

Mumbai, India / 01<sup>st</sup> October 2018

## Exceptional turnout of visitors at Annapoorna World of Food India 2018, yet again demonstrated its posture as numero uno trade fair for Food & Beverage retail trade in India

*Annapoorna World of Food India along with its concurrent trade fair ANUTEK – International FoodTec India and PackEx India have attracted a record number of 21,069 one time registered trade visitors. Annapoorna World of Food India, stand alone had over 338 companies, an increase of 45% in comparison to its previous edition, displayed their food and beverages products to Indian Food & Beverage retail trade Industry. Current edition welcomed new pavilions from Brazil, Australia and China besides pavilions from Italy, Poland, Republic of Korea, Turkey, State pavilions and a special pavilion by DIPP*

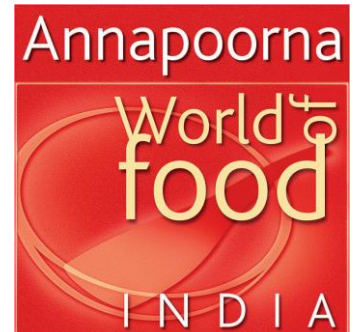
September 27 – 29, 2018, were the busiest days for the Indian food and beverage retail trade fraternity with successful meetings with producers of varied food and beverages products from across the world at the 13th edition of Annapoorna World of Food India. This exhibition has once again proved itself as the most significant platform in India to source global food and beverage products.

A Formal Inauguration of Annapoorna World of Food India 2018 was held on September 27, 2018 at Hall No. 6, Bombay Exhibition Center and was inaugurated by Mr. Ali Tolga Kaya, Consul General, Consulate General of the Republic of Turkey, Mumbai, Ms. Stefania Costanza, Consul General, Consulate General of Italy, Mumbai, Mr. Herbert Marner, Chief Financial Officer, Koelnmesse GmbH, Ms. Anne Schumacher, Vice President, Food and FoodTec division, Koelnmesse GmbH, Mr. Ashwani Pande, Managing Director, Koelnmesse YA Tradefair Pvt. Ltd., and Mr. Praveen Mittal, Director, FICCI.

Annapoorna World of Food India has witnessed not only the trade visitors from various sectors of food and food retail across India, But also the presence of International delegations from Azerbaijan, Indonesia, Russia and Srilanka highlighting the importance of Indian Food trade and Annapoorna World of Food India as the ideal business platform for the growth and development of Indian Food Industry.

Special highlights of Annapoorna World of Food India included first ever pavilion by Apex Brazil, representing 20 companies from agro, food and beverage producers and New South Wales, Australia brought in 10 Food and Beverage producers along with alcohol processors showcasing their latest products to the Indian food retail fraternity.

Korea Agro-Fisheries & Food Trade Organization organized 6<sup>th</sup> consecutive pavilion with food and beverage manufacturers from Korea, besides pavilion from aT Center, a new province from Korea, GyeongNam also brought in thier member companies to the exhibition, a total 26 companies from Korea displayed their products. Poland national pavilion organized by Krajowy OŚrodek Wsparcia Rolnictwa (KOWR) presented its regional food & beverages. There was also pavilions from Turkey and Italy present at the exhibition.



ANNAPOORNA WORLD OF FOOD  
INDIA 2018  
Bombay Exhibition Center,  
Mumbai - India  
September 27 - 29, 2018  
[www.worldoffoodindia.com](http://www.worldoffoodindia.com)

Contact:  
Koelnmesse YA Tradefair Ltd.  
Mr. Bijoy Varghese  
Tel: +91 22 2871 5204  
Fax: +91 22 2871 5222  
[b.varghese@koelnmesse-india.com](mailto:b.varghese@koelnmesse-india.com)

Koelnmesse YA Tradefair Pvt. Ltd.  
Hyderabad  
6-3-885/7/B, 1st Floor, V. V. Mansion  
Raj Bhavan Road, Somajiguda Circle  
Hyderabad - 500082, Telangana,  
INDIA  
Tel: +91-40-65707722  
Fax: +91-40-66684433

Mumbai  
#1102, 11<sup>th</sup> Floor,  
DLH Park, Near MTNL office  
S.V. Road, Goregaon (W),  
Mumbai - 400067. Maharashtra, India  
Tel: +91-22-42107801 - 11  
Fax: +91-22-40034433

[info@koelnmesse-india.com](mailto:info@koelnmesse-india.com)  
[www.koelnmesse-india.com](http://www.koelnmesse-india.com)

Besides international pavilions, Ministry of Food Processing Industries, Indian states Viz., Chhattisgarh, Jharkhand, Maharashtra, Odisha and Telangana organized State pavilions promoting their investible projects in the Food Sector amongst the International delegates & investors and providing small and medium food & beverage manufacturers as part of their pavilion new business opportunities in the trade fair.

Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce, Government of India for the very first time organized pavilion with the theme “Jewels of India, Made in India, Made for World” as an attraction to the trade show along with 40 Indian Food Geographical Indication’s from various regions.

Masterclass from FoodFood Channel at Annapurna World of Food India, Live demonstration area received a very good response where the visitors witnessed series of masterclasses by Celebrity chefs.

Salad Masterclass by Chef Anupa Das; Continental by Chef Shailendra Kekade; Wine Masterclass by Wine expert Vaniitha Jain; Hot and Cold soup sessions by Chef Shailendra Kekade and Masterclass by Chef Shantanu Gupte.

Visitors were quite happy to watch and gain knowledge from the celebrity chefs. This activity created a buzz during the trade fair.

Concurrent Seminars during the fair gave an insight on the investment, emerging trends and other key topics pertaining to the various food processing sectors.

The Conference organised by FICCI on “Investment opportunities in Food Processing sector & Value Chain” addressed by Mr. L. N. Gupta, Additional Chief Secretary, Dept of MSME, Govt of Odisha; Dr. S. Siddharth, Principle Secretary, Dept of Industries, Govt of Bihar; Dr. Rajesh Rajora, Principle Secretary, Dept of Horticulture & Food Processing, Govt of Madhya Pradesh; and Mr. Akhil Gawar, Director, Food Processing Society, Govt of Telangana. The deliberation at the conference was very well appreciated by all the delegates from India and overseas. All the speakers had elaborated on the opportunities in the food processing industry.

Second Session Panel discussion on “Emerging Trends in Indian Food Processing sector – Opportunity & Challenges” chaired by Mr. Rajiv Aggarwal, joint Secretary, DIPP, Ministry of Commerce & Industry and Panel discussions held between Mr. Nand Kumar Kulkarni, Director-Manufacturing, Mondelez India; Mr. Prabodh Halde, Head Regulatory Affairs, Marico India; Mr. Girish Pai, Vice President, Natural Ice Creams; Mr. Ghaus Mohd, Managing Director, Zain Natural Agro India Pvt Ltd.

Retailers Association of India, organised a high profile CEO Round table conference on the topic, **Using Digital to Manage, Engage and Influence** on September 27, 2018. Moderator for this event was Mr. Pinakiranjan Mishra, Partner and National Leader, Retail and Consumer Products, Ernst & Young India and Panellists for the Round Table conference were Mr. Dheeraj Arora, Vice President – Modern Trade, eCommerce & Institutional Business, HUL; Mr. John Wilcox, CEO, Reliance Market (A Division of Reliance Fresh Ltd.); Mr. K. Radha Krishnan, CEO, StarQuik (TATA Group); Mr. Kumar Rajagopalan, CEO, RAI; Mr. Sagar Daryani, Co-Founder & CEO, Wow! Momo Foods Pvt Ltd.; Mr. Vinay Shrivastava, Head – New Business, Marico Ltd. The deliberations by the panellist was very well appreciated by approx. 700 attendees from different sectors and countries.

## **Annapoorna Food Retail Awards 2018**

Concurrent to the exhibition second edition of the Annapoorna Food Retail Awards was organized in association with Retailers Association of India (RAI), to recognize companies/ individuals for their exemplary contribution to the Indian Food Retail Industry.

An esteemed jury panel for Annapoorna Food Retail Awards comprised of Mr. R. S. Sodhi, Managing Director, GCMMF (AMUL); Mrs. Chamari Rodrigo, Consul General, Consulate General of Sri Lanka; Mrs. Marja Sirkka, Deputy Consul General, Consulate General of The Federal Republic of Germany; Mr. Mark Morley, Trade Commissioner – India & Pakistan, Australia Trade & Investment Commission; Padmashri Chef Imtiaz Qureshi, Celebrity Chef, Master Chef – ITC Hotels; Chef Hemanth Oberoi, Celebrity Chef – Hemanth Oberoi Restaurant; Chef Sanjay Malkani, Celebrity Chef; Chef Gautam Mehrishi, Celebrity Chef, Corporate Chef – Sand-N-Sun Group of Hotels; Chef Harpal Singh Sokhi, Celebrity Chef; Mr. Anil Talreja, Partner, Deloitte India; Mr. Garish Oberoi, President, The Federation of Hotel & Restaurant Association of India; Mr. Vinod Channa, All-rounder Fitness Expert; Mr. Gerald Boese, President & CEO, Koelnmesse GmbH; Mr. Amit Lohani, Founder Director, Forum of Indian Food Importers; Mr. Kumar Rajagopalan, CEO, Retailers Association of India were brought together to find the best out of the best. Eventually based on various parameters esteemed jury announced the winners for various categories. The winners were:

**Supermarket of the Year:** STAR Market by Trent Hypermarket Pvt. Ltd.

**Hypermarket of the Year:** LuLu Hypermarket by Lulu International Shopping Mall Pvt. Ltd.

**QSR of the Year (Indian Brand):** Wow! Momo by Wow Momo Foods Pvt. Ltd.

**QSR of the Year (International Brand):** Burger King by Burger King India Pvt. Ltd.

**Food Services Aggregator of the Year:** go4fresh by Fresh Produce Value Creation Services Pvt. Ltd.

**Restaurant of the Year:** Cafe Delhi Heights by Batra Bros Food and Beverages Private Limited & Mamagoto by Azure Hospitality Pvt. Ltd.

**Food Start-up of the Year:** Freshtohome Foods by Freshtohome Foods Pvt. Ltd.

**Food CEO of the Year:** Sagar Daryani by Wow Momo Foods Pvt. Ltd.

**Private Label Food Retailers of the year:** SPAR Hypermarket by Spar Hypermarket (Max Hypermarket India Pvt. Ltd.)

**Tech Adoption Food Retailers of the year:** SPAR Hypermarket by Spar Hypermarket (Max Hypermarket India Pvt. Ltd.)

The awards function followed by gala dinner ceremony in the presence of the who's who of food industry in India.

Annapoorna World of Food India, by its increasing quality in the exhibitors and visitors has paved a way as a most sought-after trade fair in India and will be rebranded as Annapoorna Anufood India..

The 14th edition of Annapoorna Anufood India will be organised from August. 29 – 31, 2019, at Hall no. 2, Bombay Exhibition Centre, Mumbai.

To learn more about ANNAPOORNA ANUFOOD INDIA: visit [www.worldoffoodindia.com](http://www.worldoffoodindia.com)

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**Your contact:**

Bijoy Varghese	Kaushalya Waghela	Ashish Kanabar
Project Manager	Asst. Project Manager	Asst. Project Manager

Koelnmesse YA Tradefair Pvt Ltd  
#1102, 11th Floor, DHL Park  
Opp. MTNL Office, SV Road  
Goregaon West, Mumbai - 400063

Tel. + 91 22 2871 5200

Fax + 91 22 2871 5222

[k.waghela@koelnmesse-india.com](mailto:k.waghela@koelnmesse-india.com); [www.koelnmesse-india.com](http://www.koelnmesse-india.com)

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**About the Organisers**

**Koelnmesse - Global Competence in Food and FoodTec:** Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

**FICCI** is the largest and oldest apex business organization in India. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

Further information is available at: [www.ficci.com](http://www.ficci.com)

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**The next events:**

**Yummex ME**, Dubai, UAE, 30.10-01.11.2018

**Veganfach**, Cologne, Germany, 02.-03.11.2018

**Anufood China**, Beijing, China, 21.-23.11.2018

**Note for editorial offices:**

ANNAPOORNA WORLD OF FOOD INDIA 2018 photos are available in our image database on the Internet at [www.worldoffoodindia.com](http://www.worldoffoodindia.com);

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