRA**
Founder &
Managing Director,
Massive Restaurants
Pvt. Ltd



**CHEF KUNAL
KAPUR**
Celebrity Chef, Restaurateur,
TV Personality,
Judge (MasterChef India),
Author & Food Researcher



**CHEF DAVINDER
KUMAR**
Vice President,
Le Meridien Hotel,
New Delhi & President,
Indian Culinary Forum



**CHEF MANISH
MEHROTRA**
Chef &
Culinary Director
of Indian Accent
Restaurants



**CHEF AJAY
CHOPRA**
Chefpreneur,
Restaurateur,
Consultant & Judge
(MasterChef India)



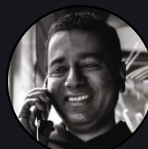
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CHEF MONTU SAINI
Executive Chef - ITDC- Parliament House,
Sr. Executive Chef - President's Secretariat
(June 2015 - August 2020), Former Member
To Le Club Des Chefs Des Chefs (CCC)
(Since June 2015), CCC - Club of Personal Chefs
of Heads of States & The World's Most
Exclusive Gastronomic Society



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K THIRU**
The School of
Hospitality
Management,
Mahindra
University



**RAHUL
NARVEKAR**
Founder CEO,
The India Network,
Startup Studio &
India Angel Fund



**CHEF
KOUSHIK S.**
Chef, Founder,
Eatitude Consultants,
MasterChef Tamil
Judge & TEDx
Speaker



**CHEF CHALAPATHI
RAO**
Cuisine Designer &
Partner - Simply South,
MasterChef India
(Telugu) Judge,
TEDx Speaker



**CHEF MICHAEL
SWAMY**
Celebrity Chef &
Restaurateur,
Food Stylist, Author



**CHEF GAUTAM
MEHRISHI**
Corporate Executive Chef,
Mahindra Holidays &
Resorts India Limited



**GURMEET SINGH
AHLUWALIA**
Founder,
Sandoz Restaurants
Private Limited



**CHEF VINEET
MANOCHA**
President - Culinary at
Bikaji Foods International Ltd,
The Kachori Story & Author



**HARSHVARDHAN
CHAUHAN**
Founder & CEO,
Tribe Kombucha



**RAJATHI
KALIMUTHAN**
Founder & Managing Director,
Rhythm Natural Mineral Water,
Marvelle Health Care Pvt. Ltd.



**ABHINAV
MATHUR**
Managing Director,
Kaapi Machines



**SHIVNAYAN
AGGARWAL**
Market Transformation
Manager, Roundtable on
Sustainable Palm Oil (RSPO)



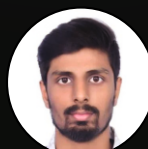
**ANUBHAV
SAPRA**
Founder &
Foodie-in-Chief,
Delhi Food Walks



**GURPREET SINGH
TIKKU**
Founder,
MISTERTIKKU



CHEF SHERRY MEHTA
CEO, The Nomad Foodie,
Award winning Chef Restaurateur,
F&B Consultant, Food TV Show Judge,
Pop-up Specialist



**M. HAFEEES
AHMED**
Ambur Star Briyani
International Private
Limited



**SUNITA
REDDY**
Chief Architect,
ACME Designers



VINAY BC
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BUYER SELLER MEETING | EXHIBITION | THEMATIC SESSIONS | STARTUP AWARDS**

WHO SHOULD ATTEND

| | | | |
|---|---|--|---|
| Food Processing & Manufacturing Companies | Food Startups & Innovators | Government Representatives & Delegates | Investors, Private Equity Firms & Venture Capitalists |
| Equipment Manufacturers & Solution Providers | Exporters & Importers of Food Product Ingredients Manufacturers | Foreign Missions in India | Media Representatives |
| Food Packaging, Cold Chain, & Logistics Companies | Academia & Research Institutions | Financial Institutions | E-retailers & Aggregators |
| International/Domestic Buyers & Sellers | Food Safety Regulators | Hospitality Sector | International Organisations |



EXHIBITION SPACE

| Sl. | Types of spaces | Minimum Area | Participation charges (per sq.m.)* | |
|-----|----------------------|--------------|------------------------------------|-----------------------|
| | | | Domestic Charges | International Charges |
| 1 | Bare Space - GF | 36 sqm | INR 10,000 | USD 200 |
| 2 | Shell Space - GF | 12 sqm | INR 11,000 | USD 250 |
| 3 | Bare Space - Hangar | 36 sqm | INR 9,000 | - |
| 4 | Shell Space - Hangar | 12 sqm | INR 10,000 | - |
| 5 | Bare Space - FF | 36 sqm | INR 7,000 | - |
| 6 | Shell Space - FF | 12 sqm | INR 8,000 | - |

*excluding GST @18% extra



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SPACE NOW**



CONTACT DETAILS:

Exhibitor Query

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



Regulatory & Food Safety Updates

FSSAI seeks comments from stakeholders on cheese powder norms



The national food regulator has sought comments from the stakeholders on the draft regulations relating to cheese powder.

According to the draft, cheese powder is a powdered form of cheese made by drying cheese dispersed in potable water or cheese slurry.

The definition says that it should be white or white with greenish tinge or light cream in colour, free from lumps except those that break-up readily under slight pressure and reasonably free

from scorched particles.

It shall not contain any ingredient not found in milk except those permitted, reads the draft.

The parameters proposed for the cheese powder include 40% milk fat (minimum) on dry matter basis with 5% maximum moisture and 5/5% sodium chloride max.

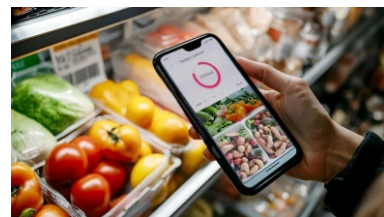
The food additives can be used specified with the regulation and contaminants toxins & residue level should be under the prescribed limit while the labelling and other regulations related to sampling, analysis shall be applicable on the product.

The draft aims at adding regulations to the chapter 2.1.17 related to cheese and cheese products, of the FSS Food Products & Food Additives Regulations, 2011. The stakeholders can send their comment on the proposed draft within 60 days from June 10.

Food Safety Works Consumer Awareness study on food labels reveals 60% check in physical stores but drop to 31% from online buys

Food Safety Works annual online survey was conducted to understand how carefully consumers look at labels to interact with them, on what they understand, what is missed and how it influences their purchasing decisions.

As the food ecosystem grows more complex such insights are essential, to bridge the gap between regulatory intention and consumer behaviour, said Ms. Surabhi Soral, Head, Regulatory and Compliance, Food Safety Works.



This is significant because we are surveying an audience that is relatively well-educated and urban, yet findings reveal a persistent gap between awareness and actual urge of food label information, she noted.

One of the most striking insights is that while 60 percent of consumers always check labels in physical stores, but this number drops when shopping online. This inconsistency reflects a growing concern while digitalisation of food shopping is on the rise, label visibility and engagement online remain low. Adding to this, is the fact that many consumers feel labels are hard to read or too technical which leads to disengagement even when the intent to read is there, said Soral while presenting the 60-page report which gives segment wise data based on age, gender and education among others at the day-long India Food Safety Conclave 2025 hosted by Bengaluru-based Food Safety Works.

Another critical finding is that while 89 percent of consumers regularly check expiry dates, only 37.3 percent check nutrition facts and 27 percent check of allergen warnings. The expiry date seems to be the only consistently understood and acted upon element. While QR codes are showcased as a way to bring transparency and traceability only 31.7 percent reported to have ever scanned them. The smartphone penetration highlights an underutilised opportunity to extend label utility beyond the packaging, said Soral.

On the positive awareness of health claims and logos like FSSAI is improving with over 54 percent recognising them, with better awareness among younger and more educated respondents. Consumers may recognise 'high protein' or 'low sugar' but whether they truly grasp the implications of those claims for their health is unclear, she pointed out.

Another area of concern is consumer empowerment. A large majority of respondents, over 92 percent are unaware that they can file complaints with FSSAI. Even among those who had safety concerns, only a small fraction used the customer care contacts on packaging. This represents a systematic communication gap between manufacturers, regulators and consumers.

The comparison with last year's data paints a sobering picture. The number of people who always check labels fell from 53.6 percent in 2023 to 47.6 percent in 2024, even as the number of people purchasing packaged food weekly increased. It is a paradox as dependency on packaged food rises, label engagement is falling, said Soral.

FSSAI Orders 100% Inspection of Packaged Drinking Water Units in Maharashtra to Bolster Public Safety



In a decisive move to strengthen food safety standards, the Food Safety and Standards Authority of India (FSSAI) has mandated 100% inspection of all packaged drinking water facilities across Maharashtra.

FSSAI, CEO, Sh. G Kamala Vardhana Rao emphasized the need for bi-annual compliance checks at packaged water manufacturing units. He stressed that such proactive monitoring is essential to protect public health and maintain consumer trust in basic consumables like bottled

water.

He also highlighted the importance of improving food hygiene practices among street food vendors, calling for a collective effort to raise awareness and enforce safety protocols at the grassroots level.

Maharashtra's Food Safety Commissioner, Sh. Rajesh J Narvekar shared updates on key initiatives being undertaken in the state. He announced that the 'Eat Right Place of Worship' certification-part of FSSAI's nationwide hygiene and safety drive-was awarded to the Swamy Samarth Trust and the Shirdi Sai Baba Temple. The recognition acknowledges their significant contributions towards promoting safe food handling and hygiene practices in community kitchens and temple premises.

The latest inspection mandate comes amid growing concerns about the safety of bottled water, particularly during the summer months when demand increases. FSSAI's directive aims to eliminate potential lapses in quality control and ensure that every facility adheres strictly to prescribed standards.

This move is part of FSSAI's broader 'Eat Right India' initiative, which seeks to transform India's food ecosystem through better regulatory oversight, public participation, and industry accountability.

Maharashtra Boosts Food Safety with Induction of 194 New Officers

In a decisive move to strengthen its food safety infrastructure, the state of Maharashtra has inducted 194 newly appointed Food Safety Officers (FSOs) into its enforcement machinery. This strategic addition formalized on World Food Safety Day earlier this month comes at a time when the need for grassroots-level surveillance and swift regulatory action is more critical than ever.

Prior to this, Maharashtra had approximately 120 sanctioned posts of Food Safety Officers, of which only around 80 were active due to prolonged vacancies and administrative delays. With nearly 250 plus officers now available, the state has significantly expanded its on-ground capacity. However, experts note that considering Maharashtra's vast geography and diverse food ecosystem—including bustling urban centres like Mumbai, Thane, Pune, and numerous rural belts a minimum of 400-450 FSOs is ideally required to meet the rising enforcement and inspection needs.

According to senior officials from the Food and Drug Administration (FDA) Maharashtra, the latest appointments will directly impact field-level inspections, sampling, and licensing checks, especially in underserved zones.

This is a much-needed boost for our state's food safety framework. With these fresh appointments, we expect faster response time, improved frequency of inspections, and better compliance monitoring, said a Joint Commissioner (Food), requesting anonymity.

The newly inducted FSOs will soon undergo orientation and regulatory training at FSSAI's regional training facilities, including the Institute of Training of Consumer Food Safety and Applied Nutrition (ITCFSAN), Mumbai.

These officers are expected to play a pivotal role in executing national mandates such as 100% inspection of packaged drinking water units, eat right campaigns, and mobile food testing initiatives several of which are currently facing staffing limitations.

Stakeholders in the food manufacturing, street vending, and hospitality sectors have welcomed the move, stating that more consistent and timely enforcement will not only ensure public safety but also create a more transparent and predictable regulatory environment.

Maharashtra, being one of India's most industrially advanced and urbanized states, sees thousands of food business operators (FBOs) applying for licenses, renewals, and inspections every month. The addition of these officers is expected to ease pressure on the licensing authorities and expedite the resolution of pending cases and grievances.



New Launches

Réal enters Cocktail Mixer category with 'Réal Cheers'



India's preferred packaged fruit juice brand Réal, from the house of Dabur India Limited has announced to expand its Réal portfolio with the launch of its latest offering, 'Réal Cheers', a premium range of cocktail mixers building on its legacy of quality and taste.

Réal Cheers range includes four exciting variants - Jamuntini, Green Apple Mojito Tonic Water, and Ginger Ale, that come in a very bold, vibrant packaging, with eye-catching caricatures. Each mixer is made with the finest ingredients, carefully selected to ensure a perfect balance of flavours. Réal Cheers is all set to elevate the consumer drinking experience with expertly crafted flavors and premium quality ingredients.

Mr. Mayank Kumar, Vice President-Marketing, Dabur India Ltd. said, at Réal, our goal is to continually innovate and cater to the evolving preferences of our consumers. With this launch, Réal continues to strengthen its position in the beverage category. The introduction of Réal Cheers not only broadens our product portfolio but also meets the changing consumer taste and preferences and will definitely connect with new modern consumers particularly millennials and Gen Z.

The brand has also unveiled a new campaign, highlighting how Réal is strengthening its portfolio and bringing its expertise in high-quality beverages to the world of cocktails.

Réal Cheers mixers come in a convenient 250ml CAN format, making it easy for the consumer to just Pour, Mix and Cheers to their favorite drink. Jamuntini, Green Apple Mojito priced at Rs.99, and Ginger Ale, Tonic Water priced at Rs. 65, the 250ml CAN is available across major quick commerce platforms – Zepto, Swiggy Instamart, Big Basket, Blinkit and will soon be rolled out in retail channels as well.

iD Fresh unveils flavored Parotas

iD Fresh Food, India's leading and most loved consumer fresh food brand, has announced the launch of its all-new innovative and quirky flavored Parota range. With this launch, iD becomes the first brand in the ready-to-cook space to introduce flavoured parotas - bringing a flavourful, clean-label and authentic experience to the modern Indian kitchen.



The new range features three distinctive variants - Peri-Peri Parota, Chilli Parota, and Italian Herb Parota - each designed to elevate the everyday meal experience. The Peri-Peri Parota is infused with fiery peri-peri seasoning, giving it a vibrant red hue and bold, zesty kick perfect for spice lovers. The Chilli Parota is seasoned with green chilli, offering a sharper, more intense heat. The Italian Herb Parota adds a global twist with aromatic notes of thyme, basil, and oregano, reimagining the traditional Indian flatbread through an international lens.

In addition to the flavoured parotas, iD is also launching a new ready-to-cook version of South India's iconic string parota, the Nool Parota. This product brings the thin, delicate strands and flaky layers of the street-style classic to home kitchens in a convenient, fresh format. True to its traditional craftsmanship, the Nool Parota offers melt-in-the-mouth softness with just the right amount of crispness when pan-cooked, pairing beautifully with gravies, kurmas, or simply curd and pickle.

iD is setting the stage for Indian breads to become the next big thing in convenience foods. This new range caters to the evolving palate of discerning consumers, those who seek authenticity, variety, and a touch of excitement in everyday meals. It's not just about convenience anymore, it's about delivering delicious, differentiated experiences that resonate with the contemporary Indian household.

Mr. P.C. Musthafa, CEO and Chairman of iD Fresh Food, said, at iD, we believe that innovation rooted in tradition is the future of food. With our new flavoured parotas, we're making a classic Indian favourite more exciting, accessible, and relevant for today's diverse palates. This launch is a natural extension of our ethos - taking simple, authentic foods and transforming them with thoughtfulness and creativity.

Mr. Rajat Diwaker, CEO – India, iD Fresh Food, added, the demand for flavour-forward, convenient meal options is on the rise. Our new range is designed for those who want more from their daily meals - more taste, more convenience, and more choice. As the first to market with this offering, we're proud to continue leading innovation in India's ready-to-cook segment.

The flavoured parota range will be available across major markets including Mumbai, Bangalore, Chennai, Pune, Delhi, Hyderabad, and key cities in Andhra Pradesh through Quick Commerce platforms, modern trade and general trade outlets. The Nool Parota will be initially launched in Chennai, Bangalore, and Hyderabad, bringing the taste of authentic street-style parota to every home.

Tetley launches Tetley Green Tea Slim Care with added L-Carnitine



Tetley Green Tea announced the launch of two breakthrough green tea variants- Tetley Green Tea Slim Care with added L-Carnitine and Tetley Green Tea Beauty Care with added Biotin- redefining what green tea means for the modern Indian consumer. These are not just regular green teas. With proven ingredients and great taste, the new range is built to deliver real benefits- L-Carnitine is a natural nutrient proven to burn body fat while Biotin is a natural vitamin known to support beautiful hair and glowing skin.

Mr. Puneet Das, President-Packaged Beverages, India & South Asia, Tata Consumer Products, said, Consumers today are looking for more from their everyday wellness choices- they want efficacy with enjoyment. Tetley Green Tea Slim Care and Beauty Care are tailored for this evolving mindset. With functional ingredients backed by science, we are offering green teas that not only taste great but also support consumer's wellness goals. These are truly not just regular green teas.

Mr. Arpan Bhattacharyya, Executive Director- Head of Creative (South) at MullenLowe Lintas, said, Green tea with added L-Carnitine is new news in the category. Our attempt was to bring alive the new proposition with a deep-rooted consumer insight of how even for celebrities, the best laid wellness and fitness plans are hard to stick to in everyday life. We crafted slice of life moments and positioned the new Tetley Green Tea with added L-Carnitine as a solid modern wellness companion with proven efficacy.

Amul Launches Protein Water to Tackle India's Nutrition Gap and Cater to Fitness

Amul, the flagship brand of Gujarat Cooperative Milk Marketing Federation (GCMMF), has introduced Amul Protein Water, a first-of-its-kind clear, lactose-free protein beverage aimed at addressing India's growing protein deficiency and catering to the fitness-conscious consumer.

This innovative drink contains 10 grams of whey protein isolate per 500ml serving. It has zero added sugar, only 40 calories, and essential electrolytes like sodium and potassium, making it ideal for post-workout hydration and recovery.

Targeted at urban consumers seeking convenient, nutritious, low-calorie protein sources, Amul Protein Water combines functional benefits with a clean-label appeal. The formulation features water, whey protein isolate, citric acid, natural flavors, and electrolytes- all curated to deliver performance and refreshment in one bottle.



India continues to struggle with daily protein inadequacy across age groups, said an Amul spokesperson. This product is designed to offer a high-quality, accessible protein solution- especially for active individuals who need protein without lactose or added sugar. This launch marks a strategic expansion of Amul's high-protein product portfolio, which already includes offerings like protein-rich kulfis. The dairy giant is also planning further innovations across formats, including protein-fortified snacks, parathas, and ready-to-eat meals, signaling a broader pivot toward functional nutrition.

With rising awareness around fitness, clean eating, and sports nutrition in India, Amul's Protein Water is well-positioned to tap into the evolving needs of health-focused millennials and Gen Z consumers, while also reinforcing the cooperative's commitment to public health nutrition.

Marimbula launches three new seasonal syrups

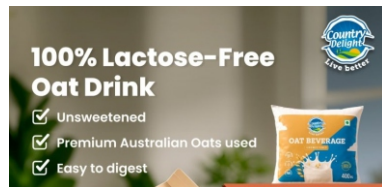


Food Service India Pvt. Ltd., unveils irresistible beverage range from Marimbula with the launch of three seasonal syrups: Jallab, Aam Panna, and Kala Katta. These gourmet blends are crafted to quench thirst making them the perfect addition to any summer menu for hotels, restaurants, cafés, and cloud kitchens.

As part of its B2C focus, the range has unveiled these syrups in an attractive 250 ml pack, with flavours as Red Velvet, Mojito Mint, Blue Curacao, Watermelon, Green Apple, Saffron Cream, Hazelnut, Peach and Vanilla Cream. They are perfect for various seasons at a restaurant or at home, with family or guests.

Sh. Harshad Jain, Vice President-Beverages, Food Service India Pvt. Ltd. said, Our Marimbula range celebrates flavors that Indians love while offering beverage solutions that are consistent, easy to use, and high on taste. With these summer coolants, we aim to help hospitality partners serve memorable drinks that refresh and delight their customers. As beverage trends shift toward ethnic drinks and exciting new flavors, Marimbula is perfectly positioned to deliver both familiarity and innovation in every sip.

Country Delight launches plant-based lactose-free 'Oats Beverage'



Country Delight announced the launch of its all-new lactose-free Oats Beverage, marking its foray into the rapidly growing plant-based drink segment. Designed for health-conscious consumers seeking a nutritious and affordable alternative, the beverage is crafted with the same commitment to purity, quality and freshness that the brand is known for.

With increasing consumer demand for plant-based alternatives, the beverage is set to redefine the segment with its rich taste, premium ingredients, and unmatched nutritional benefits.

Made from high-quality Australian oats and free from chemical additives, preservatives, and added sugars, this product naturally contains fibre, vitamins, and minerals, making it an ideal choice for lactose-intolerant individuals, fitness enthusiasts and health-conscious consumers.

Key features of the Oats Beverage are that it is a better choice for lactose-intolerant people. Oat Beverage is naturally lactose-free, making it an ideal choice for individuals with lactose intolerance. Oat Beverage provides a gentler digestive experience without triggering lactose-related sensitivity.

Many plant-based drinks rely on soy or nuts like almond, cashew, which are common allergens. This Oats Beverage is: Nut-free and soy-free, produced in a strict allergen-controlled facility with segregation protocols to prevent cross-contamination.

It is gentler on digestion due to soluble fibre beta- glucan, which aids gut health and promotes smoother digestion. No lactose or casein, which can cause inflammation and digestive discomfort in sensitive individuals.

The company said that its oat beverage is unsweetened, with no artificial sweeteners. Free from added preservatives, ensuring it is natural and premium. Made with plant-based ingredients i.e. Oats, chia etc., providing a wholesome, minimally processed beverage.

Mr. Chakradhar Gade, CEO & Co-founder, Country Delight, said, we are constantly innovating to meet the evolving needs of our consumers. With the launch of Oats Beverage, we aim to provide a nutritious, plant-based alternative without compromising on taste or quality. Our mission has always been to make India live better and this product is another step towards offering wholesome, nutritious food choices.

Wow! Momo Launches India's First Gluten-Free Momos across 11 Metro Cities

Quick service restaurant chain Wow! Momo has launched a gluten-free range of momos in 11 metro cities, making it the first QSR brand in India to offer such a product. Made using a blend of quinoa and chickpeas, the new offering targets health-conscious consumers, fitness enthusiasts, and those with dietary restrictions.

To support the nationwide rollout, Wow! Momo has collaborated with celebrity chef Ranveer Brar for a digital campaign that promotes the message: indulgence should be inclusive.



The campaign underscores the idea that flavour-packed, nostalgic comfort food can also be health-forward and accessible to those with dietary limitations.

As a brand, we have always believed that a momo is more than just food-it's an emotion, said Mr. Sagar Daryani, Co-founder and CEO of Wow! Momo Foods. This new gluten-free range is our way of welcoming more people into the momo experience. It's a step towards healthier, smarter, and more inclusive food formats.

The move comes amid growing demand for gluten-free food and beverages in India. According to recent market research, the segment is valued at USD 22.25 million and is projected to grow at a CAGR of 13.93%, indicating strong consumer interest in allergen-free and health-conscious options.

The momos are high in protein while maintaining the signature taste and texture associated with the brand. Initially launched in 11 metro cities, Wow! Momo also plans to introduce the gluten-free range in its ready-to-eat FMCG segment, further tapping into the growing health food trend in India.

This launch reinforces Wow! Momo's positioning as a frontrunner in innovation within India's fast-evolving quick service restaurant sector, catering to an increasingly diverse and health-aware consumer base.

Centre approves potato research centre in Agra with Rs 111.5 cr assistance



The Union government on Wednesday approved a proposal to set up the South Asia regional research centre of the International Potato Centre (CIP) in Agra entailing financial support of Rs 111.5 crore.

The decision was taken at the Union Cabinet, chaired by Prime Minister Narendra Modi, Information and Broadcasting Minister, Mr. Ashwini Vaishnaw said.

The major objective of this investment is to increase food and nutrition security, farmers' income, and job creation by improving potato and sweet potato productivity, post-harvest management and value-addition, an official release said.

The potato segment has the potential to generate significant employment opportunities in production, processing, packaging, transportation, marketing, and value chain.

In order to explore the huge potential in this sector, the International Potato Centre (CIP)'s South Asia regional Centre is being established at Singna, Agra, Uttar Pradesh, the release said.

High-yielding, nutrient and climate-resilient varieties of potato and sweet potato developed by CSARC will significantly accelerate the sustainable development of the crop not only in India but in the South Asia region also through world-class science and innovation. India is one of the largest producers of potatoes.

He informed that research at the regional centre will focus on seed production, pest management, sustainable production, and training of farmers. The Uttar Pradesh government has already allocated 10 acres for the research centre. Headquartered in Lima, Peru, the International Potato Center (CIP) focuses on research and development of potato, sweet potato and Andean roots and tubers.

Traders urge govt to ban use of food items for production of biofuel

The All India Edible Oil Traders Federation has urged the government to ban the use of food items for the purpose of production of biofuel. Recently, after the government cut the import duty on crude edible oil, the prices of edible oil have come down and consequently the reports suggest, Indian farmers now prefer to grow maize instead of oilseeds like soybean, cotton and groundnut for better remunerative prices. India, the largest importer of edible oils, imports about 60% to 65% of its domestic requirement.



As per reports, farmers are preferring to sow maize instead of soybean (the former is used for ethanol production) as despite of minimum support price (MSP) of Rs 4,892 per quintal for soybean, prices have crashed 10% to 20% since the start of the new marketing year in October 2024.

Even as cooking oil prices are relatively higher than last year, soybean prices have remained below the MSP due to lower realisation from soybean cake, which is also a reason for farmers turning away from oilseeds.

As of June 20, soybean acreage is 2% lower than last year. This has prompted Agriculture Minister, Sh. Shivraj Singh Chouhan to connect with farmers in key producing states—Madhya Pradesh, Rajasthan and Maharashtra—and promise to help them increase productivity, which has been stagnant for some time. Chouhan has promised farmers more research on increasing productivity per hectare, genome editing for improved seed varieties, new technology to prevent root rot, and mechanisation due to labour shortage.

It is learnt that the agri ministry has also proposed to the petroleum ministry, which oversees ethanol production, to limit maize sowing in sugarcane-growing areas without compromising on acreage of other crops like soybean and pulses. Following the government's push to use maize for biofuel, the all-India average prices of maize have risen from ₹14,000-15,000 to ₹24,000-25,000 per tonne in the past four years, mainly due to the government's ethanol-blended petrol programme.

Mr. Shankar Thakkar, President, Edible Oil Traders' Federation has said that the government has implemented several schemes related to increasing the production of oilseeds and pulses, but the prices remain fluctuating, which has led the farmers to increase the production of maize fetching them good remunerative price.

If the government wants to make the country self-sufficient in terms of pulses and oilseeds, then the use of maize and other food items to make biofuel will have to be banned, only then farmers will stick to the production of oilseeds and pulses and India will be able to become self-sufficient, otherwise every year the production of pulses and edible oilseeds will keep decreasing and we will have to import from other countries, said Mr. Thakkar.

Kraft Heinz commits to remove FD&C colours from its US portfolio



The Kraft Heinz Company announced it will not launch any new products in US with Food, Drug & Cosmetic (FD&C) colours, effective immediately. The company also announced it will remove the remaining FD&C colours from its US product portfolio before the end of 2027.

Already, nearly 90 percent of its products are free of FD&C colours (by Net Sales). For the small portion of products that currently contain FD&C colours, the Company has invested significant resources, mobilising a team to address this complex challenge with a three-pronged approach (3Rs): Removing colours where it is not critical to the consumer experience; or Replacing FD&C colours with natural colours; or reinventing new colours and shades where matching natural replacements are not available.

Mr. Pedro Navio, North America president at Kraft Heinz, said, As a food company with a 150+ year heritage, we are continuously evolving our recipes, products, and portfolio to deliver superiority to consumers and customers. The vast majority of our products use natural or no colours, and we've been on a journey to reduce our use of FD&C colours across the remainder of our portfolio. In fact, we removed artificial colours, preservatives, and flavours from our beloved Kraft Mac & Cheese back in 2016. Our iconic Heinz Tomato Ketchup has never had artificial dyes – the red colour comes simply from the world's best tomatoes. Above all, we are focused on providing nutritious, affordable, and great-tasting food for Americans and this is a privilege we don't take lightly.



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