



INDIA FOOD FORUM

17 – 19 JANUARY, 2018
BEC, MUMBAI, INDIA

CONCURRENT SHOWS



www.indiafoodforum.com

MISSION: ACCELERATE FOOD RETAILING EXCELLENCE BY GENERATING IDEAS, INSIGHTS, INNOVATION AND OPPORTUNITIES FOR PROFITABLE GROWTH

THEME: CHARTING THE GROWTH MAP FOR FOOD GROCERY, FOOD SERVICE AND FOOD START UP IN THIS FAST, TECH SAVVY, DIGITALLY CONNECTED, DEMANDING CONSUMER DRIVEN ERA

1. India Food & Grocery Forum – Day 1 (at BEC, Goregaon, Mumbai)
2. International Food Conclave – Day 2 (Morning Sessions at BEC, Goregaon, Mumbai)
3. India Food Service Forum – Day 2 (Noon onwards at BEC, Goregaon, Mumbai)
4. India Food Startups & Innovation Convention – Day 2 (5.30pm onwards) and Day 3 at BEC, Goregaon, Mumbai)
5. Awards - Day 2 (7.30pm onwards at Renaissance, Powai, Mumbai)

JANUARY 17, 2018 (WEDNESDAY) Day 1 - India Food & Grocery Forum

Venue: Bombay Exhibition Centre (BEC) Goregaon, Mumbai

09:30 – 13:00 Category Dynamics

Understanding the complexity of different categories in food and grocery retailing is vital for taking the right steps forward to ensure sustainable growth. The morning sessions of **India Food & Grocery Forum will see category heads of hypermarkets, supermarkets and progressive grocers to share insights from their** experience in developing new categories, from brand/product line extension to adjacent category acquisitions.

09:30 – 10:00 Breakfast Meet

Participants:

Modern Trade Heads of Food & FMCG majors.
Innovative new products that have the potential to create new consumption categories.
Buying/ Sourcing/ Merchandising/ Category heads of Food & FMCG retailers.

10:00 – 10:30 : WINNING WITH FOODS INNOVATION

By Manoj Kulkarni, Executive Director, Innovation Practice Leader, Nielsen

This INSIGHTFUL RESEARCH PRESENTATION on Consumer perspective on Innovation and evolving shopper behaviour with regards to Modern and Traditional Trade will be extremely relevant for food & FMCG brands & retailers, category managers, merchandisers and marketing professionals and in building a solid foundation for the India Food Forum Category Conclave '**DRIVING RETAIL SHELVES TO HIGHER PROFITABILITY**'

10:30 – 10:45 : CONSUMER INSIGHTS ON EVOLVING CATEGORIES

By Seshu Kumar, National Merchandising Head, Big Basket

Update on emerging trends in Health, Organic, Ayurvedic & RTE (Ready to eat) categories - deep insights on how the above categories are evolving over the last year based on in-depth details of buying behaviour of more than 5 lakh customer base of Big Basket.

10:45 – 10:55 : KEY TRENDS SHAPING FOOD AND DRINKS INNOVATION

Ian Wright, Director General, Food and Drink Federation, UK

JANUARY 17, 2018 (WEDNESDAY) Day 1 Continued

India Food & Grocery Forum

Venue: Bombay Exhibition Centre (BEC) Goregaon, Mumbai

10:55 – 13:00 DRIVING RETAIL SHELVES TO HIGHER PROFITABILITY

The evolution of modern trade has thrown up new challenges for the FMCG and food majors. While they love the space, the visibility and all the benefits that modern trade offers, and also have allocated resources towards this new order through dedicated supply chain management, in-store execution, category innovation, and joint business planning with retailers, they are often confronted with issues like margins, space, supplies, promotions etc. On the retailers' side massive inflow of new products in to the market, retail shelf space allocation is as huge a challenge as it is for new/ innovative products to get on grocery store shelves. In this open house brands and retailers take up issues in each of the key categories of supermarkets and discuss how all stakeholders can work this out to add more action on the shelves – driving in efficiencies, innovations and higher profits for self and customers?

25 minutes discussion on each of the following 5 Key Categories:

Staples # Processed Food, Savories, Beverages & Confectionery # Frozen & Ready to Eat
Meat, Fish & Live Stocks # Grocery - Non Food

Moderators:

- **Kabir Gossain, Customer Director - Modern Trade, Unilever**
- **Uday Varma, Director – Commercial & Marketing, Trent**

Retailers Panel:

National Chains

- **Avinash Tripathi, Head - Buying and Merchandising, Godrej Natures Basket**
- **Dr. Dnyaneshwar Phadtare, Merchandising Head – Meat, Fish and Frozen, Hypercity**
- **Maneesh Dumbre, General Manager, B&M- F&V, HyperCity**
- **R Sankar, VP B&M- Food, HyperCity**
- **Solai Sakthivel, Sr. Vice President – Food Business, Max Hypermarket (Spar)**
- **Vallabh Soudagar, Vice President-FMCG, Reliance Retail (Value format)**

Regional Chains

- **G Koti Reddy, Head – Buying & Merchandising, Ratnadeep Super Market**
- **Kunal Kumar, CEO, Modern Bazaar**
- **Madhumita Mohanty, General Manager & Merchandising Head, Health & Glow and FoodWorld**
- **Manan Gada, Director, Society Stores**
- **Sunil Sanklecha, Managing Partner, Nuts 'n' Spices**
- **Udit Tekriwal, Founder & Director, Sangam Retails, Gorakhpur**

Brands Panel:

- **Dheeraj Arora, VP – MT, Ecom and IB, HUL**
- **Harshita Gandhi, Director, Tree of Life**
- **Kusum Jhavar, Business Head - Fresh & Chill Division, Cambay Tiger**
- **Mayank Shah, Category Head, Parle Products**
- **Raghav Gupta, MD, Aussee Oats**
- **Rohit Dogra, Head - Modern Trade, ITC**
- **Saurabh Saith, Head of Modern Trade - Bev & Foods, PepsiCo**
- **Shyam Iyengar, Head - Supply Chain Management, Patanjali**
- **Unmesh Khambete, Head – MT, CSD and AFH, Mondelez**
- **Vikas Bansi, Director Sales, Abbott Nutrition Int, India**

13:00 – 14:00 THE FUTURE OF FOOD & GROCERY RETAILING: It's all about technology

The business of food & grocery is under fire. Its overstored landscape is undergoing a fundamental reshaping with large national chains sparking up a supermarket price war and Amazon expanding into the grocery space. The whole food industry—from production and distribution, to retail interfaces and shopping experience—is at a major turning point.

Millennials have become one the largest living generations. Growing up in the digital age, they are now dominating online. For them, shopping for groceries in a physical store is more of a challenge. They are moving away from doing weekly shops to a grab-and-go model, have empty fridges and are actively embracing the so-called “restaurant renaissance”. In addition, they want instant everything: from access to fresh food and locally sourced products, to packaged meals, take-outs and on-demand delivery services.

Millennials expect to engage with grocers and retailers on their own terms and are hungry for information about products. We are witnessing a tectonic shift in consumer buying habits and expectations, and grocery retail chains are doing their best to meet them.

Let's take a closer look at how technology is driving this transformation and why grocery retailers have to pay attention to it, and how it is beneficial for producers and consumers.

13:00 – 13:10 : THE NEW CATEGORY OF RETAIL "DIGITAL OFFLINE"

By **Amit Sharma, Co-founder & CEO, SHOPX**

13:10 – 13:25 THE OMNICHANNEL JOURNEY SO FAR

By **Saravana C, Applications Head, Spar and Kaushalendra Singh, In-store experience Head, Spar**

13:25 – 14:00 PANEL DISCUSSION

- **Anil Menon, Head - IT, Trent Hypermarket (A TATA and TESCO Enterprise)**
- **Deepak Sabharwal, Co-founder & CEO, Earthy Tales**
- **Kiran Gali, Founder & CEO, Number Mall**
- **Rakshit Daga, VP & Head - IT, Big Basket**
- **Sunit Saraswat, COO, Zopnow**
- **Shailendra Singh Head – E-Commerce, HUL**

Moderator:

K Radhakrishnan, Co Founder, Tata Retail - Starquik.com

14:00 – 15:00 : LUNCH

15:00 – 15:10 : IFF Chairman's Welcome Address and Introduction to the 11th year of India Food Forum

- **Krish Iyer, Chairman, India Food Forum, and President & Chief Executive Officer, Walmart India**

15:10 – 16:15 : INAUGURAL SESSION: SERVING THE ONE BILLION PLUS CONSUMERS : BUILDING THE OVERALL PIE OF MODERN FOOD RETAIL THROUGH INOVATION, IDEAS - HOW THE FOOD INDUSTRY WILL EVOILVE IN THE NEXT DECADE :

According to the India Retail Report 2017-18, The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. The Indian food retail market was estimated at Rs. 30,92,311 crore (USD 483.17 billion) in 2016 – a market size of more than half of India's total retail market. Growing at 14.4 per cent annually the market is expected to achieve a size of Rs. 53,05,488 crore (USD 828.98 billion) by 2020. Food retail market is dominated by raw and processed food items having 90 per cent share in the total market; the other 10 per cent share is held by food service (HoReCa) segment.

What are the key growth drivers and emerging trends, the issues and challenges ? How the India originated brands are leveraging on Indian traditions and customer emotions and what are they doing differently to take global behemoths head on? How are they evolving their business in this tuff and challenging environment? Hear it out from the Food Titans.

- **Arvind Varchaswi, Managing Director, Sri Sri Tattva**
- **Hari Menon, Founder & CEO, Bigbasket**
- **Jamshed Daboo, MD, Trent Hypermarkets**
- **Piruz Khambatta, CMD, Rasna**
- **Saugata Gupta, MD & CEO, Marico**

Moderator: Sadashiv Nayak, CEO, Future Retail

16:15 – 17:30 : THE FOOD CEOs MEGAPOLIS

The industry has faced numerous challenges over the last 12-15 months. With customers moving online and more demanding in terms of choice and price, margin squeeze and with the recent GST implementation things have become rather difficult for businesses to sustain and strategise growth.

Given this accelerating rate of change, how one can stay relevant today and into the next decade? Hear the CEO's in an interesting 'RAPID FIRE' discussion where they share their strategies, new approaches to improve operations and how are they embracing technology to catalyze growth and revenue in their business to stay profitable.

CEOs Panel:

- **Aditya Pittie, MD, Pittie Group**
- **Amal Kelshikar, GM & Country Head, Abbott Nutrition India**
- **Arabind Das, COO, Godrej Tyson Foods**
- **Kamaldeep Singh, Group Business Head - Food (Grocery) Business, Future Group**
- **Oliver Mirza, Managing Director & CEO, Dr. Oetker India**
- **Prashant Parameswaran, MD, Soulfull / Kottaram Agro Foods**
- **Shivam Gupta, CEO, Cambay Tiger**
- **Sudhakar Desai, CEO Emami Foods**
- **Tej Katpitia, CEO, Sri Sri Tattva**
- **Yogesh Bellani, CEO, Field Fresh Foods**

Moderator: K Radhakrishnan, Co Founder, Tata Retail - Starquik.com

17:30– 21:00 GRAND FINALE: SUCCESS STORIES OF INNOVATIONS, GREAT PARTNERSHIPS AND MARKETING & PROMOTION CAMPAIGNS IN FOOD BUSINESS - selected by the Prelim Jury finalists will present their innovations, execution strategy, implementation stages and payoffs/ results – a valuable learning for all – whether it's strategy driven to execution perfected.

Anchors: [Damodar Mall](#), CEO, Grocery, Reliance Retail and Author – 'SupermarketWala'
[Dheeraj Arora](#), VP – MT, Ecom and IB, HUL

Jury Chair: [BS Nagesh](#), Founder, TRRAIN

Grand Jury:

- Abheek Singhi, Senior Partner & Director, The Boston Consulting Group
- Aditya Save, Co-founder, Agilio
- Ajay Macaden, Executive Director, Nielsen India
- Amit Lohani, Convenor, Forum of Indian Food Importers
- Anand Ramanathan, Partner, Strategy & Operations Consulting, Deloitte India
- Ashwini Pable, Brand and Innovation catalyst and President, Confederation of Women Entrepreneurs of India (Maharashtra Chapter)
- Baqar Iftikhar Naqvi, Business Director- Retail and Consumer Products, Wazir Advisors
- Debashish Mukherjee, AT Kearney, Partner & Co Head, Consumer & Retail Industries, India & SEA
- Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention & President AFSTI
- Hansel D'Souza, Adjunct Professor, Corporate Trainer, Brand Communicator
- Rakesh Dhotre, Head - Standards & Practices, Star TV
- Pankaj Karna, Managing Director, Maple Capital Advisors
- Prasad P, Group Executive Vice President, Yes Bank
- Rajendra Bhat – Investor expert and startup GURU
- Samir Kuckreja, Founder & CEO, Tasanaya Hospitality
- Sreedhar Prasad, Partner & Head - Consumer, Retail & Internet, KPMG

17:30– 19:00 Session 1:

17:30– 19:00 Session 1:

SUCCESS STORIES OF GREAT PARTNERSHIPS

Retailers and brands share their stunning success stories of collaboration in building new consumption/ product categories or transforming a traditional category with innovation.

5 Minutes (AV) Video - showcasing concept, execution and results - followed by 3 minutes interaction with JURY and Audience

Finalists:

[Big Bazaar & Mondelez](#)

Presenters:

[Jayakumar Dr](#), Head - Processed Food, Future Group

[Unmesh Khambete](#), Associate Director - Sales - Modern Trade, Mondelez International

[Big Bazaar & Cleanmate](#)

Presenters:
Deblina Das, Big Bazaar
Raunaq Sharma and Urv Bhatt - CleanMate

Big Basket & Ayush

Presenters:
Seshu Kumar, National Merchandising Head, Big Basket
Shailendra Singh Head – E-Commerce, HUL

Reliance Retail & Knorr

Presenters:
Johnson John, Head Foods, Reliance Retail
Sahib Singh, Key Account Manager- MT, HUL

Reliance Retail & Tropicana

Presenters:
Rahul Chowdhary, Head Beverage, Reliance Retail
Saurabh Saith, MT Head, PepsiCo

Reliance & Kurkure

Presenters:
Johnson John, Head Foods, Reliance Retail
Saurabh Saith, MT Head, PepsiCo

Spencer's & Kissan

Presenters:
Spencers – TBC
Lipsa Das, National Account Manager-MT, HUL

Star Bazaar & Matic Liquid

Presenters:
Ganesh Mishra, Head-Commercial, Trent Hypermarkets
Swati Maheshwari, National Account Manager-HUL

Star Bazaar & Ferrero

Presenters:
Ganesh Mishra, Head-Commercial, Trent Hypermarkets
Sameer Sapre, MT Head, Ferrero

19:00 – 20:15 Session 2:

SUCCESS STORIES OF INNOVATION IN FOOD BUSINESS

Outstanding Innovations - in Food & Grocery/ Food Service Retail/ Brand/ Food Production, Display & Presentation/
Ordering, Payment & Delivery.

**3 Minutes (AV) Video - showcasing concept, execution and results - followed by 2 minutes interaction with JURY
and Audience**

Finalists:

Innovation in Food Ingredients, Products & Processes

Future Consumer - Desi Atta
Presenter: Shridhar Taparia, Brand Lead, FCL

Cornitos – Healthy Snacks
Presenter: Vikram Agarwal, MD, Cornitos

Future Consumer - Kosh Oats + Wheat Atta
Presenter: Rajan Baheti, Manager, Future Consumer

Honey Chew - Stick Jaws
Presenter: Prakash Kejriwal, MD, Honey Chew

HUL - Knorr Croutons
Presenter: Maulik Mehta, Assistant Brand Manager - Unilever

Komal Exotic Spices - Technologically Advanced Spices
Presenter: Gopaal Ahuja, Chairman, Komal Exotic Spices

Shubh Food - Tadka Blast
Presenter: Gaurav Gambhir, CMD, Shubh Food

Innovation in Retail Offering, Formats & Services

HyperCity - India's First Self-Checkout Store
Presenter: Yakeen Gazi, CIO, Hypercity

Kanhai Foods - HUB 'N' SPOKE
Presenter: Amit H Bajoria, Manager Corporate Affairs, Kanhai Foods

Spar – Instore Customer Experience
Presenter: Solaishaktivel, SVP, Food & Grocery, Spar

TFS - Rail Dhaba
Presenter: Gaurav Dewan , Cheif Operating Officer - TFS

Wow! Momo – Wow Formats
Presenter: Shah Miftaur Rahman, Co-Founder & CFO, Wow! Momo

20:15 – 21:00 Session 3:

SUCCESS STORIES OF MARKETING & PROMOTIONS

Outstanding Campaigns by Food Brands/ Retailers/ Restaurants

2 Minutes (AV) Video - showcasing concept, execution and results - followed by 2 minutes interaction with JURY and Audience

Finalists:

PepsiCo - Doritos & Lays Maxx Bike promotion
Presenter: Mrikha Pradip, Marketing, PepsiCo

HyperCity
Presenter: Yakeen Gazi, CIO, Hypercity

HUL - Kissan Engagement Platform
Presenter: Arshiya Khanna Kissan, Senior Brand Executive, Unilever

HUL - Knorr Confused Bhook
Presenter: Maulik Mehta, Assistant Brand Manager - Unilever

McDonald's
Presenter: Manita Panjwani, DGM, Marketing, McDonald's

SPAR -
Presenter: Solaishaktivel, SVP, Food & Grocery, Spar

Travel Food Services
Presenter: Gaurav Dewan, Cheif Operating Officer - TFS

Niligiris Christmas Campaign
Presenter: Urv Bhatt, Marketing Manager, FCL

The Irish House
Presenter: Shradha Motipara, Marketing Manger, The Irish House

INTERNATIONAL FOOD CONCLAVE

10:00 – 10:30 :. Breakfast Meet

10:30 – 11:15 :. FIFI Session 1

ALLIANCE AVENUES WITH FOREIGN PARTNERS TO EXPAND THE FOOD MARKET IN INDIA

This session with Trade Commissioners of several countries will identify avenues for partnerships in food, beverages and food service industry and how Embassies and Trade Commissions can play a more proactive role to facilitate such alliances. Emerging major market of the world, India offers huge opportunities for manufacturers, producers and providers of products and services from across the globe to sell here or partner with Indian companies to serve this market.

Acceptance of multinational culture, a growing taste for foods from across the globe, increasing inflow of foreign nationals, willingness to experiment new cuisines and more over avenues to market new products further add to the opportunity. Embassies and Trade Commissions of foreign countries in India are well placed to capture these opportunities for business organization in their respective countries. How effective have been their efforts and what more can be done?

Panel

- **Adam Branson, Sr. Agriculture attaché, US Consulate**
- **Hector Cueva, Consulate General & Trade Commissioner, Embassy of Ecuador**
- **Ian Wright, Director General, Food and Drink Federation, UK**
- **Luis Cabello, Peru**
- **Francoise Moreaw Lalanne, Agricultural Counselor, Embassy of France**
- **Parthiban Muthukumarswany, Agricultural Counselor, Embassy of Canada**
- **Puneet Gupta, Managing Director, L-Comps**

Moderator: Amit Lohani, Founder Director, Forum of Indian Food Importers and MD, Max Foods

11:15 – 12:00 : FIFI Session 2

with BUYERS of International Food – F&G and F&B Retailers and HoReCa

- **Challenges in Buying Process of International Food**
- **Shopping Trends**

Panel

- **Avinash Tripathi, Procurement Head, Godrej Nature's Basket**
- **Chef Hemant Oberoi , Ex-Executive Chef Taj Hotels, Hemant Oberoi Restaurant**
- **Hemal Haria, Owner, Indian Dry Fruit Traders**
- **Jahangir Lawyer, Managing Director, Fortune Gourmet**
- **Shefali Gandhi, Chef and Managing Director, Koi Asian Dining**
- **Kirit Jaisingh, Owner and Managing Director, Magsons Goa**
- **Nitin Nagrale, Foodlink**
- **Saikat Sarkar, Head of Bakery Business and Brand Entrepreneur, Future Consumer**
- **Sanjeev Bajoria, Managing Director, Bajoria Foods,**

Moderator: Amit Lohani, Founder Director, Forum of Indian Food Importers and MD, Max Foods

India Food Service Forum

12:00 – 12:20 : INSIGHTFUL RESEARCH PRESENTATION :

Decoding the key trends influencing Food Services

- # A snapshot of key trends influencing the Food Services industry, internationally and in India.
- # Trends across the entire food services eco system - consumer, restaurants, kitchens, people, equipment, logistics, marketing and communication, digital presence and investments.
- # Thoughts on future trends of eating out and calling in, and their impact on the industry and business.

- **Saloni Nangia, President, Technopak**

12:20 – 13:00 : SERVING FOOD WITH A DIFFERENCE

- **Chef Altamsh Patel, TajSATS (JV-Taj Grp & Singapore Airport Terminal Services)**
- **Chef Jerson Fernandes, Executive Chef, Sea Princess**
- **Chef Harpal Singh Sokhi**
- **Chef Vivek Kadam, Executive Pastry chef, Grand Hyatt**
- **Chef Manisha Bhasin, ITC Maurya , Delhi**
- **Nitin Puri, Executive Chef, Unilever**
- **Tushar Malkani, Culinary Director, Supreme Hospitality**

Moderator: Chef Varun Inamdar, Celebrity Chef and Master Chocolatier

13:00 – 14:00 : LUNCH

14:00 – 15:15 : THE 'OMNICHANNEL-isation' OF FOOD – ANYWHERE, ANYTIME, ANY TASTE AT YOUR FINGERTIPS ... AND WHAT'S THE FUTURE GOING TO BRING NEW INTO THESE CONCEPTS

- **Kabir Suri, Co founder and Jt MD, Azure Hospitality**
- **Kiran Nadkarni, Founder & CEO, Kaati Zone**
- **Krishnendu Dasgupta, Head - Unilever Food Solutions**
- **Nitin Saluja Founder, Chaayos**
- **Rahul Akerkar, Founder & MD, Qualia Hospitality**
- **Rohit Malhotra, Business Head India, Barcelos**
- **S Venkatesh Iyer, Founder & CEO, Goli Vada Pav**
- **Saurabh Kochhar, Co-Founder and Ex-CEO, Foodpanda**
- **Varun Tuli, Owner, Yum Yum Cha**
- **Vikram Kamat, MD, VITS hotels & Kamats Restaurants**

Moderators:

Mohit Khattar, CEO, Graviss Foods

Rahul Singh, President, National Restaurants Association of India (NRAI) and founder, Beer café

15:15 – 15:30 : Food Service SOLO - SERVING HEALTHY AND SUSTAINABLE FOOD

- **Henrik Osterstrom, Country Food Manager, Ikea India**

India Food Service Forum - Day 2 of India Food Forum Continued

Venue: Bombay Exhibition Centre (BEC) Goregaon, Mumbai

15:30 – 16:30: TRENDS FROM FOOD COURTS

- Consumer preference on taste, pricing, packaging, timing etc.,
 - Investments vs returns
 - Challenges & Scope
-
- Anurag Katiar, CEO, Degustibus
 - Ashok Kumar Tyagi, ED, Haldiram
 - Chaitanya Kumar Lingamallu, Co-Founder and CMD, The Chocolate Room
 - Dheeraj Gupta, MD, Jumboking Food
 - Puneet Gupta, Director, FOODQUEST
 - Sameer Lamba, MD, Kwalitiy
 - Saurabh Khosla, Marketing Leader, Unilever Food Solution
 - Shabnam Singhal, Managing Partner, SIRIUS D&E
 - Tanmay Kumar, CFO, Burger King
 - Varun Kapur, ED, K-Hospitality Corp

Moderator: Samir Kuckreja, Founder & CEO, Tasanaya Hospitality

16:30 – 18:30 : 16 STATRTUPS THAT CHANGED THE TASTE OF INDIA

Outstanding Food start ups and enables operating in: # Food & Grocery Retail # Food Service # Food # Food Production, Display & Presentation # Food Ordering, Payment & Delivery # Food Support selected by the Prelim Jury will present their ideas, execution strategy, implementation stages and payoffs/ results - a valuable learning for all – whether it's strategy driven to execution perfected.

Finalists to present

3 Minutes (AV) Video - showcasing their concept, execution and results

Followed by 2 minutes interaction with JURY and Audience

Anchor:

Sagar Daryani, Founder, Wow! Momo

Finalists:

Amritha William, Nutritionist & RD, Inner Being Wellness
Andrine Mendez, Owner, PLiNG Foods
Chirag Gupta, Founder, Zea Maize - 4700BC Popcorn
Deepak Sabharwal, Co-founder & CEO and H C Yadav, Co-founder and Mentor, Earthy Tales
Gayathri Swahar, Marketing Director, y-cook
Kiran Gali, Founder & CEO, Number Mall
Mallika Muralidhar/ Muralidhar Kadambi, Delcis Foods – JARLIE
Manoj Gupta- ED, Munchons
Ram Mally, VP, Ops & Forum Gadit, Sr. Manager, BD - IPLANSYS
Prashanth Gowriraju, MD, TIMLA Foods - Popi Corn
Rajasekar GB, Director, Schmecken Agro Food Products - Nata De Coco
Rayed Merchant, The Pancake Story – a division of RMZ Food & Hospitality
Robin Jha, CEO, Tpot
Satish Chamy Velumani, Founder & CEO, Frshly
Vaibhav Mittal, Director and Sunil Kumar, Marketing Manger - Lovely Bake Studio
Yeshwanth Nag, Founder, The ThickShake Factory

Grand Jury:

Aditya Save, Co-founder, Agilio
Ajay Macaden, Executive Director, Nielsen India
Amit Lohani, Convenor, Forum of Indian Food Importers
Anuraag Fulay, International Brand Consulting & Planning; AVP-VISCOMM
Ashwini Pable, Brand and Innovation catalyst and President, Confederation of Women Entrepreneurs of India (Maharashtra Chapter)
B N Dixit, **Director (Legal Metrology), Dept. of Consumer Affairs, GoI**
Baqar Iffikhar Naqvi, Business Director- Retail and Consumer Products, Wazir Advisors
Debashish Mukherjee, AT Kearney, Partner & Co Head, Consumer & Retail Industries, India & SEA
Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention & President AFSTI
Pankaj Karna, Managing Director, Maple Capital Advisors
Prasad P, Group Executive Vice President, Yes Bank
Rahul Singh, President, National Restaurants Association of India (NRAI) and founder, Beer café
Sagar Kurade, CMD, Suman Project Consultants, EX President - All India Food Processors Association/ VP AFSTI HQ
Saloni Nangia, President, Technopak India
Samir Kuckreja, Founder & CEO, Tasanaya Hospitality
Sreedhar Prasad, Partner & Head - Consumer, Retail & Internet, KPMG
S Swaminathan, Head – Industry Engagement, GS1 India

Amazon Jury: Aman Deep Lohan, Head, Amazon Launchpad

The selected startups from the pitch competition would get access to the following Amazon Launchpad benefits: As a member of the program, startups will have privileged access to a number of tools and mechanisms that will help **launch products, get them discovered, build their brand, and help sell globally.**

These include:

Store presence: Inclusion in the curated Amazon Launchpad store, the one-stop destination to find products from entrepreneurial companies.

Seller development: Account management for ongoing startup support with guidance and customized recommendations on product launches, account health maintenance, advertising optimization support & other ways to leverage the most out of Amazon Launchpad.

Enhanced A+ content: Unique product page experience with enhanced product imagery, video uploads, and full Q/A section allowing you to tell your startup story. Optimized A+ content can help boost performance in Amazon search results and external search engines.

Support to go global: Take products to new Amazon marketplaces, with access to the Amazon Launchpad translation portal offering pre-negotiated rates for text, graphics and videos translations.

Amazon Launchpad is a unique program showcasing unique and exciting products from startups around the world, making it easy for startups to launch new products to millions of Amazon customers. The Amazon Launchpad storefront offers customers a one-stop shop to discover a curated selection of cool and innovative products from entrepreneurial companies. Current Amazon Launchpad marketplaces include: US, UK, Germany, France, Mexico, Canada, China, Japan and India.

Startups Definition: As defined by the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry, GoI, a start-up company means a private company incorporated under the Companies Act, 2013 and recognised as a "start-up" in accordance with the notification issued by DIPP.

*An entity shall be considered as a 'Startup' -

1. Up to five years from the date of its incorporation/registration,
2. If its turnover for any of the financial years has not exceeded Rupees 25 crore, and
3. If it is working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property.

19:30 onwards :

[Coca Cola Golden Spoon Awards](#)

for Outstanding achievers in Food & Grocery Retailing

[Images Food Service Awards](#)

for Outstanding achievers in the HoReCa Business

[Images Food Startups & Innovation Awards](#)

for Outstanding startups the food business and enablers

JANUARY 19, 2018 (FRIDAY) Day 3

Venue: Bombay Exhibition Centre (BEC) Goregaon, Mumbai

FOOD STARTUPS* AND INNOVATION CONVENTION :

Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Startups in the country. Its been over a decade that startups* caught the attention when young vibrant minds started shunning the conventional jobs by pursuing out of the box ideas as their career choices. While many made big news but only a few succeeded. However, appetite for such startups* is only growing. Food startups* and online grocery has been catching the spotlight. While online grocery vertical is garnering its own share of ventures, food ordering and delivery is not far behind.

Past few years has seen an exponential growth in such startups* with increasing interest of investors. Also businesses from different niche have also decided to experiment in this lucrative business. JustDial and Uber too entered this segment with the launch of their food ordering and delivery services. India Food Forum launches this maiden initiative aimed at supporting food startups* and to have open house discussions and debates about the challenges they face during their journey, innovation plans, investment and future plans.

09:30 – 10:00 :. Breakfast Meet

10:00 – 11:30 : INAUGURAL SESSION : STARTUP INDIA

10:00 – 10:30 : INAUGURAL ADDRESSES & INTRODUCTION

Welocome Address: Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention and Awards

Inaugural Keynotes :

Madhavi Das, CMSO, FSSAI (Joint Secretary, GoI)

Dr C Ananth Ramkrishnan, Director IIFP Thanjavur, Govt of India

10:30 – 11:30 : INAUGURAL PANEL DISCUSSION

- **How to accelerate your startup?**
- **Tips from the founders, policy makers & Investors.**

Inaugural Panel:

- **Dr. C Ananth Ramkrishnan, Director IIFP Thanjavur, Govt of India**
- **Bhavik Rathod, Head, UberEATS India**
- **Geetika Dayal, Executive Director, TIE Delhi NCR**
- **Rishabh Mariwala, Marico, Founder, Soap Opera n More**
- **Sagar Daryani, Founder, Wow! Momo**

Case Studies:

Rohan Mirchandani, Co-Founder, Drums Food International

Suhasini Sampath, Co-founder, Yoga Health Foods

Moderator: Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention and Awards

FOOD STARTUPS* AND INNOVATION CONVENTION CONTINUED

11:30 – 12:30 : INVESTORS' ASSESSMENT OF STARTUPS IN FOOD BUSINESS

Past few years has seen an exponential growth in food startups with increasing interest of investors. Also businesses from different niche have also decided to experiment in this lucrative business. This session with investors and felicitators will deliberate on how investors are looking at the opportunities and what is their assessment of the developments so far.

- **Aditya Save, Co-founder, Agilio**
- **Chaitanya Deshpande, Angel Investing and Advisor**
- **Dr Nilesh Amritkar, Member ASCENT Foundation, President, AFST Mumbai and MD, Envirocare Labs**
- **Keshav Kamble, Deputy Director General of Chamber of Foreign Trade and Industries Forum (CFTIF); Former Jt CEO, KVIC, Ministry of MSME, Govt. of India**
- **Nayan Bheda, founder - Edvantez, Indian School of eBusiness Serial Entrepreneur, Mentor and Advisor**
- **Pankaj Karna, Managing Director, Maple Capital Advisors**
- **Prasad P, Group Executive Vice President, Yes Bank**

Moderator: Samir Kuckreja, Founder & CEO, Tasanaya Hospitality

12:30 – 13:30 : RAPID FIRE SESSION: STARTUPS ON FIRE!

25 Startups take the stage with 2 of India's most admired professionals in the food business as moderators to tell the world **"7 REASONS WHY FOOD STARTUPS WILL GAIN MOMENTUM IN 2018 & BEYOND"**. Brainstorming on startups, new ideas, scope and challenges, successes and failures, participants of this session share their innovations, stories and the reasons why they are in it. To make the RAPID FIRE interesting we let the startups challenge each other's ideas and see how young entrepreneurs react to attacks from peer group. At one stretch no one gets more than 60 seconds to talk. The Best Challenger and the Best Responder receive STANDING OVATION and a pack of PRIZES!

- **Andrine Mendez, Owner, PLiNG Foods**
- **Anirudh Poddar, Co - Founder, Chai Break**
- **Ashwini Pable, Brand and Innovation catalyst and President, Confederation of Women Entrepreneurs of India (Maharashtra Chapter)**
- **Chirag Gupta, Co-founder and CEO, 4700BC Popcorn**
- **Deepak Sabharwal, Co-founder & CEO, Earthy Tales**
- **Kajal Bhatia, Co-Founder and Director, eighty20**
- **Kaushal Dongare, CEO Pawak Food**
- **Kumar Kushang, Co Founder & CEO, Adurcup**
- **Nilesh Lele, CEO, Exelon**
- **Nikita Poojari, Fish N Bait**
- **Jainendran G, Director, Eten Craft**
- **Prashanth Gowriraju, MD, TIMLA Foods - Popi Corn**
- **Robin Jha, CEO, Tpot**
- **Rupali Ambegaonkar, Founder & CEO, Tea Culture**
- **Sanjay Agrawal, Founder, Salad Chef**
- **Shivam Shahi, COO, Blue Tokai Coffee Roasters**
- **Suraj Savlaiya, MD, Paston Foods**
- **Vaibhav Mittal, Director, Lovely Bake Studio**
- **Vinay Kumar Taylor, founder / owner, Nomba - Karna Candy**
- **Vinod Kumar, Co Founder, Naturally Yours**
- **Vivek Shukla, Co - Founder & Business Head, Nukkad Shops - Retail Innovation**
- **Yeshwanth Nag, Founder, The ThickShake Factory**

Moderators:

Sagar Daryani, Founder, Wow! Momo

Samir Kuckreja, Founder & CEO, Tasanaya Hospitality

JANUARY 19, 2018 (FRIDAY) Day 3 of India Food Forum

Venue: Bombay Exhibition Centre (BEC) Goregaon, Mumbai

FOOD STARTUPS AND INNOVATION CONVENTION CONTINUED

13:30 – 14:00 : HOW TO PARTNER WITH STARTUPS & INNOVATORS?

Support organisations to Food start ups present their unique stories of working with new businesses and innovations they have created to stay unique and relevant in this digital and technology convenience driven consumer landscape.

- **Dr. C Ananth Ramkrishnan, Director IIFP Thanjavur, Govt of India**
- **Dr. U. S. Annapure. Head, Department of Food Engineering and Technology, ICT**
- **Twinkle Khetan, Co-Founder, The Zoozy Food Truck Company**
- **Vasudevan Chinnathambi, Co-Founder, Ninjacart**
- **Vikram Kamat, MD, VITS hotels & Kamats Restaurant**

Moderator: Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention and Awards

14:00 – 15:30 : FOOD SAFETY CONCLAVE – FOOD SAFETY : FARM TO FOLK

Food Safety compliance for startup businesses is extremely important. Food production is monitored carefully due to the significance of the consequences of poor food hygiene. While innovating and ideating new concepts it is vital that startups start out on the right track with complete knowledge of food safety compliance. In a candid conversation between the policy makers, food regulators and startup entrepreneurs, this session will discuss the ease of doing business and suggests ways to make the regulatory framework more streamlined and how the food operators can avoid tripping up on safety guidelines.

Chair: Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention and Awards

PANEL :

- **Atul K. Joshi, Chief General Manager, Quality and Legal Compliances, Patanjali**
- **Ashwin Bhadri, MD, Equinox Labs**
- **Bhavesh Kumar Joshi, Director, AGMARK**
- **Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention and Awards**
- **Dr. Vinod Dhanuka, Head R&D and QA - Reliance Retail**
- **Nayana Daware, Manager (Legal & Compliance) Aditya Birla Retail**
- **P. Muthumaran, Director, FSSAI**
- **S Swaminathan, Head – Industry Engagement, GS1 India**

Moderator: Subhaprada Nishtala, Hon. Secretary, AFST, Mumbai