


# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association





## AIFPA DELEGATION MEETS MINISTRY OF COMMERCE ON STRENGTHENING INDIA'S MANGO PULP SECTOR


A strategic dialogue on positioning Indian mango pulp as a national agri-her heritage asset and enhancing its domestic and global presence.

 A delegation of the "AIFPA Mango Pulp Industry Forum (AMPIF)", led by Dr Raghav Jadli, President, AIFPA, met the Economic Advisor (Joint Secretary), Ministry of Commerce, New Delhi, to discuss key issues concerning the mango pulp industry. The meeting focused on the sector's challenges, potential solutions, and the way forward to strengthen industry growth and exports.

The delegation emphasised that the Indian mango sector should not be viewed merely as an agricultural commodity segment, but as a matter of India's agricultural heritage, national identity, farmer sustainability, and global soft power.

 India possesses a unique natural advantage in mango cultivation with unmatched diversity, quality, taste profiles, climatic suitability, and production scale, which are difficult to replicate globally.


 Indian Mango pulp represents a strategic agri-resource comparable to the manner in which India has successfully positioned and protected Basmati rice in international markets.

 While substantial policy, branding, and promotional support have been extended to sectors such as Basmati, spices, tea, coffee, and millets, a similar integrated national mission for "Mango Pulp & its value-added Products " promotion is yet to emerge.



 STRENGTHENING FARMERS

 PROMOTING HERITAGE

 EXPLORING GLOBAL MARKETS

### Key Recommendations:

The delegation urged the Government to consider a long-term "Indian Mango Pulp & its Value-added Products promotion & Consumption mission" involving:


 Global branding campaigns for Indian mango and mango pulp

 Domestic consumption promotion initiatives


 Institutional support for value-added mango products

 International market access facilitation

 Integration with tourism, food diplomacy, and cultural promotion initiatives

 India must proactively protect and promote mango as a national agri-her heritage asset before losing long-term global competitive advantage.



 The department appreciated the broader perspective presented by the delegation and advised that these aspects may also be formally submitted to APEDA for further deliberation and possible policy support.

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### Driving Growth in India's Mango Pulp Industry: AMPIF-APEDA Initiatives



A delegation of AIFPA Mango Pulp Industry Forum (AMPIF), led by Dr Raghav Jadli, President AIFPA, met Chairman APEDA & senior officials of APEDA on 22<sup>nd</sup> May, 2026, to discuss global promotion, export business growth and opportunities & issues in the mango pulp industry.

APEDA agreed to (a) AIFPA's suggestion to promote Mango Pulp and RTD / RTE products made thereof, in all the “mango promotion” events to be organised by APEDA abroad (b) to include wet sampling of items made using mango pulp at APEDA Pavilion in International exhibition abroad and (c) indicated willingness to accept our proposal of providing concession to mango pulp exporters for participation in

APEDA pavilion in International exhibition(s). Further, Chairman, APEDA suggested Mango pulp industry participation in APEDA pavilion in internal exhibitions being participated by APEDA at the U.S.A, Australia & Russia during FY 2026-27.

APEDA official from New Delhi will visit Mango Pulp cluster in South India along with AIFPA, to scale up the export of mango pulp and other mango products. It is understood that APEDA is likely to invite global buyers during World Food India (WFI) regional editions, towards export promotion of food products.



The matter of RoDTEP arrears of mango pulp exporters stuck in Chennai Port Customs was raised with concern. APEDA agreed to look into and take up the matter with the authorities again.

The meeting was successful, and APEDA is now expected to include mango pulp export promotion consistently.

**About AMPIF:** AIFPA Mango Pulp Industry Forum (AMPIF) is committed to promoting sustainable growth, enhancing exports, addressing industry challenges, and supporting policy advocacy for the sector. With a vision to establish India as a global leader in mango pulp and processed mango products, AMPIF strives to foster collaboration, innovation, and strategic partnerships to unlock new opportunities for the sector. Through collective efforts and constructive industry–government engagement, the Forum seeks to build a stronger, more resilient, and globally recognised Indian mango pulp industry for the future.

## Regulatory & Food Safety Updates

### Supreme Court Seeks Explanation from Centre, FSSAI Over Food Safety Enforcement Gaps



The Supreme Court has sought responses from the Centre, the Food Safety and Standards Authority of India (FSSAI) and the Comptroller and Auditor General (CAG) on the need for a nationwide audit of the implementation of food safety regulations, highlighting concerns over enforcement failures and public health risks.

A bench comprising Justices Vikram Nath and Sandeep Mehta issued notices to the Ministry of Health and Family Welfare, the Ministry of Consumer Affairs, Food and Public Distribution, and other authorities while hearing a public interest litigation (PIL) that questions the effectiveness of the country's food safety framework.

The court's intervention comes amid growing concerns over food adulteration, misleading labeling, unsafe packaging practices and weak enforcement of food safety standards across the country. The petition seeks greater accountability in the implementation of the Food Safety and Standards Act, 2006, and calls for a comprehensive review of the existing regulatory system.

Filed by public health advocate Aniruddha Narayan Malpani, the PIL alleges several shortcomings in the current framework, including inadequate penalties for violations, shortages of food safety officers, insufficient laboratory infrastructure, delays in adjudication of cases, poor recovery of penalties and irregularities in licensing and registration procedures.

The petitioner argued that existing penalties are often too low to act as an effective deterrent, particularly for large food businesses. The plea urged the court to consider linking penalties to a company's turnover, ensuring that punishments are proportionate to the scale of operations and the severity of violations. The PIL also seeks the creation of a dedicated digital platform through which citizens can report food safety violations, making it easier for consumers to raise concerns and enabling authorities to respond more efficiently.

The court's observations gain significance at a time when food safety has come under increased public scrutiny, with several recent complaints involving food contamination, misleading product claims and poor hygiene practices attracting widespread attention. The petition relies in part on findings from a 2017 CAG report, which identified multiple weaknesses in the implementation of food safety regulations. These included shortages of food safety personnel, non-functional laboratories, incomplete testing of food samples, delays in legal proceedings and inadequate enforcement mechanisms.

By seeking explanations from the concerned authorities, the Supreme Court has signaled its concern over whether the current regulatory framework is adequately protecting consumers. The responses from the Centre, FSSAI and CAG are expected to determine whether a nationwide performance audit of food safety implementation will be undertaken. The case is likely to have far-reaching implications for India's food safety regime, potentially leading to stricter oversight, stronger enforcement measures and greater transparency in the regulation of the food industry.

(Source:- Agro & Food Processing)

### Officials seize artificially coloured fennel seeds during surprise raid in Gujarat

Food safety officials in Gujarat have unearthed a massive food adulteration racket, seizing over 3,500 kilograms of artificially coloured fennel seeds (saunf) during a surprise raid. The targeted crackdown took place at a factory located in the prominent spice trading hub of Unjha in the Mehsana district.



According to reports, acting on a tip-off, the state's food safety department discovered that the facility was operating illegally without a valid FSSAI licence. Investigators caught the operators blending low-grade, stale fennel seeds with a hazardous, non-edible green chemical dye. This process was intentionally used to give the inferior produce an unnaturally vibrant green appearance, mimicking high-quality, premium seeds to deceive consumers.

Alongside the 3.5 tonnes of adulterated spice, authorities confiscated nearly 140 kilograms of the raw chemical dye. Reports added that samples have been dispatched to state laboratories for chemical analysis. Officials confirmed that stringent legal action is being initiated against the factory owners under the Food Safety and Standards Act for endangering public health.

(Source:- FnB News)

## FSSAI extends relief to meat industry, defers sausage deadline by 6 months



The Food Safety and Standards Authority of India (FSSAI) has extended relief to the meat processing industry by deferring the compliance deadline for new meat sausage standards by an additional six months.

The extension will officially take effect from May 1, 2026, giving food business operators more time to align their manufacturing processes with the updated regulations.

After due consideration of the implementation challenges faced by the Food Business Operators (FBOs) and pending study result for risk assessment, it has been decided to further extend the compliance period for the standards of meat sausages for a period of six months from 1st May, 2026, reads the direction issued by FSSAI.

This decision follows the initial enforcement of the Food Safety and Standards First Amendment Regulations, 2025, which introduced stricter benchmarks for meat sausages. The regulator had previously granted a three-month grace period starting February 1, 2026.

However, as the initial deadline approached, meat industry representatives raised significant concerns regarding technical and practical challenges in modifying their preparation methods to meet the new criteria. In response to these industry representations, FSSAI acknowledged the operational hurdles faced by businesses. Furthermore, a comprehensive scientific study and risk assessment is currently underway to address these specific technical difficulties.

To prevent market disruption while this scientific review is completed, FSSAI extended the implementation of these regulations for six months.

(Source:- FnB News)

## FSSAI issues draft norms to introduce quality benchmarks for Minor Seed Oils

The Food Safety and Standards Authority of India (FSSAI) has issued draft regulations to introduce strict quality benchmarks for a new category- Minor Seed Oils under the regulations for solvent extracted crude vegetable oils (not for direct human consumption) of the Food Safety and Standards (Food Products Standards and Food Additives) Regulations.



The amendment officially regulates four niche, rising agricultural byproducts: chilli seed, muskmelon seed, okra seed, and tomato seed oils.

Under the new directive, these oils must be extracted from clean, mature seeds using methods that preserve their inherent qualities. The FSSAI mandates that the final products be clear, free from rancidity, sediments, and separated water. To prevent fraud, the regulator has strictly banned added colours, flavours, and mineral oils. Additionally, all batches must test negative for toxic Argemone oil.

The framework establishes rigorous chemical blueprints differentiating Cold Pressed/Virgin and Refined variants wherein Acid Value is set Maximum 4.0 mg KOH/g for cold-pressed; 0.6 mg KOH/g for refined. Volatile Matter & Soap Content capped at 0.2% and 0.005% respectively for both.

For Heavy Metals 5.0 mg/kg (cold-pressed) and 2.5 mg/kg (refined) for Iron and copper limits are set at 0.4 mg/kg and 0.1 mg/kg.

The FSSAI has also drawn a hard line on chemical processing. Oils obtained via solvent (hexane) extraction cannot be sold directly to consumers, as they must be refined first, leaving a maximum hexane residue of 5.0 mg/kg. Conversely, traditionally pressed oils must be entirely chemical-free.

Furthermore, while refined versions may use approved food additives to extend shelf life, additives are completely banned in cold-pressed and virgin variants.

The draft further lays down that all manufacturers must comply with India's strict hygiene, contaminant, and 2020 labelling regulations.

(Source:- FnB News)

## New Launches

### Parag Milk Foods launches milk-based protein drink with Tetra pak



Parag Milk Foods Ltd., under its sports nutrition brand Avvatar, has announced its entry into India's fast-growing ready-to-drink (RTD) protein beverage segment through a strategic partnership with Tetra Pak. The company has launched Avvatar Protein Cold Coffee, protein cold coffee in India's first Tetra Prisma Aseptic 250E pack, combining convenience, nutrition, and taste in an on-the-go format that fits seamlessly into consumer daily routines. The beverage strengthens its portfolio beyond traditional sports nutrition into everyday functional consumption.

It has been developed to bridge this gap by integrating protein into one of India's most familiar daily habits-coffee. The ready-to-drink beverage delivers 15g protein in a 250 ml pack, with no added sugar or artificial sweeteners. Available in Classic and Vanilla variants, the coffee beverage is based on milk protein with no added sugar and no artificial sweeteners offering a balance between indulgence and functional nutrition.

Ms. Akshali Shah, Executive Director, Parag Milk Foods, said, protein consumption in India is evolving rapidly, but for many consumers it still feels like a conscious effort rather than a natural part of daily life. With Avvatar Protein Cold Coffee, we wanted to bridge that gap by combining the familiarity of cold coffee with the functionality of high-quality protein in a convenient ready-to-drink format. The idea was to create a product that fits effortlessly into modern lifestyles while making everyday protein intake more accessible and enjoyable. We believe the future of nutrition lies in formats that seamlessly blend taste, convenience, and performance.

Mr. Cassio Simoes, M.D., Tetra Pak South Asia, said, as functional beverages gain momentum in India, packaging is playing a critical role in enabling new categories to scale. The Tetra Prisma Aseptic 250E format is widely used globally for RTD protein and similar beverages, offering the right balance of convenience, portion size, and safety. In addition, the metallised printing enhances on-shelf differentiation by delivering a premium and distinctive visual appeal. We are pleased to partner with Parag Milk Foods in bringing this innovation to the Indian market and supporting the evolution of protein consumption in the country.

### PepsiCo Expands Lay's Portfolio with Launch of Mini Stix in India

PepsiCo India has expanded its snacks portfolio with the launch of Lay's Mini Stix, marking the brand's entry into India's growing stick-format potato snack segment.

The new product combines Lay's signature potato base with a crunchy stick-style format and fusion-inspired masala flavours tailored for Indian taste preferences. The company said the launch is aimed at catering to changing snacking habits driven by fast-paced lifestyles and increasing demand for convenient, on-the-go products. Lay's Mini Stix also introduces the brand's first horizontal pack format in India, designed to improve portability and ease of consumption.



Ms. Saakshi Verma Menon said the company's strategy is focused on understanding evolving consumer behaviour and creating new snacking occasions through innovation. She added that the launch leverages Lay's strong brand equity and potato-snacking heritage while expanding into newer consumption formats. Ms. Aastha Bhasin said the company aimed to deliver a differentiated snacking experience by introducing a stick texture that offers a stronger crunch while retaining familiar flavours preferred by consumers. The product will initially be available across North, East, and West India in ₹5 and ₹10 price packs.

### Psychocare Health launches ayurvedic wellness beverage VitaSlush



Psychocare Health has launched VitaSlush, a ready-to-drink Ayurvedic wellness beverage developed to combine traditional Ayurvedic ingredients with a refreshing consumer-friendly format.

Manufactured at a nutraceutical and wellness production facility in India, VitaSlush has been formulated using Ayurvedic ingredients including Mandukaparni (Centella asiatica), Haridra (Curcuma longa), and Amra (Mangifera indica) fruit pulp. The beverage also contains vitamins and minerals such as Vitamin C, Vitamin E, B-complex vitamins, calcium, magnesium, zinc, iron, and selenium.

The product has been developed around the concept of 'When Health Meets Taste', with a focus on offering consumers an alternative ready-to-drink wellness beverage option. According to the company, the idea behind VitaSlush originated from the observation that there are limited beverage options in the market that combine both taste and wellness-oriented ingredients in a convenient format.

## Britannia Treat Croissant launches Dubai Kunafa Croissant - Pista Crème



Taking indulgence up a notch, Britannia Treat Croissant has announced the launch of its newest offering, Dubai Kunafa Croissant Pista Crème. Drawing inspiration from the globally loved flavour, the croissant combines the softness of a sourdough croissant with a decadent filling made using real pistachios, bringing together familiarity and a globally inspired flavour experience, for the first time, in a convenient, ready-to-eat format.

Blending familiar textures with globally inspired flavours, the Dubai Kunafa Croissant Pista Crème has been crafted for consumers seeking more elevated, indulgent snacking experiences. With its soft, layered texture and creamy filling, the croissant brings together indulgence and convenience in every bite.

The launch reflects the consumer interest in globally inspired flavours and evolving snacking preferences. With Britannia Treat Croissant, the brand continues to introduce differentiated flavour experiences for Indian consumers through formats that feel both accessible and premium, while steadily strengthening the croissant category in India.

Mr. Puneet Das, Chief Marketing Officer, Britannia, said, globally inspired flavours are seeing strong consumer excitement today, especially indulgent flavour experiences. With the Dubai Kunafa Croissant Pista Crème, we wanted to take a flavour profile that consumers are already excited about, are trending, and reinterpret it in a croissant format.

The idea was to bring together a global flavour inspiration and the comfort of an everyday format in a way that feels fresh and exciting for consumers. The richness of pistachio crème paired with soft croissant creates a more indulgent and elevated snacking experience while still feeling familiar and easy to enjoy.

Building on its growing portfolio, Britannia Treat Croissant continues to offer a range of flavours, including Cocoa, Vanilla, Triple Choco and Mixed Fruit, catering to diverse taste preferences while strengthening its presence in the evolving croissant segment in India. Britannia Treat Dubai Kunafa Croissant Pista Crème is currently available across select cities at leading retail outlets and Q-commerce platforms.

## Sunfeast launches Breakfast Smoothie

Reinforcing its focus on category innovation and evolving consumer needs, ITC Foods has announced the launch of Sunfeast Breakfast Smoothie, a ready-to-drink beverage for today's fast-paced lifestyle. Positioned at the intersection of consumer need spaces such as convenience and indulgence, the new launch marks Sunfeast's entry into the emerging on-the-go segment with a differentiated format that combines familiar kitchen ingredients with modern consumption habits.

Made with Banana, Milk, Almonds, Oats, Dates and 4 Super Seeds, the new Sunfeast Breakfast Smoothie addresses a growing consumer need for quick, wholesome and enjoyable breakfast accompaniment. The product provides 6g of protein per serving, with no added sugar, preservatives or artificial flavours, aligning with the increasing preference for better-for-you food and beverage choices.



The launch comes at a time when breakfast consumption habits in India are rapidly evolving. Rising health awareness, busy schedules and rushed mornings are driving consumers towards convenient, portable beverage formats that fit seamlessly into everyday routines.

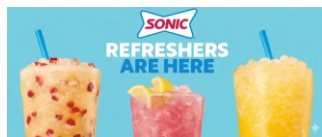
Mr. Vivek Kookkal, Vice President and Head-Dairy and Beverages, Foods Division, ITC, said, consumer expectations from the breakfast category are evolving rapidly. Today, our consumers especially the Gen Z are seeking products which are convenient and at the same time tasty.

This insight led us to a unique innovation-led category development with the launch of Sunfeast Breakfast Smoothie, a differentiated, first-of-its-kind offering that caters to these emerging consumer needs.

With Sunfeast Breakfast Smoothie, ITC Foods aims to lead this evolving category through format innovation and consumer-first product design. Built around real consumption moments such as morning commutes, busy workdays and midmorning hunger gaps, the product has been developed to offer a practical and enjoyable breakfast accompaniment for modern consumers.

Priced at INR 45 for a 160ml pack, Sunfeast Breakfast Smoothie is now available across quick commerce platforms, modern trade and general trade outlet across metro cities.

## Sonic Freezes the Competition with 4 New Summer Refreshers



As competition heats up in the fast-food beverage space, Sonic Drive-In is rolling out a refreshing new lineup aimed at challenging rivals like Taco Bell and McDonald's. The popular drive-in chain has introduced four new limited-edition Frozen Refreshers designed to deliver fruity flavours and icy summer indulgence.

The new beverage lineup includes frozen versions of three existing fan-favourite Refreshers- Berry Citrus, Mango Peach and Strawberry Passion Fruit along with an all-new seasonal flavour, Watermelon Peach. The drinks combine fruit purées, green tea and ice-blended textures to create a refreshing alternative to traditional sodas and milkshakes.

The newly launched Watermelon Peach Refresher brings together two classic summer flavours in a chilled slush-style beverage. Sonic is also offering the drink in still and sparkling versions for customers who prefer a lighter, non-frozen option. Like the brand's other Refreshers, the drink contains a mild caffeine boost from green tea blended with fruit concentrates.

Among the frozen classics, the Strawberry Passion Fruit Frozen Refresher features real strawberries paired with tropical passion fruit purée, while the Berry Citrus version combines wild berry and blueberry flavours with a splash of lemon for a tangy finish. Meanwhile, the Mango Peach Frozen Refresher delivers a tropical fruit blend mixed with green tea for a smooth and cooling experience.

Fast-food chains have increasingly been expanding their beverage menus to capture growing consumer demand for flavourful, customizable and social media-friendly drinks. Refreshers and fruit-based iced beverages have become especially popular among younger consumers seeking lighter alternatives to carbonated soft drinks.

Sonic's latest launch also reflects a broader industry trend where seasonal and limited-time beverages are being used to drive customer traffic during warmer months. With colourful presentation, fruit-forward flavours and frozen textures, the new lineup is positioned as a summer-focused offering for road trips, beach outings and outdoor gatherings.

## Mother Dairy Unveils India's First Naturally Degradable Milk Pouch

Mother Dairy has announced the launch of what it says is India's first naturally degradable milk pouch, a move aimed at reducing plastic waste from dairy packaging.

The new pouch will be introduced in the Delhi-NCR market from June 5, coinciding with World Environment Day, initially for the company's cow milk variant.

Unlike conventional plastic milk pouches that can remain in the environment for hundreds of years, the new packaging is designed to break down naturally over time. According to Mother Dairy, the material converts into a wax-like substance that is further decomposed by naturally occurring microbes in the soil into harmless natural elements.

The company said it spent more than four years developing the technology, with the goal of creating a packaging solution that combines environmental responsibility with the safety and convenience required for milk distribution.

A key advantage of the new pouch is that it remains compatible with existing recycling systems. However, if the pouch is not collected for recycling and ends up in the environment, it can naturally degrade, helping reduce long-term plastic pollution.

Importantly for consumers, Mother Dairy has confirmed that the switch to the new packaging will not result in any increase in milk prices.

The initiative comes as concerns over plastic waste continue to grow in India, particularly from single-use and flexible packaging formats such as milk pouches. Given the massive volumes of milk sold every day, even small improvements in packaging sustainability can have a significant environmental impact.

Mother Dairy currently sells around 55 lakh litres of milk daily and is one of India's largest dairy companies. Industry experts believe the launch could encourage other dairy brands to explore more sustainable packaging options, potentially accelerating the adoption of environmentally friendly solutions across the sector.



### PepsiCo India highlights no artificial colours and flavours across foods portfolio



As consumer focus on ingredient transparency continues to grow, PepsiCo India is bringing into sharper focus a fact across its foods portfolio: its products are made without artificial colours and flavours. Home to iconic brands such as Lay's, Kurkure and Doritos, its foods portfolio has been built on a science-led approach to product design, ingredient selection, and quality standards.

Updated packaging across the foods portfolio now clearly highlights 'No Artificial Flavours or Colours', enabling consumers to make more informed choices at the point of purchase – without any change to the recipes, taste, or quality they are familiar with.

This comes at a time when shoppers are increasingly reading labels and seeking clarity around what goes into the products they consume. In this context, its move is less about changing the product and more about bringing greater visibility to what has always defined it.

Ms. Saakshi Verma Menon, Chief Marketing Officer-Foods, PepsiCo India, said, with consumer-centricity at the heart of everything we do, we have prioritised making informed, responsible choices grounded in science and innovation as we evolve our foods portfolio. What we're doing now is bringing our ingredient story to the forefront, making it easier for consumers to recognise and trust what's already inside the products they love. In many ways, this also reflects a broader shift in how brands are communicating, where transparency is not just claimed, but made visible and easy to understand, while continuing to build on the trust consumers place in us.

### Responding to demands, Govt. to restore standard packaging sizes for oil soon

Responding positively to persistent demands from the All India Edible Oil Traders Federation regarding edible oil packaging, the Ministry of Consumer Affairs is expected to soon issue a notification restoring standardised packaging sizes.



According to Mr. Shankar Thakkar, President of the Federation, the government had removed standard volume restrictions (such as 250g, 500g, 1L) on January 1, 2023, intending to give manufacturers more freedom. However, the ground reality proved quite the opposite. The market became flooded with non-standard sizes like 810g, 840g, and 880ml.

Furthermore, declaring volume in milliliters without mentioning a reference temperature has added to the confusion, as edible oils expand and contract with heat. As Thakkar noted in his letter to the government, the step taken to provide freedom of choice has instead resulted in the freedom to deceive.

He said that this unfair competitive environment was also penalising honest manufacturers who maintained transparent, standard packs. And, recognising this widespread exploitation of consumer psychology, the Department of Consumer Affairs has intervened. Sources indicate that the new regulation will be implemented shortly, giving millers a 90-day transition window to clear existing packaging stock and adjust their production systems.

### APEDA invites tenders to allocate trade quotas for shipping sugar



The Agricultural and Processed Food Products Export Development Authority (APEDA) has officially invited competitive tenders from domestic exporters to allocate residual trade quotas for shipping sugar to the European Union and the raw cane sugar to United States under preferential Tariff Rate Quota (TRQ) schemes for the 2025-26 fiscal year.

According to the official notices, APEDA is allocating a remaining quota of 805.05 metric tonnes (MT) for general sugar exports to the EU. Simultaneously, tenders have been opened for the allocation of 8,606 metric tonnes raw value (MTRV) of raw cane sugar destined for the US market.

Both export cycles operate under strict timelines, requiring all physical consignments to successfully reach their respective international destinations before September 30, 2026.

Eligible corporate bidders must possess a valid Importer-Exporter Code (IEC) and demonstrate substantial financial standing, verified by chartered accountant certificates proving that their average sugar trade turnover over the last three financial years is at least three times the requested quota volume.

## DS Group inks exclusive partnership with Ben's Cookies



Dharampal Satyapal Group (DS Group), has officially announced an exclusive partnership with Ben's Cookies. Established in 1983 at Oxford's Covered Market, it has earned a global following for its signature chunky and gooey texture.

This partnership brings its traditional, quality-focused approach to the Indian market, introducing a bakery-first retail format that prioritises in-store freshness and simple, honest ingredients.

Reflecting on the brand's uncompromising commitment to quality, it will launch with a diverse selection of favourite flavours, ranging from the classic Milk Chocolate Chunk and White Chocolate & Macadamia to Ginger & Dark and a dedicated eggless variant.

Ms. Sanskriti Gupta, Ben's Cookies India, said, the arrival of Ben's cookies in India marks a significant milestone in DS Group's strategic expansion within the premium food retail sector. We are delighted to introduce a piece of British heritage to the Indian market, combining a forty-year legacy of artisanal baking with DS Group's rooted understanding of Indian palette and the ever-evolving consumer preferences.



### Tariff for Advertisement in AIFPA Monthly E-Newsletter 'Food Pro'

AIFPA brings out a Monthly E-Newsletter 'Food Pro' to provide information about current industry happenings, Govt. policy & schemes, events, new technology/product developments, regulatory matters, exports, global news, expositions, company news etc. in the food processing sector. The Newsletter is widely circulated free of cost to all related segments throughout the country, as well as to Foreign Embassies, Indian Missions Abroad, International Chambers and Institutions. **Your advertisement in the Newsletter will give you very high wide-angle visibility. All advertisements are in color as per details below.**

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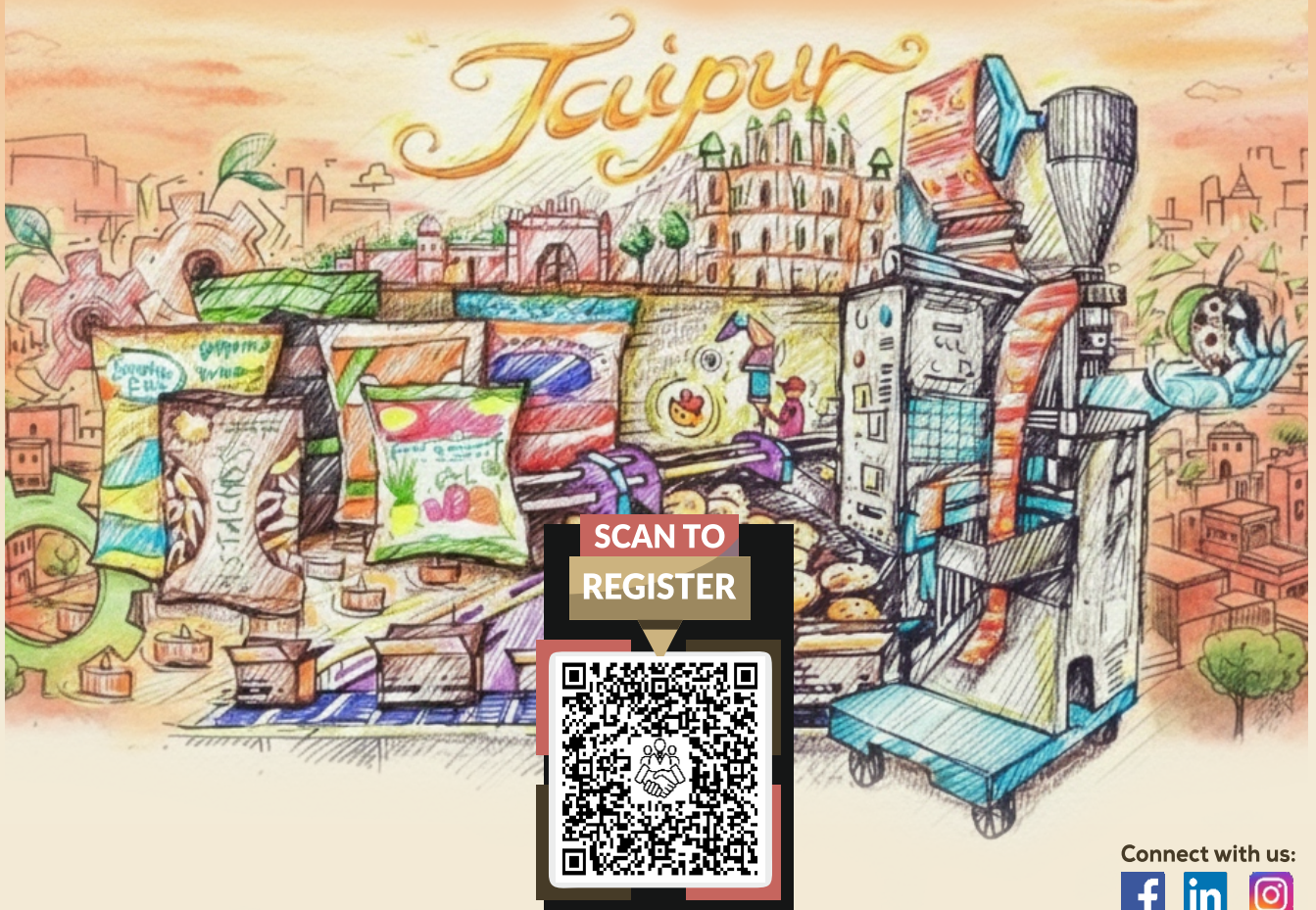
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Place : AU Engineering College Grounds, Visakhapatnam  
For information, contact :  
**Mr. Rameshwar Maurya**  
M:- 8744088116  
E-mail:- maurya@aifpa.net



Event : **World Mithai Namkeen Convention**  
Dates : 16-07-2026 to 18-07-2026  
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Dates : 23-07-2026 to 25-07-2026  
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Event : **India International Hospitality Expo**  
Dates : 05-08-2026 to 08-08-2026  
Place : India Expo Centre & Mart, Greater Noida  
For information, contact :  
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