



FOOD PROCESSING NEWSLETTER

EDITION- III

(Nov, Dec 2020- Jan 2021)

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About Us

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialisation, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

FICCI & Food Processing Committee

FICCI Food Processing Division plays a key role in dealing with policy issues to get an audience with the government and make industry's voice heard. It has been working very closely with industry members for the growth and business sustainability of the food industry.

The division work is guided by the Food Processing committee which is chaired by **Mr. Hemant Malik, CEO-Food Division, ITC Ltd. and Co-chaired by Mr. Mohit Anand, Managing Director, Kellogg South Asia**. Majority of the members of the committee are CEOs from the large Food Processing Companies. FICCI Food processing committee meetings are being organized with the objective to provide a platform to the industry captains for the discussion on the key policy issues pertaining to the sector and chalking down the roadmap for the growth of the sector.

Brief About Other Synergies in FICCI for Facilitating Food Processing Sector

CIFTI Food Regulatory Wing of FICCI

Confederation of Indian Food Trade and Industry (CIFTI) is the Apex body representing Indian Food Trade & Industry. It was established by Federation of Indian Chambers of Commerce and Industry in 1985 to cater specifically to the need of Food Industry and Trade and thereby addressing the issues and concerns of the food industry at various forums

FICCI Codex Cell

FICCI CODEX Cell was established in 2004 under the aegis of Ministry of Food Processing Industries, to provide a platform for Indian Food Processing industries to meet, share, discuss and get engaged in Codex activities which will in turn assist the National Codex Contact Point at Codex Alimentarius Committee.

Food Industry Capacity and Skill Initiative (FICSI)

Food Industry Capacity & Skill Initiative (FICSI) is a Not-for-Profit Organization promoted by FICCI with financial support by National Skill Development Corporation (NSDC). It creates Occupational Standards and Qualification Packs, develop competency framework, conduct Train the Trainer Programs, conduct skill gap studies and Assess and Certify trainees on the curriculum aligned to National Occupational Standards developed by us. To know more visit: www.ficsi.in

FICCI Research Analytical Centre (FRAC)

FRAC provides analytical services to all the industries; undertake research and development for quality improvement; help in providing quality to the consumers and raising the general standards of purity particularly in the small-scale sector. It is dedicated exclusively to analysis and research following ISO/ IEC 17025:2005 International Standards. To Know more visit: www.fraclabs.org

FICCI Centre For Nutritional Excellence

FICCI Centre For Nutritional Excellence established to review the agenda of nutrition in India and to work towards creating awareness among the stakeholders on the different key aspects of nutrition, fortification, reformulation, etc. The Excellence Centre aims to Strengthen food nutrition ecosystem, debunking the myths among the stakeholders & informed choices to consumers about safe and nutritious food.

Nutraceutical Committee

FICCI Nutraceutical Committee was established to cater to the issues and concerns of niche sector of nutraceuticals in India. FICCI Maharashtra State Council drives the national agenda on this niche sector.

From Chair's Desk



Mr. Hemant Malik
Chair FICCI Food
Processing
Committee &
CEO-Food Division
ITC Limited

Dear Food Industry Members,

I am pleased to share the third edition of FICCI Food Processing Division's Newsletter Series. The Newsletter edition highlights the important updates in the food processing industry in the last three months. One of the key activities concluded by FICCI was the organisation of India's First Virtual Processed Food R&D EXPO 2021 in association with Ministry of Food Processing Industries. We sincerely hope that this virtual engagement has helped achieved its end objective of bridging the gap between industry and academia through a business matchmaking.

Another major highlight is the Union Budget 2021-22 wherein, the announcement for startups will provide much needed boost and impetus to startups operating in the food processing sector. The sector is witnessing tremendous innovation and these incentives will further pave ways for growth and development.

Other important developments reported in this issue comprise Government & Ministerial Notifications Tracks, New Trends in Global Food Industry with Discussions around them, Key Events timeline of FICCI Food Processing Division.

We wish you a pleasant reading and welcome your suggestions and comments to make our periodical newsletter series more productive and constructive.

From Co-Chair's Desk

The food processing industry in India has been accorded 'high priority' status with an overall objective of positioning India as the 'Food Basket' to the world. While certain initiatives have already been undertaken with the objective of promoting investments, innovation and bringing best practices, there is need to look for ways to work and the support the sector. Recently the Government has been working on the concept of Made in India Labels for promotion of Indian Food Products and further deliberations are under way. This vision is also in line with the 'Make in India' initiative of the Government and can help promote the growth of processed food industry.

I am pleased to share with you all the third edition of FICCI Food Processing Newsletter Series which brings forward all the important updates on Indian Processing Industry & discussion around them.

It would be our endeavour to enrich you with many such interesting news and updates in our newsletter series.

Happy Reading!



Mr. Mohit Anand
Co- Chair FICCI
Food Processing
Committee &
Managing Director,
Kellogg, India &
South Asia

About Indian Food Processing Sector

Food Processing Industry is one of the most crucial sectors in India as it links the agriculture sector to the industrial segment of the economy. The sector is connected with the Farmers as it procures their farm/fresh produce and processes it in the value-added products for end consumers in domestic as well as international market. Thus, it is imperative to strengthen this link to improve value of agricultural produce, ensure remunerative prices to the farmers and create favourable demand for Indian Agriculture products in global market. A push to the food processing sector indicates noteworthy development of agriculture sector by means of waste reduction, promotion of value addition, encouraging crop diversification, strengthening of domestic supply chain and providing alternative employment opportunities.

In India, the food processing industry engages approximately 1.85 Million Indian people in around 39,748 registered units spread across the country. It is pertinent to note that the Food Processing Sector contributes 11.6% share in total employment, 32% in India's food market and 10.7% share in India's total exports. While in terms of Gross Value Addition (GVA) Food Processing contributes a share of 10.6% in Agriculture Forestry and Fishing. The share of Food Processing in GVA of Manufacturing is around 8.83% in 2017-18 as per Annual Survey of Industries Report.

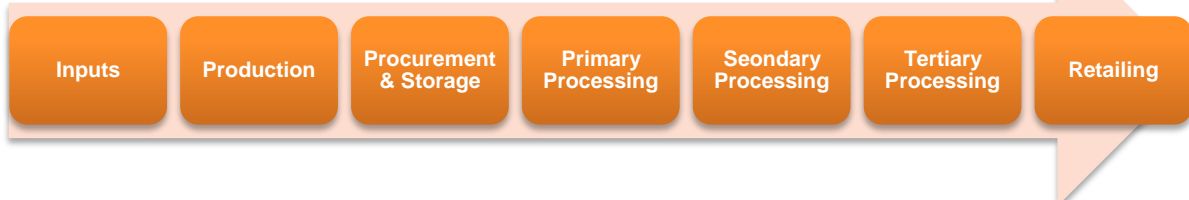
As sunrise sector in India, Food Processing offers plethora of opportunities for boosting the Indian economy. The sector has gained due prominence in the recent years with enhanced availability of raw materials, changing lifestyles and impending fiscal policies and support provided by the Government of India to push the industry's growth. The Ministry of Food Processing Industries, under the aegis of Government of India in the nodal agency responsible for the implementing a number of schemes for Infrastructure development, technology up-gradation and modernization, human resources development and R&D in the Food Processing Sector in India. Adequate focus on this sector is imperative to alleviate the concerns on food security and food inflation in India.

Food processing is defined as transforming agricultural produce into food that are in consumable form or transforming one food item into another by adding value to it. The Ministry of Food Processing Industries, Government of India categorises food processing under two sub-categories based on physical properties of the final product:

- Manufactured processes in which the original physical properties of the product undergo a change through a processes involving employees, power, machines or money and the transformed product is edible and has a commercial value
- Other value added processes where the product does not undergo any manufacturing process, but gains significant value addition like increased shelf life, shelled and ready for consumption, etc.

Before understanding the details of processes in food processing it is important to look at the supply chain of Food Processing Industries in terms of different stages of processing of manufactured food products as given below:

Supply Chain in Food Processing Industries: Different Stages in Manufacturing of Processed Foods



Depending on the type and extent of value addition Food Processing is categorised as primary and secondary processing in India. Primary processing relates to conversion of raw commodity to one that is fit for consumption and involves steps like drying, threshing, cleaning, grading, sorting, packing, etc. While the secondary processing involves creation of value added products like bread, wine, sausages, etc. With the large scale commercial production of ready to eat food items in India, a new category called tertiary processing also been brought under food processing. So Secondary and Tertiary Processing Industries usually deal with higher levels of processing where new or modified food products are manufactured.

Major Sub Sectors of Food Processing identified as in India are as follows:

Dairy products and analogues, Fats and oils, Fruits and vegetables, Confectionery Sector, Cereal and cereal products, Bakery Wares, Meat, Fishery and Poultry, Egg and egg products, Sweeteners, Spices & Conserves, Alcoholic and non alcoholic drinks, Ready to Eat Savouries, Food Additive and ingredients and Prepared Foods

SWOT Analysis of Food Processing Industry in India

STRENGTHS

- Round the year availability of raw materials and varied agro-climatic zones
- Leading producer of various agricultural commodities like milk, fruits & vegetables, marine products etc.
- Social acceptability of food-processing as important area and support from the central government.
- Wide network of manufacturing facilities all over the country.
- Growing domestic market.
- Proximity to growing international markets like Gulf, Middle East etc. via sea route.

WEAKNESSES

- Capital Intensive-High requirement of working capital because of seasonal nature of raw material.
- Low availability of new reliable and better accuracy instruments and equipment's
- Large number of intermediaries in supply chain leading to price rise and wastage.
- Inadequately developed linkages between R&D labs and industry.
- Remuneration less attractive for talent in comparison to contemporary disciplines.

OPPORTUNITIES

- Large crop and material base in the country due to agro-ecological variability offers vast potential for agro processing activities.
- Rising income levels and changing consumption patterns of Indian population
- Emerging scope for functional foods, geriatric foods, low fat foods, etc.
- Rationalisation of food laws and enabling policies of Gol & State Governments for development of the sector.
- New reforms under Agri Marketing Law changes & Contract Farming to boost investments

THREATS

- Preference to Fresh Foods over Frozen or chilled foods
- Competition from other country/players
- Loss of trained manpower to other industries and other professions due to better working conditions prevailing there may lead to further shortage of manpower.
- Rapid developments in contemporary and requirements of the industry may lead to fast obsolescence.

Source: Bull. Env. Pharmacol. Life Sci, NABARD

Article Source: MOFPI, News Articles & FICCI Research

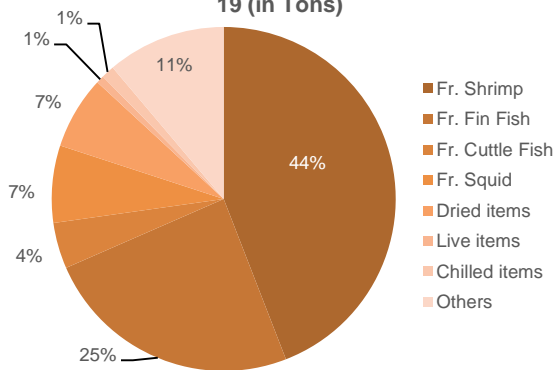
Fisheries Sector in India: Analysing India's Production & Export Trends

Production Scenario: India's total fish production in 2016 was 11.22 MMT which contributed a total of 6.56 % of World Fish Production Total of 171 MMT in 2016. In terms of category India contributed 3.38 % of marine fish production and 12.02% of Inland fish production. In terms of inland capture fisheries, India is the 2nd largest producer in the world after China with a production base of 1462063 tonnes Inland Fishes in 2016.

Whereas in marine capture fisheries India is the sixth largest country with a production base of 3599693 tonnes of Marine Fisheries in 2016. The large production base makes India the world's sixth largest exporter country of Fish and Fisheries products in 2016.

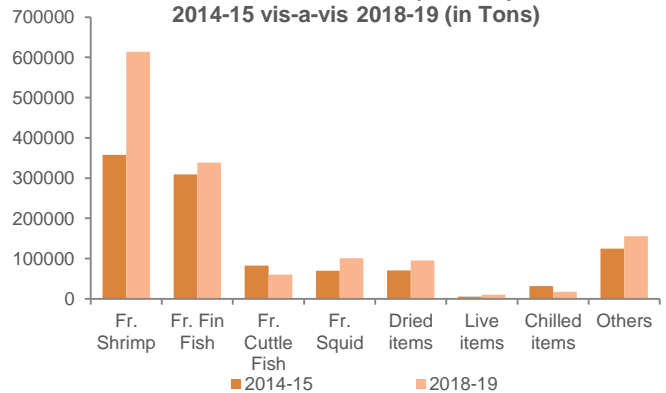
Export Trends: In India, as per the classification of scheduled sea food products by Marine Products Export and Development Authority products which find a share in India's Marine Export basket are Frozen Shrimp, Frozen Fin Fish, Frozen Cuttle Fish, Frozen Squid, Live Items, Chilled Items and Others. The figure below, depicts the item wise share of different marine products in Total Quantity of Marine Products exports by India in 2018-19. It is pertinent to note that the frozen Shrimp and Frozen fin fish form a majority share in India's Marine exports basket. Further the exports of frozen shrimps from India have nearly doubled from 357505 tons in 2014-15 to 614145 tons in 2018-19 as evident from Figure 2 below.

Figure 1: Item wise share of different Marine Products in Total Quantity of Marine Products Exports by India in 2018-19 (in Tons)



Source: MPEDA

Figure 2: Comparative Analysis of Quantity of Different Marine Products Exported by India in 2014-15 vis-a-vis 2018-19 (in Tons)

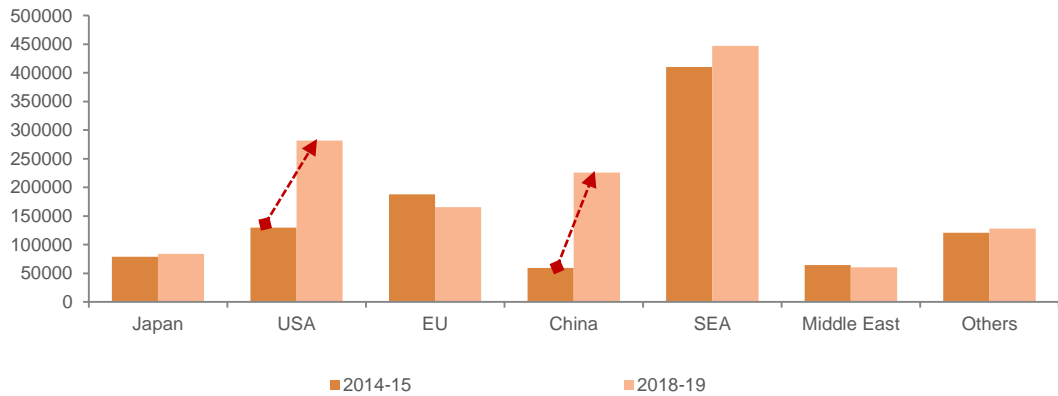


Source: MPEDA

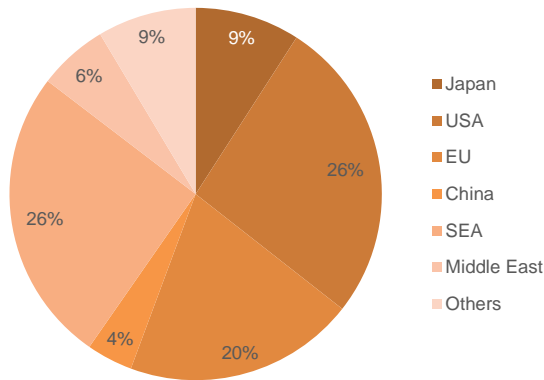
Also, total quantity of Marine Exports from India has increased from 1051243 tons in 2014-15 to 1392559 tons in 2018-19 with a CAGR of 7.28%. The major items which contribute to this increase are frozen Shrimps, Frozen Quid, dried items and Frozen fin fish.

The increase in exports for marine products can be mainly attributed to the fact of increased demand from countries like USA and China. Figure 3 presents the country wise increase in quantum of exports of Marine products from India in 2018-19 vis-à-vis 2014-15. It is imperative to note that India's Marine exports to USA have more than doubled at a CAGR of 21.4% in the same period.

Figure 3: Snapshot of Country Wise Analysis of Quantity of Different Marine Products Exported by India in 2018-19 vis-a-vis 2014-15 (in Tons)

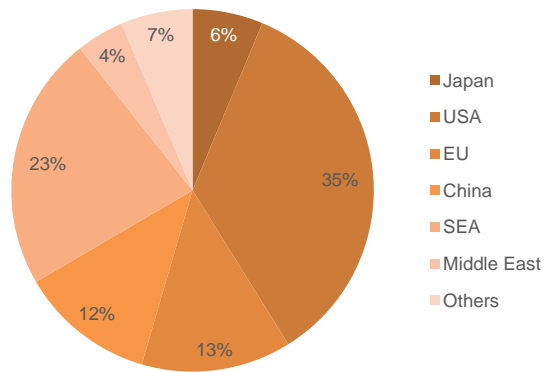


Market Share of Different Countries in India's Marine Export Basket in 2014-15



India's Total Marine Export Market Size in 2014-15: USD 5511.1 Million

Market Share of Different Countries in India's Marine Export Basket in 2018-19



India's Total Marine Export Market Size in 2018-19: USD 6728.5 Million

Source: MPEDA

Most of the marine exports of India are currently in the frozen form and there lies an immense potential for exporting value added. While the processing of fish into canned and frozen forms is carried out mostly for exports, there is an increased demand for processed and ready to eat marine products in both the domestic and overseas market. The rise in domestic demand particularly in major cities has been supported by the growth in retail sales volume via modern grocery retail channels like supermarkets and hypermarkets which have grown rapidly from a smaller base in recent years.

The USA market had a dominant share in India's marine exports basket in 2014-15 with a share of 26% which has further increased to 35% in 2018-19. On the other hand China has also witnessed a surge with a threefold increase in market share from 4% in 2014-15 to 12% in 2018-19. Apart from these South East Asia, European Union and Japan are also the major export destination for Indian Marines products. Marine products are exported through 30 different sea/air/land ports across the country. Pipavav is the major port with respect to export volume and Vizag is the major port with respect to export value.

Source: MPEDA, FAO, FICCI Research

From Industry Leaders



Taking Comfort in Healthy Food

Mr. Anurag Jain
Business Director South Asia,
DuPont Nutrition & Biosciences

Consumer trends have accelerated in 2020. That means foods for immune health, energy and weight management are now even more top of mind – with plenty of stay-at-home indulgence thrown in

Everyday consumer behavior has changed dramatically during 2020. 'Immunity' now tops the internet rankings as the most frequent search word, and some 56% of consumers are looking to spend more on nutritious products that enhance their health. Foods, beverages and supplements that boost the immune system, provide energy and support weight management are all on the radar.

Across India, the COVID-19 pandemic has accelerated the movement towards ethnic and nostalgic foods that are traditionally believed to ward off illness. And, as stay-at-home recommendations leave many feeling tired, unmotivated and short of energy, the rapid slowdown in normally busy lifestyles means obesity is on the rise.

When you put all those factors together, the demand for healthier, revitalizing food is not at all surprising. An important point to recognize is that, although these trends have developed rapidly since this time last year, they were already underway. We should also expect them to stick around for the foreseeable future.

So what does all this mean for food manufacturers and the ingredient companies that deliver solutions for their product innovation? The simple answer is the sky's the limit for new product launches that tap into these market opportunities. But there are many considerations involved when making brand innovation a success.

Immunity starts in the gut

A growing number of consumers, today, are realizing that good immune health starts in the gut. According to Mintel, product launches with digestive and immune health claims have been on the rise in India for a number of years – representing, respectively, 33% and 25% of claims from 2017 to 2020, with energy claims coming in at 28%.

Manufacturers are using probiotic cultures to build on the digestive-immune health link. As some 70% of the body's immune cells reside in the gut wall, that seems to make perfect sense. Today, opportunities are growing to incorporate documented probiotic cultures in a wide range of food and beverage products. Widespread consumer acceptance of fermented foods, such as traditional dahi and dosa, provides a strong foundation for probiotic sales.

In one clinical study, *Lactobacillus acidophilus* NCFM® and *Bifidobacterium lactis* Bi-07™, for example, were seen to reduce fever, coughing and runny noses in children with colds and flu. A meta-analysis of four clinical studies further highlights improvements in two immune health biomarkers in ageing adults following *Bifidobacterium lactis* HN019™ supplementation. The implication is that these cultures help reinforce the protective barrier in the intestine, reducing susceptibility to viruses – additional clinical studies are necessary, however, to confirm this.

Protein – the need for more

Consumer health concerns have also sharpened the focus on protein. Market research by Ipsos Observer/Mintel reveals that 61% of urban Indians have tried to include more protein in their diet over the past year. There are a couple of reasons why that is good. One is that the everyday diet of more than 60% of Indian consumers is protein-deficient – in other words, a higher daily protein intake is fundamental for building and repairing body tissues and supporting the immune response. Another is that protein is an excellent provider of energy.

Studies suggest that consumers would benefit from an additional supplement to boost dairy protein, the primary protein source in many Indian diets. As a large majority of Indians are vegetarian or lactose-intolerant, that leaves the way open for manufacturers to explore plant-based protein sources such as soy and pea to make up the shortfall.

Both protein sources stand out for their rich content of amino acids and, most important, their high digestibility, which makes them easy to absorb. Almond protein is also an option, useful for the fortification of dairy drinks.

While probiotics are still mainly seen in dairy products and dietary supplements, protein offers a wider range of possibilities for food enrichment. High-protein bakery and confectionery are among the categories of interest to the Indian market.

Getting to grips with weight

From a weight management perspective, plant-based proteins, probiotics and dietary fiber can contribute to reduced energy intake. A DuPont Nutrition & Biosciences trial with the probiotic Bifidobacterium lactis B420™, for example, has shown a positive effect on body fat and energy intake in adults who are overweight or obese.

Apart from supporting satiety, the dietary fiber polydextrose doubles up as a proven prebiotic that supports the growth and health of the digestive microflora. Here, again, there could be potential knock-on benefits for immune health.

Polydextrose is already widely accepted in India and is ideal for incorporation in many kinds of food and beverage – whether a light and refreshing juice, a smooth dessert or a crisp baked snack. And that brings us to one more critical consideration when responding to the new norms in consumer dietary behavior. That is the good sensory experience.

Sensory comforts at home

No matter how concerned consumers become about the nutritional quality of their diet, taste and texture – as always – reign supreme when they make choices about which products to buy. During 2020, guilt-free indulgence has risen to the top of the charts among consumers who have been forced to stay at home.

Towards the end of 2018, DuPont market research found that, among consumers who buy flavored milk, 53% buy a particular product for its good taste. That compares with 39% who prioritize protein content and 36% who seek long-lasting energy.

Everything we have seen this year suggests deliciousness has become even more important among consumers who are both watching their health and taking comfort from what they eat. This is where ingredient suppliers are strong partners when developing nutritious foods and beverages that consumers will enjoy and buy more than once. If 2020 has reminded us about anything then it's that agile product innovation is essential – but there are no shortcuts to success.

Budget Outlay for Sector (INR Crore)

	2019-20 Actual	2020-21 RE	2021-22 BE	% change (FY22 over FY21)
Overall for the Sector / Ministry	830.00	1247.42	1308.66	4.9%
Outlays for key sectoral schemes	818.60	750.00	700.00	-6.6%
Scheme A: Pradhan Mantri Kisan Sampata Yojna	818.60	750.00	700.00	-6.6%

Key Budget Announcements and Implications for Food Processing Sector & Agriculture Sector

	Budget Announcement	Likely Implication
1	Agriculture Infrastructure Fund- The Agriculture Infrastructure Fund would be made available to APMCs for augmenting their infrastructure facilities.	The announcement to cover APMCs in the Agriculture Infrastructure Fund is a positive decision as the fund provides interest subvention on loans. The provision of loans on easier terms to APMC's will help support the development of infrastructure in the rural areas and support the overall food processing sector.
2	e-Nam's- Linking of agricultural mandis with e-NAM.	Inclusion of more Mandi's in e-Nam will further strengthen and expand the network of existing APMC's in the unified national market to ensure transparency and competitiveness in marketing of farmer's produce. This will indirectly benefit enterprises operating in food processing sector as it will enhanced accessibility to the market and yield better price realization for both producers as well as buyers.
3	Agricultural Credit Target: enhanced the agricultural credit target to INR 16.5 lakh crores in FY22	Increased credit flows to animal husbandry, dairy, and fisheries will enhance the overall growth and development of the Indian Dairy and Marine Sectors.
4	Expansion of Operation Green Scheme: To boost value addition in agriculture and allied products and their exports, the scope of 'Operation Green Scheme' that is presently applicable to tomatoes, onions, and potatoes, will be enlarged to include 22 perishable products.	The inclusion of 22+ perishable products in Operations Green Scheme is likely to reduce the post-harvest losses and improve back-end linkages by incentivising the cost of transportation of the perishable products from farm gates to appropriate storage facilities and consumption centres. This shall also facilitate more economic and business activity for FPO's, small micro processing units to engage in value added production of perishable products.
5	Fisheries: 5 major fishing harbours – Kochi, Chennai, Visakhapatnam, Paradip, and Petuaghat will be developed as hubs of economic activity. Develop inland fishing harbours and fish-landing centres along the banks of rivers and waterways. Multipurpose Seaweed Park to be established in Tamil Nadu	The development of Fishing harbours and fish landing centres will create new opportunities for marine farmers. It will help India in further exploring growing international market for sea foods both in terms of frozen sea food & in processed form. Further with the development of Multipurpose Seaweed Park is likely to boost Seaweed farming and create increasing job opportunities for coastal communities in this emerging sector.

	Budget Announcement	Likely Implication
6	<p>Startups:</p> <ul style="list-style-type: none"> • Incentive for One Person Companies (OPC's) • Tax holiday for Startups extending the eligibility for claiming tax holiday for start-ups by one more year (31/3/2022) • Exemption on part of Capital Gains: The Govt. has proposed to extend the capital gains exemption for investment in start-ups by one more year (31/3/2022) 	<p>By allowing OPCs to grow without any restrictions on paid up capital and turnover, allowing their conversion into any other type of company at any time, reducing the residency limit for an Indian citizen is a much-needed move because the type of ownership often becomes an impediment for growth and sustainability of a startup.</p> <p>Extending tax holiday as well as exemption on part of Capital Gain Tax for startups is a welcome step as this will address a major concern of Startups who were badly hit and struggling due to the ongoing COVID-19 pandemic. .</p> <p>In totality the announcement for startups will provide much needed boost and impetus to startups operating in the food processing sector. The sector is witnessing tremendous innovation and these incentives will further pave ways for growth and development.</p>

Overall Assessment of Budget for Sector's Growth and Development

In the budget, there are no direct incentives for the food processing sector mentioned however, the sector is likely to get benefited through schemes and incentives provided in other sectors like Agriculture and allied activities, economic development by facilitating startups, MSME etc.

The year-on-year budget allocation for the ministry has been curtailed by 6.6% and the same deduction is being made in allocation towards PMKSY scheme. This reduction may have some negative impact as these funds were largely used for building infrastructure and boosting investment in the food processing sector. The incentives provided for the growth of startups with focus on expanding capacity of fishery sector will certainly have ripple effect across the value chain in the Marine Sector and thus expand job opportunities in the sector.



Join us in FICCI's Annual Flagship Convention on Food Processing Sector

13TH FOODWORLD INDIA

GLOBAL CONVENTION FOR
FOOD BUSINESS AND INDUSTRY

Dates Coming Soon | Virtual Platform

FOOD INDUSTRY PARTNERS ON-BOARD



For more information, connect with Mr. Abhinav Singh at abhinav.singh@ficci.com / 9810160351

Companies selling soy and almond milk replace 'milk' with 'beverage'

Companies selling soy and almond milk have started replacing the word 'milk' with 'beverage' or 'drink' to comply with the Food Safety and Standards Authority of India's proposed regulation which said that the term 'milk' can only be used if the product is derived from cows and buffaloes. Life Health Foods, which sells 4-5 million litres of almond and soymilk under the So Good brand said it has started rolling out the new packaging after replacing the term milk with beverage.

Assam's Innovation & Transformation Aayog to make an action plan to vitalise Tea Corp estates

State Innovation and Transformation Aayog (SITA) to make an action plan to vitalise the Assam Tea corporation (ATC) tea estates. SITA organised a meeting on Tea Gardens with Industry & Commerce Department, Government of Assam Dr. Mridul Hazarika, Advisor SITA, gave the introductory speech about SITA and issues related to the TEA Gardens with special emphasis of ATC Tea Gardens.

Dairy companies report robust milk sales in December

Even though the demand for milk and milk products is 40% below normal in the institutional category – comprising hotel, restaurant and canteen segments – increased household consumption has led to a year-on-year increase of 9% in sale of liquid milk in January and 8% in December.

FSSAI extends deadline for trans fat reduction in edible oils

The Food Safety and Standards Authority of India (FSSAI) has extended the deadline for the enforcement of its recent gazette notification which caps the amount of trans fatty acids (TFA) in oils and fats to 3% from the current permissible limit of 5% from January 2021 to April this year. The edible oil industry has cited the outbreak of the Coronavirus and the subsequent lockdowns as a reason for its inability to prepare for the reduction of trans fat.

Edible oils to remain expensive for next six months due to global volatility in prices

Edible oil prices in India are ruling at all-time highs, driven by high volatility in global prices. Prices have increased by more than 15% in the past one month, and are expected to start softening only in June. The govt had reduced the import duty on palm oil by 10% in Nov to control the rising edible oil prices. However, it did not help, as exporting countries increased prices as well as the export duties.

FSSAI gives more time for compliance with calcium, magnesium limits in packaged drinking water

Food regulator FSSAI has extended the deadline by six months till July 1, 2021 for the food business operators (FBOs) to comply with the regulations related to limit of calcium and magnesium in packaged drinking water, other than mineral water.

Regional soft drink companies set to shift to 40% GST slab

Facing heat from GST officials for evading taxes on the pretext of adding fruit juice or pulp to their carbonated beverages, local soft drink companies are set to shift to the 40% levy, said people familiar with the development.

FSSAI asks food commissioners to crackdown on spices adulteration

The regulator asked state food commissioners to conduct an effective enforcement drive to check the adulteration of commonly used spices like haldi, dhaniya, lal mirch powder etc in wholesale markets/mandis under their jurisdictions as there have been media reports about sale of adulterated spices in the domestic market

Beverages market return to pre-covid growth

With peak lockdown months coinciding with the single largest quarter of April-June, which contributes more than half of the packaged beverages industry's annual sales of over Rs 20,000 crore, the segment has still lost 40% of their annual sales despite the recent recovery.

FSSAI considering new regulations for honey

The government is considering revising standards and regulations for packaged honey sold in India and is conducting detailed reviews of all reports on honey adulteration since the Centre for Science and Environment (CSE) named 10 leading Indian brands of honey as adulterated with sugar. The CSE report said leading brands of honey including Dabur, Patanjali and Emami's Zandu are selling honey adulterated with sugar syrup and failed a nuclear magnetic resonance spectroscopy (NMR) test.

Source: ET

Global Food Industry Updates

Supplemental Draft Guidance for Industry: Mitigation Strategies to Protect Food Against Intentional Adulteration

The FDA Food Safety Modernization Act (FSMA) added to the Federal Food, Drug, and Cosmetic Act (FD&C Act) several new sections that reference intentional adulteration. For example, section 418 of the FD&C Act (21 U.S.C. 350g) addresses intentional adulteration in the context of facilities that manufacture, process, pack, or hold food, and that are required to register under section 415 (21 U.S.C. 350d). Section 420 of the FD&C Act (21 U.S.C. 350i) addresses intentional adulteration in the context of high-risk foods and exempts farms except for farms that produce milk. Read more: <https://tinyurl.com/q65ycszd>

UK applies to join huge Pacific free trade area CPTPP

The UK is formally applying to join one of the world's largest free-trade areas, deepening trade ties with some of the fastest-growing markets in the world. Joining the CPTPP would deepen the UK's access to fast-growing markets and major economies, including Mexico, Malaysia and Vietnam, for the benefit of UK business. Read more: <https://tinyurl.com/2fvw5lya>

Edible insects: the science of novel food evaluations

Since the Novel Food Regulation came into effect on 1 January 2018, EFSA has received a large volume of applications, covering a wide variety of novel and traditional food sources. These include herbal products derived from plants, algae-based foods, and non-indigenous fruits in addition to an array of edible insect varieties. Read more: <https://tinyurl.com/1wqlycg2>

Feed additives: new guidance for renewal of authorisation

EFSA has published new guidance on the information applicants need to include in their dossiers for the renewal of the authorisation of feed additives. Feed additives are authorised for 10 years. Subsequently, applicants must submit a new request showing that the additive remains safe for target species, consumers, users and the environment under the conditions of the authorisation. Read more <https://tinyurl.com/1g0u9f26>

FDA Issues Uniform Compliance Date for Final Food Labeling Regulations

The U.S. Food and Drug Administration (FDA) announced today that January 1, 2024, will be the uniform compliance date for final food labeling regulations that are issued in calendar years 2021 and 2022. This action does not change existing requirements for compliance dates contained in final rules published before January 1, 2021. Read More: <https://tinyurl.com/509ct0zj>

EFSA to examine emergency use of neonicotinoids

EFSA is to assess a number of emergency authorisations granted by Member States for the use of neonicotinoids in sugar beet in 2020. The request from the European Commission covers 21 emergency authorisations of clothianidin, imidacloprid, thiamethoxam and thiacloprid granted by Austria, Belgium, Croatia, Denmark, Spain, Finland, Lithuania, Poland, Romania and Slovakia. Read more: <https://tinyurl.com/v1fq6xtm>

'Use by' or 'best before'? New tool to support food operators

EFSA has developed a tool to help food business operators decide when to apply the 'use by' or 'best before' date to their products. The 'use by' date on food is about safety – foods can be eaten until this date but not after, even if they look and smell fine. 'Best before' refers to quality – the food will be safe to eat after this date but may not be at its best. For example, its flavour and texture might not be as good. Read More: <https://tinyurl.com/kn4eeyvd>

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Mergers & Acquisitions



Tata Consumer buys Kottaram Agro Foods for INR 155 crore

Kottaram Agro Foods which own the brand 'Soulfull' had a turnover of Rs 39.38 crore in 2019-20 and acquisition is expected to be completed by March 31, 2021. Agri-based venture fund Aavishkaar Capital had invested \$8 million in KAF in 2019 at a valuation of \$17 million.



Ferrero to acquire Eat Natural. Eat Natural is the maker of high-quality cereal bars, toasted muesli and granola. The value of the deal has not been disclosed. Eat Natural, a British cereal bars maker was created 23 years ago by two friends of the Indian origin - Preet Grewal and Praveen Vijh.



Tata Consumer Products set to sell MAP Coffee Business to Buccheri Group in Rs 6 crore deal. The Australia based step-down subsidiary of Tata Consumer Products Ltd (TCPL) is selling MAP Coffee Business to Buccheri Group for 1.25 million Australian dollar (Rs 6.74 crore).

Source: ET

New Appointments

Mr. Sandipan Ghosh appointed as chief operating officer by Milk Mantra

Milk Mantra has appointed accomplished food and dairy industry leader Sandipan Ghosh as chief operating officer (COO). He will lead the company's operations and drive scale, and innovation at Milk Mantra, optimising the entire process of tech enabled growth from farmer sourcing to production, supply chain, sales and marketing and the D2C subscription app. He joins the company after a tenure of four years as the commercial and marketing director and board member at Lactal is Groupe India where he steered the organisation vision in the areas of commercial growth, sales and launching new brands and products for Thirumala, Anik and Prabhat.



Mr. Vikas Mittal, McCain India MD elevated to pan Asia role

Global frozen foods maker McCain has elevated its India managing director Vikas Mittal to also lead its businesses in South East Asia, Korea and Taiwan. Mr. Mittal, who has so far been leading the India and South Asia operations, said sales have recovered post pandemic and in December the company closed the gap over the previous year. McCain India, wholly-owned subsidiary of the Canada-based company, closed the December quarter with precovid utilisation of its manufacturing plant.

Mr. Navin Tewari named as new Managing Director of Capital Foods

Capital Foods, maker of Ching's Secret and Smith & Jones brands has named Mr. Navin Tewari as its new managing director and chief executive officer with effect from 1st January 2021. Mr. Tewari succeeds Ajay Gupta, who will now be non-executive chairman. He has been associated with the company since early 2019 in the role of chief executive officer. The elevation comes at a time when the packaged foods sector is seeing heightened interest from investors and surge in sales, fuelled by rapid increase in in-home consumption.



Mr. Ketan Desai as chief tea educator and sustainability officer by Vahdam Teas.

Global wellness brand Vahdam India has brought on board ex-tea entrepreneur Ketan Desai as its chief tea educator and sustainability officer. Mr. Desai has also invested an undisclosed amount in the brand. He comes with an experience of over 25 years and has previously started and successfully run multiple tea ventures in the past, besides being a tea taster. Prior to joining Vahdam, he had been a tea entrepreneur twice before. He started TeaAuction.com - the world's first B2B tea auction portal, and launched a range of tea boutiques by the name of CHA.



DuPont unveils stress busting probiotic HOWARU Calm. HOWARU Calm is shown to manage the psychological response to perceived stress. DuPont Nutrition & Biosciences recently launched HOWARU Calm, a probiotic aimed at helping dietary supplement manufacturers decrease the cycle of consumer stress. Surveys suggest 65 per cent of adults worldwide indicate stress is a regular part of their daily lives¹. Prolonged stress can negatively affect mood, sleep and digestive health. HOWARU Calm is the most recent addition to DuPont's comprehensive HOWARU portfolio and is shown to manage the psychological response to perceived stress.



Mother Dairy launched two new varieties of sweets -- Mathuda peda and mewa atta laddoo -- under its sweets portfolio. Mother dairy has expanded its sweets portfolio and is targeting Rs 100 crore sales from this new vertical. The company also launched three packaged food products -- frozen drumsticks, frozen cut okra and frozen Haldi paste cubes -- under its Safal brand on the occasion of Makar Sankranti.



ETG Agro India Limited commissioned a 10,000 tonne nut processing plant in Kheda district of Gujarat. The company will be sourcing nuts such as walnuts and cashews from domestic growers and almonds from global origins such as the USA and Australia. In India per capita consumption of nuts is 60-70gm per annum, while in the global market consumption is over 550g per annum.



Tata Consumer Product launches of new immunity boosting teas

Tata Consumer Products has launched new teas with immunity boosting ingredients such as tulsi, ginger, cardamom and brahmi as the second largest tea company wants to capitalise on the rising health awareness amid Covid-19 pandemic.



Anuha Foods launches new range of ready-to-cook products. Anuha Food Products (AFPP), a food processing start-up recently launched an array of ready-to-cook products under its dehydrated gluten-free F&B brand Zilli's. Incubated under "Atal Incubation Center ALEAP We-hub", the brand aims to cater to the rising demand for ready-to-cook healthy fixes amidst the pandemic. With its recently launched dehydrated onion flakes and garlic cloves, customers can now enjoy healthy yet hassle-free cooking during the festive holiday season.



Jubilant Food Works launches India's first plant-based pizza. Jubilant Food Works-operated Domino's Pizza on Tuesday announced the launch of its first plant protein-based product. Made from plant based proteins, the product, called the Unthinkable Pizza is 100 per cent vegetarian and has the sensory properties of chicken. The overall size of the food service industry is pegged at around Rs 4.25 lakh crore, with the formal or organised sector accounting for Rs 1.75 lakh crore of this.



Marico enters soya chunks to strengthen food presence. The company has forayed into the plant protein category with the launch of Saffola Mealmaker Soya Chunks in line with its strategy to strengthen presence in the healthy foods segment. This comes at a time when consumers are proactively seeking healthy and protein rich foods that can easily integrate into their daily routine. The company said there has been acceleration towards boosting of immunity due to Covid and preference towards plant-based protein.

INVITATION OF PROPOSALS: Financial Assistance to Set Up Integrated Cold Chain Project under PRADHAN MANTRI KISAN SAMPADA YOJANA

Ministry of Food Processing Industries | 13th Jan, 2021

Ministry of Food Processing Industries (MoFPI) has invited Proposals from the General category potential entrepreneurs in the country, except from Maharashtra, under the Scheme for Integrated Cold Chain and Value Addition Infrastructure against this Expression of Interest (EOI) on or before 5.00 pm of 19th February 2021. To see detailed notification visit: <https://tinyurl.com/12xbzvca>

Extension of date for submission of proposals for Integrated Value Chain Development Projects for TOP under Operation Greens

Ministry of Food Processing Industries | 06th Jan, 2021

Based on the request received from various investors/entrepreneurs the last date and time for submission of proposal has now been further extended up to 31.03.2021 by 11: 59 PM To know more visit: <https://tinyurl.com/1vq4ysyw>

Extension of date for inviting/submission of proposals/EOI for financial assistance under the Scheme for Creation of Backward and Forward Linkages of PRADHAN MANTRI KISAN SAMPADA YOJANA

Ministry of Food Processing Industries | 01st Jan, 2021

MoFPI notified that the last date and time for submission of proposal has now been further extended up to 28.02.2021 by 05:00 PM .To know more visit: <https://tinyurl.com/3be9mu78>

DGFT Introduces online e-PRC System for Application seeking Policy/Procedure relaxation

DGFT | 15th Jan, 2021

Directorate General of Foreign Trade has introduced new online e-PRC System for Application seeking Policy/Procedure relaxation in terms of Para 2.58 of FTP 2015-20. To see detailed notification visit: <https://tinyurl.com/k57ts95z>

Electronic Issuance of Preferential Certificate of Origin (CoO) for India's Exports to UK under Generalised Scheme of Preferences (GSP)

DGFT | 11th Jan, 2021

Directorate vide Trade Notice No. 37/2020-2021 has provided details for electronic Issuance of Preferential Certificate of Origin (CoO) for India's Exports to UK under. To detailed notification visit: <https://tinyurl.com/6sx0n6uv>

Import Export Updates

Market Access Granted to Pearl Millet and Guar for Export from India to Argentina

APEDA | 11th Jan, 2021

To view detailed guidelines, visit: <https://tinyurl.com/msdk58be>

Advisory - EU Regulation 2020/2087 - Non-approval of active substance Mancozeb

APEDA | 01 Jan, 2021

To view detailed guidelines, visit: <https://tinyurl.com/2fbbal7z>

Ministry of Food Processing Industries launched Project Development Cell to Fast Tracking Investments by Improving Ease of Doing Business

Ministry of Food Processing Industries has set up a focused Project Development Cell (PDC) with the prime objective of facilitating and accelerating investments in the Food Processing Sector of India and fast tracking the overall project implementation process. Under this, the Ministry is seeking information from companies to assist them on issues pertaining to FSSAI / Import Duty / Taxation Issues / Issues related to Policy or Incentives / Fast Tracking of projects / Regulatory & Licensing Issues and any other issues a company is facing at the ground level but Not Exhaustive in nature.

Project Development Cell

Composition

- Joint Secretary (Chairperson)
- Director (Cold Chain)
- Director (Mega Food Parks)
- State Govt. (Member)
- Industry Ass. (Member)
- Invest India (Member)
- Director, Promotional Activities Division

Roles & Responsibilities

- Review of List of potential investors
- Interact with potential Investors & Associate State Governments
- Identify suitable industrial clusters/ geographic locations
- Identification of investible projects
- Evaluation of pipeline of existing & upcoming projects
- Build complete list of projects
- Fast Track of implementation process

Issues to be taken up by PDC (Not Exhaustive)

Import Duty/Taxation Issues

Issues related to Policy

Issues pertaining to FSSAI

Issues related to Incentives

Fast Tracking of Projects

Regulatory/ Licensing Issues

Meeting Schedule

- ✓ With State Governments- Weekly
- ✓ With Investors- Weekly
- ✓ With Industry Associations- Monthly

Nodal Officer

Ms. Reema Prakash,
Joint Secretary,
Chairperson, MOFPI PDC

FICCI as a member of MOFPI Project Development Cell, invites industry members to share the issues which can be taken up by PDC with our Food Processing Division.

For more information, please write to us at abhinav.singh@ficci.com/ sakshi.saini@ficci.com and we will be happy to assist you.

CONFEDERATION OF INDIAN FOOD TRADE AND INDUSTRY (CIFTI)

Food Regulatory Wing
of FICCI

About CIFTI

Confederation of Indian Food Trade and Industry (CIFTI) is the Apex body representing Indian Food Trade & Industry. It was established by Federation of Indian Chambers of Commerce and Industry in 1985 to cater specifically to the need of Food Industry and Trade and thereby addressing the issues and concerns of the food industry at various fora.

Key Areas Addressed (Nov, Dec 2020- Jan 2021)

- ✓ Representation on BIS draft Indian standard on Cashew Kernel-Specifications
- ✓ Representations on the FSSAI draft notification related to the Food Safety and Standards Amendment Bill 2020
- ✓ Representation on the FSSAI draft notification related to the Food Safety and Standards Amendment Bill 2020
- ✓ Representation for seeking Extension of Grace period for applying for new/renewal of Licence or Registration
- ✓ FICCI Codex Cell inputs on Decision Tree for identification of critical control points(CCPs) under Codex Standard for General Principles for Food Hygiene
- ✓ FSSAI Draft Notification on Food Safety and Standards (Packaging and Labelling) Amendment Regulations, 2020 prescribing the revision of label declaration on the package of food which is permitted to contain the sweetener
- ✓ FSS Draft Food Safety and Standards (Food Product Standards and Food Additives) Amendment Regulations, 2020 w.r.t the standards of protein rich atta, multigrain atta, mixed millet flour, use of food additives in iced tea, microbiological standards for food grain etc.

24+

Representations
submitted to
FSSAI, BIS, etc.

29+

Interactions
with Industry
Professionals

7+

Interactions
with
Government
Officials

37+

Advisories/
orders issued
by FSSAI

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At CIFTI-FICCI, we value your membership and your participation. In order to take full advantage of our services, you can join as member in range of membership categories.



For Membership Details & Queries , Please contact:
Mr. Abhinav Singh
Head- Food Processing & CIFTI
Tel: +91-9810160351
Email: abhinav.singh@ficci.com

India's First Virtual Processed Food R&D EXPO 2021: Key Highlights

The Ministry of Food Processing Industries organized India's First Virtual Processed Food R&D Expo 2021 from 20th to 22nd January 2021 for showcasing the outcomes of R&D Projects supported by the Ministry of premier Food Technology Institutions of India. The Federation of Indian Chambers of Commerce & Industry (FICCI) was the National Event partner for this Virtual event.

Shri Rameswar Teli, Minister of State, Ministry of Food Processing Industries inaugurated the First Virtual Expo 2021 for R&D in processed food sector on 20th January, 2021 in presence of by policy-makers, stalwarts and academicians of the food processing industry. For the first time a platform was envisaged to present the information on products, processing and technology development as well as latest trends in innovations by Food Technology Institutions of the country different Food Technology development Institutes of the country like NIFTEM, IIFPT, CFTRI, ICAR, IIT's and many more.

Research and Development in processed food sector is an important area where focused attention is required, as it leads to improved trade, production, quality, consumer safety and public health. Recognizing this, the focus areas of this event comprised of virtual showcasing 70+ research projects and technologies across five distinct halls in the Exhibition Pavilion namely **Novel Food Products, Innovations in Food Engineering, Food Safety & Quality Evaluations, Food Packaging Solutions, Food Industry Waste Utilization.**

The three day event witnessed encouraging participation from nearly **3000+ delegates** both from India and abroad across different segments like Food Processing and Packaging Industry players, Policy Makers & development partners, Food start-ups and innovators, Academia & Research Institutions and many more. Informative webinars and panel discussions on latest trends, innovation, research and development in Food Sector comprising speakers from Government Bodies & Institutions, policymakers, Business Leaders and Academic Institutions were also held in the Auditorium during the three days of the event. The sessions were also streamed live on FICCI's YouTube channels with the details as follows

Name of Session	Date & Time	YouTube Link
Session 1: Inaugural Session and Unveiling of India's 1st Virtual Processed Food R&D EXPO 2021	20 January 2021 01:10-01:30 PM (IST)	https://youtu.be/0agQ89R1Wrk
Session 2: Building Synergies: Stakeholder Collaboration for optimizing Technology Interventions and Creating New Business Opportunities	21st January 2021 09.45 –10:45 AM (IST)	https://youtu.be/IYtwazpVmZ8
Research and Innovation in Food Processing Industry	21st January 2021 11:00-12:15 PM (IST)	https://youtu.be/jrbOP670vql
Session 4: Future of Industry-Academia Interface in Food Processing Sector	21st January 2021 03:00-04:15 PM (IST)	https://youtu.be/3r1YkGFi5zk
Session 5: Zero Waste Management in Food Processing Industry	22nd January 2021 11:00-12:15 PM (IST)	https://youtu.be/PbrajAyX4FY
Session 6: Food Startups: Transforming Innovation in Indian Food Processing Industry	22nd January 2021 03:00-4:15 PM (IST)	https://youtu.be/SBYDzIBo624

Snapshots of Show Report: 20-22 January, 2021

Parameters	Numbers
Total No of Visits to the Exhibition Stalls:	4518
Total No of Cards Exchanged:	297
Total Footfall for 6 Sessions in the Auditorium:	2634
Total No of YouTube Views:	1752

Glimpses from FICCI Food Processing Division & CIFTI Events (Nov- Dec 2020)

Webinar Session 4: Reformulation Towards Calorie Reduction: Understanding Consumer Behaviour Around Healthy Lifestyle 9th Nov, 2020 | 11:00 AM to 12:30 PM

The Webinar Session witnessed increased participation from 500+ participants from various Industries, consultants, food industry experts, academicians and government officials.

Key Speakers:

- ✓ Dr. Rebeca López-García Toxicology & Regulations Expert Logre International Food Science Consulting
- ✓ Dr. Shashank R. Joshi Consultant Endocrinologist Lilavati and Bhatia Hospitals & Joshi Clinic
- ✓ Mr. Damien Pierre Lesot, Head of Technical, Development-Food Roquette Asia Pacific Pte Ltd
- ✓ Ms. Esha Kakkar , Sales Leader, Beverages & Better Nutrition- South Asia DuPont Nutrition & Biosciences
- ✓ Mr. Govindarajan Raghavan, Head R&D, Zydus Wellness Ltd.
- ✓ Ms. Mili Bhattacharya, Senior Manager-Scientific Nutrition & Regulatory Affairs Coca-Cola India P Ltd.
- ✓ Mr. Steven Bartholomeusz, Policy Director , Food Industry Asia, Singapore

Webinar Session 5: Perspectives on Healthy Snacking: Opportunities and Future of Snacking

2nd December, 2020 | 12:00 to 01:30 PM

The panellists underscored that the Indian market has been increasingly growing in consumption of packaged snacks, with an approximate Y-o-Y growth rate of 10 per cent, and that the demand for healthy packaged snacking range has only further leapfrogged in the backdrop of the Covid-19 pandemic. The Session witnessed encouraging participation from 450+ participants from various domains.

Key Speakers:

- ✓ Ms. Signe Causse, Global Marketing Leader, Digestive Health & Bakery, DuPont Nutrition & Biosciences
- ✓ Mr. Salil Murthy, Managing Director – India & SEA General Mills
- ✓ Mr. Kalpesh Parmar, Country General Manager, Mars Wrigley-India
- ✓ Mr. Vikram Kelkar, Group Managing Director, Hexagon Nutrition
- ✓ Mr. Siraj Chaudhry, Managing Director & CEO, NCML

Webinar Session 6: Exploring the Era of Food Innovation: Trends in the Food Processing Ecosystem

18th December, 2020 | 02:30 PM to 04:00 PM

The panel of experts deliberated on the theme that Food innovation is imperative and food backed by science will drive the future. In this phase of Corona virus disease, foods that boost immunity take the centre stage. New possibilities in food processing will evolve around products rich in micronutrients from rice, wheat and millets. The Webinar Session witnessed increased participation from 650+ participants from various Industries, consultants, food industry experts, academicians and government officials.

Key Speakers:

- ✓ Dr. Suman Preet Singh Khanuja, Former Director -CIMAP (CSIR) Lucknow & Founder & Chairman FloraFauna Science Foundation
- ✓ Mr. Varun Deshpande Managing Director, Good Food Institute India
- ✓ Mr. Rajendra Dobriyal, Director - Scientific & Regulatory Affairs (India & South West Asia) Coca Cola India Ltd.
- ✓ Mr. NB Sridhar, Senior Business Development Manager, Rice Fortification DSM
- ✓ Mr. Mihir Joshi Marketing Manager-South Asia, DuPont Nutrition & Biosciences
- ✓ Mr. Abhinav Srivastava, Head-Regulatory Policy & Intelligence, Amway

FUN FOOD FACTS MOST OF US DO NOT KNOW



Every year, consumers in rich countries waste almost as much food (**222 million tonnes**) as the entire net food production of sub-Saharan Africa (**230 million tonnes**)

The only fruit that has its seeds on the outer skin is the strawberry



Apples are more proficient at waking you up in the morning than coffee.

Eating **2** kiwi fruits an hour before bedtime can help you fall asleep quicker.



There are around **350** different shapes of pasta all over the world

A study of nearly **20,000** women found that those who consumed more than one serving of whole milk per day were **15%** less likely to gain weight over a period of nine years than women who drank no milk or low-fat milk.



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Interested? Get in Touch With Us at parminder.juneja@ficci.com or tripti.kataria@ficci.com



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We would like feedback/comments from our readers to enable us to improve our offering.

Write to us at sakshi.saini@ficci.com