



# FOOD PRO

## Monthly E-Newsletter of All India Food Processors' Association

### Report of 81<sup>st</sup> Annual Conference on “Unscientific Narratives for Processed Foods Not in National Interest: Safeguarding Farmers, Consumers & Industry”, AIFPA Food Safety Awards-2025 & AIFPA Aahar Awards-2026

The All India Food Processors' Association (AIFPA) successfully organized its 81<sup>st</sup> Annual Conference on “Unscientific Narratives for Processed Foods Not in National Interest: Safeguarding Farmers, Consumers & Industry”, “AIFPA Food Safety Awards-2025” & “AIFPA Aahar Awards-2026” bringing together policymakers, scientists, regulators, industry leaders, and key stakeholders from across the food processing sector at **The Imperial, Janpath, New Delhi on 13<sup>th</sup> March 2026**. The event was well, appreciated & witnessed large attendance.

The conference commenced with a welcome address by Dr. Raghav Jadli, President, AIFPA & Business Managing Director, Jadli Foods (India) Pvt. Ltd., who set the tone for the event by emphasizing the importance of collaborative efforts in strengthening India's food processing ecosystem. This was followed by the theme address by Dr. Subodh Jindal, Immediate Past President, AIFPA & Managing Director, Excelsior Food & Chem. Industries, who elaborated on the conference theme, highlighting the challenges posed by unscientific narratives and the need for fact-based dialogue to safeguard the interests of farmers, consumers, and industry alike.

Dr. Neeraj Kharwal, IAS, Managing Director, India Trade Promotion Organisation (ITPO), delivered the inaugural address, highlighting the importance of platforms like AAHAR in promoting innovation and industry collaboration.

Dr. Harinder Singh Oberoi, Director, National Institute of Food Technology Entrepreneurship and Management (NIFTEM), Kundli in his address shared valuable insights on industry growth and innovation.

Mr. Rajit Punhani, IAS, Chief Executive Officer, Food Safety and Standards Authority of India (FSSAI), delivered a keynote address emphasizing the importance of robust food safety systems and the significance of the AIFPA Food Safety Awards.

The conference highlighted the importance of science-based policymaking, evidence-driven regulation, and balanced public discourse to foster innovation, strengthen food safety systems, and ensure sustainable growth in India's food processing industry. The conference also featured an engaging panel discussion moderated by Dr. Prabodh Halde, Chairman, Western Zone, AIFPA with distinguished experts including, Dr. J.P. Dongare, Deputy Agricultural Marketing Advisor, MoFPI, Dr. Sudhanshu, Secretary, APEDA; Mr. Volker Klima, Head of Agriculture & Food Division, Embassy of the Federal Republic of Germany, New Delhi; Mr. Venket Prahlad, S.N.P Associates; Dr. Vineet Shyam, Regulatory Affairs Specialist, Reliance Consumer Products Ltd.; Mr. K.K. Joshi, T&FRAC Chairman, AIFPA and Head – Regulatory Affairs, ITC Ltd.; and Ms. Aditi Tyagi, Consultant, Governance and Reforms Division, NITI Aayog. The panel addressed the conference theme by deliberating on the impact of unscientific narratives on the sector and emphasizing the need for evidence-based communication, robust regulatory frameworks, and informed public discourse.

A key highlight was the AIFPA Food Safety Awards-2025, recognizing organizations across large, medium, small, and micro segments for their commitment to food safety, hygiene, and quality practices. The awards segment featured a Food Safety Award address by Dr. Raghav Jadli, President, AIFPA & Business Managing Director, Jadli Foods (India) Pvt. Ltd., underscoring the importance of maintaining high standards in food safety and encouraging industry-wide excellence. Mr. Kajal Debnath, North Zone Chairman, AIFPA and Chief Regulatory Officer, DFM Foods Pvt. Ltd., preceded the awards with a context-setting and jury introduction, emphasizing the role of such initiatives in strengthening industry standards.

Adding further significance, AIFPA introduced the AIFPA AAHAR Awards-2026, recognizing outstanding exhibitors at AAHAR Expo, ITPO, across categories such as Best Display & Branding Arrangement (3 winners) & Product Innovation-Food Sector (3 winners). The AIFPA AAHAR Awards followed a structured two-stage evaluation process under experts from government, academia, industry, scientific institutions, and subject-matter experts. An initial screening shortlisted top exhibitors based on innovation, presentation, and overall impact, followed by a detailed jury evaluation through on-ground assessment and merit-based scoring. Based on this rigorous process, the top performers in each category were selected and recognized for their excellence.

In addition to the award winners, all exhibitors who participated in Aahar-2026 through AIFPA, were presented with mementos in recognition of their participation, acknowledging their contribution and engagement with AIFPA.

Through these initiatives, AIFPA reaffirmed its commitment to promoting and strengthening the Indian food processing industry, actively contributing to industry development, innovation, and transparency, while supporting the growth and global competitiveness of India's food processing sector.

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# Glimpses of the 81st Annual Conference of AIFPA



Keynote Address by Sh. Rajit Punhani, IAS, CEO, FSSAI



Inaugural Address by Dr. Neeraj Kharwal, IAS, Managing Director, ITPO



Keynote Address by Dr. H.S. Oberoi, Director, NIFTEM



Welcome Address by Dr. Raghav Jadhli, President, AIFPA



Theme Address by Dr. Subodh Jindal, Immediate Past President, AIFPA



Vote of Thanks by Dr. A.K. Tyagi Vice President, AIFPA



Dr. J.P. Dongare, Deputy Agril. Maktg Advisor, MoFPI Chairing the Technical Session



Dr. Sudhanshu, Secretary, APEDA, making his presentation



Sh. Volker Klima, Head of Agril. & Food Division, Embassy of Germany making his presentation



Dr. Prabodh Halde, West Zone Chairman, AIFPA, Moderating the Technical Session



Sh. Venket Prahlad, S.N.P. Associates making his presentation



Sh. K.K. Joshi, Head-Regulatory Affairs, ITC Ltd. making his presentation



Ms. Aditi Tyagi, Consultant, Governance & Reforms Division making her presentation



View of Delegates



View of Delegates

# Glimpses of the AIFPA Food Safety Awards-2025



Aarkay Food Products Ltd. receiving the Brave Commitment Award in the Medium Category



Annapurna Hing Pvt. Ltd. receiving the Big Contribution Award in the Micro Category



Hilo Makhbaz receiving the Excellent Performance Award in the Micro Category



Fino Foods Pvt. Ltd. receiving the Excellent Performance Award in the Small Category



Ameya Foods Pvt. Ltd. receiving the Big Contribution Award in the Small Category



Chaitanya Agro Biotech Pvt. Ltd. receiving the Brave Commitment Award in the Small Category



RN Galla Family Pvt. Ltd. receiving the Excellent Performance Award in the Medium Category



DFM Foods Ltd. receiving the Big Contribution Award in the Medium Category



Qoot Foods Ltd. receiving the Brave Commitment Award in the Micro Category



Mother Dairy F&V Pvt. Ltd. receiving the Excellent Performance Award in the Large Category



Haldiram Snacks Food Pvt. Ltd. receiving the Big Contribution Award in the Large Category



Pravin Masalewale receiving the Brave Commitment Award in the Large Category

## Glimpses of the AIFPA-Aahar Awards-2026



Healthily Foods Co. (Roastum) receiving the Award in the Innovative Product (Food Sector) Category



La Pyramid Hotel Pvt. Ltd. receiving the Award in the Design & Display Category



Jadli Foods India Pvt. Ltd. receiving the Award in the Innovative Product (Food Sector) Category



Plast India Packaging Pvt. Ltd. receiving the Award in the Design & Display Category



Halani Foods Pvt. Ltd. receiving the Award in the Innovative Product (Food Sector) Category



Kaypee Food Products receiving the Award in the Design & Display Category

## AAHAR 2026 (10-14 March, 2026)

### CONCLUDES ON A SUCCESSFUL NOTE

All India Food Processors' Association (AIFPA) as one of the Co-Associates of India Trade Promotion Organisation (ITPO) is take this opportunity to thank ITPO for providing the platform of AAHAR for show casing the food industry value chain in MSME & large sector.

AAHAR is the premier FOOD AND HOSPITALITY FAIR of the ITPO, the 40<sup>th</sup> edition of AAHAR is an historic event spread over an area of 1,15,000 sq.mtr. with participation from 1800+ exhibitors. Overseas participation from 18 countries with 100 nos. foreign exhibitors reveals that India is a mega hub for food and hospitality sector. Exhibitors from India and abroad expressed their satisfaction over the business response, tie-ups, networking and joint ventures in the fair. As per the preliminary feedback received around 1,60,000 nos. business visitors from different parts of India and the rest of the world. AIFPA help to mobilize participation in AAHAR-2026 from industry all over the country. It is pleasure to mention that **85 constituent members of AIFPA** exhibited their products in an area of about **2291 Sqm.** This exhibition facilitates networking in this sector particularly B2B buyers and exporters. AAHAR is expected to a centre stage in times to come.

The fair has been organized by the ITPO with support of the Ministry of Food Processing Industries, Government of India & APEDA along with leading industry bodies such as AIFPA, ARCHII, CIFT, FHSAI, FIFHI, FIFI, FIWA, HOTREMAI, ICMA, KREMAG and OSTP.

#### List of Companies participated through AIFPA

Sr. No.	Company Name	Sr. No.	Company Name
1	BHAYANI FOODS PRIVATE LIMITED	44	AVNFLEX PACKING PRIVATE LIMITED
2	3M INDIA LIMITED	45	MATCHLESS MACHINE TOOLS
3	SHIVAAY DRY NUTS	46	ONECERT INTERNATIONAL PVT. LTD.
4	AACHARAN ENTERPRISES PVT. LTD.	47	NAVNATH SPICES PRIVATE LIMITED
5	VC NUTRI FOODS PRIVATE LIMITED	48	LIFESTYLE FOODS PRIVATE LIMITED
6	HALANI FOODS PVT LTD	49	EMAMI AGROTECH LTD
7	KAY PEE FOOD PRODUCTS	50	JADLI FOODS INDIA PRIVATE LIMITED
8	TCON FOOD PRODUCTS LLP	51	REDPLUM PVT LTD
9	DOLLY INDUSTRIES	52	LA PYRAMID HOSPITALITIES PVT LTD.
10	AAKRITI SUPAR SNACKS PVT LTD	53	UPSTABLISH FOOD TECHNOLOGIES PRIVATE LIMITED
11	S K FLORESCENCES PRIVATE LIMITED	54	SAVOUR INDIA PVT LTD
12	A D MAAX	55	MERRY FOOD
13	OROR FLAVOURS AND CHEMICALS PVT. LTD.	56	GANESH PRODUCTS PVT LTD
14	NORTE EUROCAO INDIA PRIVATE LIMITED	57	TRIMURTI ENTERPRISES
15	MIANA FOODS	58	GULATI OILS INDIA PRIVATE LIMITED
16	HEALTHILY FOODS CO. (ROASTUM)	59	FOOD SOLUTION INDIA LIMITED
17	OZONE PROCON PRIVATE LIMITED	60	BISFLO SOLUTIONS
18	CNN FOODS	61	FRESH FOOD CONCEPTS PVT LTD
19	THE SPOTTED COW FROMAGERIE	62	CENTAUR FOODS INTERNATIONAL LLP
20	OMKRAFT	63	FOOTANI FOODS PRIVATE LIMITED
21	HERSHEY INDIA PVT LTD	64	BIKANERVALA FOODS PRIVATE LIMITED
22	TOPCAN BEVERAGES	65	ANMOL INDUSTRIES LIMITED
23	HAWTEA INDIA PVT LTD	66	B.L. TEA INDUSTRIES
24	FANIDHAR MEGA FOOD PARK PVT. LTD.	67	AMRIT CORP LTD UNIT AMRIT FOOD
25	PLAST INDIA PACKAGING PVT LTD	68	APEEJAY TEA LIMITED
26	PERFECT PACK	69	SANKALP RECREATION PVT LTD
27	SHAKO FLEXIPACK PVT. LTD.	70	GREENDOT HEALTH FOODS PVT. LTD.
28	ECOPACK INDIA PAPER CUP PVT. LTD.	71	PMV NUTRIENT PRODUCTS PVT LTD
29	CILICANT PRIVATE LIMITED	72	VENTOTA GLOBAL INGREDIENTS
30	AVI GLOBAL PLAST	73	RPC FOODS PVT LTD
31	NAVATA ENTERPRISE LLP [STREETBITZ®]	74	GREEN FIBRE FOOD INDIA PVT LTD
32	RATHI POLYMERS	75	STERN INGREDIENTS INDIA PVT LTD
33	AAROHI PRINTPACK	76	MAHA CAUVERY EXPORT
34	CUPS AND MOULDS LLP	77	RAJ CUTLERY
35	DUGAR POLYMERS LIMITED	78	SHREE SHYAM INDUSTRIES
36	PURPLE COMPANY	79	MUNILAL TANDOOR
37	SARVODAYA COMPANY	80	CUMINCO KITCHENWARE PRIVATE LIMITED
38	VENKYS (INDIA) LIMITED	81	BREW DRIVER PRIVATE LIMITED
39	APPLE FLEXIPACK PVT LTD	82	SWIFT INTERNATIONAL
40	PNM KATYANI PACKAGINGS PVT LTD	83	KTX ENGINEERING LLP
41	INVO PACK PVT LTD	84	CHAUDHRY INTERNATIONAL
42	MOMENTUM ELASTOMERS	85	R K STUDIO POTTERIES
43	SEVEN HILLS FOODS PRIVATE LIMITED		



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## Regulatory & Food Safety Updates

### FSSAI makes registration & licensing must for all independent milk producers and vendors



The Food Safety and Standards Authority of India (FSSAI) has issued an advisory making registration and licensing mandatory for all independent milk producers and vendors.

The directive targets individuals and entities operating outside the umbrella of registered dairy cooperative societies. Under the new mandate, any milk producer who is not a member of a cooperative or does not sell their entire yield to one vendor, must obtain a valid FSSAI registration or licence before continuing operations.

All milk producers (other than those who are registered members of a dairy cooperative society under Cooperative Societies Act and supplies or sells the entire milk to the Society) and milk vendors are hereby advised to mandatorily register themselves with FSSAI, before commencing or continuing their operations, reads the advisory.

As per FSSAI, recent incidents involving suspected adulteration of milk across the country, strict compliance with registration/licensing requirements shall be ensured. And to facilitate compliance, 'state authorities' have been directed to launch special registration drives within their jurisdictions.

Enforcement authorities of Central and all States/UTs are requested to direct the concerned Designated Officers /Central Licensing Authorities and Food Safety Officers to verify that all such milk producers and milk vendors possess a valid Registration Certificate or Licence, as applicable, the advisory added.

Additionally, the FSSAI has urged the state authorities to inspect milk chillers (used by the milk producer/milk vendors) periodically to ensure proper storage temperature and necessary requirements of the chiller are maintained at all time, so as to prevent spoilage and safeguard public health. Further, the food authority directs the states to take 'appropriate' action in cases of non-compliance.

This order reinforces a previous directive issued in December 2025, which established a 'special enforcement drive' for all milk and milk products. Under these rules, enforcement agencies must submit Action Taken Reports (ATRs) on a fortnightly basis, specifically by the 15th and the end of each month, to ensure continuous monitoring.

### FSSAI introduces 'dynamic risk-based' inspection framework in a reformed approach

The FSSAI has introduced a series of regulatory reforms with respect to inspection and audit of the food business. These include a new 'dynamic risk-based' inspection framework based on a data-driven approach to inspections and audits under Sub-Regulation 2.1.17 of the Food Safety and Standards (Licensing and Registration of Food Businesses) Amendment Regulations, 2026.



As per the notification, the Food Authority may provide a scheme of periodic inspection and food safety audit of the food businesses and the regulations also mandate the food business operator to grant access to the auditor and provide all records requested by them.

Frequency and nature of inspections shall be determined through a dynamic risk-based mechanism, type of food business, past compliance history, third-party audit results and risk category of food handled, reads the notification issued by the FSSAI.

The Food Authority also now holds the power to mandate that Food Business Operators (FBOs) undergo audits by recognised private agencies and the financial burden for these audits falls squarely on the business owners.

The food business operator, on the direction of the Commissioner of Food Safety or the Food Authority, shall be required to get a food safety audit done by a third-party auditing agency or auditors recognised by the Food Safety and Standards Authority of India, at its own cost, the notification added.

The regulation also decentralises the planning process with Commissioner of Food Safety in each jurisdiction is now tasked with developing specific inspection plans based on localised risks.

The notification added that the Commissioner of Food Safety should plan for periodic inspections of food businesses in the respective jurisdiction on the basis of risk associated with food and the establishment. And, the jurisdictional food safety officer or any officer specifically authorised by the Commissioner of Food Safety for this purpose will carry out inspection of the registered or licensed food business operators periodically or as decided by the Commissioner of Food Safety as specified under Clause (3) of these regulations.

## FSSAI notifies 2026 Amendment Regulations changing how food businesses operate



Following a review by a NITI Aayog High-Level Committee, the Food Safety and Standards Authority of India (FSSAI) has officially notified the 2026 Amendment Regulations, fundamentally changing how food businesses operate across the country.

The new rules aim to reduce the compliance burden on small-scale entrepreneurs while maintaining rigorous safety standards through a risk-based oversight model, wherein the 'Registration' category, previously reserved for very small operations, has been expanded to include businesses with an annual turnover of up to Rs 1.5 crore.

And 'Businesses' earning between Rs 1.5 crore and Rs 50 crore will now fall under the 'State Licence' category, while the 'Central Licence' bracket will apply only to those exceeding ₹50 crore.

This change in regulations is set to take effect on April 1, 2026. The FSSAI, in a statement, said that based on recommendations of NITI Aayog's High Level Committee on Non-Financial Regulatory Reforms and subsequent approval of Food Authority and Ministry of Health and Family Welfare, the Food Safety and Standards Authority of India has notified the Food Safety and Standards (Licensing and Registration of Food Businesses) Amendment Regulations, 2026, relating to provisions for addressing dual compliance requirements for registration of street food vendors, perpetual validity of FSSAI registration and licence subject to risk-based inspections and enabling provisions for specifying turnover thresholds and other categorisation criteria by the Food Authority.

Meanwhile, by broadening these limits, the regulator is effectively moving thousands of small and medium enterprises out of complex licensing queues and into a more streamlined registration process.

Beyond the financial shifts, the 2026 amendments introduce 'perpetual validity' for FSSAI registrations and licences. This decision eliminates the need for periodic renewals, which has long been a source of administrative fatigue for Food Business Operators (FBOs). However, this permanent status is not unconditional and it is strictly tied to a new system of risk-based inspections.

In a statement issued by CAIT Secretary-General and Member of Parliament, Mr. Parveen Khandelwal, granting perpetual validity to FSSAI licences and registrations is a historic reform, which clearly reflects the Government's commitment to promoting ease of doing business.

He noted that the requirement of renewing licences every year or periodically has long been a complicated and time-consuming exercise, which often created unnecessary hurdles for businesses and sometimes led to delays and corruption in the system. The new system of perpetual licences will remove such roadblocks and significantly simplify compliance requirements for food business operators, said Khandelwal.

### Notified labs told to mandatorily follow and comply with lab regulations 2018



The national food regulator FSSAI has issued a directive to all notified food testing laboratories across the country, to mandatorily follow and comply with the obligations as mentioned in Regulations 9 of the FSS Recognition and Notification of the Laboratories Regulations 2018.

The direction came following observations that several facilities were failing to meet their statutory obligations and the move aims to tighten the grip on food safety monitoring by enforcing strict digital transparency and standardised testing protocols.

As per FSSAI, the laboratories notified under Section 43 of the FSS Act are legally bound by specific operational mandates. However, recent audits revealed significant lapses in compliance, prompting the regulator to issue an immediate enforcement order.

The food regulation directed the notified labs to upload all test reports to the InFoLNet portal without delay. Furthermore, their digital profiles, including accreditation validity, manpower details (Food Analysts), contact and analytical capacity and so on must be kept accurate on a real-time basis.

Secondly, the labs have been asked to conduct the tests/analysis strictly using validated methods prescribed by FSSAI and which must remain within the specific scope of accreditation granted by the NABL. And, finally the labs were directed to comply with the test report format prescribed by the food authority under the FSS rules and no deviations are permitted. In case of continued non-compliance, appropriate action may be initiated as per the provisions of the FSS Act, the authority warned in its order.

## New Launches

### Pluckk Launches Guilt-Free Tomato Ketchup, Strengthens Clean-Label Portfolio



Pluckk has expanded its clean-label product range with the launch of a guilt-free tomato ketchup, targeting urban Indian households seeking healthier everyday food choices.

The company said the new ketchup is produced in small batches using real tomato paste and replaces refined sugar with jaggery for natural sweetness. Positioned as a low-calorie alternative, the product is free from preservatives, artificial thickeners, xanthan gum and additives such as sodium benzoate, which are commonly used in conventional ketchup brands.

Pluckk said the launch aims to introduce greater transparency and cleaner ingredients in a category that has traditionally received limited consumer scrutiny. The brand has focused on retaining the familiar taste of classic ketchup while eliminating additives that often raise health concerns, particularly among families with children.

Mr. Pratik Gupta, Co-founder and CEO of Pluckk, said ketchup is a staple in most households but is rarely examined for ingredient quality. He added that the company's goal was not to reposition ketchup as a health product, but to make it cleaner and more honest without compromising on taste.

The product has been competitively priced to ensure affordability for daily consumption. According to the company, the launch reflects evolving consumer behaviour, especially among Gen Z shoppers who increasingly prioritise health benefits, ingredient transparency and verified claims over traditional brand loyalty. Pluckk noted that quick-commerce platforms are emerging as preferred shopping channels for younger consumers seeking convenience and informed purchasing decisions. Pluckk's guilt-free tomato ketchup is currently available on the brand's official website and on Amazon India.

### Apis India's Misk launches Masala Dates

Apis India's MISK has launched its newest innovation - Masala Dates in New Delhi. It's a savoury spin on a traditional superfood-on-the-go that brings three punchy Indian masala profiles - Achari, Imli (tamarind) and Chilli-Lime to deseeded, sliced dates.



Traditionally consumed in their whole form, dates often require preparation such as deseeding or cutting before consumption. Recognising this friction and the growing consumer interest in flavour experimentation, Apis India has introduced Masala Dates as a value-added, sweet-savoury innovation in the category. The range is designed for immediate consumption and flavour exploration, offering an alternative to sugary and fried snacks.

Unlike conventional date products that largely remain in their natural sweet format, Masala Dates is an innovation that introduces a differentiated flavor dimension. It combines the natural sweetness of dates with bold Indian spice blends to create a snack that stands apart from typical offerings in the segment.

Masala Dates pairs the natural energy and nutritional profile of dates with bold spice blends created for snacking, topping and quick recipe uses. The product is seedless, pre-sliced and ready to eat, making it easy to add to breakfast bowls, chaat, salads, or to enjoy straight from the pack as an on-the-go savoury bite.

The launch expands the company's clean-nutrition and value-added portfolio and is aimed at consumers who are curious about flavour, time-pressed, or looking for healthier substitutes to conventional snacks. The de-seeded format is intended to reduce handling time and broaden usage occasions across households and on the move.

Commenting on the launch, Amit Anand, Managing Director, Apis India, said, we are excited to present this latest innovation to consumers. We developed Masala Dates to address everyday convenience and healthy choices without moving away from familiar Indian flavour profiles. The range is intended for consumers who want ready-to-use options that fit into modern routines while offering distinct taste choices.

Masala Dates will be rolled out PAN India through retail shops, leading modern trade stores and major e-commerce platforms in coming weeks.

## ITC Launches Iron-Fortified Salt to Tackle Anemia in India



ITC Limited has introduced Aashirvaad Iron Shakti Salt, a fortified product aimed at addressing widespread iron deficiency and anemia in India.

Launched under its Aashirvaad portfolio, the salt is enriched with both iron and iodine, allowing consumers to incorporate essential micronutrients into everyday meals without altering taste. The company said one teaspoon (5g) of the product can provide about 25% of the average daily iron requirement, in line with guidelines from the Indian Council of Medical Research–National Institute of Nutrition.

India continues to face a high burden of anemia, with national surveys indicating that a majority of children, adolescent girls, and women are affected. Iron deficiency, a key contributor, impacts energy levels, immunity, and cognitive development.

The company highlighted that the product is designed to address gaps in typical diets, where adequate intake of iron-rich foods remains a challenge. According to ITC, the iron content in a teaspoon of the salt is comparable to that found in a serving of spinach, offering a convenient alternative. Mr. Anuj Rustagi, Business Unit Chief Executive, Staples, ITC Ltd, said the initiative builds on learnings from ITC's nutrition programme aimed at reducing anaemia through fortified foods. The product has been initially rolled out in Bengaluru at an MRP of Rs. 30 and is currently available in retail stores.

## Ice Cream Works introduces 'Zero Sugar Added'

The House of Ice Cream Works has introduced its newest range; Ice Cream Works Zero Sugar Added a product that redefines guilt-free indulgence for today's health-conscious consumer. In an era where mindful eating is becoming a lifestyle, this launch brings together clean ingredients, natural sweetness, and the signature creamy decadence that ICW is known for.

As a brand, we have always believed in evolving with the times while staying true to our commitment to quality and taste, says Mr. Rishi Chona, Founder, Ice Cream Works. With zero sugar added, our vision was to create a product that aligns with today's health-conscious lifestyle without compromising on indulgence. It represents a new chapter for Ice Cream Works- one where innovation, purity, and pleasure come together seamlessly.

The idea for this range stemmed from a simple insight: consumers today are increasingly aware of what they eat but are unwilling to compromise on taste. With Zero Sugar Added, the brand set out to create a product that tastes just as indulgent as its classic offerings, only cleaner, lighter and better for you.

What truly sets Ice Cream Works Zero Sugar Added apart is its commitment to purity and taste. The range is crafted using 100% natural sugar substitutes such as Stevia and monk fruit are zero-calorie, plant-based sweeteners that do not raise blood sugar levels and have a zero glycemic index. Monk fruit contains natural antioxidant compounds and both are free from artificial sweeteners. Each flavour has been developed to deliver indulgence without guilt, with the same creamy mouthfeel ICW fans love. Signature innovations include unique creations like the Three Berries Ice Cream, alongside a mix of classic favourites and refreshing new flavours.

Designed for health-conscious millennials and Gen Z consumers, fitness enthusiasts, and those managing dietary restrictions like diabetes, this range appeals to anyone seeking healthier alternatives without giving up on taste. The collection is available across all formats dine-in, takeaway, and delivery - making it easy for everyone to experience guilt-free indulgence.



## Nutrica expands wellness portfolio with launch of peanut butter range



Nutrica has announced its foray into the peanut butter category with the launch of Nutrica Peanut Butter. The range marks the brand's next step toward building a complete wellness portfolio that combines taste, quality, and functionality to support everyday health goals.

Available in two variants, Crunchy and Creamy, the new peanut butter range offers a healthy snacking option for everyday fitness, making nutrition simple and enjoyable. Fitness is not limited to gyms or just one individual, it's a daily habit the whole family can adapt, from children to elders. Replacing regular spreads with peanut butter becomes a small, easy switch that gives everyone at home a healthier option and creates a big, long-term difference in overall

lifestyle. Both variants are high in protein, rich in fibre, made from 100% vegetarian ingredients, and contain no artificial preservatives, making them a wholesome, energy-dense choice for active lifestyles.

## Bonn Group unveils flavoured bread range to redefine everyday tea-time



In a category-first move set to redefine everyday consumption, Bonn Group of Industries has announced the launch of three innovative flavoured breads including Bonn Lehsuni Tadka Bread, Bonn Missi Bread and Bonn Digestive Ajwain Jeera Bread that brings a bold Indian twist to the traditional bread segment.

The company said that it is reimagining snack timer special chai-time with bold and desi Indian flavours & expanding the bread category into new consumption occasions. Traditionally seen as a neutral base, bread is now being reimagined with strong desi flavours and functional benefits. With this launch, Bonn Group aims to bridge the gap between bread and roti-based consumption, tapping into familiar taste profiles while introducing convenience and novelty.

Mr. Amrinder Singh, Director, Bonn Group, said, we believe innovation is the key to unlocking the next phase of growth in the bakery category. With these flavoured breads, we are introducing a new way of experiencing bread. By bringing familiar Indian flavours into a modern format, we aim to create excitement, drive experimentation, and expand the category into new territories like the roti segment. This is just the beginning of how diverse and dynamic bread can become in India.

## Satchmo Foods launches ready-to-cook range

Satchmo Foods, a diversified food company offering high-quality packaged foods, snacks, and ready-to-cook/eat favourites, announced the launch of its new ready-to-cook range, aimed at providing fresh, homemade-tasting staples at scale while maintaining hygiene, quality, and affordability.

The launch addresses a key consumer challenge, as many people struggle to access fresh, homemade-quality food without investing considerable time in preparation or turning to overpriced or overly processed alternatives. It bridges this gap by offering products that combine homemade taste, consistent quality, clean ingredients, and affordability, catering to both B2B and planned B2C consumers.



It differentiates itself from existing alternatives by offering superior value pricing, homemade taste and texture using traditional preparation methods, consistent quality for institutional buyers, and a careful balance of freshness, clean ingredients, and affordability. All products are minimally processed, preservative-free, and made with carefully selected ingredients, ensuring hygiene, safety, and authentic homemade taste.

Mr. Ramesh Karur, Executive Director of Satchmo Foods, said, our Ready-to-Cook range addresses the everyday need for convenient, wholesome, and hygienic food, whether at home or in institutional kitchens. With this launch, we are focused on delivering consistent, homemade-quality food at a price point that offers real value, without compromising on taste, hygiene, or ingredients. We remain committed to serving both retail consumers and institutional partners with solutions that balance quality, affordability, and reliability at scale.

## Skyway launches India's first protein milkshake with monk fruit & Ashwagandha

Skyway has entered India's ready-to-drink (RTD) nutrition segment with the launch of Cloud Shake, positioned as the country's first protein milkshake sweetened with monk fruit and formulated with KSM-66 Ashwagandha.

The product contains 26 grams of complete protein per serving, making it one of the highest-protein RTD shakes currently available in the Indian market. Unlike conventional protein beverages that rely on artificial sweeteners or sugar alcohols, Cloud Shake uses monk fruit, a plant-based sweetener that delivers sweetness without added sugar or calories.



The formulation also incorporates prebiotic fibre for gut health, Omega-3 fatty acids to support inflammation management, and KSM-66 Ashwagandha, a clinically studied adaptogen associated with stress balance. In addition, a blend of spinach, moringa and wheatgrass has been included to enhance micronutrient content without altering taste or texture.

Skyway said the product has been developed to address protein deficiency and rising lifestyle-related health concerns, while maintaining taste and convenience. Cloud Shake is designed for multiple consumption occasions, including breakfast on-the-go, post-workout recovery, mid-day snacking and dessert alternatives. According to the company, the product contains no artificial sweeteners, added colours, flavours, dates or fruit concentrates commonly used for sweetness enhancement in the category.

With its entry into the functional nutrition market, Skyway aims to expand into additional science-led, clean-label categories aligned with evolving consumer demand for healthier yet indulgent everyday options.

### Odisha now offering Rs 5 cr to open Odia cuisine restaurants across India



The Government of Odisha has launched a major initiative to promote authentic Odia cuisine nationwide by offering financial assistance of up to Rs 5 crore for setting up Odia restaurants.

This is part of the revised tourism policy 2026 where the state will provide capital investment up to Rs 5 crore per restaurant and the extra operational cost support for up to 3 years including electricity expenses. For the restaurants to be set up in Odisha, the Department of Tourism's, eligible capital expenditure (CAPEX) components are furnishing, interior, kitchen equipment, repair, renovation of existing restaurants.

In the first phase, these restaurants are planned to be open in Delhi, Mumbai, Bengaluru and Chennai, said the officials familiar with the development. There will be up to 5 restaurants per city. Even in the tourist destinations of Agra, Varanasi, Goa, Kochi and Jaipur, it will be 2 restaurants per location. For restaurants coming up in either metros or tourist spots, the eligible CAPEX comprises furnishing, interior and kitchen equipment.

The key aim is to promote Odisha's rich culinary heritage covering across temple food, coastal dishes, tribal cuisine, pithas and so on. The move will encourage private investors and entrepreneurs to enter the hospitality sector. The restaurants are expected to signal authentic Odia culture through food, design, and overall dining experience.

The CAPEX disbursement schedule will be in three instalments. Under the first instalment, 50 percent will be disbursed, one year after the CoD (cash on delivery). The second and third instalment will be 25 percent each. The Department of Tourism will also provide operational expenditure linked to electricity charges and SGST (state goods and services tax). For the first year, reimbursement will be two times of monthly electricity charges. In the second and third year, reimbursements are monthly electricity changes and SGST. The overall monthly cap is limited to Rs 2 lakh per unit per month.

For restaurants outside Odisha, it will be a 3-year support where the reimbursement will be two times of monthly electricity charges. Here too, the total reimbursement will be limited to maximum Rs 2 lakh per unit per month. Mr. Chetan L Hanchate, CEO, Centre for Processed Foods (CPF), which offers consultancy, said the Odisha Government needs to be complemented for coming out with a new concept promoting State owned authentic and traditional sweets and savouries.

If these Odia cuisine restaurants are set up while properly adhering to food safety regulations, hygiene standards, licensing norms, and quality control, then it can preserve and promote regional heritage. Odia cuisine is deeply rooted in temple traditions like the food of Jagannath Temple and home-style cooking. Restaurants can bring this rich, lesser-known cuisine to a wider audience, added Hanchate.

Following regulations ensures customer confidence, making it easier to expand into chains or franchises across cities. "Compared to more mainstream Indian cuisines, Odia food like Dalma, Chhena Poda, Pakhala Bhata is still underrepresented and it creates an opportunity for differentiation," he said. Authentic Odia cooking relies on regional produce, which can strengthen local supply chains. Also food is a major entry point into culture and well-run restaurants can spark interest in Odisha's traditions, festivals, and history, Hanchate noted.

All said, compliance reduces legal risks, improves operational efficiency, and attracts investors and partnerships. Further, the techno financially viable model will encourage restaurant entrepreneurships, according to Hanchate.

### CSIR develops Mobile Fruit & Vegetable Processing Unit for Northeast to Cut Post-Harvest Losses

The CSIR-Central Food Technological Research Institute has developed a Mobile Processing Unit (MPU) for the North Eastern region to enable on-site processing of fruits and vegetables and reduce post-harvest wastage. The unit has been designed for the North East Centre for Technology Application and Research, an autonomous institute under the Department of Science and Technology, Government of India.



The mobile unit was inaugurated in Meghalaya by Governor, Sh.C.H. Vijayashankar in the presence of NECTAR Director General, Dr. Arun Kumar Sarma and CFTRI Director, Dr. Giridhar Parvatam.

According to officials, the primary aim of the mobile processing facility is to minimise the large-scale wastage of fruits and vegetables in the Northeast by enabling processing at the farm level, particularly for small and medium farmers who lack access to fixed processing infrastructure.

The MPU is designed to function as a processing unit on wheels, allowing farmers and producer groups to convert fresh produce into value-added products such as pulp, juice, beverages, canned foods, dehydrated items, pickles, and jams. Besides reducing losses, the initiative is expected to create new income opportunities and promote entrepreneurship in rural areas.

Officials stated that the project will also include skill development and training programmes to help local farmers and youth learn fruit and vegetable processing techniques and develop small-scale food businesses based on locally grown produce.

The project was funded and coordinated by NECTAR, while the unit was engineered by the Food Engineering and Technology Transfer divisions of CFTRI. Scientists associated with the project included Dr. Umesh Hebbar, Dr. Aashitosh A. Inamdar, and Punil Kumar H. N. from CSIR-CFTRI, who were present during the launch event.



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M:- 09411897007  
E-mail:- tushar@sialindia.in



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**Mr. Vicky Menezes**  
M:- 9833365374  
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M:- 07498967629  
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