Issue No. 183
November-2025

Estd. 1943

FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

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INDIA - A Land of Opportunities

GLOBAL POTATO SUMMIT 2025

Exhibition Dates:

11-12, DEC. 2025

Venue: India Expo Mart, Greater Noida, Delhi NCR, India

Live Farm Demonstrations & Field Visit-

13th Dec. 2025

Venue: Near Balaji Truck Dhaba, Opp. Upeda Village, NH-24, Hapur (UP)

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Min. 9 sq. Mtr.	1 side open	Rs. 10,500/- per sqmt.
Min. 18 sq. Mtr.	2 sides open	Rs. 11,500/- per sqmt.
Min. 36 sq. Mtr.	3 sides open	Rs. 11,900/- per sqmt.
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Min. 18 sq. Mtr.	1 side open	Rs. 10,000/- per sqmt.
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FSSAI clarifies, permission to sale of ORSL, misrepresentation of facts

The National Food Regulator has issued another clarification regarding use of the term 'ORS' and stated that the news circulating in a section of social media about permission to sale of ORSL was a case of misrepresentation of facts.

It is being wrongly claimed in social media posts that FSSAI has 'permitted the disposal or sale of ORSL'. it is also being wrongly claimed that FSSAI has given consent for the same, reads the statement.

Earlier, the FSSAI had directed all the Food Business Operators to remove the word "ORS" from their food products, whether used as a standalone term or in combination with any prefix/suffix or as part of the trademark with prefix/suffix in the product name.

The FBOs were asked to ensure strict compliance with the labelling and advertisement requirements prescribed under the Food Safety and Standards Act, 2006, and the regulations framed thereunder.

In the previous order, FSSAI added that upon review, the use of the term "ORS" in the trademarked name or in the naming of any food product otherwise - whether fruit-based, non-carbonated, or ready-to-drink beverages - even when accompanied by a prefix or suffix, constitutes a violation of the provisions of the Food Safety and Standards Act, 2006, and the regulations made thereunder.

FSSAI adds another point of entry at Kannur for purpose of food import

The FSSAI has added another point of entry in Kerala at the Kannur International Airport for the purpose of food import. The food authority has issued a notification in this regard for approval of an authorised officer at the port. This brought the total number of points of entry in India to 166.

It has now been decided to notify the Authorised Officer at an additional food import entry point, Air Cargo Complex, Kannur International Airport, port code INCNN4 in Kerala, reads the notification.

Ports of entry are the points from where food import is allowed in India, and wherein FSSAI places its officer for regulating the food imports.

In March 2024, the food regulator had issued notification of 155 ports of entry for the purpose of food import into India.

As per FSSAI, To put in place a robust food regulatory framework at the points of entry to ensure the mandate of safe food imports in India, FSSAI has decided to review the points of entry notified food imports taking into account the trend/volume of food import, testing facilities and logistics infrastructure etc.

And, subsequently, FSSAI notified the 155 points of entry, and placed authorised officers and Customs officials at these places.

In the last one year, an additional 11 places were added to the list and now there are 166 points of entry for the purpose of food import in India.

Ensuring quality in food manufacturing through rapid moisture analysis

In the food manufacturing industry, ensuring quality through rapid and reliable moisture analysis is essential. The foundation for reproducible results lies in having all operators follow standardized procedures. Modern moisture analyzers like the HC103 facilitate this by providing user-guided processes and workflow guidance, minimizing errors and maintaining consistency regardless of the operator or shift.

The right instrument and method significantly influence the accuracy of moisture content measurements. The HX204 moisture analyzer stands out for its high-performance capabilities, featuring a high-resolution weighing cell and maximum method flexibility. This allows it to deliver precise moisture results that closely match those obtained from traditional drying oven methods, making it ideal for more demanding routine moisture task.

Food manufacturers can benefit from a variety of verified and tested moisture methods available in specialized food industry method collections, ensuring that the appropriate drying techniques are consistently applied. Regular performance verification is crucial for maintaining trusted results. Tools like SmartCal™ enable quick and easy routine testing of moisture analyzers' heating and weighing units, ensuring ongoing accuracy without significant downtime. This proactive approach to maintenance supports reliable moisture measurement critical for quality control in food production.

By combining user-friendly instruments like the HC103, high-performance analyzers such as the HX204, validated method collections, and routine performance checks, food manufacturers can achieve fast, precise, and dependable moisture analysis to uphold product quality and safety.

About METTLER-TOLEDO METTLER-TOLEDO is a leading global manufacturer of precision instruments. The Company is the world's largest manufacturer and marketer of weighing instruments for use in laboratory, industrial and food retailing applications. The Company also holds top-three market positions for several related analytical instruments and is a leading provider of automated chemistry systems used in drug and chemical compound discovery and development.

Hoteliers, citizens hail Karnataka HC verdict on food safety

City hoteliers have welcomed the Karnataka High Court's directive to the Centre to classify restaurants as small, medium, and large for implementing the regulations.

They felt this could improve hygiene conditions in many hotels. This is a positive step-our demand for more reasonable, size-based rules has been recognised, and future policies are expected to be more business-friendly and easier for everyone to follow, said Mr. PC Rao, President of the Bruhat Bengaluru Hoteliers Association (BBHA). This will help both hoteliers and customers.

The classification will help set practical standards. A small hotel cannot follow the norms laid out for a five-star hotel. While it ensures the safety and hygiene of customers, it will also set norms that can be followed by that category of hotelier yet another hotelier said.

The court's decision to introduce health and safety regulations for all street vendors and food trucks has also garnered appreciation from the public. However, many street food vendors said that the Food Safety and Standards Authority of India (FSSAI) had already provided them with some basic training and that they ensure basic hygiene standards are followed.

Advisory on Environmentally Compliant Disposal of Seized, Rejected and Expired Food Items – reg.

To ensure proper disposal of perishable, seized, and rejected food items, all the Designated Officers, Food Safety Officers, and enforcement teams under their respective jurisdiction are also directed to follow the procedure outlined below to prevent any recurrence of such incidents and to maintain full compliance with the prescribed norms:

1. It is strictly prohibited to dispose of seized, rejected, or expired food items, including their packaging, into rivers, lakes, natural water bodies, or open lands under any circumstances.
2. The Approved Disposal Methods, which may be followed in coordination with the local municipal authority/ panchayat or any other statutory bodies, which includes but not limited to:
   * Incineration: Use authorized incinerators compliant with Central Pollution Control Board (CPCB) norms, ensuring complete combustion and maintain records of the facility used.
   * Landfill: Only in designated sanitary landfills with leachate control; biodegradable waste should be segregated and composted where feasible.
   * Biodegradable Waste: Compost or anaerobically digest organic matter through certified facilities.
3. **Procedural Safeguards:**
   * The disposal shall be supervised by the Food Safety Officer (FSO)/ officer duly authorised by the Designated Officer. Disposals should be done under video documentation, in the presence of two independent witnesses.
   * The certificate of disposal shall be submitted by the concerned FSO/ officer supervising the disposal of the said article / item seized to the designated officer with a copy to the concerned Commissioner of Food Safety and the concerned Food Business Operator (FBO).
   * Every Designated Officer shall identify suitable facilities for incineration/manuring/ composting or any other disposal method and furnish a list to the Commissioner of Food Safety of the concerned State/UT.
   * Coordinate with State Pollution Control Boards for high-volume disposals.
4. **Monitoring and Reporting:**
   * States/UTs must submit monthly disposal compliance reports to FSSAI by the 5th of the following month, flagging any deviations.

New Launches

PepsiCo Muscles Up: Launches Protein-Packed Innovations Across Propel, Muscle Milk, and Starbucks Lines

PepsiCo is tapping into the booming demand for high-protein, functional beverages with new innovations across three of its leading brands-Propel, Muscle Milk, and Starbucks Coffee. The updated product lines, set to hit the market early next year, aim to position PepsiCo as a stronger player in the rapidly growing nutritional drinks segment.

Announcing the move, PepsiCo executives said the focus is shifting from simply adding protein grams to designing beverages that support overall wellness and can be consumed throughout the day. We are focused on delivering protein in ways that work with the body, not just focused on adding grams, said Mr. Ram Krishnan, CEO of PepsiCo Beverages.

The upcoming Propel Clear Protein will be a flavored powder mix enriched with electrolytes and fiber, expanding Propel's reach into the functional hydration segment.

Muscle Milk, PepsiCo's flagship protein brand, will undergo a reformulation to create a smoother, shake-like texture, offering consumers a convenient alternative to traditional meals and snacks. The new version will also be free from artificial sweeteners and colors, supported by refreshed, modern packaging.

The beverage giant is also extending its protein push into its Starbucks Coffee partnership, introducing a new line of protein-enhanced coffee drinks fortified with vitamins, minerals, and fiber-merging indulgence with functionality.

Haldiram's and Hocco redefine fusion desserts with Barfi Ice-Cream

The coming together of Haldiram's and Hocco is such a novel collaboration that will usher in a fusion-innovation unlike anything the industry has ever seen. The proposition of this collaboration brings forth for the consumer the best of two worlds–Indian cultural heritage and innovative indulgence packed in delightful format of 'Mithai Ice Cream'. This first-of-its-kind fusion dessert offers consumers a truly unique experience, reimagining festivals, celebrations, sweet-moments and happiness itself.

The 'Barfi Ice Cream', a heavenly blend of fusion, one cube at a time. The ice-cream barfi is crafted as a mithai-style cube that exhibits a visual appeal of traditional mithai only to surprise its consumers with a cool, creamy, rich layer of ice cream inside.

Launched in two ethnic flavors of 'Orange Barfi Ice Cream' and 'Milk-Cake Barfi Ice Cream, the products are set to re-imagine exchanging of festivities for celebrations and beyond. The product comes in an elegant, premium, gifting-ready box designed for sharing festivities and love while promising year-round indulgence.

Wellbe Foods launches vacuum-cooked snacks & 14 new innovative products

WellBe Foods announced the launch of its newest category: vacuum-cooked snacks, aiming to redefine healthy snacking by combining health, taste and better-for-you ingredients. This launch marks another step in its commitment to delivering snacks that are 'Deliciously Good, Honestly Made, No Nasties Ever.' The product range currently includes vacuum-cooked legumes, pulses and tubers.

The healthy snacking market in India was valued at an estimated market size of USD 2.67 billion in FY 2024 and projected to reach USD 4.95 billion by FY 2032 at a CAGR of 8.03%. Building on this growing market, it has also expanded its existing snack range of freshly reimagined traditional Indian snacks designed for the health-conscious consumers. The new portfolio includes Peanut Chikki and Peanut Chikki Bites; Flower Murukku, Maddur Vada, and Achari Murukku; Tomato Chakli; Khara Boondi; Onion Pakoda and Onion Kodbale; Namak Para and Shakkar Para; Banana Chips and Potato chips; and Poha Chivda. Each bite blends tradition with better ingredients and No Nasties.

Mr. Gaurav Manchanda, Founder & Director, Nimida Group, said, we believe healthy snacking should never mean compromise-in taste, texture or tradition. By introducing our vacuum-cooked snacks and expanding into reimagined versions of traditional snacks, we're raising the bar for what snack lovers can expect: snacks that feel familiar, yet are better for you. By leveraging technology and innovation, we remain committed to setting new benchmarks in the healthy snacking market.

Blue Tribe Foods launches Korean Soya Chaap

Continuing its mission to redefine plant-based eating in India, Blue Tribe Foods has launched two bold new innovations: India's first-ever Korean Soya Chaap and a fiery Spicy Kebab. Designed with today's dynamic consumer in mind, especially GenZ, these clean-label, ready-to-cook delights are perfect for festive feasts or everyday indulgence.

As India embraces a more conscious way of eating, the market for plant-based alternatives is rapidly expanding. The Indian plant-based meat market was valued at approximately USD 98.6 million in 2024 and is projected to soar to USD737.9 million by 2033, growing at a robust CAGR of 22.3%. Blue Tribe continues to lead this growth, bringing global flavors and sustainable choices to Indian kitchens.

A first-of-its-kind in the country, the Korean Soya Chaap fuses the tender, juicy texture of traditional chaap with the bold, packed flavors of Korean street food. Made with no maida, no palm oil, zero cholesterol, and rich in protein, it's a clean-label twist on a cultural mashup that's as delicious as it is convenient. Adding to the excitement is the Spicy Kebab, a heat-loaded, ready-to-cook snack crafted for spice lovers who won't compromise on health. Both products are designed for quick cooking and easy enjoyment, making them perfect for busy families, young professionals, and snackers looking for fast, festive, and guiltfree options.

“These new launches reflect how Blue Tribe Foods continues to lead the way in reimagining plant-based food for Indian consumers,” said Nikki Arora Singh, Cofounder of Blue Tribe Foods. The Korean Soya Chaap and Spicy Kebab bring together bold, globally inspired flavors in a clean, convenient format. Whether you're a mom looking for healthier meals, a Gen Z foodie chasing the next big flavor, or a family wanting fast, better-for-you options, we're proud to be part of your plate. We're not just making food, we're building the future of food in India. The products are now available in 76+ premium offline stores across cities including Mumbai, Delhi, Noida, Gurgaon.

Varun Beverages Launches New Refrigeration Venture in India to Boost Cold Chain Efficiency

Varun Beverages Limited (VBL), a leading PepsiCo bottling partner, has announced the establishment of a new refrigeration venture in India aimed at strengthening the country's cold chain infrastructure for beverages and perishable goods.

The initiative focuses on developing advanced refrigeration and cooling solutions tailored for the fast-moving consumer goods (FMCG) sector, with an emphasis on energy-efficient systems, smart temperature monitoring, and last-mile delivery optimization. The venture will manufacture and deploy high-capacity refrigeration units, including eco-friendly cold storage facilities and IoT-enabled chillers, across key consumption hubs.

This move aligns with India's growing demand for reliable cold chain logistics, especially in the beverages and dairy segments, where temperature control is critical to product quality and shelf life. The company plans to initially roll out the solutions in high-demand regions, including North and West India, with expansion into Tier 2 and Tier 3 cities over the next 18 months.

Industry experts view the development as a strategic step to support VBL's expanding portfolio in non-carbonated and functional beverages, while contributing to reduced food wastage and enhanced supply chain resilience. The refrigeration venture will operate as a dedicated business unit, leveraging VBL's existing distribution network and manufacturing expertise. Pilot projects are already underway in select markets, with commercial scaling expected by Q2 2026. This initiative underscores Varun Beverages' commitment to innovation in cold chain infrastructure, positioning India as a hub for next-generation refrigeration technology in the FMCG ecosystem.

NoGuilt Fitness launches Fitty GLP-1 Daily

NoGuilt Fitness has launched Fitty GLP-1 Daily, a science-backed supplement aimed at supporting healthy weight loss, healthy metabolism, and balanced blood sugar levels. The product is offered as a first herbal, capsule-based option that works with the body's natural GLP-1 response, providing an alternative to the prescription drugs and injections commonly used.

The launch reinforces its mission to deliver safe, clinically tested, and effective nutrition solutions. As the parent company of Fitelo, which was featured on Shark Tank India Season 4, it continues to build on its expertise in creating trusted, science-backed health products. Fitty GLP-1 Daily is a convenient, one-capsule-a-day formula for adults seeking to manage weight and blood sugar naturally.

The supplement combines four powerful, clinically researched ingredients, CQR-300, Ceylon Cinnamon Extract, Eriocitrin, and Chromium Picolinate, to curb cravings, boost metabolism, and enhance GLP-1 activity. When paired with a balanced diet and regular exercise, users may see results within 3 to 6 months, including reduced cravings, sustained fat loss, stabilized blood sugar, and improved energy.

Mr. Rishabh Gupta, Vice President of Fitty, said, Fitty GLP-1 Daily is the next step in making weight management simple, safe, and effective. Our goal is to help people lose weight naturally-without extreme diets or synthetic drugs, using ingredients that are clinically validated and rooted in nature.

DocPro Biologics launches liver-protective coffee

DocPro Biologics has announced the launch of AlcoFriend Coffee, India's first liver-protective coffee, designed to blend seamlessly into everyday routines while supporting liver health. The innovative formulation combines the familiar comfort of coffee with clinically validated, liver-supportive ingredients to address a growing public health concern- non-alcoholic fatty liver disease (NAFLD).

NAFLD has emerged as a major health issue in India, with recent meta-analysis data from 2025 revealing that 38.6% of adults and 35.4% of children are affected. Often symptomless in its early stages, NAFLD can silently progress to severe liver complications, underscoring the importance of early prevention and lifestyle interventions.

AlcoFriend Coffee is formulated with a synergistic blend of Glutathione, Silymarin (Milk Thistle Extract), and N-Acetyl Cysteine (NAC) — potent antioxidants known for their liver-protective properties. Together, these ingredients help safeguard liver cells from oxidative stress, support natural detoxification, and promote overall metabolic health.

By integrating evidence-based nutraceuticals into the daily ritual of coffee drinking, DocPro Biologics aims to redefine preventive healthcare-offering a convenient, science-backed solution to enhance liver wellness and raise awareness about lifestyle-linked liver disorders.

AlcoFriend Coffee exemplifies how functional nutrition can fit effortlessly into modern lifestyles without compromising on taste or convenience.

With AlcoFriend Coffee, DocPro Biologics reinforces its commitment to bridging clinical research with consumer-friendly wellness innovations, making preventive care both accessible and enjoyable.

LOTTE India Launches Korean-Themed 'Subak & Shark' Ice Candies to Tap Youth Snacking Trend

LOTTE India has expanded its frozen desserts portfolio with the launch of two Korean-inspired ice candies-Subak and Shark-bringing playful K-culture flavours and formats to the Indian market. The new products build on the company's strategy of infusing Korean pop-culture energy into snacking, targeting children, teens, and young adults.

Inspired by Korean aesthetics and tailored for Indian palates, the ice candies feature slushy textures and distinctive shapes. Subak-named after the Korean word for watermelon- blends watermelon and strawberry flavours with crunchy chocolate-coated peanut "seeds" in a watermelon slice-shaped design. Shark offers a dual orange-strawberry fusion in a shark-shaped format, adding an element of fun to the eating experience.

The launch follows the success of LOTTE's Korean four-layered ice cream bar, Lotte Krunch, reinforcing the brand's focus on premium, experiential frozen treats for India. The company has rolled out a digital-first campaign themed 'Refreshingly K-Cool', combining K-pop energy and anime-style storytelling through ten creative assets.

Building on the success of Worldcone and Krunch, Subak & Shark represent LOTTE's next phase of product innovation for India, said Mr. Rishabh Verma, Head of Marketing at LOTTE India. Today's consumers seek more than flavor-they crave connection and cultural relevance. These ice candies deliver a multisensorial snacking experience inspired by K-culture.

Mr. Ankit Dubey, Senior Brand Manager at LOTTE India, said the launch is designed to appeal across age groups; Whether it's kids enjoying playful shapes, teens sharing moments online, or adults indulging in nostalgia, Subak & Shark go beyond refreshment to create delight.

Priced at ₹20 for a 75-ml pack, Subak & Shark will be available across more than 50,000 outlets nationwide, including modern and general trade channels, Q-commerce platforms, and Havmor-exclusive parlours. LOTTE plans to enhance visibility through vibrant retail activations and point-of-sale branding.

News Briefs

Made-in-India Brand MyFitness Enters UAE's ₹2,000 Crore Peanut Butter Market

Indian nutrition brand MyFitness, owned by BRND.ME (formerly Mensa Brands), has officially entered the UAE's ₹2,000 crore peanut butter market, marking a major step in its global expansion strategy.

The company has established local warehousing and operational infrastructure in the UAE to enable faster deliveries, smoother return handling, and enhanced customer experience. This local presence, the company said, will help it integrate better with regional marketplaces and consumers.

In its pilot phase, MyFitness has already recorded sales of 3.5 tonnes of peanut butter with just six SKUs listed-an encouraging start that underscores the brand's appeal among UAE consumers. The brand expects the UAE business to contribute around 5% of its net revenue within the next year.

MyFitness products are now available across leading e-commerce platforms, including Noon Minutes, Namshi, and Amazon, with discussions underway to expand into modern trade and general retail through local distributors. Commenting on the launch, Mr. Ananth Narayanan, Founder and CEO of BRND.ME, said,

The UAE marks an exciting next chapter in our journey as we take another Made-in-India brand to the world. With strong e-commerce partnerships and local warehousing, we are confident of replicating our success and building MyFitness into a household name across the Middle East.

The UAE peanut butter segment, valued at approximately ₹2,000 crore, offers significant headroom for growth, particularly among health-conscious consumers embracing high-protein and vegan lifestyles.

MyFitness, which already commands a 22% share of India's peanut butter market, offers a range of protein-led snacks, including peanut butter, protein bars, chocolate peanut butter-coated rolled oats, and date bites. The brand also plans to introduce a sports nutrition line in the near future.

The company expects to achieve a gross merchandise value (GMV) of ₹275 crore this year, to become a ₹1,000 crore brand within the next five years.

With its entry into the Middle East, MyFitness aims to position itself as the go-to protein nutrition brand for consumers seeking clean, performance-oriented snacking options.

Govt. capital support to food processing boosts growth & innovation in ice cream

The Union Government investments like the Production Linked Incentive (PLI) scheme, subsidies and capital support from schemes like the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) are aiding large and micro-enterprises to upgrade or build new processing units. Advanced machinery and technology allows for more efficient production and experimentation with ingredients, which leads to new flavour varieties. All this has sent strong positive signals to India's ice cream sector.

These initiatives are seen to foster innovation, enhance production capabilities, and improve supply chain efficiency. With a focus on boosting domestic manufacturing and encouraging new product development, the country's Rs 30,000 crore ice cream industry is positioning itself for long-term success in both local and national markets.

Recently, the Mangaluru-based Hangyo has chalked a product extension drive with four new flavours during the festive season. These premium ranges in flavours of Aamras, Muskmelon, Dulce De Leche and Tiramisu are being marketed across seven states.

Now Hangyo, a 22-year-old company, boasts of a robust network across Karnataka, Kerala, Andhra Pradesh, Telangana, Tamil Nadu, Maharashtra, and Goa. Central to its growth and success is an extensive retail network comprising over 27,000 retailers spread across these regions. This achievement underscores the dedication and commitment of the company's team, whose relentless pursuit of excellence continues to drive its progress and market leadership.

The company said that this effort highlights the expertise of its team, which propels the company's growth and strengthen its position in the market. Hangyo has earned over 350 channel partners, and 3 million customers who laud the brand as per the information in public domain.

According to the Indian Ice Cream Manufacturers' Association, India's ice cream market is expected to touch Rs 50,000 crore by 2028. It is reported that it is projected to grow at a compound annual growth rate (CAGR) of 16.7% during 2025-2033. Contributing reasons for this dynamic growth are rising disposable incomes, changing consumer preferences, and expanded distribution channels. A visible trend is that what was once a seasonal consumption is now seen to be a year-round demand. Also consumers are increasingly attracted to premium flavours.

There is a perpetual interest for health-oriented ice creams like plant-based with coconut or pan high-protein and low-sugar options. The growing e-commerce that provides a competitive landscape of national and regional players, offering consumers an extensive range of options for on-demand consumption expanding the base of customers both in urban and rural areas.

The market is characterised by national giants such as Amul, Mother Dairy, Vadilal, Kwality, Baskin Robbins, Creamy Day, Dairy Day, Hangyo, Natural's Ice Cream, Haagen Dazs, Papacream and Nandini by KMF to a substantial unorganised sector, and a growing presence of regional and artisanal players. Approximately 50% of the market is organised, with the remaining portion still unorganised. Regional dominance is particularly evident in Delhi, Gujarat, and Tamil Nadu. In August 2025, Unilever decided to spin off its global ice cream business which includes big brands like Wall's, Magnum and Ben & Jerry's because ice cream manufacturing required a different approach in manufacturing and distribution.

Industry observers note that it is the government's increased investments in food processing, which is creating a favourable environment for growth and innovation within the sector.

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