7TH EDITION
POST SHOW
REPORT
2024

# INDUS FOOD Source. Process. Collaborate.

08 | 09 | 10 January, 2024

**India Exposition Mart** 

Greater Noida, New Delhi, NCR, India







I am truly delighted to see Indusfood expand its horizons, demonstrating a New India, which is big and bold... Clearly India is now engaging with new confidence and a position of strength with the rest of the world. Our capacity to organize the world's largest fairs is gradually taking shape.

### **SHRI PIYUSH GOYAL**

Hon'ble Minister of Commerce & Industry; Consumer Affairs, Food & Public Distribution; and Textiles, Government of India



The 7<sup>th</sup> Edition of Indusfood attained remarkable scale & broke new ground with a series of meticulously curated events designed to enhance the experience of its participants.







# **EXHIBITOR SURVEY**

93%

Exhibitors are satisfied with the quality of buyers and spot business confirmations.

89%

Exhibitors are satisfied with online B2B matchmaking facilitation.

92%

Exhibitors consider Indusfood to be a must-attend event for business.

90%

Exhibitors are extremely happy with the Indusfood mobile app.

94%

Exhibitors are very happy with the overall event.

93%

Exhibitors plan to attend Indusfood in 2025.













# **BUYER SURVEY**

91%

Buyers are satisfied with the quality of exhibitors.

86%

Buyers are satisfied with organization of the event and the hospitality.



Buyers are satisfied with online B2B matchmaking facilitation.



Buyers are extremely happy with the Indusfood mobile app.



Buyers consider Indusfood to be a must-attend event for business.



Buyers plan to attend Indusfood in 2025.

# INDUS: FOOD IN NUMBERS

# \$1.5 BN+

**ON-SPOT BUSINESS** 

1,200+

**EXHIBITORS** 

100+

INTERNATIONAL **EXHIBITORS FROM 15+ COUNTRIES** 

60,000+

SQ M OF EXHIBITION SPACE

7,500+

GLOBAL **BUYERS** 

**80+** 

LARGE INTERNATIONAL SUPERMARKET CHAINS

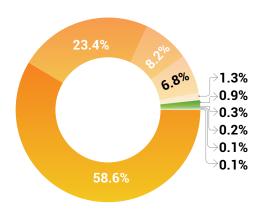
**VISITING BUYERS** FROM

100+

COUNTRIES



# **VISITOR PROFILE** SEGMENT-WISE BREAKUP



- Food distribution & trading companies
- Importers
- Manufacturers
- Supermarket chains
- Distributors

- Major wholesaler groups
- Hotel chains
- Government bodies
- Consultants
- Chambers/associations/
- trade bodies







- **⊗** EGYPT
- *OUZBEKISTAN*
- **♥ RUSSIA**
- **® BELARUS**
- **♥ LEBANON**

MAJOR BUYER DELEGATIONS (COUNTRIES)

- **PALESTINE**
- **⊘ IRAN**
- **♥ IRAQ**

# **GLOBAL** SOURCING PLATFORM

Share of attending buyers by region





# 100+ **EXHIBITORS** FROM 15+ **COUNTRIES**











UAE



China



Canada



Australia













Spain

Hong Kong





Lebanon





Uzbekistan

Bangladesh





Sri Lanka

Nepal



# **NEW** PAVILLIONS



Fresh Fruits & Vegetables



Wines & Spirits



Healthy & Vegan



Marine Products



# **EXHIBITOR** ZONES



Sweets & Confectionery



Dairy



Indian Ethnic Food & Snacks



Tea & Coffee



Pulses & Grains



Sugar & Flour



Non-alcoholic Beverages



Meat, Poultry, & Seafood



Dry Fruits



Oil & Oilseeds



Spices



Consumer Foods

# TESTIMONIALS



VIRAJ BAHL, MANAGING DIRECTOR, VEEBA

"I truly appreciate the unique initiatives by Indusfood, making it a truly standout show. Its strong commitment to bring in international buyers showcases a progressive approach, which is crucial to put India on the global export map."



SUNIL D'SOUZA, MD & CEO, TATA
CONSUMER PRODUCTS LTD

"Indusfood has rapidly grown
"Indusf

to be the premier event in
Asia, showcasing F&B brands
to global buyers. We see it
as a fantastic event to display
our strengths, brands and
products and form strategic
partnerships to grow our
international business."



PARAS DESAI, EXECUTIVE DIRECTOR WAGH BAKRI TEA GROUP

"Indusfood is a major trade show to promote India's F&B industry. Most of our international distributors attend this vibrant trade show. It contributes to global visibility of Indian food products and facilitates partnerships."



MANI BAKSHI, VICE PRESIDENT, SINGH & SINGH DISTRIBUTION, USA

"This year, Indusfood has been a great event and everything has been very well organized from the quality vendors they have to the entire setup here. Everything has been top of the line and I congratulate TPCI for the sucess of the event."



YOVARAJA HARI RAMA KRISHNAN MD. SABRINI FOODS. AUSTRALIA

"It's a great opportunity to visit Indusfood with this quantum of good exhibitors participating in the show. It looks like a good future for us, as we don't need to go anywhere else. I appreciate the organizers & look forward to upcoming editions too."



SRIDHAR MOOSAPETA, CEO KHIMJI RAMDAS LLC. OMAN

"I can visibly see the difference between when Indusfood started and what we're doing right now. It has become bigger, better and much more productive. We are on a platform that can take us forward for many decades to come."



DR. SANJAY NAGARKAR, FOUNDER & CEO, GLOBEX BIOTECH, HONG KONG

"We are trying to find products that represent USPs of Indian processed food, which we can import to Hong Kong, as it is a global hub. Indusfood has a lot of such products, which we find to be very appropriate for the global market."

Online exhibitor and buyer listing along with profile page helps in digital promotion and matchmaking.



ATANU DEY, HEAD-INTERNATIONAL BUSINESS, BAMBINO AGRO

"Indusfood facilitates meaningful connections between exporters and importers, making it a crucial and commendable event. I congratulate TPCI for its dedication to create a purposeful & effective event for the Indian F&B industry."



AMIT KUMAR BALECHA, DIRECTOR, ITF FOODS PVT LTD

"Indusfood is building a way towards Atmanirbhar Bharat, enabling exporters to engage with global buyers, who access the hidden treasures of India under one roof.

Being associated from the 1st edition, it is a true catalyst in our global journey."



DHAVAL SHAH, DIRECTOR JAIRAJ GROUP

"Indusfood is an exceptionally curated platform, offering a conducive environment for meaningful engagements.
We are extremely happy about the networking opportunities that Indusfood opened up, helping us expand our presence."



MANJEET SINGH GILL, PRESIDENT, INDIAN FEDERATION OF CULINARY ASSOCIATIONS

"Indusfood will raise awareness of the variety of food products that can be imported from India to meet growing demand. I am confident that shortly, we will be able to make it one of the biggest trade shows in the world of food."



SHANAVAS PADIYATH MOHAMED IBRAHIM, REGIONAL MANAGER, LULU HYPERMARKET. OATAR

"Indusfood has proved to be an exceptional experience for us, featuring a diverse array of Indian food and beverage products in one place. Our focus will on searching for and sourcing items and innovative products that are inspired by nature."



PANKAJ SAJNANI, CATEGORY MANAGER, FMCG RETAIL, CHOITHRAMS

"Indusfood is a fantastic platform where various brands come together under one roof. It is crucial for us to stay informed about current trends. It helps us plan and strategize, discover new brands and connect with existing ones."



ROB DIAMANTOPOULOS, NATIONAL BUSINESS MANAGER, OSTINDO FOODS. AUSTRALIA

"Indusfood serves as an ideal platform for our business, as we concentrate on introducing innovative snack and beverage products to the Australian market. We aim to distribute them to both independent retailers and major outlets."



PRADEEP SALWAN, PRESIDENT, APNA FOODS IMPORTS CO. US

"Indusfood is the best platform for buyers like us who look for quality business at one place and this edition is the greatest among all the previous events. We have seen great buyer footfall and many of us have signed various deals."

Indusfood is 100% digital & open.

Visit indusfood.co.in for complete listing

INDIA-GLOBAL CULINARY EXCHANGE

Taking India's rich and diverse culinary heritage to the world

- Direct engagement with global chefs.
- Showcase of RTC, RTE, RTS & frozen food products.
- Live cooking, plating and serving sessions.
- Unlock global HORECA business opportunities.









# **INDUSFOOD** INNOVATION ZONE

# Unveiling India's most innovative F&B products

- Products nominated by participating exhibitors.
- Shortlisting for Innovation Showcase by esteemed jury.
- Presentation opportunity at Indusfood Innovation Stage.
- Felicitation of winners at Indusfood Innovation Awards.





# **INDUS** KNOWLEDGE HUB

Intense knowledge sessions to help businesses navigate the complexities of the dynamic global F&B market.

- Future of Modern Retail & HORECA
- Growing opportunities from e-commerce
- Changing global consumer market dynamics
- International marketing strategies
- Evolving Food Technology Trends
- Regulatory & sustainability challenges in food trade











# **SNAPSHOTS** OF THE BREAKTHROUGH 7<sup>TH</sup> EDITION

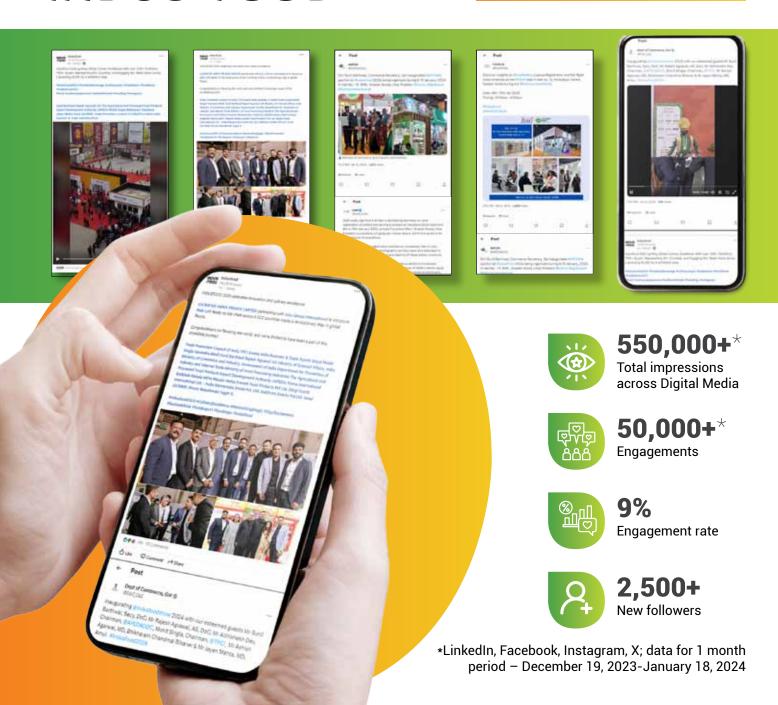








# INDUS: FOOD 2024 DIGITAL OUTREACH



# **MEDIA** COVERAGE

## Indusfood 2024 featured in more than 200 print and online media publications







JKTPO spotlights J&K's culinary brilliance in food, agriculture at Indus Food Exhibition 2024

♦ FINANCIAL EXPRESS

# Agri exports to hit \$100 bn by 2030; Trade secretary

DEDUCT AGRICULTURE EXPORTS



Shri Piyush Goyal inaugurates Indus Food 2024; exhibition to showcase India's vibrant and diverse food ecosystem

Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Testiles, Site Physich Goyal insugurated the Industry God (2014; Industry Goyal Insugurated the Industry God (2014; Industry Goyal Industry, Industry Goyal Industry, Goyal

Speaking on India's food processing sector, Shri Goyal highlighted the 150% growth in processed food exports over the last nine years. The Minister highlighted eith India's algoritual exports soft of an aggregated of bout USS ST Billion. Shri Pylant Goyal quoted the "Prime Ministet, Shri Navendra Modi and said that the time has come for a studion of technology and faste. He emphasized the need for large-scale God processing product thanking and agent focus to provide better value to farmers, generate employment, and onharce the country's emining.

The Minister recognized the burgeoning demand for Indian foods globally, he underscored the country's diverse agro-climatic zones, 158 food and agri Geo graphical Indications (GIs), and the identification of 708 unique food items acreditates under the One District One Product (GODP) initiative.

He lauded the success of food security initiatives of the government such as the 'Pradham Manti Garib Kalyan Anna Yojana', providing free food grains to \$1 Crore people and resuring zero starvation deaths in the country, Additionally, he commended efforts to mitigate food inflation through strategic interventions like Bharat Atta' and 'Bharat Dalf'.

The Minister highlighted India's economic strengths as the fastest-growing large economy, attributing the success to solid macroeconomic foundations and a youthful demograph: dividend. He restilled social media and global influencers for premoting high and culture yellowing the surgicial color producing the color culture. Shirl Piyush Goyal highlighted the richness of Indian cualine, noting the distinctive flavors, specse, and aromas.

Shri Goyal stressed the vital role of women in the food sector and emphasized the need for industry-wide collaboration and cooperation while maintaining a competitive spirit. He urged the industry to focus on forces, packaged, and ready to -est foods, encouraging skill development, university exchange programs, and startups in the sector. The Minister urged the industry to prioritize quality, ruthrition, organic ingedients, and eco-friently packaging, underscoring the significance of promoting food multimor and sustainability.

Shri Plyush Goyal praised the significant success and outstanding achievements of the seventh edition of Indus Food, halfing it as the epicenter for food and beverage excellence in South Asia. He highlighted the intensational promisence of the event, revealing plans for Inda Global Culinary Exchange, welcoming 20 to international chefs to experience the country's culinary excellence firsthand.

Expressing confidence in India's capacity to host the world's largest fairs, the Minister emphasized Celhi's potential as a global has for varous exposs. He shed light in the control of the control of

ANI

Indus Food 2024: Global extravaganza for food trade set to impress in Greater Noida





उद्योगों की मांग को पूरा करने के लिए विकासित करना होगा कीशल



अमर उजाल

### Indus Food 2024 to be a game changer for the food trade

India's trade promotion board in collaboration with the Ministry of Commerce is gearing up for a grand event Indus Food, which will be held from 8-10 January 2024 at the India Expo Centre in Greater Noida. This is reported by ANI, a partner

The area of Indus Food 2024 will be doubled from 30,000 square metres to an impressive 60,000

domestic buyers and representatives from more than 86 retailers are expected to attend this international food fai

It is noted that the exhibition will not only be a trade event, but will also include knowledge sessions, an international F & B (food and beverage) standards conclave, masterclasses and industry innovation awards. All these elements will provide attendees with an insight into emerging trends, global standards and opportunities for innovation in the

### Piyush Goyal praises India's diverse food industry, emphasizing its potential to captivate global markets



### PIYUSH GOYAL INAUGURATES INDUS FOOD 2024; EXHIBITION TO SHOWCASE INDIA'S VIBRANT AND DIVERSE FOOD ECOSYSTEM

Sh. Ogral praises India's diverse food industry emphasizing its potential to captivate global markets Sh. Ogral physiolytis 150% growthin processed look exports over the last by yours and 1055 18 libro with only exports Sh. Ogral emphasizes need for large scale food processing processed food of processing scales of the last processed of the last proc



**INDUSFOOD IS AT THE FOREFRONT OF DRIVING GLOBAL F&B COMMERCE BY CATALYSING** TRADE, **NURTURING** CONNECTIONS, **AND ESTABLISHING DYNAMIC KNOWLEDGE-BASED PLATFORMS FOR ITS EVER EXPANDING COMMUNITY.** 





# SEE YOU AT **INDUSFOOD 2025**

8<sup>™</sup> EDITION





08 09 10 JANUARY, 2025

India Exposition Mart, Greater Noida, New Delhi, NCR, India