



Press Release:

Global buyers to source their F&B requirements from India at Indusfood – the World Supermarket

September 18, 2018:

Top buying houses, manufacturers of processed food as well as supermarket chains from across the globe are gearing up to source their F&B requirements from India through their participation as visitor buyers in Indusfood-II – the export focused annual F&B trade fair organized by Trade Promotion Council of India (TPCI) jointly with Department of Commerce (Ministry of Commerce and Industry) – which is already being promoted as the World Supermarket in global F&B trade circles.

The tradeshow, to be held in Greater Noida (NCR Delhi) on January 14-15, 2019 will be showcasing India's best line-up of food, beverages and agri products to global buyers, many of whom have already committed participation in Indusfood-II and are gearing up for B2B meetings and business tie-ups with quality Indian food suppliers besides generating insight into the large basket of brands, private labels and bulk purchase opportunity of raw items that India could offer to the world.

The Indusfood-I, held in early 2018, was a big success that saw international buyers from 43 countries and 320 Indian exporters from 12 categories of Food and Beverage industry, together generating an estimated business of \$650 million. The Indusfood-II is surely going to be far better, bigger and brighter show with participation of more than 600 global buyers from around 50 countries.

TPCI, through association and support garnered from over 84 nodal officers sitting in the Indian missions across the world, has initiated fruitful discussions with its partner chambers of commerce along with industry associations in their respective countries resulting in many delegations agreeing to visit India for the forthcoming edition of Indusfood. This is part of a strategic approach adopted by TPCI in planning the incoming delegations through laying emphasize on the most promising markets with high Indian diaspora where better product acceptability is expected. These include countries such as the Americas, Europe, ASEAN and the Gulf countries. A major breakthrough is expected to arrive with highly interested delegations arriving from Moscow, Pretoria, Singapore, Turkey and Saudi Arabia with many more on the house. TPCI has already received confirmations to receive major delegations from Moscow Chamber of Commerce and Industry, German Food Processor Association, Saudi Chamber of Commerce, Turkish Food Import Association and many more.

TPCI is committed to promote value added packed Indian consumer products in the F&B segment by establishing direct contacts with the major retailer chains of the world. Such an activity leads to popularization of Indian taste and journey of centuries old culinary traditions embarked upon such



remarkable Indian ready-to-eat products. Over 75 global retailers with high regional penetration and market size such as Panda of Saudi Arabia, Magnet of Russia, BIM of Turkey or Rewe of Germany along with many more will be present during the show with their purchase teams giving a direct access to the discerning Indian brand, a much desired international platform.

Indusfood-2019 will witness many Govt delegations and representatives of large Government companies involved in strategic purchase of food commodities through investments or long-term purchase agreements to achieve the food security of their country or to feed their large processing industry.

To give an example, from Gulf Cooperation Council (GCC) countries alone, including Iran, several top Governmental and private buyers have already confirmed their participation. These include government owned GTC and ETKA chain stores from Iran and leading importers like Golrang Industrial Group, Kayla Group, Shahsavand Tea, Sabzdanehhormozan Trading and Food Companies, Royal Pishgam, Brand Mohsen, Tejarat Gostar Toranj, Ghayeghran Tea as well as Union of Wholesaler Association, who have already evinced interest in participation.

From Oman, leading buyers coming to India include KhimjiRamdas, WJ Towell, LULU Supermarket and Al Nab'a Group. From Qatar, the Government owned Hassad Food, Safari Hyper Market Group, Amwaj Food Services and Ali Bin Ali (largest FMCG organization of the country) are looking at sourcing opportunities from India. Likewise, Haridas Sons, A. Lateef Khalid AlAujan & Sons Group and Intercol group from Bahrain and Al Maya Group, ADVOC Group, HoReCA&Speciality Brands and Barakat Group of Companies from the UAE are looking at sourcing their requirements from India.

Leading buyers from various other countries across the globe too are looking towards India to source their requirements through Indusfood.

These endeavours are part of TPCI's sincere efforts to put India on global F&B map and establish India as a global market for food trade. Such efforts alone will give the much-needed recognition to India as an important player in the global food value chain.

For any further information, contact:

AZIZ HAIDER

DIRECTOR-MEDIA & CORPORATE COMMUNICATIONS

9, 2nd Floor, Scindia House, Connaught Circus,

New Delhi- 110001, India

T: (91) 11 40727272

M: (91) 9667182697, 7999466000

W: www.tpci.in