

# AAHAR 2018

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**AAHAR 2018** – The International Exhibition for Food, Food Processing, Hotel and Restaurant Equipment & Supplies New Delhi, India was in its 33rd year. Organised by India Trade Promotion Organisation (the premier trade promotion body of the Government of India), AAHAR is one of Asia's best known brands in Food & Hospitality shows. The show has grown by leaps & bounds in recent years and is today the well known destination for global vendors and sourcing professionals.

**AAHAR 2018** - International Food & Hospitality Fair is a flagship fair focused on improving food standards in India. This event showcased products like Fresh Produce & Dairy Products, Confectionery, Chocolate, Desserts, Bakery Products & Ingredients Organic & Health Products, Frozen , Canned & Processed Products, Meat, Poultry & Sea Foods, Cheese & Fine Specialty Food, Snacks & Convenience Food, Food Ingredients, Additives and Preservatives Coffee & Tea, Syrups, Juices & Energy Drinks in the Food and Beverages industry.

There were four categories of participants in AAHAR 2018 as far as allocation of space was concerned:

- Govt. Organisations
- Foreign Participants
- Domestic Participants
- New and Young Entrepreneurs (NYE). Associates

**The 33rd AAHAR International Food & Hospitality Fair 2018** offered a platform for facilitating growth and modernization in the processed food and hospitality sector. It provided the visitors with an unrivalled opportunity to generate new business leads and get close to customers with an effective and efficient way of successfully marketing to this dynamic growing market.

**AAHAR 2018** - the International Food and Hospitality fair was inaugurated by Shri Suresh Prabhu, the Hon'ble Minister of Commerce & Industry, Government of India at 10.15 am on March 13, 2018 at Hall 7, (Lounge) at Pragati Maidan, New Delhi. H.E. Mr. Jacek Bogucki, First Deputy Minister of the Ministry of Agriculture & Rural Development of the Republic of Poland, H.E. Mr. Nejmeddine Lakhel, Ambassador of the Republic of Tunisia, Mr. L.C. Goyal, CMD, ITPO and H.E. Mr. Mitsuhiro Miyakoshi, Special Advisor to the Prime Minister of Japan, graced the occasion.

APEDA was represented at the inauguration ceremony by Shri Devendra Kumar Singh, Chairman along with Dr. Tarun Bajaj, General Manager, Shri S. S. Nayyar, General Manager and Shri U. K. Vats, General Manager



The event was organised by ITPO with the support of the Ministry of Food Processing Industries, Agricultural and Processed Food Products Development Authority (APEDA) and apex industry bodies such as APEDA, ARCHII, HOTREMAI, AIFPA, FHSI and FIFI. Covering a gross area of around 24,000 sq.mtrs. (Hall7-12A& Hangers 1-6), the fair featured a wide range of food products, machinery and equipment from over 900 exhibitors from India and overseas.

The foreign participation is from 18 countries including USA, China, Italy, Poland, Turkey, Spain, Oman, South Korea, Thailand, UAE, Peru, Norway, Indonesia, Canada, Tunisia, Hong Kong, Singapore and Japan.

Culinary Art Competition and seminars were added attractions.

AAHAR 2018 assumed tremendous significant for social-economic development as Food Processing and Hospitality sectors are imperatives for income/employment generation, poverty alleviation, improving agri-horticultural productivity, reducing post-harvest losses, availability of better nutrition, export promotion and foreign exchange earnings.

The current edition of AAHAR was a reflection of the latest pro-poor and Agri-oriented Budget by the Government where the central focus is on food processing industry in terms of its potential to increase farmers' income, provide employment and reduce wastage. AAHAR aimed to realize the full export potential of the food processing and hospitality sectors and gain impressive growth to strengthen domestic market. The food processing sector constitutes around 8 per cent of Gross Value Added (GVA) in manufacturing and agriculture sector in 2015-16. The value of processed food exports has increased to US\$ 13.9 billion in 2016-17 which constitutes 11.2 per cent of India's total exports.

This year, AAHAR assumed added significance especially when in the recent 'Pro-poor & Agri-oriented budget, the Government has given special focus on the farm sector and earlier allocation up to 100 per cent Foreign Direct Investment (FDI) in marketing of food items produced and manufactured locally, aimed at reducing wastage, helping farm diversification and encouraging global companies to produce locally rather than importing items. Opening new avenues of investment for global investors with reforms, the fair features business friendly policies, pro-active administration under 'Make in India', 'Skill India' 'Start-up & Stand-up India' initiatives which hold enormous promise for business fraternity and could radically transform the Asian economy.

Profile of exhibit based on Bar Accessories, Bed, bath & table linen, Bakery products and machinery, Chafing Dishes & Banquet, Table Ware, Copper Chafing, Brass Chafing, Cutlery, Chopping Boards, Crockery, F & B Hotel kits, Glassware, Guest Amenities, Garden Furniture, Kitchen Ware, Pizza Table ware, Sizzler Plates, Spa & Ayurveda Disposals, Stainless steel



products, Brass Platters, Toiletries, Tongs, Wooden Table ware, Sanitary fittings, Laundry equipment, dish washing machines and Packaging machinery pertaining to food products.

Visitors like Senior Executives, Purchase Managers, House-keeping Managers, Stores Managers, F & B Managers, Chefs, Caterers and canteen Managers, Retailers, Wholesalers, buying Houses, Malls Decision makers and much more.

For convenience of the business visitors, the fair was segregated into different product categories. These include: Foreign participation( Hall 12&12A), Food Products & Beverages (Hall 12A, Hanger 1,2,3, Lounge A&B, Gate 1), F&B Equipment (Hall 7,8,9,10, 11, Hangar No. 4,5,6) and Hospitality & Décor Solutions (Hangar 3 Lounge A&B. Gate 1).

An exclusive Culinary Art Competition was organized by Indian Culinary Forum in Lounge B (near Gate 1). Other major attractions were exclusive seminars in Hall 8 (Auditorium) on "Water Conservation in Food Service, and Other Sustainable Solutions for the Hotel Industry" by HOTREMAI (supported by the Trust-Green The Earth at 2.00 pm March 13, 2018) and "The Role of R&D and Food Safety in the Development of Food Processing Sector" by AIFPA (at 9.00 am on March 14, 2018).

This year too, ITPO has introduced a focus on new and young entrepreneurs to invigorate youth to set up fresh innovative ventures. The Mobile App developed for AAHAR facilitated the ease of transacting trade and business during the Fair.

Around 50,000 trade visitors are expected to visit the fair. These include top echelons of the food processing and hospitality industry including CEOs, General Managers, Executive Chefs, Executive House Keepers, Purchase Managers, senior representatives from catering industry and academic institutions, hotel management professionals.

Indian hospitality industry is considered a major attraction for FDI. This sector is growing at a fast pace and clocking CAGR of 14%. An additional requirement of above 2 lakh rooms is estimated in the near future. It is an imperative to strengthen India's hospitality which is estimated to witness almost 100 per cent rise in travelers in the next five to seven years.



# SUPPORTING MINISTRY, AUTHORITY & ASSOCIATIONS

AAHAR 2018 was held from 13th to 17th March 2018 at Pragati Maidan New Delhi and was supported by



Ministry of Food Processing Industries,  
Government of India



Agricultural and Processed Food Products Export  
Development Authority "APEDA"

AAHAR 2018 was also supported by following associations



All India Food Processors'  
Association (AIFPA)



Association of Resource  
Companies for the Hospitality  
Industry of India (ARCHII)



Food and Hospitality Support  
Association of India (FHSAI)



Forum of Indian Food Importers  
(FIFI)



Hotel & Restaurant Equipment  
Manufacturers' Association of  
India



## **APEDA IN AAHAR 2018**

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Agricultural and Processed Food Products Export Development Authority "APEDA" participated in AAHAR 2018 event and set up its pavilion to showcase and to facilitate development and promotion of Processed Food Products.

The total area of the APEDA Pavilion for the Event is 1551 Sq. mtrs. for participation in the exhibition. The space was allotted in Hall 12A where the other countries like China, Japan, Peru, Indonesia, Poland, Canada and Norway were in neighbouring stalls. APEDA pavilion was aesthetically designed and decorated by hiring an event management company i.e. M/s Falcon Exhibitions Pvt. Ltd. and their work was greatly appreciated by the participating exporters and visitors.

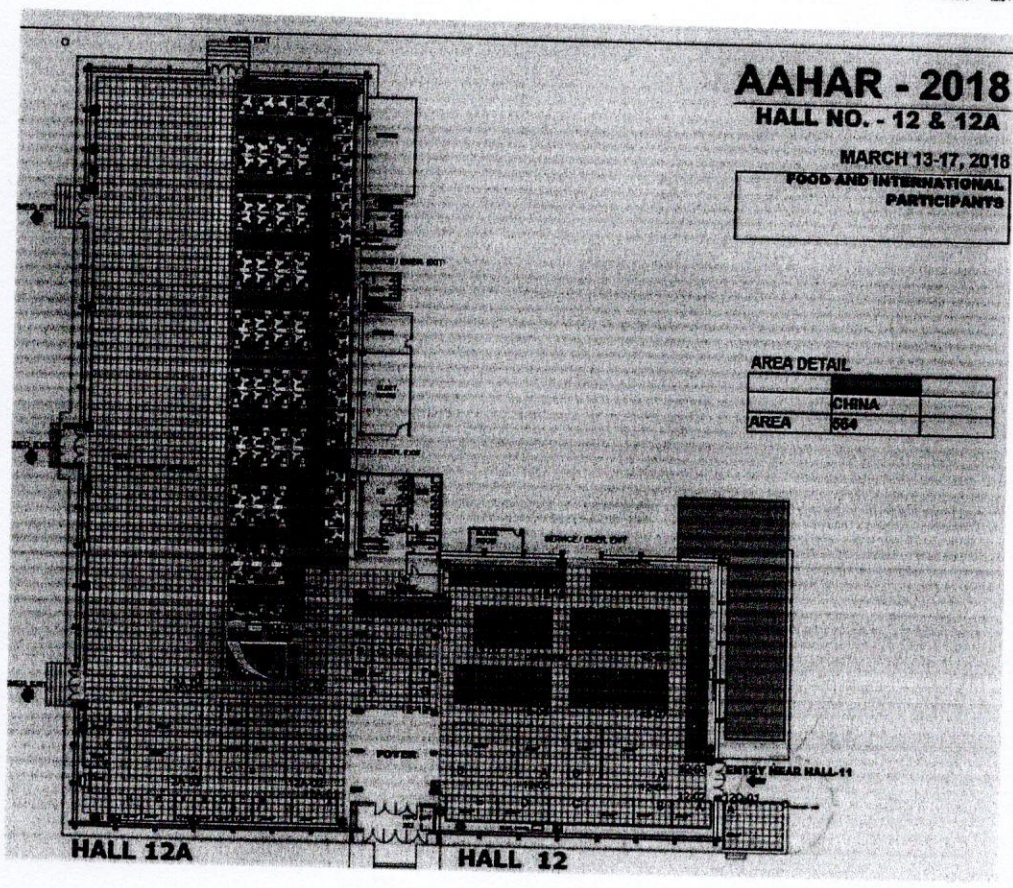
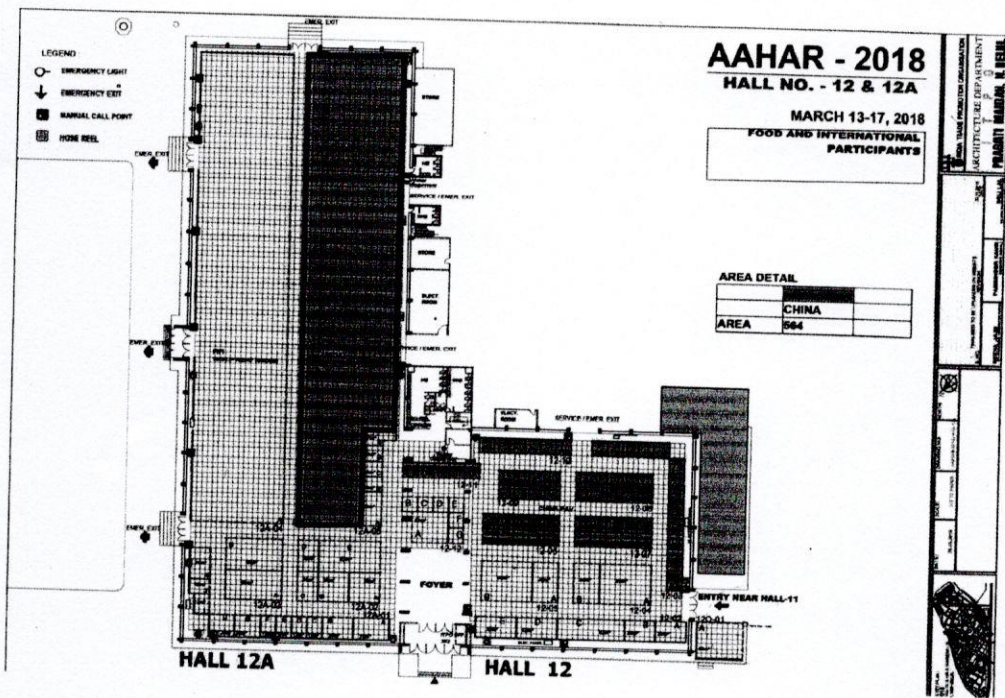
APEDA Pavilion was awarded Gold Medal for Excellence in Display on the Food and Processed Food Sector in the 33rd AAHAR – The International Food & Hospitality Fair, March 13-17, 2018 held at Pragati Maidan, New Delhi in a glittering closing ceremony by Sh. Deepak Kumar, IAS, Executive Director ITPO.

The theme of this year's exhibition was "Geographical Indication Products".

Participation in AAHAR 2018 was coordinated by

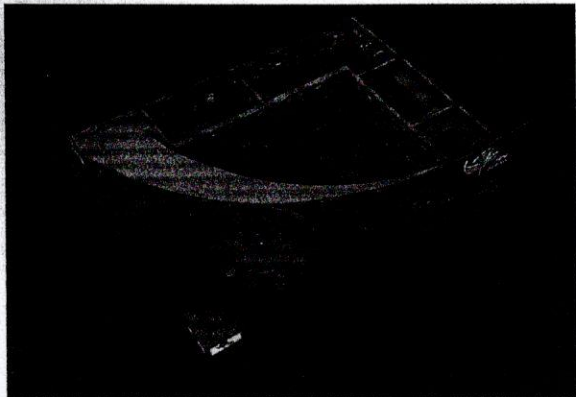
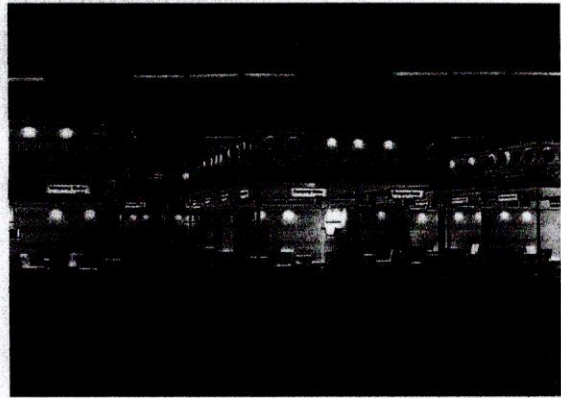
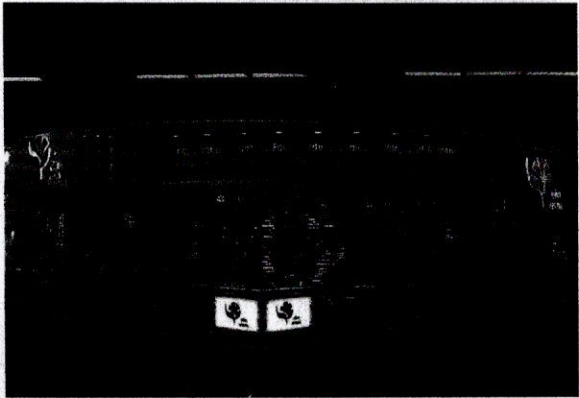
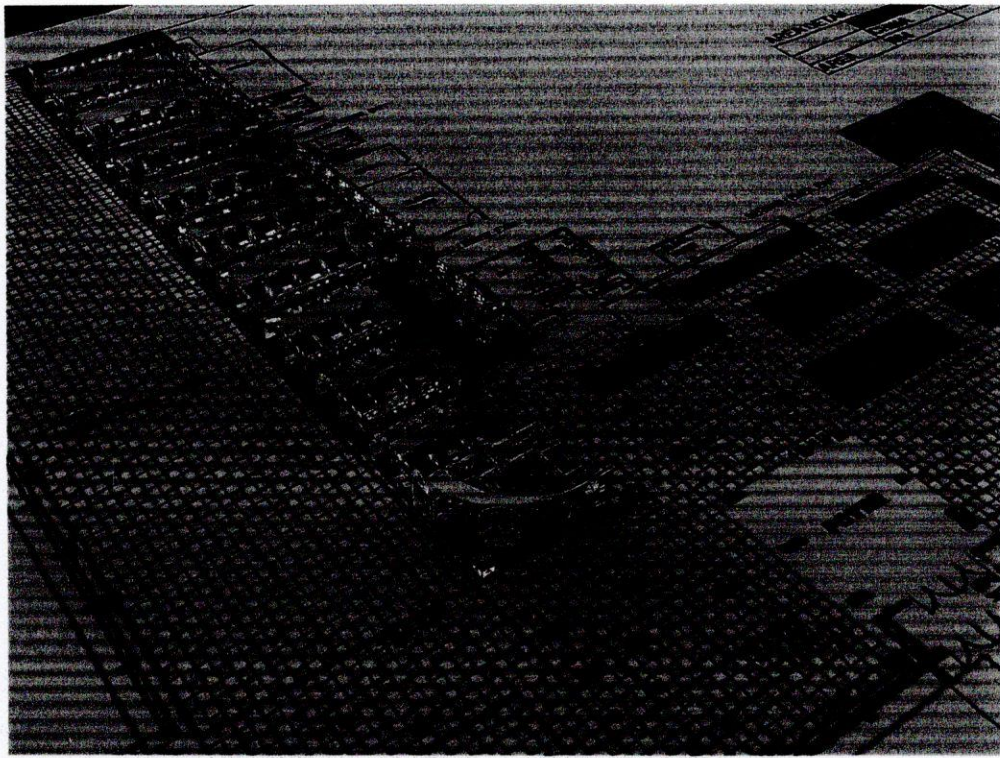
- Dr. Tarun Bajaj, General Manager, APEDA,
- Mrs. Rajni Arora, Asst. General Manager, APEDA
- Mr. Kamal Kant, Sr. Office Executive, APEDA.







# APEDA IN AAHAR 2018





# EXHIBITORS IN APEDA PAVILION IN AAHAR 2018

Many leading food companies participated in the Exhibition. The following companies participated under APEDA pavilion and showcased their products.

S.No.	Name	Product Profile
1	Aatco Foods India Pvt Ltd	Mayonnaise, Sauces, Dressings And Ketchup
2	Ace International LLP	SMP, WMP, Butter Milk Powder, Dairy Creamer, Dairy Whitener, Whey Protein, Sodium Caseinate, Calcium Caseinate, Milk Protein Concentrate / Isolate , Micellar Casein, Natural Milk Calcium, Ghee, CLA, Sucralose, Vitamin & Mineral Premix And Amino Acids.
3	Aditi Foods (India) Pvt. Ltd	Mango Pulp & Slices, Fruit Pulp & Slices, Fruit Jam & Syrups, Fruit Bar, Candies & Tutty Fruity, Pickle & Chutney, Canned Vegetables, Tomato Ketchup & Sauce & Chines Sauces & Vinegar.
4	Bee Hive Farms Pvt. Ltd	Honey N Honey Based Products
5	Bikaji Foods International	Bhujia, Namkeen, Papad, Snacks, Sweets, Chips, Extruded Snacks And Cookies
6	Chokhidhani Resorts Pvt. Ltd.	Blended Spices, Frozen Items, Sauces, Cooking Pastes, Soups And Ready To Eat Vegetable Curries, Rice, Combo Meals, Fruit Syrups, Desserts, Instant Mix, Gravies, Pickles, Jams, Chutneys.
7	Choudhery Cheese Bazar Pvt Ltd.	
8	Darshan Foods Pvt. Ltd	Frozen Chicken & Mutton Processed Products
9	DCP India Pvt. Ltd.	Asbah Power Rice, Asbah Silver Fortified Basmati Rice, Asbah Platinum 24k Basmati Rice, Asbah Gold 24k Basmati Rice.
10	DP Cocoa Products Llp	Chocolate, Cocoa Powder, Cocoa Butter, Compounds, Chips, Paste, Fillings, Vermicelli, Choco Hazelnut Filling
11	Earthling	Canned Foods, Aseptic Concentration, Food Additives
12	Empire Industries Ltd	Imported & Indian Sea Food & Meat Products
13	Ess Pee Quality Products	Pure Honey, Butter Cookies, Biscuits, Fruit Jam, Indian Pickles



S.No.	Name	Product Profile
14	Excel Network Links	Rice Bran Oil, Kacchi Ghani Musturd Oil, Basmati Rice, Non Basmati Rice, And Dates
15	Fuletra Agro Food	Peanuts, Sesame Seeds, Blanched Peanuts, Rice, Spices, Chickpeas, Flavored Peanuts
16	Fusion Dehy Foods & Spices	All The Dehydrated Products Is 100% Natural And Produced Very Safely For Human Consumption In Any Products Were We Can Use Fresh Products.
17	G.D. Foods Mfg (India) Pvt. Ltd	Pickles, Jams , Tomato Ketchup, Cornflakes , Instant Mixes , Custard Powder , Jellies , Vermicelli , Culinary Sauces, Noodles, Vinegar, Baking Powder, & Cornflour,
18	Geo-Fresh Organic	Range Of Organic Herbal Dietary Supplements & Organic Spices, Powder, Seeds And Whole Foods
19	German Foods	Dehydrate Onion & Garlic Products, Dehydrated Vegetables And All Spices And Oil Seeds.
20	Global Green Company	Gourmet Processed Food Products Gherkins, Jalapenos, Olives, Babycorn, Red Paprika
21	Gustora Foods Pvt.Ltd	Dried Pasta
22	Indies Global Foods Private	Retort Based Ready To Eat Curries, Rice Preparations, Simmer Sauces, Desserts And Canned Food
23	Inmax Foods Pvt. Ltd.	Whip Topping, Non Dairy Cream, Bakery Glazes,Sugar Paste Fondant,Bakery Color,Fruit Filling, Multifill Pastes,Aromas
24	Jain Farm Fresh Foods Ltd	Frozen / Iqf / Puree/Pulp/ Concentrate/ Dice / Slice / Aseptic : Fruits, Dehydrated Onion & Vegetables
25	Jhanil Healthcare Pvt. Ltd.	Stevia Based Natural Sweetener Products, Premixes, Tulsi Drops, Aroma Oils, Mosquito Repellent Etc
26	Kirti Foods Pvt. Ltd	Dehy. Onion (White, Red And Pink) Flakes, Chopped, Minced, Granules, Powder. Dehy. Garlic Flakes, Chopped, Minced, Granules, Powder. Other Vegetable Flakes & Powder And Other Spices.
27	Kohinoor Foods Industries	Producer Of Export Quality Dehydrated Vegetables (Onion, Garlic) And Indian Spices
28	Maharaja Dehydrated	Dehydrated Onion, Garlic, Carrot, Other Vegetables And Spices
29	Mapro Foods Pvt. Ltd	Jams, Syrups, Crushes, Squashes, Fruit Juice, Chocolates Etc.
30	Media Today Pvt. Ltd.	The Company Has Been Organizing Agitech India And India Foodex Series Of Exhibitions



S.No.	Name	Product Profile
31	Merino Industries Limited	Vegit Snack Mixes And Potato Flakes (Aloo Mash)
32	Indian Institute Of Food Processing Technology	IIFPTI A R&D And Academic Institution Under The Ministry Of Food Processing Industries, Government Of India.
33	Natural Dehydrated	Dehydrated Onion Garlic, Dehy Vegetables, Fruits Powders.
34	Onecert International Pvt.Ltd.	Service, Inspection And Certification Agency
35	Panama Foods	Instant Powdered Premixes Of Tea/Coffee, Soups, Ice Teas, Drinks, Seasoning & Marinations, Gravies, Dips & Sauces, Frappes/Milkshakes Mixes.
36	Panicle Foods Pvt Ltd	Rice Bran Oil, Kacchi Ghani Musturd Oil, Basmati Rice, Non Basmati Rice, And Dates
37	Pickwick Hygienic Products Pvt. Ltd.	Wafer Biscuits And Wafer Rolls
38	Pooja Dehydrated	Dehy.Onion , Garlic & Vegetable Spices Products
39	Shakti Sudha Agro Ventures Pvt. Ltd.	Makhana , A Nutritional Health Food
40	Shree Jagannathji Sterling	Edible Gold And Silver Leaves
41	Shreeji Protien	Dehy Onion & Garlic,Peanuts Products
42	Sm India Pvt. Ltd.	Fruit Juices, Carbonated Fruit Drinks, Pickles,Sauces, Jams
43	Spectrum Food Products	Ground Spices,Pickles
44	STC India Pvt.Ltd	Mukhwass, Pan, Confectionary, Digestive, Superfood & Snacks
45	Sunrise Vecturals Pvt. Ltd.	Bakery Ingredients Such As Non Dairy Whip Topping, Egg-Free Premixes, Glazes Etc.
46	Surveshwar Overseas	Organic Products
47	Symco Sales Pvt Ltd	Bakery Ingredients



S.No.	Name	Product Profile
48	Talod Gruh Udyog	Khaman, Dhokla, Gota, Handwa, Idli, Dhosa Etc.
49	UR Rice Pvt. Ltd.	Basmati Rice , Non Basmati Rice
50	Vee Natural	Tomato Powder, Cheese Powder, HYP, Soya Sauce Powder, Curd Powder, Tamarind Powder, Fat Powder, Sodium Caseinate, Dehydrated Onion & Garlic, Natural Amchur Powder, Food Colour, NDC, Instant Drink, Instant Soups Etc
51	VNKC Pvt. Ltd.	Coated Peanuts, Flavoured Peanuts. Roasted Peanuts And Peanuts For Home Needs.