



The Agro Food Market in India Profile 2010-11





Key Economic Indicators :

- Despite a global recession, India has managed to retain its position as one of the fastest growing economies in the world and is forecast to grow at 8.5 percent during Indian fiscal year (IFY-April/March) 2010/11.
- India is ranked as the fifth largest economy in the world with a GDP estimated at \$970 billion in IFY 2009/2010 and average annual growth of over seven percent during the last three years.
- Foreign exchange reserves in September were \$292 billion, up nearly \$12 billion from a year prior.

Food purchasing behavior :

Indian consumers spend a large share of their income on food. Nearly 45 percent of consumption expenditures go for food (51 percent in rural areas and 39 percent in urban areas). Consequently, pricing is an important consideration when supplying the Indian market. In urban areas, the consumption of processed and ready-to-eat (RTE) or convenience food is higher due to relatively higher disposable incomes, exposure to a greater variety of processed foods, a preference for quick meals and familiarity to foreign foods or cuisines. Rural consumers tend to prefer traditional Indian foods prepared at home, but exposure to processed foods is increasing in rural areas.

Demands for specialty and high value foods such as chocolates, cakes, pastries, imported fruits, juices, etc., peaks during the fall festive seasons, especially at Diwali. This is also the best time to introduce new-to-market food products in India. With the penetration of modern retailing in the suburbs and semi-urban areas, more and more Indians are exposed to organized retail shops.

Consumer Demographics :

India has a large and expanding young population with a median age of 24. With a growing number of middle-income consumers, increasing urbanization, increasing numbers of nuclear and dual-income families, steady transformation of the food retail sector, rising numbers of restaurants and fast food chains, and greater exposure to international products, India's food consumption and expenditure habits are changing rapidly.

EXPORTERS BUSINESS TIPS

Food Preference :

A large section of the Indian population is strictly vegetarian in accordance with the tenets of Hinduism. Those Hindus who eat meat tend to do so sparingly and beef consumption is taboo among Hindus, Jains and Sikhs who comprise just over 80 percent of India's population. Furthermore, non-vegetarian food is not consumed during special days of religious observances. India's large Muslim population does not consume pork.

Indians tend to take pride in many regional and varied foods that comprise Indian cuisine. In general, Indians have a strong preference for fresh products, traditional



spices and ingredients, which has generally slowed the penetration of American and other Western-type foods. The acceptance of packaged and ready-to-eat food products is increasing, especially among the urban middle class. Many Indians are quite willing to try new foods, but often return to traditional fare. While Western foods have a reasonably good chance of succeeding in casual dining, integrating them into the main family meal will be more difficult. Italian and Mexican foods are reportedly the fastest growing new cuisines in India.

Typical imported food items that can be spotted in retail stores in cities include cakes, cheese, chocolates and chocolate syrups, seasonings, biscuits, canned fruit juices, canned soups, pastas, vegetables, sauces, breakfast cereals, and fresh fruits such as apples, pears, grapes, and kiwis.

Shopping Habits :

Indian consumers traditionally purchase their daily food needs from small neighborhood stores and vendors because of convenience, perceived freshness, and limited refrigeration and storage space at home. Quality is considered important, but there is a reluctance to pay a premium. With the penetration of organized retail outlets in larger cities, suburbs, and semi-urban areas, more and more Indians are gaining exposure to organized retail. A growing number of people in urban areas are widely travelled and have experienced international cuisines and branded food products. These consumer groups (mostly young professionals) have higher levels of disposable income and generally prefer making weekly/monthly purchases of processed foods and branded products. In general, women do most of the shopping and make most of the food purchasing decisions. In households that can afford hired help, servants often do much of the shopping. Availability of many fresh foods, particularly fruits and vegetables, is seasonal, and people are accustomed to adjusting their diet to the season.

A typical Indian household will make regular purchases of wheat flours, pulses, edible oils, ghee (clarified butter), dairy items (milk, butter, yogurt, paneer (a local cheese)), spices and condiments, pickles, noodles, snack foods, jams and jellies, ketchup and sauces, and health drinks. Most packaged food items are sold in small containers to keep pricing low.

Distribution Systems :

Marketing channels for the majority of domestic and imported foods involve many intermediaries. Due to the prohibitive cost of establishing a warehouse, clearing and forwarding agents (CFAs) are regularly used by exporters in the Indian market. Domestic consumer goods are distributed through a multi-level distribution system. Typically, the CFAs transport merchandise from the factory or warehouse to "stockists" or distributors. While the CFAs do not take title to the product, they receive 2 to 2.5 percent margins, then invoice the stockist, and receive payment on behalf of the manufacturer. The stockists have exclusive geographical territories and a sales force that calls on both the wholesalers and on large retailers in urban areas. They usually offer credit to their customers and receive margins in the range of three to nine percent. The wholesalers provide the final link to those rural and smaller retailers who cannot purchase directly from the distributors. Sales to these retailers are typically in cash only and the wholesalers receive a margin of two to three percent. Margins for retailers range from five to 30 percent, and the total cost of the distribution network represents between 10 and 20 percent of the final retail price.



Retailers rarely import directly, relying on importers and distributors to handle the clearing and storage of products. As the retail sector expands and import volumes increase, retailers may begin to import directly. However, for now, most report a preference for allowing specialized importers to manage the import process. Imported foods enter India from regional trading hubs such as Dubai, Singapore and Hong Kong as well directly from supplying countries. Major importers are located in Mumbai, Delhi, Bangalore, Kolkata, and Chennai.

Infrastructure :

Refrigerated warehousing and transportation facilities are limited and costly, but facilities are improving. In some cases, high electricity costs and/or erratic power supplies have constrained cold chain development. Whereas infrastructure projects were previously reserved for the public sector, private investors are now being encouraged to participate in developing roads, markets and transportation links.

India has 3.34 million kilometers of roads and roads in some areas have improved considerably over the past 10 years. Nevertheless, road travel can be slow and difficult. India also has over 63,000 km or railroads that carry over 11 million passengers and 1.1 million tons of freight per day.

India has 11 international ports in Kandla, Mumbai, Mundra, Cochin, Murmagoa, and New Mangalore on the west coast, and Chennai, Tuticorin, Vizagh, Paradeep, and Kolkata on the east coast. Container handling facilities are available at most major ports and in several major cities.

Finding Business Partners :

It is essential to survey existing and potential markets for products before initiating export sales to India and gain an understanding of tariff rates and potential import requirements that could restrict access for products.

If aspiring Italian companies have products with promising sales potential in India, their best option is to locate a reliable importer/distributor who handles imported food products. A group of professional importers who can manage brands and regional or national distribution is developing in India and many are interested in expanding their product lines. Importers of this nature typically seek exclusive rights to market a particular product or brand. Generally speaking, Italian companies should avoid the temptation to establish a relationship with an importer/distributor merely because they are the most persistent suitor. India effectively prohibited imports of most food products until 10 years ago. Hence, the food import business is relatively new and exporters would be wise to meet potential importers and research their business profile carefully. If possible, setting up a base through some type of investment in warehousing, cold chains or processing in India is another way to approach the market. Indians and Indian officials often like to see foreign companies investing in India rather than selling from abroad.

A visit to India to gain a first-hand feel of the Indian market, preferably coinciding with a major food show, such as "AAHAR", is another way to make contact with potential importers and gain a greater understanding of this complex market.



Trade Policy :

There are several key trade restrictions that limit market access for imported food products. Imports of most animal and livestock-derived food products are effectively banned because of established Indian import requirements. This includes dairy, poultry, sheep, goat and pork products including pet foods. Imports of beef are banned due to religious concerns.

Imports of alcoholic beverages are constrained by high import tariffs, local taxes and a complex licensing system for distribution and sales. Exporters should work closely with local Indian importers of alcoholic beverages.

Challenges :

Despite the gradual economic expansion to global markets, India continues to present a number of challenges such as :

- High tariffs on products that are of export interest to India
- Strict regulations on imports such as sanitary and phyto-sanitary standards
- Foreign investment restrictions : FDI is not permitted in farming
- Infrastructure challenges : development of ports, electricity, transport
- Distribution challenges : difficulty accessing the rural markets

Opportunities for the Italian companies :

Olive Oil :

India has no indigenous production of olive oil, due to its climatic conditions. However, olive oil has been in use in small niche segment of the Indian market, largely supplied by smuggled goods, and following 1997, when government opened up imports for the product, through direct imports by a few Indian traders. It has to be noticed that the usage of olive oil has been essentially as a body oil and beauty product, not as a food product. Nowadays nonetheless, the usage of olive oil is wide spreading not only as an ingredient for international cuisine, but also in the local one, thanks to its strong taste, which encounters the flavor of Indians. Some brands of olive oil available in India include Olitalia, Olivo, Consul, Bilginoglu, Filippo Berio, Arte Oliva, Fragata, Colavita, Santagata, Divella, Casarinaldi, Sasso, Oliante, Del Monte, Costa d'Oro, Granoro, Basso, Figaro, Bertolli , Pietro Coricelli and Leonardo (Indian Brand with Certificate of Origin – Italy).

India's import of olive oil in the 2010 calendar year rose by almost 60% to about 4,187 tonne on the back of increase in consumption, according to an industry body. The country had imported 2,617 tonne in the corresponding period of the previous year, Indian Olive Association said in a statement.

Major importers of olive oil in 2010 were Italy and Spain, followed by Turkey. Among the total imports from Spain and Italy in 2010, which is around 3,988 tonne, 54% came from Spain and 46% from Italy.



Break-up of the total imports of olive oil includes, virgin olive oil at 22%, olive oil at 50% and olive pomace oil constitutes 26%, the statement added.

Pasta

India imported some 3,200 tons of Italian pasta in 2009 at a per kg value of 1.2 € / 75 Rs. This means the Italian pasta market in India in 2009 had a total value of 3.8 million €. India only imports 0.2% of Italy's total pasta exports, that's only 1% of what Germany imported in 2009. However **India's pasta imports have been growing at a high rate of 39% p.a.** between 2005 and 2009.

India applies a tariff of 30% on pasta imported from Italy. Considering the rising food inflation in India and the upcoming Free Trade Agreement between India and the European Union, the Indian Government most probably will remove or reduce this duty soon. There are only very few Indian companies manufacturing pasta. One of them is United Agro Industries ("Blue Bird" brand), many other companies had tried to produce pasta in South India in the 1970s and 80s, but failed because of low demand and awareness of pasta. Most of the pasta produced in India (also known as "Vermicilli") is manufactured in the unorganized sector.

The major Italian pasta brands in India are currently Barilla, Buitoni and Agnesi.

Bakery and confectionery products

Also in the case of bakery products, the tastes of Indian consumers are starting to diversify, from a past when only local naan, roti and chapati were consumed. This is testified by the opening, in the wealthiest markets of the major cities, of European-style bakeries, which sell both fresh and packed products. There's no Italian presence, at the moment, in this sector, which could provide good opportunities. Indian consumers have always liked for sweets and biscuits, usually consumed along with chai (tea), the national beverage. In this field, Italy has an extremely good reputation, and several Italian sweet products are already regularly imported in the Country. The market potential in this country made Ferrero decide for the building up of a manufacturing unit in the State of Maharashtra.

Fresh Fruits and Vegetables

Almost all the fresh and prepared fruits and vegetables are allowed for import in India under OGL. Fruits like Kiwi, Plums, Peaches, Berries, Apples, Melons & Oranges are in great demand in the Indian market.

The fruits and vegetable processing sector is regulated by the Fruit Products Order, 1955 (FPO) which is administered by the Department of Food Processing Industries. Processed fruits & vegetable products imported into the country must meet the FPO standards. The Fruit Products Order, 1955 can be accessed from: <http://mofpi.nic.in/fpoact.pdf>

Import Duties :

High tariffs on the majority of food items along with the non-tariff barriers continue to hinder the growth of trade. Import tariffs on most consumer food products largely



fall in the range of 26 percent to 74.6 percent. However, the GOI amends the duty structure for various food items from time to time depending upon market conditions and requirements. The computation of effective duty is often complex and involves an array of duties (described below), including, a Basic Duty, an Additional Duty (AD), also known as a “Countervailing Duty” (CVD), and an Education Cess (a special surcharge on all direct and indirect taxes of three percent introduced in the February 2007 budget). A special Countervailing duty (SCVD) of 4 percent was introduced in the 2005 GOI Budget on all imports (agricultural and non-agricultural) with a few exceptions. With concerns over food inflation, the import duty on wheat, rice, corn and crude vegetable oils is zero.

Basic Duty – The basic customs duty is India’s external tariff applicable to goods at the time of entry. The majority of Indian tariffs are ad valorem. The basic duty on most processed food products is 30 percent. Exceptions in the agriculture/food group include “sensitive” items such as wine, liquor, poultry meat, wheat, rice, corn, coffee, tea, vegetable oils, cigarettes and tobacco, and several dairy products, which attract much higher basic duties.

Countervailing Duty (CVD) – The CVD is an additional customs duty which is levied on imported goods equal to the Central Value Added Tax (CENVAT) / domestic tariff or excise duty applicable on goods produced or manufactured in India. The calculation of the CVD on packaged goods is based on the Maximum Retail Price (MRP) minus the abatement notified for similar domestic goods in India, which makes the calculation more difficult. Agricultural products exempted from the CVD include fresh vegetables and fruits, seeds, raw wool, poultry and cattle feed, pulses, rice, wheat, and coarse grains.

Special Additional Duty (SAD) or special CVD – The SAD is a levy imposed to counter balance various internal taxes like Sales Tax, VAT, etc.

Food Laws :

India has several food sector laws administered by various Ministries. Exporters have to follow various basic food laws related to the use of additives and colors, labeling requirements, packaging, weights and measures, shelf-life and phyto-sanitary regulations. The GOI has recently constituted a Food Safety and Standards Authority of India (FSSAI), following the enactment of the “Food Safety and Standards Act, 2006.” The objective of the FSSAI is to consolidate various food laws and establish a single regulatory agency in place of the current multiple regulatory agencies (See: <http://www.fssai.gov.in/>). Some of the major food laws affecting Indian food importers are:

- **The Prevention of Food Adulteration (PFA) Act, 1954, and PFA Rules of 1955, as amended.** This is a basic statute established to protect consumers against adulterated foods, and it encompasses food colors and preservatives, pesticide residues, packaging, labeling, and regulation of sales. This is similar to the Federal Food, Drug, and Cosmetics Act of the United States’ Food and Drug Administration. Standards and regulations of the PFA apply equally to domestic and imported products. The PFA Act and Rules, and recent notifications are available at: <http://mohfw.nic.in/pfa.htm>. The law, previously enforced by the Director General of Health Services, Department of Health (DH), Ministry of Health and Family Welfare (MOHFW), Government of



India (GOI), is now enforced by the Food Safety and Standards Authority of India.

- **The Standards of Weights and Measures Act, 1976, and the Standards of Weights and Measures (Packaged Commodities) Rules, 1977, as amended.** This Act established standards for weights and measures to regulate interstate trade and commerce in goods that are sold or distributed by weight, measure, or number. The Rules formed under the Act require labeling regarding the nature of the commodity, the name and address of the manufacturer, quantity, date of manufacture, best-before date, and the maximum retail price. These labeling requirements apply equally to imported and domestic packaged foods.
- **The Plant Quarantine (Regulation of Import into India) Order, 2003, and amendments.** These legislative measures regulate imports of planting seeds and agricultural products into India. These can be accessed from:
www.plantquarantineindia.org/PQO_amendments.htm

Documents to be provided for import :

Not all following documents have to be submitted by the exporter, but it is opportune, for quick reference, to report the list of main documents.

- **Certificate of Origin**
This document is retrievable at the local Chamber of Commerce
- **Original invoice**
Duly filled GATT (General Agreement on Tariffs and Trade) Declaration Form
- **Packing list.**
- **Insurance documents**
- **Master Airway Bill**
In case the goods are coming by air **Bill of Lading**
In case the goods are coming by sea
- **Harmonized System Code**
It is required by the Indian importer
- **Phyto-sanitary certificate**
In respect with some products, it could be necessary to provide more documents, such as phyto-sanitary certificates for fresh products: it is definitely necessary to verify with the importer, in order to avoid problems.

The Labeling rules for food products :

The responsibility of applying an additional label according to the Indian law requirements lies with the importer.



All product labels must be printed in English, Hindi or Devanagari and provide the following information:

- Name, trade name, or description of product
- Name of ingredients used in the product, in descending order of their composition by weight or volume
- Name and complete address of manufacturer, packer, importer, or vendor and country of origin of the imported food (including if the food article is manufactured outside India and packed in India)
- Net weight, number, or volume of contents
- Distinctive batch, lot, or code number
- Month and year the product was manufactured or packed
- Month and year by which the product is best consumed
- Maximum retail price (MRP)

It is moreover necessary to distinguish between vegetarian and non-vegetarian products by a specific symbol: a circle inscribed in a square. In case the product is suitable for vegetarians, the symbol shall be green, otherwise red.

Statistical Data (import of products in India) :

Commodity: 02 MEAT AND EDIBLE MEAT OFFAL.

S.No.	Country	Values in US\$ Million		
		2008-2009	2009-2010	%Growth
1.	AUSTRALIA	0.02	0.00	-81.28
2.	BELGIUM		0.04	
3.	BRAZIL	0.00		
4.	ETHIOPIA		0.01	
5.	FRANCE	0.01		
6.	GERMANY		0.01	
7.	ITALY	0.19	0.25	32.62
8.	MALAYSIA	0.00		
9.	NETHERLAND	0.18	0.52	182.29
10.	NEW ZEALAND	0.00	0.04	3,900.00
11.	NORWAY	0.01	0.02	122.89
12.	PAKISTAN IR	0.01		
13.	SINGAPORE	0.00	0.01	5,800.00
14.	SPAIN	0.32	0.25	-22.62
15.	U ARAB EMTS	0.01	0.01	-15.52
16.	U K	0.04		



17.	U S A		0.00	
18.	UNSPECIFIED	0.01	0.00	-55.00
	Total	0.81	1.15	42.15

Commodity: 0406 CHEESE AND CURD

S.No.	Country	Values in US\$ Million		
		2008-2009	2009-2010	%Growth
1.	AUSTRALIA		0.24	
2.	AUSTRIA	0.05	0.08	51.59
3.	BELGIUM		0.05	
4.	DENMARK	1.13	1.22	8.15
5.	FRANCE	0.93	0.80	-14.53
6.	GERMANY	0.03	0.14	380.40
7.	GREECE		0.01	
8.	INDONESIA	0.00		
9.	ITALY	0.99	1.26	26.83
10.	MALAYSIA	0.00		
11.	NEPAL	0.19	0.23	16.39
12.	NETHERLAND	0.62	0.74	19.24
13.	NEW ZEALAND		0.07	
14.	NORWAY	0.00		
15.	OMAN	0.00		
16.	POLAND	0.25	0.17	-29.55
17.	PORTUGAL	0.00		
18.	SAUDI ARAB	0.00		
19.	SINGAPORE	0.01	0.00	-99.26
20.	SPAIN	0.01		
21.	SWEDEN		0.00	
22.	SWITZERLAND	0.02	0.02	-36.63
23.	THAILAND	0.00		
24.	TURKEY	0.00		
25.	U ARAB EMTS	0.03	0.01	-68.12
26.	U K	0.10	0.15	48.43
27.	U S A	0.02	0.11	369.13



28.	UNSPECIFIED		0.00	
	Total	4.39	5.27	20.12

Commodity: 1509 OLIVE OIL & ITS FRACTNS W/N REFINED BUT NOT CHEMICALLY MODIFIED

S.No.	Country	Values in US\$ Million		
		2008-2009	2009-2010	%Growth
1.	AUSTRALIA	0.02	0.01	-67.38
2.	FRANCE	0.02	0.01	-35.53
3.	GERMANY	0.04	0.01	-85.48
4.	GREECE	0.09	0.02	-79.16
5.	ISRAEL	0.00	0.00	-64.29
6.	ITALY	3.70	4.29	15.88
7.	JAPAN	0.00	0.00	-66.67
8.	LEBANON	0.01		
9.	MALAYSIA		0.00	
10.	NEPAL		0.01	
11.	NETHERLAND	0.00	0.00	-90.91
12.	NEW ZEALAND		0.00	
13.	PORTUGAL		0.05	
14.	SAUDI ARAB	0.00		
15.	SINGAPORE	0.01	0.00	-73.28
16.	SPAIN	6.13	7.49	22.26
17.	SWITZERLAND		0.00	
18.	THAILAND	0.00		
19.	TURKEY	0.52	0.67	27.38
20.	U ARAB EMTS	0.02	0.04	123.81
21.	U K	0.04	0.02	-54.02
22.	U S A	0.07	0.03	-51.68
	Total	10.66	12.64	18.55

Commodity: 1902 PASTA,W/N CKD/STFD (WTH MEAT/OTHR SBSTNCS)OR OTRWSE PRPD SUCH AS SPGHTI MCRNI NOODLSLASAGENE GNOCCHI ETC,COUSCOUS W/N PRPD

S.No.	Country	Values in US\$ Million		
		2008-2009	2009-2010	%Growth



1.	ANTIGUA		0.01	
2.	ARGENTINA	0.15		
3.	AUSTRALIA	0.13	0.19	46.56
4.	BANGLADESH PR		0.01	
5.	BELGIUM	0.05	0.01	-88.79
6.	CANADA	0.00	0.00	-50.00
7.	TAIWAN	0.00		
8.	CHINA P RP	0.02	0.08	222.69
9.	FRANCE	0.04	0.02	-39.89
10.	GERMANY	0.08		
11.	HONG KONG		0.00	
12.	INDONESIA	0.00	0.01	335.71
13.	IRAN		0.01	
14.	ITALY	1.79	2.72	52.05
15.	JAPAN	0.03	0.03	-0.63
16.	KOREA RP	0.04	0.04	2.24
17.	MALAYSIA	0.01	0.00	-46.91
18.	NEPAL	7.93	7.03	-11.32
19.	NETHERLAND	0.00	0.00	-57.14
20.	NORWAY		0.00	
21.	SAUDI ARAB		0.00	
22.	SINGAPORE	0.23	0.22	-4.15
23.	SOUTH AFRICA			
24.	SRI LANKA DSR	0.64		
25.	SWITZERLAND		0.08	
26.	SYRIA		0.00	
27.	THAILAND	0.08	0.10	18.89
28.	TURKEY	0.04	0.05	10.38
29.	U ARAB EMTS	0.02	0.00	-94.21
30.	U K	0.04	0.03	-13.12
31.	U S A	0.07	0.01	-84.37
32.	VIETNAM SOC REP	0.00	0.02	15,900.00
33.	UNSPECIFIED	0.00	0.03	594.87
	Total	11.39	10.69	-6.16



Regulatory Agency Contacts

A. Prevention of Food Adulteration Act

Joint Secretary (PFA)
Department of Health
Ministry of Health & Family Welfare
Nirman Bhawan,
Maulana Azad Road,
New Delhi-110 001
Phone: +91-11-23061195
Fax : +91-11-23061723
Email: jsrt@nic.in
Web: www.mohfw.nic.in/pfa.htm

B. The Standards Weights and Measures Act

Joint Secretary (Weights & Measures)
Department of Consumer Affairs, Food, and Public Distribution
Krishi Bhavan,
New Delhi-110 001
Phone: +91-11-23382322
Fax : +91-11-23386322
Email : js-ca@nic.in
Web : <http://fcamin.nic.in/index.asp>

C. Phytosanitary Issues

Joint Secretary – Plant Protection
Department of Agriculture and Cooperation
Ministry of Agriculture
Krishi Bhawan,
New Delhi-110 001
Email: ashish.krishi@nic.in
Web : www.plantquarantineindia.org

D. Ministry of Commerce

Director General of Foreign Trade
Ministry of Commerce
Udyog Bhavan,
New Delhi-110 011
Phone: +91-11-23062777
Fax : +91-11-23061613
Email : dgft@nic.in, Web: <http://dgft.delhi.nic.in/>

E. Ministry of Food Processing Industry

Joint Secretary
Ministry of Food Processing Industries
Panch Sheel Bhawan,



August Kranti Marg,
New Dehi-110 049
Phone: +91-11-26492476
Fax : +91-11-26493228
Email : arunkr@nic.in
Web : <http://mofpi.nic.in>

F. Registry of Trademarks

Controller General of Patents, Designs & Trade Marks
Bhoudhik Sampada Bhavan,
S.M. Road, Antop Hill,
Mumbai-400 037
Phone: +91-22-24123311
Fax : +91-22-24123322
Email : mumbai-patent@nic.in
Web : www.ipindia.nic.in

G. Central Board of Excise & Customs

Chairman
Central Board of Excise & Customs
Ministry of Finance
North Block,
New Delhi-110 001
Phone: +91-11-23092849
Fax : +91-11-23092890
Email : chairman@cbec.gov.in
Web : www.cbec.gov.in

MAJOR TRADE SHOWS IN INDIA IN 2010/11

- **AAHAR, THE INTERNATIONAL FOOD FAIR**
March 10-14, 2011 Venue: Pragati Maidan Organizer: The Indian Trade Promotion Organization (<http://www.indiatrdefair.com/>) Website: <http://www.aaharinternationalfair.com/about-fair/introduction-aahar-international.html>)

- **ANNAPURNA Nov. 16 - 18, 2011 Venue:** Bombay Exhibition Centre - NSE Exhibition Complex, **Goreagon (East), Mumbai**
Organizer: Koelnmesse GmbH and FICCI Website: <http://www.worldoffoodindia.com/>