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## **Anuga Select India 2025 - India's Gateway to Global Food & Beverage Innovation Returns with a Power-Packed Edition**

Anuga Select India, one of the country's most influential exhibitions for the food and beverage industry, is set to return with an expansive edition from **20th to 22nd August 2025** at the **Bombay Exhibition Centre, Mumbai**. The 2025 edition will bring together over **400 exhibitors** across **13,500 square meters** of exhibition space, attracting **30,000+ trade visitors** from India and abroad. With participation from **45+ countries**, Anuga Select India continues to strengthen its position as a truly international marketplace, catering to all aspects of the food and beverage value chain.

Some of the leading brands exhibiting this year include: **Milky mist, Parag milk, Tata consumer, Catch masala, Foodrite, Chitale, Goldie masala and Society Tea** among others. International participation will feature pavilions from **Indonesia, Turkey, South Korea, Thailand, Iran, Vietnam, Malaysia, Taiwan**, and more, showcasing unique food innovations and regional specialties.

### **Experience Beyond Exhibition - Show Highlights**

Anuga Select India 2025 goes beyond traditional trade exhibitions with several value-added features designed to elevate visitor engagement and foster business opportunities:

#### **Culinary Corner:**

A live-action stage where renowned chefs will demonstrate innovative culinary concepts, fusion dishes, and regional flavours. Attendees can look forward to engaging sessions led by some of the most celebrated names in the culinary world, including **Chef Zeba Kohli, Chef Jerson Monterey Jack, Chef Gauri, Chef Amit Shetty, Chef Shipra Khanna, and Chef Altamsh Patel**. These culinary experts will showcase their unique styles and specialties, offering a rich mix of traditional recipes and contemporary innovations, making the Culinary Corner a must-visit feature at Anuga Select India 2025.

#### **Scale Up Palate:**

Introduced for the first time at Anuga Select India 2025, **ScaleUp Palate** is a dynamic new feature that offers a dedicated platform for founders of India's most disruptive and fast-growing food brands to share their entrepreneurial journeys, brand stories, and product evolution. This exclusive stage will host insightful conversations with visionary leaders including **Ajay Gupta (Chings), Kallol Banerjee (Rebel Food), Saurabh Munjal (Lahori Zeera), Shashang Mehta (The Whole Truth Food), Ravi Kabra (Skippi), Jovita Mascarenhas (Bartisans), and Akash Agarwalla (Zoff Foods)**. The ScaleUp Palate aims to inspire innovation, foster dialogue, and celebrate the spirit of homegrown excellence within the food and beverage sector.

#### **Conference & Seminar:**

High-level panel discussions, keynote sessions, and technical talks led by industry stalwarts will address critical topics including food safety, innovation, processing trends, sustainability, and market expansion strategies.

#### **Innovative Trends Zone:**

A curated area spotlighting the most path-breaking and forward-looking food products, ingredients, and packaging innovations. The **Product Presentation Zone** within this feature offers brands an opportunity to demonstrate the story and science behind their offerings.

**Retail Walk:**

An exclusive guided tour curated for international exhibitors to understand India's diverse retail formats and gain valuable insights into consumer behavior, packaging preferences, and market strategies.

**Start-Up Pavilion:**

This zone will showcase novel F&B concepts, health-forward innovations, and entrepreneurial products that are disrupting traditional categories. It is a platform to connect early-stage brands with investors, buyers, and collaborators.

**Industry Response - Strong Buyer Momentum**

The show has already garnered exceptional interest from key buyers and trade professionals across India. Among the many industry leaders who have confirmed their participation are:

DMart, Oberoi Hotels & Resorts, Reliance Retail, Zomato Hyperpure, Swiggy Instamart, Sodexo India Pvt Ltd, Group of Taj Hotel, ITC Grand Central, Mojo Pizza, Haiko Supermarket, Star Bazaar, Suba Group of Hotels, Good Flippin Burger, BurgerKing, Cafe Coffee Day, China Gate, Baskin Robbin, Lulu Hyper Market Bangalore.

This diverse and high-profile visitor base reinforces Anuga Select India's positioning as a vital sourcing, networking, and knowledge-sharing platform for the Indian and global F&B ecosystem.

For any further details, connect with our all-new chatbot on the official website:

[www.anuga-india.com](http://www.anuga-india.com)

**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. 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, Colombia, 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.

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