



India Food Forum 2018

Mapping the growth path and the future of food retail



Krish Iyer
President and CEO,
Walmart India &
Chairman India
Food Forum

The 2018 chapter of India Food Forum, held from 17-19 January at Bombay Exhibition Centre, was a landmark milestone for India's food retail industry. Powered by Sri Sri Tattva, the 11th annual mega congregation of India Food Forum – India's most comprehensive platform for ideas and innovations in the food, FMCG and HoReCa sector – was power-packed with interactive and focused panel discussions, workshops, exhibition, master-classes, product launch pads, awards and an array of other activities.

Much food for thought

In his keynote address, Krish Iyer, Chairman, India Food Forum 2018 and President & CEO, Walmart India said, "We are seeing a transformation unfolding before us – be it FDI reforms in food retail or the implementation of path breaking initiatives

like GST. All these make the country a unique and priority investment destination." Expressing his excitement at being part of this eventful journey that will enable India to move ahead on the path of higher rural income, improved farm infrastructure, world class last mile distribution and retail infrastructure in the country, Iyer said, "Today's tech-savvy generation and the rapid increase in internet and smart phone penetration is driving the evolution of the food segment. Their preference to engage with grocers and retailers on their own terms has brought a tectonic shift in the consumption patterns and has made technology a necessary tool to offer the most relevant value propositions such as experience, convenience, price and choice."

The three-day Conclave this year brought together key decision makers from every part of the food supply chain, apart from the country's finest talent in food research, creation, distribution and retailing. Over 200 Speakers, 140 Exhibitors, 500+ Brands, 10,000+ Visitors, 400+ International Visitors and 30 International Exhibitors made their presence felt at the Forum this year.

Among the overseas representatives was a delegation from UK's Department for International Trade comprising top brands in the food & beverage sector who took the opportunity at the Forum to partner with Indian players for expanding their geographical footprint and products' expanse. The delegation includes representatives of the most iconic and trusted British brands as well as the latest food innovation and niche products.

To keep the delegates connected with the next big innovations in food retailing, HoReCa and food



Arvind Varchaswi
MD, Sri Sri Tattva



technology, and to ensure that they are empowered with the products and insights to maximize the opportunities offered by India's vast consumer universe, the forum featured a line-up of powerful conferences and eminent industry experts as speakers.

Top honours for retailing excellence

A major highlight of the Forum and the latest addition to the prestigious platform this year was the launch of India's 1st Food Startups & Innovation Convention and Awards supported by FSSAI. The initiative – to support and bring path-breaking entrepreneurs to the platform to share their ideas, business models and help them find solutions to the challenges they face – saw 16 start-ups present their ideas, execution strategies, implementation stages and payoff to an eminent jury panel of 16 members. Of the whole lot, three start-ups – Inner Being Wellness, 4700BC Popcorn and Earthy Tales – stood out as they clinched honours to be a part of the prestigious Amazon Launchpad Program. Out of 184 entries received for the competition, 16 start-ups were shortlisted and the winning start-ups will now have an opportunity to access millions of Amazon customers nationally and internationally.

Congratulating the three winners – Aman Deep Lohan, Head, Amazon Launchpad India said: “We are very excited to have these start-ups be a part of Amazon Launchpad. We look forward to working with them and assist them through various tools and mechanisms that will help them launch products, get them discovered, build their brand, and help sell on the Amazon marketplace. These start-ups will also get access to the curated Amazon Launchpad store, the one-stop destination to find products from entrepreneurial companies. Additionally, they will get support in account management and customized recommendations on product launches and enhanced quality content with unique product page experience.”

Amazon Launchpad was launched in India in 2016 as a dedicated program showcasing unique

LAUNCH OF KNORR RANGE OF CHEF'S MASALA



Among the several high profile product launches that took place at India Food Forum 2018, Unilever Food Solutions' launch of its Knorr range of Chef's Masala – especially for the HORECA channel – created a big buzz. Knorr Chef's Masala comes in seven variants – Chana Masala, Kitchen King Masala, Chicken Masala, Royal Meat Masala, Pav Bhaji Masala, Sambhar Masala, & Meat Masala. The masalas are formulated to address the needs of chefs. The ingredients for these masalas have been sourced from best spice locations in India. The key proposition of Knorr Chef's Masala range is the authentic taste, non-water separation even after four hours of preparation and a perfect end dish flavor.

and exciting products from startups across India, making it easy for them 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 in the country. In addition to this, start-ups under the program also get Sponsored Products and AWS credits to further boost their business. Current Amazon Launchpad marketplaces include: US, UK, Germany, France, Mexico, Canada, China, Japan and India.

Apart from the Amazon awards, the eminent jury also selected five more start-ups for the Coca Cola Golden Spoon Awards and Images Food Start-ups & Innovation Awards. These include Frshly (Food Service Aggregator), The Thick Shake Factory (Food Service), Jarlie (Food service), Earthy Tales (Organic Farm to Fork) and Numbermall (B2B platform for food and grocery suppliers and retailers). Another three sets of awards were presented to honor India's most exciting and innovative food retailers, foodservice formats and food retail professionals. **PG**

Over 200 Speakers, 140 Exhibitors, 500+ Brands, 10,000+ Visitors, 400+ International Visitors and 30 International Exhibitors made their presence felt at the India Food Forum this year.



Powered by **SriSri TATTVA**

Supported By **fssai**

Supported By		GOLDEN SPOON AWARDS Title Partner		Powered By		Munching Partner	Live Kitchen Food Solutions Partner	Processed Food Partners		Distribution Partner	Partnered By	E Distribution Partner
Supporting Associations				Charity of Choice		Official Media Partners		Online Media Partner		International Media Partner		