

Food Processing Minister urges MNCs to test Indian waters at World Food India 'Food Street'

Calls for Govt-industry synergy to eliminate food wastage

Indian retail sector is projected to touch US\$ 700 billion by 2020 : FICCI-Deloitte report

Two-day 'Massmerize 2017' gets under way

NEW DELHI, September 7, 2017: Ms. Harsimrat Kaur Badal, Union Minister for Food Processing Industries, today underlined the need for greater synergy between the Government and industry to channelize efforts to reduce food wastage in the country and raise the quality and quantum of processed food, currently reckoned at 10% of farm produce. She has urged industry to cash in on the advantages offered by mega food parks, all 42 of which will become function in the next three months.

Speaking at '**Massmerize 2017**' on the theme '**Konnected Consumers, the 7th edition of FICCI's retail, FMCG and e-Commerce conference**', Ms. Kaur said that the food processing sector that churns out 70% of the food products retailed in the country was one of the largest job generating industry and an important instrument in stabilizing food process. The government, she said, had taken several steps to reduce food wastage, the latest reform being the roll out of the GST which will remove roadblocks to transportation of food, including perishables.

The Minister invited retailers and FMCG and e-commerce players to participate in large numbers at the World Food India exposition slated to be held from November 3-5 this year at the India Gate lawns in New Delhi. Industry professionals, representing the entire food supply chain, state governments and experts from 30 countries will have an opportunity to interact with top business leaders, government officials and delegates at the three day event. A highlight of the exposition would be a vibrant 'Food Street' where food product manufacturers from Indian and abroad would be able to test-market their wares and know at first-hand whether their products appealed to the Indian palate or not.

Ms. Harsimrat Kaur also released the FICCI– Deloitte report '**KONNECTED to Consumers**' on the retail, FMCG & e commerce sectors in India. According to the report the consumer industry is one of the most dynamic and amongst the fastest growing industries in India. Consumer retail forms an integral part of the industry with a current estimated size of more than INR 45 trillion. It is further expected to witness a Compound Annual Growth Rate (CAGR) of over 10% in the period 2016-21 to reach a size of INR 85 trillion by 2021. Thus, it plays a pivotal role in the growth story of Indian economy through noteworthy contribution towards the national GDP, attracting significant foreign investments and technologies, and generating vast employment opportunities.

According to the data-intensive report, India will become the fifth largest consumer market in the world by 2030. Such optimism is well founded and makes India attractive to Fast Moving Consumer Goods (FMCG) firms and retailers, but challenges remain. Amongst the key challenges are poor basic infrastructure, a complex multi-layer regulatory and taxation regime.

Mr. Lorenzo 'Enchong' Formoso, Chairman, The Federation of Asia-Pacific Retailers Associations (FAPRA), informed the delegates that founded in 1989, the Federation has implemented its activities and developed itself with the aim of discussing issues shared in the region, promote information exchange and friendship, thereby contributing to the development of commerce, the improvement of retailers' status and the citizens' lives in the region. FAPRA consists of the recognized national retail trade organizations in 18 member-economies- Australia, China, Chinese Taipei, Fiji, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mongolia, Myanmar, New Zealand, the Philippines, Singapore, Thailand, Turkey and Vietnam.

He said that from India, FAPRA has partnered with FICCI and was keen on learning about the lessons that Indian industry had for the benefits of consumers in the Asia-Pacific region.

Mr. Al. Rajwani, MD & CEO, P&G India, said that the retail industry was today driven by mega trends such as the rise of the individual, fall of the household in the choice of brands and the convenience of the customer. He said in India there was room for all, big or small retailers and called upon the industry to press for responsible regulation, commitment to sustainability, CSR, consumer and employee safety and inclusion of the people.

Mr Harish Bhat, Brand Custodian, Tata Sons Ltd., in his remarks, spoke of the trends that marketers needed to leverage. These are health and wellness of the consumers, clean and green products for the environmentally conscious consumer, civic and social responsibility and the pride in India and Indian traditional products and values that is sweeping across the country.

Mr. Sanjeev Navangul, MD, Janssen India, Pharmaceutical Division of Johnson & Johnson, highlighted the critical importance of educating the consumers and making them aware of making the right choice. Consumers' welfare should be paramount as this alone would lead to higher consumption, production, growth and creation of jobs. He called upon the government to consider inclusion of a 'blue dot' on packaged foods to indicate the diabetic-friendly nature of the product.

Mr. Anshu Budhraja, CEO, Amway India, emphasized on two mega trends that will define the 'connected' consumers, one, the rise of the freelancer which was generating a new cycle of innovation in retail and two, the massive digitization across the country.

Mr. Krish Iyer, Chair, FICCI Retail & Internal Trade Committee and President & CEO, Walmart India Pvt. Ltd., outlined the important developments that have taken place for the growth of the economy and the retail industry. These include the ease of doing business, the results of which were being seen on the ground. He said, his company, was committed to working with the states to prune the gestation period for setting up of retail stores in India. He said GST was a short term challenge as small retailers had accepted that GST was necessary and digitization was the way forward. The retail sector had set in train a virtuous cycle of growth and job creation, he added.

Mr. Jamshed Daboo, Co-Chair, FICCI Retail and MD. Trent, said that retail in India was exemplified by fragmentation, segmentation and inclusion. The need of the hour was charting a long term sustainable growth path and good quality retail. The most important aspect of retail today, he said, was that growth was not to the exclusion of the small player. The Indian market was huge and there should be no fear of replacement of the small by the big, he pointed out. He called for systematic and pragmatic framing and implementation of consumer protection laws.

Dr. Sanjaya Baru, Secretary General, FICCI, expressed the chamber's commitment to work with the government to uphold the interests of the consumers and the industry.

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