

# India's culinary marvels take center stage at Indus Food 2024!

In a world where culinary boundaries are constantly pushed, the Indian food and beverage industry stands out with its inventive creations. The recently concluded 2024 Indus Food Innovation Awards in Noida showcased the industry's prowess, with Rajkot-based Senso Food bagging the top prize for its unique beetroot vegan latte. This vibrant concoction, crowned with coconut milk and infused with ginger, almonds, and cashew nuts, epitomizes the bold and creative spirit driving the industry's global success.

## A Gastronomic Revolution Unfolding

### *Innovative Snacks: A World of Flavors*

The Indian food and beverage industry is witnessing a paradigm shift, introducing off-beat flavors and unconventional snacks that are capturing the attention of both global consumers and retailers. Products like fig juice, ramen makhana, pearl millet noodles, tandoori peanut spread, and camel milk chocolate are redefining the culinary landscape, resonating with foreign taste buds, and gaining popularity in retail stores worldwide.

### *Global Expansion*

P Vishnukumar, from nativefoodstore.com, shares the success story of selling millets to diverse markets, including Germany, France, the Netherlands, Singapore, the USA, and even smaller markets like Fiji and Hong Kong. The growing acceptance of millet-based products, particularly among the diaspora, is a testament to the industry's expanding global footprint.

### *Exporting Health and Organic Goodness*

Companies like Firozabad-based Sumedha Gambhir's venture are making strides in exporting organic baby food, emphasizing their commitment to quality by avoiding emulsifiers, preservatives, fortification, and colors. Purandar Highlands is making waves by exporting fresh figs to Europe and South-East Asia, while frozen snacks like samosa, naan, and paratha are hot-selling favorites in countries like the US, Canada, and the UK, as reported by Deepak Maheshwari, COO of Ariba Foods.

## ***Beverage Revolution***

Beverages are also gaining prominence in this culinary revolution. Sanjeev Banga of Radico Khaitan applauds the inclusion of beverages in the exposition, highlighting the success of Radico Khaitan's Rampur Asava, crowned the 'Best World Whisky' at the 2023 John Barleycorn Awards.

## **Indus Food 2024: A Global Culinary Extravaganza**

### ***Exponential Growth***

Indus Food, organized annually by the Trade Promotion Council of India with the Department of Commerce's support, has evolved into a premier expo for the global food and beverages industry. Compared to 2023, the event witnessed a doubling of visitors, with international buyers surging from 600 to over 1,200. Foreign exhibitors also increased to over 2,000 buyers, and the exhibition space expanded to 60,000 square meters. The participation of more than 5,000 domestic buyers, including retail chains, e-tailers, and food tech players, marked a substantial growth in the event's influence.

### ***Lucrative Deals***

Indus Food 2024 was not just a platform for showcasing culinary innovations but also a hub for business deals. Pune-based NicMics, valued at Rs 35 crore, signed a memorandum of understanding (MoU) with a Russian company, generating business queries estimated to be around 1.3 billion dollars, according to Mohit Singla, chairman of TPCI.

## **India's Culinary Gems: Makhana and Millets Shine**

### ***From Snack to Superfood: The Makhana Transformation***

The journey of makhana, primarily grown in Bihar's Mithilanchal belt, encapsulates the transformation of Indian culinary offerings. Once a humble aquatic crop sold as an uncooked product, makhana is now hailed as a "superfood." Companies like Mr Makhana have successfully exported their products to the US, Canada, Australia, and Nepal, introducing innovative flavors such as makhana bhel and chocolate-flavored makhana.

## *Millets on the Rise*

Makhanas are not the only success story; millets are also making rapid progress. With support from PM Narendra Modi and Finance Minister Nirmala Sitharaman, millets are gaining recognition as the "Shree Anna," or mother of all grains. Nikita, a representative from a millet-selling company, highlights the growing demand for millet-based products, from grains to flour and instant mixes, particularly among the younger generation in states like Rajasthan and Karnataka.

## **The Future of Indian Food Exports**

### *Global Recognition for Frozen Snacks*

The global acceptance of Indian frozen snacks, such as samosas, is evident in the positive response received during a conference call with chefs across Europe. Frozen snacks and bread, with a shelf life of 24 months, are gaining popularity in Europe, making them potential game-changers for India's food export industry, according to Mohit Singla.

In essence, there is a palpable buzz surrounding Indian food and beverages globally. From award-winning concoctions like beetroot vegan latte to the growing popularity of millets and makhana, Indian culinary creativity is leaving an indelible mark on the global stage. The success stories shared at Indus Food 2024 and the promising trajectory of the industry indicate that India's culinary delights are not just pleasing palates at home but are conquering new frontiers abroad.

Reference : <https://economictimes.indiatimes.com/industry/cons-products/food/indias-culinary-marvels-take-center-stage-at-indusfood-2024/articleshow/107237022.cms>