

**1ST EDITION** 

## IMPACTANALYSIS

18-19 JANUARY, 2018, INDIA EXPOSITION MART, GREATER NOIDA







## BRINGING STAKEHOLDERS

#### Organisers







#### Co Organizers



















#### **Sponsors**







Tea Partner







Silver Sponsors

Indian Ethnic Beverages Partner

Institutional Partner

Knowledge Partner

#### Partners States



Telangana



Odisha













Andhra Pradesh

Jammu & Kashmir

Haryana

Maharashtra

Gujarat

Himachal Pradesh

Kerala

Jharkhand



## PUTTING INDIA'S FOOD ON A GLOBAL PLATFORM

INDUSFOOD - WORLD'S FOOD SUPERMARKET

Organised annually, INDUSFOOD is India's official export focused F&B trade fair, showcasing the country's best line-up of food & agri products to global buyers



#### WELL BEGUN IS HALF DONE

ACHIEVED A NEVER - BEFORE SCALE ON INDIAN SOIL

12,000+

GROSS AREA

43

COUNTRIES REPRESENTED 10

STATE
PAVILLIONS
PARTICIPATED

320

INDIAN EXHIBITORS SHOWCASED 450

GLOBAL BUYERS VISITED 75

GLOBAL RETAIL CHAINS PRESENT

"We are grateful for providing us a wonderful opportunity to explore our business at an international level platform at INDUSFOOD, Delhi, We have received good response and enquiries in the said exhibition for our products. We heartily appreciate your efforts in organising such an enormous platform, which not only promotes our existing businesses but also provides us new and upcoming era of business innovation."

#### Manoj Solanki,

Managing Director, Annapurna Universal Foods Pvt Ltd



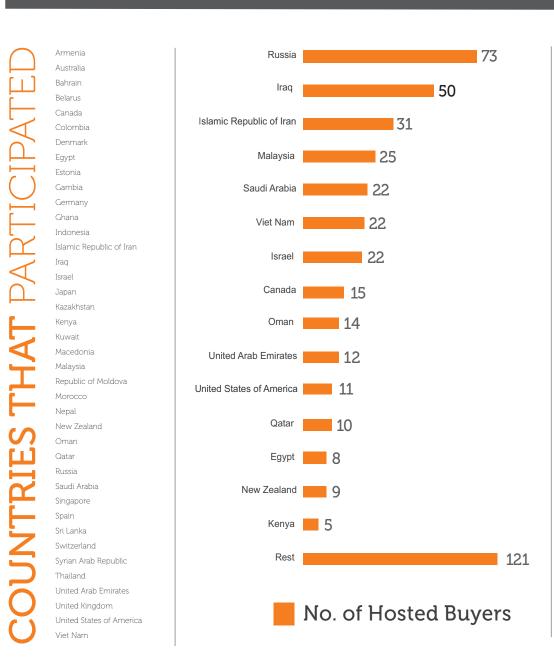
## 1st Edition An Overveiw

The first edition of **INDUSFOOD 2018**, a Global Food & Beverages exposition was held at India Expo Mart Greater Noida, India from **18-19 January 2018**, with the primary objective to create an export focused F&B trade fair, showcasing the country's best line-up of food & agri products to global buyers.

The maiden edition managed to generate 650 Million USD of on-the-spot business and was a huge success for the Indian F&B sector, 455 foreign participating buyers from 40 dierent countries and 75 global retail chains ensured that the estimated potential of the business for 2018-19 touched a figure of 1.5 Billion USD. A massive support from global industrial chambers boosted the trade confidence. 3 MOUs and 12 Industry-Government roundtables were key achievements for promoting bilateral trade by Indusfood Edition 1.

Estimating 600+ Buyers and 500 exhibitors, the 2nd edition is slated to be even bigger.

#### JUST HOW GLOBAL ARE WE-A GLIMPSE





## **Exhibitors** Zonewise

Consumer Food 95

Spices 54

Organic & Health Food 40

Beverages 28

Fruits & Vegetables 22

Indian Ethnic Food 19

Marine, Meat, Poultry 17

Oil and Oil Seeds 17

Ingredients 15

Dairy & Dairy Products 11

Luxury Foods 02

"I would like to congratulate TPCI on the behalf of the Embassy of India - Mexico for conducting a successful Indufood 2018 expo. This would go a long way in increasing our exports to the world and strengthening Indian businesses"

Ashwani Kumar, Commercial Representative, Embassy of India, Mexico.

#### TRADE - COUNTRY WISE

POTENTIAL ESTIMATED FOR

#### 2018-19 1.5 Bn USD



TRADE - PRODUCT WISE (Top 10 Product Categories)

Spices 71.03 Mns



Tea

Frozen Food 46.68 Mns



Rice **41.31 Mn**\$



Pulses 33.32 Mns



Snacks 32.1 Mns



Dairy **24.73 Mn**\$



Fruit & Veg 22.20 Mn\$



Meat **21.55 Mn**\$



Confectionary 32.10 Mns





## MASSIVE SUPPORT BY GLOBAL CHAMBERS

















#### Also Supported by:

- Eurasian Business Union
- MOIT Ministry of Industry and Trade, Vietnam
- · Singapore Manufacturing Federation
- Moscow Chamber of Commerce and Industry
- Indo-Business Professional Council, QATAR
- All Russia Public Organisation 'Business Russia'
- Iran Trade Promotion Organisation
- National Chamber of Commerce, Mexico
- Oman Chamber of Commerce and Industry
- Government Trading Corporation of Iran

## 3MOUs signed

## GLOBAL COLLABORATIONS WITH THE INDUSTRY





Memorandum of Understanding between Joint Iraqi-Indian Chamber of Commerce & TPCI



Memorandum of Understanding between Oman CHamber of Commerce & TPCI



Canadian Delegation



Russian Delegation from Russian Economic Commission giving memento to the Ministry of Commerce and Industry









## Edition 1: **320** Exhibitors across 12 product zones

































































Telangana



द्वारखण्ड सरकार Jharkhand



Kerala

































































# Edition 1:455 Buyers across40 Countries





































































































































# 75 GLOBAL RETAIL





CARREFOUR from France



Target from **US** 

ТОРГОВЫЙ ЦЕНТР





Lotte Plaza from South Korea

Magnit from Russia

#### Also Supported by:

KESHET TAAMIM RETAIL	ISRAEL
• KING STORE RETAIL	ISRAEL
<ul> <li>LULU GROUP INTERNATIONAL, OMAN</li> </ul>	OMAN
KHIMJI RAMDAS LLC	OMAN
SAFARI HYPER MARKET	QATAR
NASSER BIN KHALED & SON'S TRADING CO	QATAR
• CARREFOUR	SAUDI ARABIA
CITY FLOWER	SAUDI ARABIA
LLC MAIM HOLDING	RUSSIA
X5 RETAIL GROUP	RUSSIA
<ul> <li>MISHKINO</li> </ul>	RUSSIA
AL MADINA HYPER MARKET	SAUDI ARABIA
• GHUREMEEL	SAUDI ARABIA
CITY FLOWER	SAUDI ARABIA
WELCOME FOODS	SAUDI ARABIA
EAST WEST HYPER MARKET	SAUDI ARABIA
PANDA RETAIL COMPANY	SAUDI ARABIA
<ul> <li>FATHIMA GROUP OF COMPANIES</li> </ul>	UAE
K.M.TRADING GROUP L.L.C.	UAE
• NESTO	UAE
KHIMJI RAMDAS	OMAN
REWE SANECKI EINZELHANDELS OHG	GERMANY
SAHARA SHOP	MOROCCO





#IndusFood2018Analysis

### SOCIAL MEDIA SCORECARD

400+ Tweets **10.217,061** Accounts 233 Users/Hour **31,630,708** Impressions

## LIVE EVENT ACTIVATION

- 80+ live tweets and Facebook posts with images, videos and guotes
- 29 video bytes of the dignitaries shot at the event and posted real-time
- Twitter feed showcased on the Twitter wall (Digital screens on stage at event)
- Facebook LIVE videos of the inaugural ceremony
- Facebook LIVE of the MOU signing
- Video coverage of all sponsors















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"This trade show is being positioned as the next global Food and Beverages
(F&B) market in the Asian Subcontinent like ANUGA, SIAL and Gulf food."

"

Union Minister Ministry of Industry Commerce, Government of India



It will be our endeavor to use this opportunity to further promote export of Indian food items. South Africa has around
1.8 million strong Indian diaspora which
leads to good demand of Indian food
items. We are also working to use the expertise of South African companies in promoting value addition to Indian food products.

"

Abhishek Shukla
Council General, Consulate General of India,
Cape Town South Africa



Gentleman, it was a great pleasure meeting all of you at the Indus Food Expo vesterday. and by you at the intus root exposested as, I appreciate the introductions made for me and I look forward to further discussions on how we can collaborate in the future to promote increased U.S. - India trade.

"

Andrew Ediefsen Commercial Officer Embassy of the United State of America, New Delhi



Indus Food Expo to Major Retail Chains from Gulf & Russia are looking to partner with India.steer India's food export growth

"

Santosh Sarangi Joint Secretry Dept of Commerce and Industry, GOI



Thank you very much for your great support extended to the IPC and my self

during the Indus Food 2018 in New Delhi last week. It was such a wonderful hospitality offered by your esteemed office. It was my pleasure to meet and work with you. I look forward to having your cooperation and partnership between TPCI and the IPC."

"

Hoang Thi Lien Executive Director International Pepper Communit



"I would like to congratulate you on behalf of the Embassy of India. Mexico for

onducting a successful Indus Food 2018
Expo.
This would go a long way in increasing our exports to the world and strengthen Indian business.

"

Ashwani Kumar Commercial Representative / Represent Commercial, Embassy of India, Mexico



The visit to India (of our executives) was an eye opener and they see great potential in importing various items from India. The delegates were impressed with the exposition as well as the meetings arranged by TPCI and other courtesies extended to them during their stay in India."

"

Ambassador of India, Belarus

"Indus Food has been good exploring the food business in India"

> Joesph P. Raphael, Head Sales & Marketing Atyad Bakery LLC, Oman





Like Comment.

Like  $\overline{\oplus}$ A

Mr. Khaldoon Tareq Yaseen, Commercial Counselor, Embassy of the Republic of Iraq at #IndusFood2018 India in Iraq (Embassy of India. Baghdad) Ministry of Commerce and Industry, Government of India



Like

CEO GET OMAN LLC



I extend my thanks to the participating food processing industries of our state in the event. I am thankful to the in the event. I am thankful to the Ministry of Commerce & Industry, Government of India and Trade Promotion Council of India (TPCI) for extending the much needed co-operation. We look forward to their support in augmenting export avenues to our state entrepreneurs."

"

"Indus Food event is very good and we feel well taken care of by the government"

Nur Fatin Dato Vice President Kuala Lampur Malay, Chamber of Commerce & Dewina Holdings SDN BHD

S. R. Pradhan

IAS, Director of Industries, Odisha



vernment of India TPCi



n't Like C Comment (2) Share



"We are amazed by the hospitality and variety of

Yongda Jung Lotte Plaza Market Chantilly



" I thank you and friendly team for fruitful

day well spent and enjoyed at Indus Food.
From the exchange of emails before the event to my arrival at 3am Thursday morning and to my departure Friday night, I was well looked after. The typical Indian

warmth and personal touch was an added

bonus.

"

M Yahya Beyad CEO, Britannia Tea Co. Ltd. London





"We are grateful for providing us a wonderful opportunity to explore our business at an international level platform at INDUS FOOD, Delhi. We have received a good response and inquiries in the said good response and inquiries in the said exhibition for our products. We heartily appreciate your efforts in organizing such an enormous platform which not only promotes our existing businesses, but also provides us with a new and an upcoming era of business innovation."

" Manoj Solanki Managing Director Annapurna Universal Foods Pvt. Ltd.

#### **Stakeholders** Tweet









## Live Tweets of Bilateral Meets

















## Media Coverage

The flagship event of the Global Food and Beverage Show of India 2018 received widespread coverage from print and online media houses of India. Large number of journalists attended the event organized by TPCI and supported by the Department of Commerce, GoI.

#### कृषि निर्यात नीति का मसंविदा जल्द जारी होगा

## HINDI Agri export must

To promote agri exports, the commerce ministry is working on a policy that would help local producers in identifving new markets and products. Speaking at Indus Food, mega food and beverage expo, Santosh Kumar Sarangi, joint secretary in the commerce department, said the new agri export policy would make India a prethe goal DECCANHERALD III income, said Sarangi and added for this we need to integr-

are with global marketplace. "If this happens our food exports will cross \$60 billion, which stood at \$31 billion in

2015," he said.

Prabhu on Thursday said

"We are in the process of

preparing a new strategy for

diversifying our export basket

#### Centre to seek comments NA OCT TO SEE on farm export policy draft as a stated on the state of the stated of th

स्तय नये बाजार और उत्पादों

महत्त्वान करते हुए निर्वात बढाने

नकसद से अंशधारकों के रुख

Business Line ह होगा जार

millenniump

विस्ती, (भाषा) : वाणिज्य विभाग, टीपीसीआई के इंडस फूड प्रदर्शनी में 31.92 अर

के प्रतिनिधियों

रिशंकारीमा सरे क्ये हैं

काषक्रम में रुक्तात महाराष्ट्र सरिकार

erusides, parent more than room

Financial Express

बढ़ावा देने के लिए नए बाजार की हो रही है तलाश : प्रभु

Agri-export policy

papers to be put

in public domain

India set to become food exhibition, distribution hub

with 'Indus Foods'

"Govt looks to diversify export basket The Statesman

नक्षे पहले। इन पर सरकार ने बाग बाजा

35+Online Media

Articles

Chronicle International Herald Eribuse

We are working on strategy to

NEW DELHI: The commission is to diversify India.

NEW DELHI: The commission is to the industry to diversify India.

The commission is to the industry to diversify India.

The show is witnessing participation from over 400 exhibitors, including representations from 12 states. Global buyers from 43 nations are attending

The show will provide a platform to Indian export

मंत्रालय ने नई



## LIST OF ALL **EXHIBITORS**

WHOLESOME FOODS

VNKC AGROCOM PVT LTD

BHARAT CEREALS PRIVATE LIMITED

GOODRICKE GROUP LTD

BHARAT GLUCOSE PRIVATE LIMITED

P.K.OVERSEAS PVT. LTD.

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MARKFED

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SUPPLE TEK INDUSTRIES PRIVATE LIMITED

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PREMIER'S TEA LIMITED

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SAMEX INDIA PVT LTD

DESAI BROTHERS LTD (FOOD DIVISION)

SHIMLA HILLS OFFERINGS PVT. LTD.

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DHAMPURE SPECIALITY SUGARS LTD.

SIANG TEA & INDUSTRIES PVT. LTD...

DONYI POLO TEA ESTATE

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GREENDOT HEALTH FOODS LTD.

JAY SHREE TEA & INDUSTRIES LTD

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PARAM DAIRY LIMITED

MS.NATURE BIO FOODS LIMITED

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PARAG MILK FOODS LTD

SHYAM SUNDER EXPORT HOUSE

DP CHOCOLATES

UGP VENTURES (UDYAN TEA)

**HEALTH ON A PLATTER** 

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MCLEOD RUSSEL INDIA LIMITED

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CHAMAN LAL SETIA EXPORTS LTD

ARUNACHAL TEA & INDUSTRIES PVT. LTD.

AGRONIC FOOD INC.

BHARAT AGRO

GLOBAL BRAND RESOURCES PVT LTD

FIELDFRESH FOODS PVT LTD

CONTROL ALT FOODS PVT LTD.

ROSSELL TEA (DIVISION OF ROSSELL INDIA LIMITED)

KAY BEE EXPORTS

VIJAYNAGAR BIOTECH PRIVATE LIMITED

SHRI SITA RICE MILLS

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AL GLOBAL STAR PVT. LTD.

GUJARAT CO-OPERATIVE MILK MARKETING.

STERLING AGRO INDUSTRIES LIMITED

VISNUKUMAR TRADERS PVT LTD APIS INDIA LTD.

RICHFIELD INDUSTRIES PVT. LTD

MAHALAXMI TEA ESTATE

FRESHWAY SERVICES LLP

BTW INDIA PVT. LTD.

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SANWARIA SWEETS PRIVATE LIMITED (KANHA)

ADINATH AGRO PROCESSED FOODS PVT. LTD.

UNITED FOODS

HARRISONS MALAYALAM LIMITED (RP-SANJIV GOENKA GROUP)

JIVRAJ TEA COMPANY

BHIKHARAM CHANDMAL BHUJIAWALA PVT. LTD.

GUJARAT TEA PROCESSORS & PACKERS LTD

PARRY AGRO INDUSTRIES LIMITED

HAVUKAL TEA AND PRODUCE COMPAY PRIVATE LIMITED

PR EXPORTS (NATURESWORTH)

AUTI & SON'S NATURAL AGRO

MATHESON BOSANQUET ENTERPRISES PVT. LTD.

HARRISONS MALAYALAM LTD SBU B

ANDREW YULE & COMPANY LIMITED

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MARICO LIMITED

MOIXA

TATA GLOBAL BEVERAGES

THE BOMBAY BURMAH TRADING CROPORATION LIMITED

PURESSENZ

PREMIUM EXPORTS

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ARAM & CO

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AGGARWAL IMPEX

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VIJAYANAGAR FOOD AND NUTRACEUTICALS PRIVATE LIMITED

SRI VARSHA FOOD PRODUCTS INDIA LTD.

AL RASHEED FOOD WORLD

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PATTABHI AGRO FOODS PVT LTD

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DEVELOPMENT AUTHORITY (APEDA).

(MINISTRY OF COMMERCE & INDUSTRY, GOVT, OF INDIA)

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**BKVK COLD STORAGE** 

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INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT

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INDIES GLOBAL FOODS PVT LTD

TRADE FAIR AUTHORITY OF HARYANA

DIN DAYAL AND SONS

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CRECIMIENTO CONSULTING SERVICES PRIVATE LTD.

L. R FOODS PVT. LTD.

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HARYANA DAIRY DEVELOPMENT COOPERATIVE FEDERATION LTD.

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DEPARTMENT OF MSME UTTARAKHAND

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GPA FOODS PVT.LTD.

SAHYADRI FARMERS PRODUCER COMPANY LIMITED

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SANJEEVANI AGRO KOLHAPUR, MAHARASHTRA

SCALAR TRADING COMPANY

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FARMKING INTERNATIONAL

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S G STAR DRINKS PVT LTD

DEPARTMENT OF HORTICULTURE, HARYANA

FISHERIES DEPARTMENT HARYANA

HARYANA STATE WAREHOUSING CORPORATION

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LAKHMI CHAND FOODS

MODERN AGRO

A & D PHARMA

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MARUTI MAHILA SWAWLAMBI SANSTHAN

SHREE SHYAM TILPATTI UDYOG

AJMER GRAMODYOG SANSTHAN

GANPATI SPICES

BANSIWALA GRAMODYOG SAMITI

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SAN MARINE EXPORTS

SHIMPO EXPORTS PRIVATE LIMITED

SHIVAN DITTA MAL

THEVA&CO

VIJAYNAGAR BIOTECH PRIVATE LIMITED

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PANCHVATI APIAARIES

GLOBAL FOOD INTERNATIONAL

ABS FOOD INGREDIENTS

VEER OVERSEAS LTD.

#### Welcome to - 2nd edition

14-15 January, 2019

## Bigger.Better.Brighter.

Enabling business for over 600+ prominent global buyers and 400+ exhibitors from the F&B industry info.indusfood@tpci.in





Trade Promotion Council of India

9, 2nd Floor, Scindia House, Connaught Circus, New Delhi 110001, India, Tel: 91 (11) 40727272