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FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

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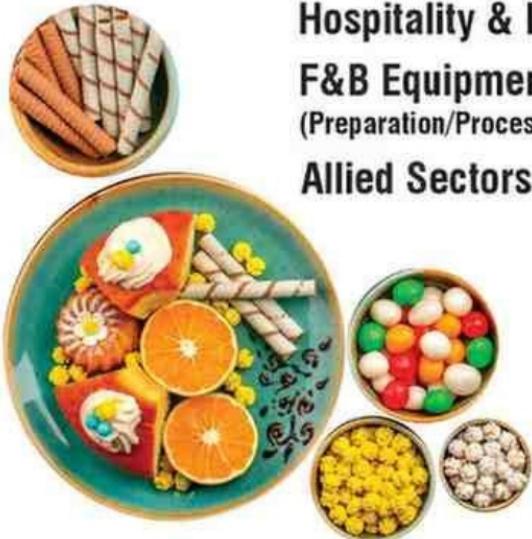
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Regulatory & Food Safety Updates

Herbal or plant-based infusions cannot be labelled as tea: FSSAI



The Food Safety and Standards Authority of India (FSSAI) has clarified that herbal or plant-based infusions cannot be marketed or labelled as “tea”, reinforcing existing food safety and labelling regulations. The clarification aims to prevent consumer confusion and ensure accurate representation of products in the fast-growing wellness and beverage segment.

According to FSSAI, the term tea is legally defined under food regulations as a product derived exclusively from the leaves, buds or tender stems of the *Camellia sinensis* plant. Any beverage prepared from herbs, flowers, roots, spices, or other plant materials such as chamomile, hibiscus, tulsi, moringa, lemongrass or similar ingredients does not meet this definition and therefore cannot be labelled or sold as tea.

The food regulator has observed a surge in herbal and wellness beverages being promoted as “herbal tea” or “plant tea”, particularly in the health and lifestyle space. FSSAI has cautioned that such practices are misleading and non-compliant, as they blur the distinction between traditional tea and herbal infusions, which fall under a different product category.

FSSAI has directed food business operators (FBOs) to ensure that herbal and plant-based products are labelled appropriately as “herbal infusions,” “plant infusions,” or “herbal beverages”, in line with applicable standards. Claims, product descriptions and marketing communications must accurately reflect the nature and composition of the product.

The move is expected to bring greater transparency to the packaged beverage market while protecting consumer interests. Industry stakeholders have been advised to review their product labels, packaging, and promotional material to align with regulatory requirements and avoid potential enforcement action.

With the wellness beverage segment witnessing rapid growth, FSSAI's clarification is seen as a timely intervention to standardise nomenclature, promote fair trade practices, and maintain regulatory discipline across the food and beverage ecosystem.

Cardamom auction platform's dealer licence revoked for violating regulatory norms

In a decisive move to uphold transparency and regulatory compliance in the spice trade, authorities have revoked the dealer licence of a cardamom auction platform after it was found to be in violation of prescribed auction rules and operational guidelines. The action underscores the regulator's zero-tolerance approach towards irregularities in India's spice marketing system.



According to officials, the platform was found to have breached multiple conditions governing electronic and physical cardamom auctions, including lapses in auction procedures, non-adherence to bidding protocols, and deviations from mandatory reporting requirements. These violations were flagged during routine inspections and audits conducted as part of ongoing market surveillance.

Cardamom auctions play a critical role in price discovery and ensuring fair returns to growers, particularly in key producing regions such as Kerala, Karnataka and Tamil Nadu. Any deviation from established norms can adversely impact farmer confidence and market integrity. Officials said the licence revocation was carried out after due process, including issuance of notices and providing the platform an opportunity to respond to the findings.

The regulatory authority has advised traders and stakeholders to shift their transactions to authorised auction platforms that fully comply with prescribed standards. It has also reiterated that only licensed dealers are permitted to participate in cardamom auctions, and any attempt to bypass the system will invite strict enforcement action.

Industry participants have welcomed the move, stating that stronger oversight is necessary to maintain credibility and fairness in the spice trade. Transparent auctions, proper documentation, and adherence to quality and grading norms are essential for sustaining domestic and export demand for Indian cardamom.

The regulator has further indicated that monitoring of auction platforms will be intensified in the coming months to prevent similar violations. Stakeholders have been urged to familiarise themselves with auction regulations and ensure full compliance.

The action serves as a clear signal that regulatory authorities remain committed to protecting the interests of farmers, traders, and buyers while strengthening governance in India's spice marketing ecosystem.

FSSAI warns inactive FoSTaC trainers, mandates minimum trainings by December 2025



The Food Safety and Standards Authority of India (FSSAI) has issued a strict directive to all empanelled FoSTaC (Food Safety Training and Certification) trainers, mandating active participation in training programmes or face de-empanelment. The move comes after the regulator observed that several trainers have remained inactive for long periods, with some not conducting even a single training session since their empanelment.

As per FoSTaC guidelines, every empanelled trainer is required to conduct a minimum of 20 training programmes annually. However, FSSAI noted widespread non-compliance with this requirement, which it said is a clear violation of the FoSTaC terms and conditions. The authority has underlined that the effectiveness of the FoSTaC initiative depends heavily on regular and consistent training delivery to food business operators across the country.

The latest notice applies to all FoSTaC trainers who were empanelled and found inactive as of March 31, 2024. To provide a final opportunity for compliance, FSSAI has directed these trainers to conduct at least three training programmes on the FoSTaC portal by December 31, 2025. Trainers failing to meet this minimum requirement will be de-empanelled without exception.

Importantly, FSSAI has clarified that no further communication will be issued in this matter, making this directive a final warning to inactive trainers. The order has been issued with the approval of the Competent Authority, reinforcing the seriousness of the action.

FoSTaC is a flagship capacity-building initiative of FSSAI aimed at improving food safety standards across the food value chain through structured training and certification. By tightening compliance norms for trainers, FSSAI aims to ensure better outreach, accountability, and consistent implementation of food safety practices nationwide.

The official notification detailing the directive has been made available by FSSAI. The regulator has urged stakeholders to take note of the development and ensure timely compliance to avoid removal from the FoSTaC training ecosystem.

Eggs safe for consumption, cancer risk claims are misleading: FSSAI

The Food Safety and Standards Authority of India (FSSAI) has clarified that eggs available in India are safe for human consumption and dismissed recent claims linking them to a cancer risk as misleading and scientifically unsupported.

The regulator's statement came in response to reports and social media posts suggesting the presence of carcinogenic substances in eggs, sparking widespread concern among consumers.



FSSAI officials pointed out that such allegations have no credible scientific basis and are capable of creating unnecessary alarm among the public. They emphasized that no national or international health authority has ever linked normal egg consumption with an increased risk of cancer.

The controversy largely stemmed from claims that eggs contained nitrofuran metabolites — substances some have described as potentially carcinogenic. However, FSSAI clarified that nitrofurans are strictly prohibited at all stages of poultry and egg production under existing regulatory standards.

While laboratory tests may sometimes detect trace levels of nitrofuran metabolites (such as AOZ), an extraneous maximum residue limit (EMRL) is set only as a benchmark for detection, not as a permitted level indicating safety risk. These trace detections are often isolated or batch-specific and may result from factors such as environmental contamination or animal feed, not deliberate use of banned substances.

FSSAI highlighted that the regulatory framework in India aligns with global practices, with other countries like the European Union and the United States also prohibiting nitrofuran use in food-producing animals. The differences in analytical limits across nations reflect variations in testing methods and enforcement approaches rather than differences in consumer safety standards.

Consumers were urged to rely on verified scientific evidence and official advisories rather than unverified viral claims. The authority reaffirmed that when produced and consumed in compliance with food safety regulations, eggs remain a safe, nutritious, and valuable component of a balanced diet.

New Launches

NRoute launches 'Heartisafe', a natural supplement for heart health



NRoute, a leading health and fitness supplement company, has announced the launch of its latest innovation, Heartisafe. Designed to enhance cardiovascular health, Heartisafe is a potent proprietary blend of Fruitflow (a patented tomato extract) and grape seed extract.

While conventional heart health advice often focuses on cholesterol and blood pressure, Heartisafe targets a critical but overlooked factor that is blood flow. The supplement harnesses natural bioactive compounds to smooth blood platelets and maintain healthy circulation, which is essential for a healthy heart.

Science-backed preventive care 'Heartisafe', distinguishes itself through rigorous scientific backing. The key ingredient, Fruitflow, is a water-soluble extract derived from the jelly surrounding the seeds of sun-ripened tomatoes. It is the result of years of research and over 90 clinical studies.

Developed by Dr. Asim K. Duttaroy, an internationally recognised scientist holding several global patents in cardiovascular health, Fruitflow is the only natural antiplatelet with an EFSA (European Food Safety Authority) approved health claim. It works by preventing platelet aggregation, while the added Grape Seed Extract strengthens blood vessel walls.

Bridging the gap in heart health, Mr. Nimish Thaker, CEO of NRoute, highlighted the urgent need for preventive solutions in the Indian market.

India has a very high heart disease burden risk given current lifestyles and comorbid conditions, said Thaker. While we have seen significant progress on the curative side, there is little available in terms of preventive daily heart support. Heartisafe fills that gap.

He added, we often overlook the importance of blood flow, which can change hourly based on our lifestyle. Healthy blood flow requires clear vessels and smooth circulation to prevent dangerous clots. Including 'Heartisafe' in your daily routine is a simple way to manage this.

Availability and dosage 'Heartisafe' is fast-acting, starting to work within 1.5 hours and lasting up to 18 hours. The recommended usage is two capsules per day. The product is available now on the official NRoute website and through select retail partners across India. Each container includes 30 capsules and is priced at Rs 800. NRoute also plans to expand its portfolio soon with the launch of veg collagen and veg omega-3 supplements.

Anmol Industries launches Cream Roll and Mango Swiss Roll

Anmol Industries Limited, a prominent player in the Indian packaged food market, has introduced two new additions to its range. The company has launched Anmol Cream Roll and Anmol Swiss Roll in Mango flavour, both priced affordably. The new products add a few extra choices to the value snacking range and still carry the taste people already associate with Anmol.



With these additions, Anmol further builds its presence in the indulgent snacking category. The Anmol Cream Roll offers a light and creamy bite with a soft and smooth texture, while the Swiss Roll in Mango flavour provides a gentle and refreshing flavour that resonates with consumers across regions as well as the age groups.

Mr. Aman Choudhary, Executive Director – Marketing, Anmol Industries Limited said, with the Cream Roll and the Swiss Roll in Mango flavor, we are adding more variety to our range in a way that stays true to what consumers expect from us, that is enjoyable flavours, reliable quality and easy accessibility. These products are meant to offer simple, everyday indulgence without stretching the pocket.

Both products are made at Anmol's own manufacturing facilities, which help the company maintain steady freshness and quality across batches. With the affordable price point, consumers across villages, cities and smaller towns can pick up the products without any hesitation. It also aligns with Anmol's ongoing effort to keep its offerings affordable for a wide mix of buyers.

The company has already begun distributing both products through its regular retail network, so they will start appearing on shelves across different regions. The introduction of these two treats further strengthens Anmol's expanding line-up of value-driven indulgent foods.

Botanic Healthcare launches CornFit



Botanic Healthcare, a leading Indian nutraceutical manufacturer and exporter, has announced the commercial launch of CornFit, a standardized and patented extract derived from cornsilk. Recognized under Patent No. 499416 by the Government of India, CornFit marks a significant advancement in plant-based nutraceutical innovation, offering scientifically validated support for healthy blood sugar management and weight maintenance.

Cornsilk, a traditionally underutilized part of the corn plant, has been re-engineered through Botanic Healthcare's proprietary extraction process to meet global quality benchmarks for dietary supplement formulations. The company states that CornFit is designed for use in metabolic health products, herbal supplements, and functional nutrition applications across international markets.

Botanic Healthcare has already processed 189.567 metric tons of sweet cornsilk through its controlled procurement and extraction programme. The initiative has also contributed to a substantial environmental benefit by preventing an estimated 313.07 metric tons of CO₂ emissions, aligning with India's broader goals of reducing agricultural waste and promoting circular economy models within the nutraceutical supply chain.

CornFit represents an innovation in science-led utilization of plant byproducts, said Mr. Gaurav Soni, Founder & Managing Director, Botanic Healthcare.

He added, our R&D team has developed a scalable, globally compliant extract that not only supports key metabolic health parameters but also reflects our commitment to responsible sourcing and sustainability. This innovation showcases how Indian nutraceutical manufacturing can combine scientific rigour with sustainable processes to create high-value natural ingredients for global markets.

With the introduction of CornFit, Botanic Healthcare strengthens its position as a modern, research-driven nutraceutical supplier, contributing to India's growing influence in the global herbal and natural product industry. The company operates six manufacturing facilities and exports to more than 75 countries. CornFit is now available for global B2B formulations in capsules, tablets, powders, and liquid extract formats.

YumYum launches SNACKiT a high-protein snack brand for health-minded consumers

Indian snacking company YumYum has expanded its product portfolio with the launch of SNACKiT, a new high-protein snack range designed to cater to the growing demand for nutritious and convenient bites. Positioned as an everyday energy solution rather than a niche fitness product, SNACKiT aims to appeal to a broad set of consumers who are increasingly prioritising health along with taste.

Developed by SKB Food Products Pvt Ltd, the SNACKiT range delivers approximately 18.8 g of protein per pack, offering a substantial protein boost compared with many traditional snack options. The formulation blends millets, pulses and seeds, combining plant-based nutrition with bold Indian flavour profiles that include Indian Tadka, Millet Hot & Sweet Chilli and Millet Hing Jeera. YumYum has deliberately excluded palm oil from the product to align with current health trends focused on cleaner ingredient lists.

According to the company, SNACKiT is crafted to satisfy both nutrition goals and taste expectations-a combination that has become essential in India's dynamic snacking market. With rising awareness about balanced diets and protein deficiency concerns, products that offer enhanced macro-nutrient profiles without compromising on flavour are gaining traction among urban and health-conscious shoppers.

YumYum plans to distribute SNACKiT across multiple retail channels, including modern retail outlets, supermarkets and e-commerce platforms, making the product accessible to a wide audience. Brand insiders said the launch also dovetails with broader consumption trends, where consumers increasingly view snacks as not just indulgent treats but as functional food options that can contribute to daily nutrition.

Market analysts note that high-protein snacks are rapidly transforming India's snacking landscape, driven by fitness enthusiasts, working professionals and busy families seeking healthier alternatives to traditional fried namkeens and chips. The introduction of SNACKiT adds depth to this emerging category and reflects YumYum's strategy to stay relevant in a competitive segment by innovating around consumer health trends.

With this launch, YumYum aims to capture a meaningful share of the growing nutritious snacking segment and reinforce its position as a brand that balances taste, quality and health in everyday snacking.



HETC Foods launches “Navdhan” bringing science-backed sprouted millet nutrition to Indian kitchens



HETC Foods recently announced the launch of its new-age food brand “Navdhan” a range of scientifically processed sprouted millet powders. Navdhan aims to make millet consumption easy, scalable, and sustainable. Currently the products are available in Telangana and Andhra Pradesh, soon they will be made available across India. They are also available online through e-commerce portals, through the company website as well as retail network.

The real challenge is cooking difficulty & time it consumes. Traditional millet preparation often involves soaking, fermenting, grinding, or slow cooking. In today's fast-paced lifestyles, this complexity discourages daily use compared to rice or wheat. The second major concern is digestibility concerns. Improperly processed millets contain anti-nutrients (phytates, tannins) that can reduce mineral absorption and cause bloating or discomfort. Without awareness of sprouting or scientific processing, many consumers abandon millets after a poor experience. The Navdhan addresses these concerns.

Mr. Sai Srinivas Vavilala, CEO of HETC Foods, said that Navdhan represents the convergence of traditional food wisdom and modern engineering discipline. Millets have always been part of India's food heritage, but their full nutritional potential is often locked by anti-nutrients. At HETC Foods, we apply scientific rigor to sprouting, processing, and milling, ensuring better mineral absorption, improved digestibility, and consistent quality, he said.

Under the Navdhan brand, HETC Foods has developed a controlled sprouting process that carefully regulates water quality, soaking duration, sprouting conditions, hygiene, temperature, and milling. This process significantly reduces anti-nutrients such as phytates and tannins, thereby unlocking essential minerals and enhancing bioavailability. Each batch is produced at HETC's state-of-the-art facility in Hyderabad, reinforcing the brand's commitment to food science and quality.

Mr. Srinivas Garimella, Chairman of Daifuku Intralogistics India Pvt. Ltd. and Co-Founder of HETC Foods, highlighted the larger purpose behind Navdhan. This is not just a product launch; it is about building a movement that aligns with India's push for millets under the Shree Anna initiative. Navdhan aims to make millet consumption easy, scalable, and sustainable at a national level, he said.

The founders noted that while millets are widely recognised as superfoods, their adoption has remained limited due to challenges in preparation and availability at a household scale. Navdhan seeks to bridge this gap by producing sprouted millets at industrial scale while preserving their nutritional integrity.

iD Fresh Food launches preservative-free pancake batter

iD Fresh Food, India's most loved fresh food brand, has announced the launch of its latest innovation- iD Pancake Batter, a ready-to-cook, fresh, zero-preservative batter that brings the joy of soft, fluffy pancakes straight to Indian breakfast tables. Designed especially for families and kids, this launch marks iD's entry into the global breakfast space while staying rooted in its clean-label, preservative-free philosophy.

Unlike conventional pancake mixes that come in powder form and rely on preservatives, iD's Pancake Batter is made fresh- just like homemade batter. The smooth, pourable texture ensures quick and effortless cooking, making breakfast preparation simple, interactive, and fun. The batter is eggless, free from artificial flavours, and made with real ingredients, aligning with iD's commitment to authenticity and health.

iD's deep understanding of local consumer behavior has driven product innovations. For instance, the everyday struggle parents face in balancing health, taste, and convenience led to the creation of iD's pancake batter- marking the brand's foray into child-focused innovation. It's a step toward making clean, kid-friendly breakfasts easier than ever for busy households.

Mr. Rajat Diwakar, Chief Executive Officer (India), iD Fresh Food, said, with iD Pancake Batter, we are extending our commitment to purity and freshness into a breakfast category that has largely relied on dry mixes. As consumer lifestyles evolve, there is a growing demand for products that offer both convenience and credibility and food that is quick to prepare yet uncompromising in quality. This launch is a strategic step in reimagining everyday meals for Indian households, while staying true to iD's promise of clean-label, preservative-free food. The iD Pancake Batter will first be available on quick-commerce platforms across Bengaluru, Delhi NCR, Pune, and Maharashtra, followed by a phased rollout across modern trade and key retail outlets nationwide.

With this launch, iD aims to own the ‘fresh breakfast’ space within the larger pancake category, offering consumers a clean-label alternative to conventional mixes. The move also reinforces iD's long-term vision of becoming a global benchmark for wholesome, preservative-free foods, blending tradition, innovation, and trust.

The product is available in two variants- Classic Pancake Batter and Choco Pancake Batter, priced at ₹75 and ₹120 respectively for a 300g pouch, with a shelf life of 5 days when refrigerated. iD Fresh's pancake batter is a fun, kid-friendly product that makes breakfast interactive, wholesome, and effortlessly easy.



News Briefs

NIFTEM to train Over 2,100 minority youth under PM vikas skill programme



The National Institute of Food Technology Entrepreneurship and Management (NIFTEM), Kundli has been chosen as a Project Implementing Agency (PIA) by the Ministry of Minority Affairs to roll out the government's PM Vikas scheme aimed at empowering youth from minority communities with skill development and livelihood opportunities.

An MoU formalising this partnership was signed recently, marking a significant step toward inclusive growth through targeted skill training in food processing and allied sectors. As an Institute of national importance, NIFTEM-K is among a select group of institutions entrusted with implementing the scheme, which seeks to build market-aligned competencies and link beneficiaries to employment and economic opportunities.

Under the initiative, NIFTEM-K will provide NSQF-compliant skill training to a total of 2,110 beneficiaries drawn from minority communities. Training will be offered in three key categories like multi-skill technician (Food Processing), millet products processor, and assistant baking technician. These courses will be conducted across seven locations spanning four states Jharkhand, Bihar, Punjab, and Haryana ensuring regional outreach and accessibility.

The scheme is designed not only to enhance technical skills but also to facilitate placement and livelihood opportunities through a combination of wage employment, self-employment, and apprenticeships in organised sectors. All beneficiaries will receive certifications from institutions recognised by the Ministry of Skill Development and Entrepreneurship (MSDE) through the National Council for Vocational Education and Training (NCVET), which adds credibility and employability value to the training outcomes.

The project is expected to be launched in January 2026, marking the beginning of a targeted effort to integrate minority youth into mainstream economic activities with relevant skills and structured career pathways.

India approves 551 micro food processing units under PMFME scheme to boost local production

In a significant push to strengthen India's food processing ecosystem at the grassroots level, the Ministry of Food Processing Industries (MoFPI) has approved 551 micro food processing enterprises under the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme, with a credit-linked subsidy support of Rs 45.49 crore. This initiative is part of the Government's ongoing efforts to expand small-scale industrial activity, generate rural employment and add value to agricultural produce.

The approvals were granted across various locations, including the Ambedkar Nagar district of Uttar Pradesh, where eligible micro food processing units are now being supported through financial incentives designed to help entrepreneurs set up and scale operations.

The PMFME Scheme offers credit-linked subsidies to encourage small-scale enterprises engaged in processing, preserving and packaging local food items, thereby improving farm-to-fork value chains.

MoFPI extends financial assistance under multiple schemes, including the Pradhan Mantri Kisan SAMPADA Yojana (PMKSY) and the Production Linked Incentive Scheme for Food Processing Industry (PLISFPI), to promote food processing infrastructure development across the country.

These interventions are part of a wider strategy to formalise and modernise the sector, ensure affordability of credit, and support the establishment of food processing enterprises in designated food parks and rural clusters.

Additionally, the Food Processing Fund (FPF), with a corpus of Rs 2,000 crore set up with NABARD in 2014–15, continues to provide affordable loans for setting up food processing units and allied infrastructure in notified food parks, helping bridge financing gaps for entrepreneurs.

The Government's focus on micro and small food processing units is expected to stimulate local economies, boost employment opportunities, enhance food quality and safety, and promote entrepreneurship among rural and semi-urban communities. As these enterprises expand, they are also poised to contribute to India's broader goal of increasing processed food output and strengthening supply chains nationwide.



LT Foods to Set Up ₹6-Crore Rice Processing Plant in Karnataka



LT Foods Ltd has announced an investment of ₹6 crore to establish a new rice processing facility in Raichur, Karnataka, as part of its strategy to strengthen the supply chain for regional rice varieties.

The upcoming plant will focus on non-basmati rice, such as Sona Masoori and Kolam and will have an initial production capacity of 30,000 metric tonnes per annum. Commercial operations are expected to commence by February 2026, subject to statutory and regulatory approvals. The project will be funded through internal accruals, the company said.

The investment is aimed at deepening LT Foods' presence in the regional rice segment, particularly in southern India, where demand for non-basmati varieties remains robust. Karnataka serves as a key sourcing and consumption market for premium non-basmati rice, with Sona Masoori also witnessing steady demand in Andhra Pradesh, Telangana and export markets catering to the Indian diaspora.

Mr. Ritesh Arora, CEO – India Business & Far East, LT Foods, said the new facility would enhance the company's sourcing and processing capabilities for regional rice and enable more efficient supply chain operations.

LT Foods operates across both basmati and non-basmati rice categories and continues to invest in capacity expansion to support domestic growth and export-led demand.



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