

October 2023, Mumbai, India

ANUFOOD India 2023 Wraps Up, Charting a Prosperous Path for India's Food & Beverage Sector

ANUFOOD India 2023, co-located with ANUTECH - International FoodTec India & PackEx India 2023, recently concluded at the Bombay Exhibition Centre, Mumbai, setting the stage for India's food & beverage industry growth. These events, known for innovation and collaboration, reinforced their commitment to an industry projected to reach nearly USD 504.92 billion by 2027. This year, with 20,777 visitors and over 270 exhibitors, the event spanned an expansive 10,690 square meters, marking a remarkable 14% growth over its previous edition. India's burgeoning food & beverage sector, poised to create jobs and attract foreign investments, highlights the significance of ANUFOOD India.

These expos welcomed esteemed dignitaries, industry leaders, and government officials, emphasizing their role in promoting innovation, collaboration, and exploration within the food & beverage sector. Key dignitaries included Shri. Prahlad Singh Patel, MOS, Ministry of Food Processing Industries, Government of India, Ms Mercy Epao, Joint Secretary (SME), Ministry of Micro, Small & Medium Enterprises, Government of India, Dr. N. Bhaskar, President, Association of Food Scientists & Technologists India (AFSTI), Dr Raghav Jadli, President, All India Food Processors Association (AIFPA), Oliver Frese, COO, Koelnmesse GmbH and Mr. Milind Dixit, Managing Director, Koelnmesse Pvt Ltd.

During the event, the dignitaries emphasized Government's industry upgradation programs like INR 4600 crores for PMKSY and PLI Scheme to advance the food processing industry. They also highlighted the role of MSMEs, programs for female entrepreneurs, sustainability efforts, customized programs, along with India's potential as a global food processing hub, and opportunities for multinational corporations. They imparted knowledge that highlighted the government's dedication to the expansion of the MSME and food & beverage industries.

In his inaugural address, Shri. Prahlad Singh Patel, MOS, Ministry of Food Processing Industries, Government of India emphasized, *"Today's exhibition is the representation of 'Atmanirbhar Bharat,' that reflects the distinctive power of our market and the technological innovation that underpins India's development. The Government of India has allocated INR 4600 crores to sustain PMKSY, and recently, the allocation of an additional INR 920 crores to PMKSY, reaffirms its commitment to sector growth and development"*

Ms. Mercy Epao, Joint Secretary (SME), Ministry of Micro, Small & Medium Enterprises, Government of India said *"MSMEs play a significant role in the Indian economy, providing over 30% of the GDP, almost 50% of exports, and 45% of industrial output. A 50,000 crore Self-Reliant India Fund has also been formed to aid MSMEs in*



ANUFOOD India

7-9 September 2023

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diversifying. The Ministry of MSME is dedicated to empowering small businesses and assisting them in the fast-paced business environment of India.”

Reflecting on the event’s success, Mr. Milind Dixit, Managing Director, Koelnmesse India, said, *“We are delighted by the resounding success of ANUFOOD India along with its co-located event ANUTECH - International FoodTec India & PackEx India. Government initiatives and compelling statistics support the strong growth trajectory of India’s food & beverage trade & processing industries. By 2024, this industry is expected to produce nine million new employment and bring in USD 4.18 billion in foreign direct investments. The growth of these industries and the promotion of innovation are the top priorities of Koelnmesse Pvt Ltd. We appreciate the contributions of the exhibitors, guests, partners, and together, we will keep bringing about constructive change in the sector.”*

ANUFOOD India is now ‘Anuga Select India’

Koelnmesse Pvt Ltd at the sidelines of ANUFOOD India also announced the introduction of ANUGA Select India. The significant development is poised to reshape the landscape of India’s food and beverage sector, offering unprecedented growth opportunities, and fostering collaboration. Building upon the success of ANUFOOD India over the years, Koelnmesse Pvt Ltd is now rebranding the event as ANUGA Select India. The event will be held from 28-30 August, 2024 at Bombay Exhibition Centre, Mumbai in the coming year.

This year, ANUFOOD India served as a dynamic platform for more than 1,000 food brands, including industry giants such as MDH, Gopal Snacks, Haldirams, Tata Consumers, Godhawat Group, Chedda’s, and many others. The event was not just about showcasing products; it was a stage for innovation, featuring exciting product launches that added flavor to the occasion. Highlights included Mrs. Foodrite’s Date Tamarind Chutney, Whole Foods’ range of Makhanas, Nature Rich Foods’ Mayonnaise variants, and much more.

The event covered a wide spectrum of food categories, including Agrifoods, Dairy, Fine Food, Frozen Food, Organic, Bread & Bakery, and Sweets & Snacks. Notable trends that emerged from Anuga Select India included a strong focus on Health Foods, Millet-Based Products, and the ever-popular Kombucha.

One of the event’s defining features was its international presence, with representatives from 50 countries, including the United Arab Emirates, United Kingdom, United States of America, Philippines, Russia, Saudi Arabia, and more. This global outreach demonstrated Anuga Select India’s universal appeal and its role in fostering international partnerships within the food industry.

The 3-day conference at the event covered crucial topics such as plant-based innovations, protein clusters, food safety, sustainability, and the influential role of women foodpreneurs in inspiring innovation within the food industry. Specialized

pavilions, including Start-ups & Food Importers, opened up growth opportunities for India's F&B sector.

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Adding vibrancy to the event was the Culinary Corner, featuring live cooking workshops conducted by India's leading executive chefs like Chef Harpal Singh Sokhi, Chef Rohit Sangwan, Chef Paul Kinny, Chef Ashish Bhasin, and celebrity Chef Rakhi Vaswani. They not only showcased their culinary excellence but also demonstrated the practical usage of the products on display by exhibitors. The MDH Pro Chef Culinary Challenge saw the participation of 10 teams from leading colleges, where young chefs showcased their innovative culinary skills, receiving appreciation from attendees.

The Innovative Trend Zone, curated by the Knowledge Partner 'Innova Market Insights,' enriched the visitor experience by offering insights into global trends in the food and beverage industry.

The overwhelming positive feedback from participants and attendees underscores the event's success and its favorable impression on industry experts. It serves as a testament to Anuga Select India's commitment to excellence and its ability to meet the diverse expectations of stakeholders.

Amit Lohani, Founding Board Member of the Forum of Indian Food Importers (FIFI), expressed his enthusiasm and satisfaction with ANUFOOD India, emphasizing the event's significance for the international food and beverage trade in India, he said, *"We have participated in ANUFOOD India to represent the international F&B trade in the country with more than 10 companies under FIFI Pavilion. This year, it's been an interesting experience to network with so many new companies, international pavilions, and much more. I think it has been a great experience, and I believe that next year, with Anuga Select India, it will be even bigger, larger, and better than this year. The overall quality of the participants and visitors has improved drastically over the years, and that's the fundamental key for the success of any show - ANUFOOD India has done that this year. These events allow you to create a niche for your product category, sector, and a niche for consumers, retailers, distributors, and chefs. It's a brilliant event and an amalgamation of B2B companies, all working to ensure that business is conducted in India, especially in the F&B trade."*

Jagpreet Pabla, GM - Product & Technology at McDonald's (Hardcastle Restaurant Private Limited), described the event as *"An enriching experience that provided valuable insights into the industry's latest developments."*

Anuga Select India has made significant contributions to the development of India's food and beverage sector, aligning with the government's initiatives, including the creation of Mega Food Parks and schemes. It continues to shape a promising future for the industry, showcasing India's culinary excellence and its vast business potential on a global stage.

ANUFOOD India is organized by Koelnmesse Pvt Ltd (formerly known as Koelnmesse YA Tradefair Pvt Ltd).

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Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. Anuga HORIZON in Cologne will mark the launch of an additional event format dedicated to food industry innovations. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events. Further information: <https://www.anuga.com/trade-fair/anuga/industry-sectors>

The next events:

Anuga - The leading trade fair for the global food industry, Cologne 07.10. - 11.10.2023

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 07.11. - 09.11.2023

ISM - The world's largest trade fair for sweets and snacks, Cologne 28.01. - 31.01.2024

Note for editorial offices:

Anuga Select India photos are available on the Internet at:

<https://anuga-india.com/image-database.php>

Press information is available at: <https://anuga-india.com/press-releases.php>

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