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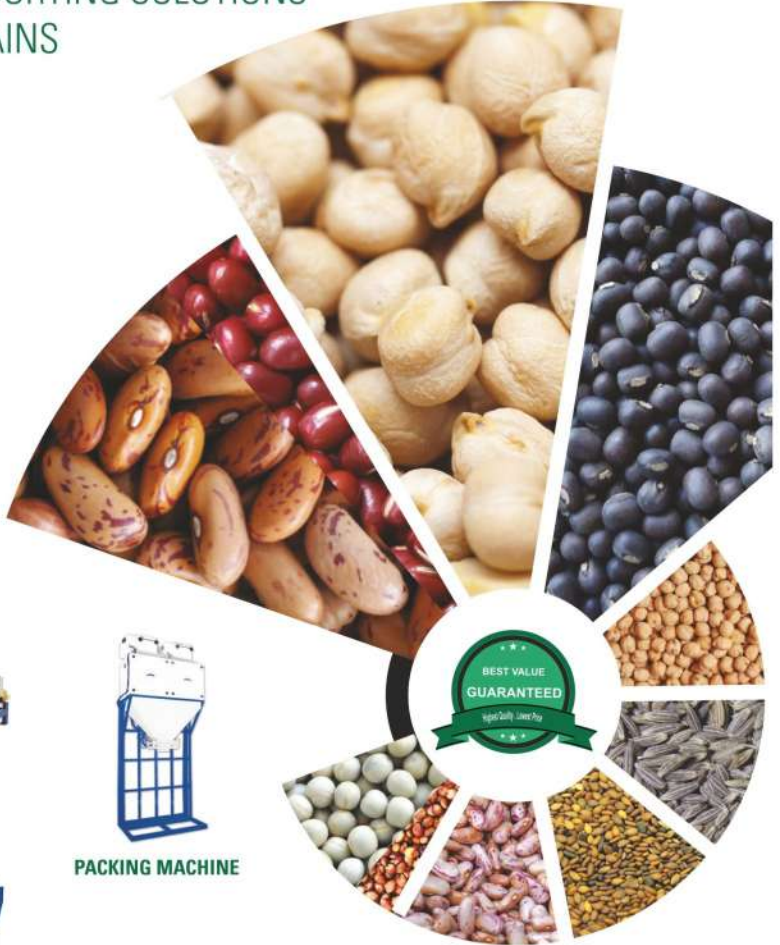
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**Editorial****AAHAR**
THE INTERNATIONAL FOOD & HOSPITALITY FAIR**March****3-7****2020**

35th edition of AAHAR will feature new trends in F&B sector

The 35th edition of AAHAR – International Food and Hospitality Fair is being held between March 3 and March 7 at Pragati Maidan. This five-day-long event is being organised by India Trade Promotion Organisation (ITPO). The event is supported by Ministry of Food Processing Industries, Agricultural and Processed Food Products Development Authority (APEDA), Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors' Association (AIFPA), Food & Hospitality Support Association of India (FHSAI), Forum of Indian Food Importers (FIFI), Federation of Indian Food & Hospitality Industry (FIFHI) and Indore Confectionary Manufacturers Association (ICMA). Along with various Indian food processing industries, many overseas food industries and hospitalities from countries like Hong Kong, Israel, Indonesia, Japan, Poland, Russia, Switzerland, UK, UAE etc will also participate. The display profile is segregated into four categories – Food Products, Ingredients, House Keeping and Engineering Equipment. The fair will showcase Confectionery items such as Chocolate Desserts, Bakery Products & Ingredients; Frozen, Canned & Processed food; Food preparation Equipment & Supplies; Refrigeration/Chillers/ Freezers; Kitchen Support Equipment; Food Additives and Preservatives; Snacks & Convenience Food; Cheese and Fine Specialty Food; Organic & Health Products etc.

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. Apart from the meaningful display, the fair will offer an insight into operational and food safety concerns and innovations to become energy-efficient, finding budget friendly raw materials boosting productivity, while still aiming for greater profitability. The fair assumes tremendous significance in light of the announced Union Budget which has a focus on promotion of agri-community as well as tourism and MICE sectors which complements of the hospitality segment. It is expected that the large number of trade visitors will visit AAHAR 2020. These include top echelons of the Hotel and Hospitality. Besides, senior representatives from catering industry and academic institutions, training hotel management professionals will also visit the fair. The fair is poised to grow in size after completion of ITPO's ambitious project, world class International Exhibition-cum-Convention Centre (IECC) at Pragati Maidan.



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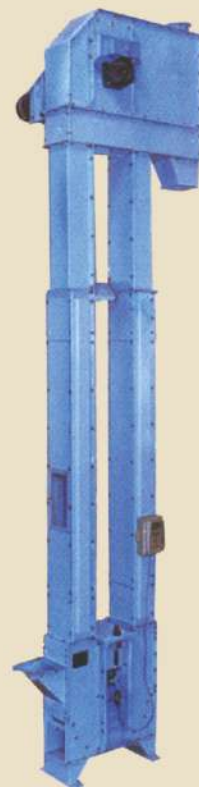
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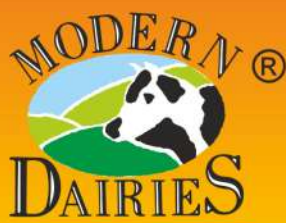


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Delhi based "**FOODEES GROUP**" is an internationally acclaimed Consultancy Organization engaged in providing comprehensive services for establishing processed food industries in different segments / verticals. Managed by team of young, dynamic, qualified & experienced and dedicated professionals from the processed food industry, Foodees Group, with its enormous & enriching experience in plant modules, customized equipments supplies, processing techniques, technology transfer, quality control & assurance,

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Profile of Dr. Girish Gupta

Dr. Girish Gupta, Ph.D is the CEO of the FOODEES GROUP OF CONSULTANTS. He has a 30 year vast experience in food industry. He has helped / incubated various food projects in different segments all over India. He has worked/ done leadership roles in strategic positions in different Indian & MNC companies Dr. Girish Gupta is also known as the "Moving Encyclopedia" of Processed food industry in India.



Dr. Girish Gupta
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We have association with various food machinery suppliers all over world. They are some of the trustworthy and renowned names in the industry. We are equipped with required echo system & have team of skilled professionals who make sure that plant & machinery installation & commissioning should be just perfect while we source the plants from the best of Vendors. We analyze the vendors on certain parameters and then only we place our order for the required products.

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GROUP COMPANIES

Recently, he has started a new company named **SHRISTI FOOD EQUIPMENT EXIM PVT LTD** to carry on business in India and Abroad as manufactures, importers, exporters and dealer of all the kind of food equipments, machine tools,

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Expo 2020 will propel UAE-India bilateral trade

India will be participating in the Expo through our pavilion on a plot of more than 4,600 square metres. The pavilion will showcase India across all three pillars of Expo — opportunity, sustainability and mobility, emphasising the massive developmental strides being made by India, our technological prowess, as well as steps taken for meeting the Sustainable Development Goals. It will also highlight the five Ts of Brand India, namely talent, trade, tradition, tourism and technology. The diversity of India will be on full display through participation of various states of India and with high-quality cultural events. It will have a good presence of companies owned by Indians in the UAE, as their participation will bring out the close trade and investment partnership between India and the UAE. The close historical, geographical and trade ties between the two countries will also be evident at the Indian pavilion.



With the expected participation of more than 190 countries, Expo 2020 will be an excellent opportunity for Indian businesses and companies to promote themselves. It will be a great platform for them to explore regional and global markets. They will be able to showcase their goods and technologies across the sectors to clientele from the UAE as well as other countries, particularly from the Middle East, CIS and Africa. Buyers in the UAE will be able to meet Indian suppliers from across sectors. Since Dubai is a major transit port, Indian businessmen will also be able to tap new sources for their supplies, which can be routed through the UAE. Thus, in 2020 and beyond trade and investment ties between India and UAE will continue to see good momentum.

India's Organic Food Business expected to reach Rs 75,000 cr by 2025

With 9th largest World's Organic Agricultural land and largest number of producers, India is fast growing in the organic food segment. India produced around 1.70 million MT (2017-18) of certified organic products which

includes all varieties of food products namely Oil Seeds, Sugar cane, Cereals & Millets, Cotton, Pulses, Medicinal Plants, Tea, Fruits, Spices, Dry Fruits, Vegetables, Coffee etc. On the demand side, increasing disposable incomes, increasing awareness around health and wellness and increasing acceptability are driving the growth in the organic food segment which is expected to grow at a CAGR of 10% during the period 2016-21. At the same time the demand for Indian organic food products is on constant increase worldwide with organic products being exported to USA, European Union, Canada, Switzerland, Australia, Israel, South Korea, Vietnam, New Zealand, Japan etc. The major demands under the organic product category are for oil seeds, cereals & millets, sugar, fruit juice concentrates, tea, spices, pulses, dry fruits, medicinal plant products etc. As per the Indian Organic Sector – Vision 2025 report, India's organic business has immense potential to reach the INR 75,000 crore mark by 2025 from INR 2,700 crore (in 2015). Promotion of exports of organic products is a continuous process. The Agricultural & Processed Food Products Export Development Authority (APEDA), has been mandated with the export promotion of organic products. It assists exporters under various components of its export-promotion schemes, and undertakes activities to add new products under the National Programme for Organic Production (NPOP).



Glimpses of Gulfood 2020

Gulfood

Gulfood celebrated its silver jubilee this time, and the five-day event has inspired the food industry to rethink end-to-end production and supply to meet huge consumer demand and opportunities. As the world heads into an important new decade, the food industry faces several new challenges:

Increased environmental concerns, ever-changing consumer habits, widespread recognition of dwindling resources etc. So, with the tagline 'Rethinking Food', the exhibition ran over February 16 to February 20 at the Dubai World Trade Centre (DWTC).



His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance opened Gulfood 2020



Union Minister for Food Processing Industries, Mrs. Harsimrat Kaur Badal inaugurated the India Pavilion at 25th Edition of the Gulfood 2020



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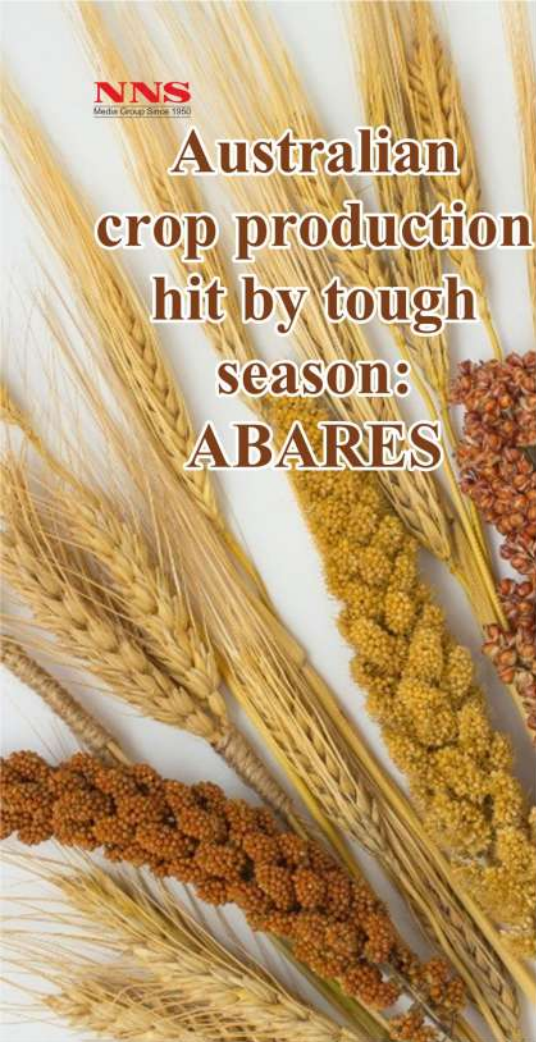


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Australian crop production hit by tough season: ABARES



Production prospects for summer crops in Queensland and northern New South Wales remain well below average, despite late season rains, according to ABARES' 'Australian crop report – February 2020'. This follows unfavourable seasonal conditions in December that further depleted soil moisture levels to well below average in most summer cropping regions and record lows in some others. These low levels of soil moisture constrained planting of summer crops in most regions. Other than in central Queensland, substantial rainfall from late January through to mid-February generally arrived too late for additional planting of summer crops. Sufficient and timely rainfall over the remainder of the summer crop season will be required to achieve average yields in most regions. Planting of summer crops is largely complete and planted area is estimated to have decreased by 66% in 2019–20 to 357,000 hectares. This is a 33% downward revision from the forecast ABARES

published in the December 2019 Australian crop report, largely reflecting much more unfavourable conditions in December than expected. Total summer crop production is forecast to fall by 66% to around 878,000 tonnes. Area planted to grain sorghum is estimated to have decreased by 71% in 2019–20 to 143,000 hectares. Production is forecast to fall by 77% to around 292,000 tonnes. Area planted to cotton is forecast to fall by 82% in 2019–20 to 61,000 hectares because of low supplies of irrigation water and insufficient levels of soil moisture to plant dryland cotton. Production is forecast to decline by 72% to around 135,000 tonnes of lint and 191,000 tonnes of seed. The average yield is forecast to rise from last season because almost all cotton crops this season are irrigated. Rice production is forecast to remain low at around 54,000 tonnes because of low water allocations and high water prices. Harvesting of 2019–20 winter crops is largely complete and estimated production remains largely unchanged from the forecast ABARES published in the December 2019 edition of Australian crop report. Higher than expected barley and canola production is estimated to have offset lower than expected wheat production.

Australian winter crop production is estimated to have decreased by 5% in 2019–20 to just under 29 million tonnes. Wheat production is estimated to have fallen by 12% to 15.2 million tonnes, barley production is estimated to have increased by 7% to 8.9 million tonnes and canola production is estimated to have increased by 7% to 2.3 million tonnes. Amongst other crops, chickpea production is estimated to have remained largely unchanged at 281,000 tonnes and oats production is estimated to have increased by 1% to 900,000 tonnes. Winter crop area is estimated to have increased slightly in 2019–20 to 18 million hectares.

Summer Crop Area & Production, Australia

Year	New South Wales '000 ha	kt	Queensland '000 ha	kt	Australia '000ha	kt
2009-10	381	1405	514	1342	903	2764
2010-11	713	2514	790	1901	1514	4446
2011-12	757	3064	783	2379	1556	5489
2012-13	711	3205	686	2250	1411	5506
2013-14	568	2317	559	1469	1139	3847
2014-15	435	2044	696	2134	1149	4263
2015-16	412	1646	624	1814	1054	3552
2016-17	662	2289	566	1278	1247	3666
2017-18	614	2205	649	1648	1283	3952
2018-19 S	101	343	239	459	357	878
2019-20 f	425	1019	617	1493	1056	2593
2018-19 to 2019-20 (% change)	-76.3	-66.3	-61.3	-69.3	-66.2	-66.1

S(ABARES estimate), f(ABARES forecast).

Note:- State production includes cottonseed, grain sorghum, corn (maize), moong beans, rice, peanuts, soyabeans and sunflowers.

Winter Crop Area, Australia

Year	Unit	New South Wales	Victoria	Queensland	South Australia	Western Australia	Australia
2009-10	'000 ha	6106	3488	1173	3783	8271	22844
2010-11	'000 ha	6158	3457	1217	3821	7715	22392
2011-12	'000 ha	5969	3411	1205	3838	8252	22693
2012-13	'000 ha	5852	3457	1222	3776	8097	22421
2013-14	'000 ha	5314	3283	1105	3448	8249	21419
2014-15	'000 ha	5491	3304	995	3639	8313	21760
2015-16	'000 ha	5375	2915	1049	3152	7771	20283
2016-17	'000 ha	6062	3231	1375	3904	8531	23126
2017-18	'000 ha	5489	3509	1302	3645	7898	21861
2018-19 S	'000 ha	2971	2903	715	3326	8050	17987
2019-20 S	'000 ha	3085	3101	657	3462	7692	18021
2018-19 to 2019-20 (% change)		3.8	6.8	-8.2	4.1	-4.4	0.2

S(ABARES estimate)

Note:- Includes barley, canola, chickpeas, faba beans, field peas, lentils, linseed, lupins, oats, safflower, triticale and wheat.

Winter Crop Production, Australia

Year	Unit	New South Wales	Victoria	Queensland	South Australia	Western Australia	Australia
2009-10	kt	7787	5889	1617	7035	12943	35343
2010-11	kt	14784	7625	1821	9316	8044	41672
2011-12	kt	11952	7352	2329	7371	16600	45673
2012-13	kt	11123	6886	2156	6470	11244	37936
2013-14	kt	9773	6774	1516	7221	16511	41881
2014-15	kt	10445	5117	1464	7439	14662	39198
2015-16	kt	11624	3568	2104	6104	14206	37687
2016-17	kt	15510	9511	3159	10656	17737	56675
2017-18	kt	7743	7612	1438	7022	14510	38396
2018-19 S	kt	2880	3733	714	5286	17729	30433
2019-20 S	kt	3339	7424	678	5923	11517	28990
2018-19 to 2019-20 (% change)		15.9	98.9	-5.1	12.1	-35.0	-4.7

S(ABARES estimate)

Note:- Includes barley, canola, chickpeas, faba beans, field peas, lentils, linseed, lupins, oats, safflower, triticale and wheat.



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Shri Lal Mahal Limited, with a heritage of 113 years, embarked upon its journey in 1907. From its modest beginning, way back in 1907 as a small business house, it has grown into a large multinational conglomerate of India with a steadily rising annual turnover. Shri Lal Mahal Limited, a star trading house from India, owns a major share of the Basmati and Non Basmati export pie. In addition, the Group holds the credit of being the first exporter to have exported 50,000 MT of basmati rice in single shipment. Recently, Shri Lal Mahal Limited participated in SIAL India 2019, held at Pragati Maidan, New Delhi, where they made a spectacular and attractive stall. The Group displayed various basmati rice brands at the exhibition such as Empire, Supreme, Diamond, Dubar 527, Tibar, Heena, Mughlai, Royale, Neelam Rozana, Fitness Brown etc. All the brands became the centre of attraction for importers and exporters who visited the exhibition. Under the guidance of Mr. Prem Garg, Managing Director, Shri Lal Mahal Group, their Basmati has become a premium export product and one of the most trusted brand names in rice, both at home and abroad. All the brands have become a benchmark for quality. Mr. Prem Garg has created a new history by furthering his father Late Harnarayan's thinking. Shri Lal Mahal Limited has been a recipient of the largest exporter of the rice award from APEDA (Agricultural & Processed Food Products Export Development Authority) for fifteen years in a row.

The Group also holds the distinction of being the first to be awarded, the most prestigious APEDA 'Golden Trophy' for highest rice exports. The Group is an ISO 9001:2000, HACCP & FDA (USA) certificated. Today, not just in India, but also, Shri Lal Mahal Limited are exporting basmati rice to Europe, USA, Canada, Australia, South East Asia and Middle East. The real strength of the Group lies in its modern infrastructure both in terms of man and machines. It has integrated state-of-the-art rice processing plant to carry out milling operations efficiently. Its installed capacity for rice processing has risen every year to keep in step with the growing demand for its brands by the consumers all across the globe. It has a chain of warehouses at strategic locations and the group has, at its disposal, permanent barges at some Indian ports so that export commitments can be fulfilled on time. The company has a sophisticated logistics tracking system to oversee shipment right from the stage of procurement to delivery. It maintains a wide marketing network and representations both at home and abroad to provide top-of-the-line services. Adequate cold storage facilities are also available to provide solution against deterioration in the quality of their products. Shri Lal Mahal Limited offers the finest varieties of Indian rice like basmati and non-basmati, which are well cleaned, hygienically processed and packed through latest state-of-the-art, imported machines to maintain highest international standards.





Canada to explore canola oil export opportunities to India

Canada is now gearing up to widen its export basket of commodities including canola oil, which it will position as premium healthy oil, wheat and barley after the country lost India as the as biggest consumer of Canada's yellow peas and The Saskatchewan province of Canada will set up one of its global trade offices in India. The other two are in Japan and Singapore. A Canadian delegation recently met representatives of India's Solvent Extractors Association (SEA) to understand the Indian edible oil market. According to the Canola Council of Canada, canola generates one quarter of all farm cash receipts. Canada exports more than 90% of its canola as seed, oil or meal to 50 markets around the world, bringing billions of dollars into Canada. The biggest buyer of canola oil and meal is the United States, accounting for about 52% of oil exports and 69% of meal exports in 2018. For raw seed, the most important destinations are China, Japan and Mexico.

"Canola is a trade name for what we call rapeseed or mustard oil/seeds. We cannot import Canola seeds as they are genetically modified, while small quantities of Canola oil are being imported into India for blending with other oils," said BV Mehta, Executive Director, SEA. Industry sources said Canola seeds imported from Canada are crushed in Dubai and the extracted oil is then exported to India. However, the imports of Canola oils have been declining over past three years from 3.77 lakh tonnes in 2015-16 to 59,000 tonnes in 2018-19. Indians consumed 23.9 lakh tonnes of mustard/rapeseed oil in 2018-19, which accounts for about 11% of the total edible oil consumption in the country. Traditionally, north India and east India use mustard oil. Canola oil is also called double zero, meaning having zero pungency and zero bitterness unlike Indian mustard oil. According to Mehta, Indians consuming mustard oil may not like the taste of canola oil, which has no pungency nor bitterness.

Council Releases Estimates for 2019/20 Table Olive Production

The International Olive Oil Council (IOC) released its provisional data for the global production of table olives for the 2019/20 crop year, showing a 13.9 percent increase to 2,925,500 tons compared with 2,569,000 tons produced in the 2018/19 season. Egypt is expected to take the lead from Spain with a crop of 690,000 tons of olives compared with 497,000 last year, while the Iberian powerhouse will fall to the second position with 500,000 tons, a 16-percent drop from the 580,000 tons produced the previous season. Other big producers like Algeria and Morocco are expected to retain the levels of the previous crop year, with production reaching 300,000 tons and 130,000 tons respectively. A slight fall is predicted for Turkey, with the estimated crop of 414,000 tons compared with 423,000 tons the previous season. Italy, on the other hand, is in for a substantial increase of 85 percent, jumping from 40,000 tons last year to 74,000 tons in the 2019/20 season, but still low in terms of volume compared with its big competitors. Greece will likely have a rise of 24 percent reaching a total of 207,000 tons, up from 167,000 tons previously, while Argentina's crop of table olives is estimated to reach 100,000 tons, 25 percent more than the 80,000 tons of the previous crop year. The global consumption of table olives is expected to increase by 2.1 percent in 2019/20, as predicted by the IOC.





Shree Hari Industries (Hari Oil Mills)

Engine Brand became synonymous with purity and trust



Mr. Manu Agarwal
Managing Director

The journey of Shree Hari Industries (Hari Oil Mills), started in 1959, under the able guidance of Late Lala Haricharan Lal Agarwal Ji. The passion to deliver premium quality products coupled with his great entrepreneurial acumen paved the way for a bright future that destiny had in store for Shree Hari Industries. His legacy was expanded in leaps and bounds by his son, Late Lala Kedarnath Agarwal Ji. It was his mission and vision that made Engine Brand Mustard Oil, a household name across the length and breadth of the country. Major strength of the company is its strong distribution channel, which sets it apart from other traditional edible oil players. Engine Brand Mustard Oil, launched by Shree Hari Industries (Hari Oil Mills), is the most prestigious brand in edible oil industry which is ruling the hearts of Indian consumers for the last 60 years. Engine Brand Mustard Oil is an AGMARK Grade -1 oil which ensures the best quality standards set by the government. Presently, the fourth generation of the Agarwal family, Mr. Manu Agarwal is taking this brand to new heights.

Mr. Manu Agarwal, Managing Director of the company, under the direction of his father Mr. Ravindra Agarwal Ji and mother, Mrs. Rajni Agarwal Ji, is running the company since 2006, after successfully completing his higher education. Mr. Manu Agarwal's passion to excel and the zeal to make the company fly high, applying modern techniques and methods, have made him a force to reckon with. He has a unique way of functioning. He generally mixes the age old ethos of the group with the modern techniques and application which is very pertinent in today's time. He transformed the brand from a single

product, Mustard Oil brand to a multi product group, which is determined and focussed to provide the best to its customers. He is constantly making himself involved in the process of evolution and the resultant is not only the introduction of new product range of Soyabean Oil, Sunflower Oil and Sesame (Til) Oil under the edible oil category along with the introduction of ethnic product like Pickles under the Engine Brand but he has also introduced a whole range of grocery products like Atta / Maida / Suji / Besan / Daliya / Sattu under the 'Engine Samridhhi' banner. Mr. Manu Agarwal has the unique quality of overseeing the future and has great plans in store to make the group reach at the pinnacle of success.

The stupendous success and achievements were recognized through some coveted awards, which were presented to the company, which added further to the group's good repute. Some of the awards felicitated to the company were Udyog Pratibha Award 2001 by IIGS – Delhi, Lifetime Achievement Award by MRPC-New Delhi, Nation's Udyog Ratan Award 2006 by IOBRD-Delhi, Rashtriya Nirman Ratan Award 2006 by IOBRD – Delhi. The company's vision is to be admired and be known as the provider of premium quality natural products with the assurance of purity.





Rice exporters in India seek European pesticides norms

Rice exporters in India have sought a ban on pesticides that are not registered in foreign markets, a bid to shore up exports to Europe and the United States. They are hopeful that the Pesticide Management Bill, 2020 will

exhort pesticide manufacturers to register their products in foreign markets such as the US and European Union and help boost shipments from India, the largest producer of premium rice. Exporters have sought a ban on pesticides used in paddy cultivation that fail to conform to the latest maximum residue levels (MRL) norms in the key export markets. The Centre is set to amend the Insecticide Act, 1968 with the Pesticide Management Bill, 2020 to help the industry step up to new global challenges. Pesticides are sanctioned by the Central Insecticide Board & Registration Committee in India. The Pesticides Manufacturers & Formulator Association of India (PMFAI) has opposed the dilution of the Centre's authority over sanctioning of pesticides. The PMFAI has sought compulsory registration of technical grade pesticides of multinational companies to provide a level playing field for indigenous manufacturers. Basmati rice exports to the EU have shrunk to a third in the past four years as new MRLs have been introduced that have tilted the market toward competitors, including Pakistan. The issue of residue norms has also cropped up in traditional markets such as Saudi Arabia in the past two years.

Europe cuts wheat sowings, but mild winter a boost so far



Europe is facing a smaller wheat crop after heavy autumn rain hindered sowings, but a remarkably warm winter has boosted crops in some regions, experts said. Top EU producer France is facing a much smaller wheat harvest this year after torrential rain reduced the sown area and left sown plants in worse condition than last year. France's farm ministry estimates the winter soft wheat area for this year's harvest at 4.70 million hectares, down 5.6% from last year. Strategie Grains forecasts France's crop at 33.8 million tonnes down from around 39.5 million last year. However, traders said the mild winter so far had allowed French farmers to do some late sowing while also helping young crops recover from a difficult start. Germany's winter wheat area has been reduced by 7.1% from the 2019 harvest to about 2.83 million hectares, official estimates say. Britain's wheat area is expected to be sharply down with rains forcing many farmers to switch to spring crops.

Malawi maize output to climb 8.8% as rains return

Malawi's maize production will increase by 8.8% in the 2020 crop season as much-needed rainfall helps to raise yields, its agriculture ministry said. The small southern African nation is heavily dependent on agriculture. The sector employs nearly 80% of the population and accounts for two thirds of export earnings, with maize forming the main food staple. But harvests recently have been hit by a combination of extreme heat and heavy flooding, with El Nino-induced drought in recent years combining with electricity shortages and political uncertainty to rip a hole in the economy. The increase in maize production is thanks to increased yields because of favourable weather conditions, Gray Nyandule-Phiri said in a statement. The cumulative rainfall performance between November and January, the peak growing season, was much better than the same period last year.



OPTICS TECHNOLOGY®

Delivering Brilliance In Laboratory Testing Instruments



Mr. YL Sharma
Director

Optics Technology is the leading manufacturer of Laminar Air Flow Technology, Biological Safety Cabinet, A.C./Pressure Modules, Fume Hoods, Clean Room Instruments and other laboratory instruments. The company was established in Delhi in 1978 as a humble manufacturer of clean room products. Since then Optics Technology has grown by leaps & bounds to a leading players in India serving the pharmaceutical, electronic, semiconductor, medical, chemical industries etc. and has developed export market all over Asia. The man behind the success of the company is Mr. Y.L. Sharma

who is mentoring the company as Director. A self made man possessed with a remarkable sense of ability and enthusiasm under whose able guidance Optics Technology has attained present status in India and in the international circle. Quality and customer services are also the two reasons behind the success of this small-scale industry. They offer best quality equipment at most economical rates, which has made their customer support for the past so many years.

Optics Technology has adapted itself very quickly according to the trends and technological developments in Asia and applies the customer's quality/service understanding in the requirement of engineering and competition. Clean room and other lab instruments services are dedicated to provide best quality products and services to users of clean room Laminar Air Flow's and Optics' other lab instruments. They take pride in themselves for providing best service available at the most competitive cost possible. They are constantly updating and upgrading their test equipment and procedures to allow them to maintain their leadership role in all services and in lab instruments. They can also perform all types of repair, replacement and up gradation of Laminar Air Flow's and

other lab instruments. Their Laminars and other lab instruments have been installed around India in a wide variety of industries such as Pharmaceutical, Electrical, Semiconductor, Medical Universities, Food processing, milk plants, Oil industries and Agricultural industries, IVF centers, Pharmacy and in reputed R&D laboratories.

The company is committed in providing their customers with highest quality products and services, which meet and exceed their requirement. Optics Technology provides his customers with reasonable Competitive Pricing, Quality Products and Timely Service. They very much appreciate those customers who have allowed the company to be of service to them for the past so many years and they want to work with their customer to provide the latest technological advances with which to operate R&D laboratories. The company is regularly exporting their different instruments to different countries such as Poland, Syria, Bangladesh, Thailand, Nepal, Sri Lanka, Riyadh, Dubai, Saudi Arabia, Pristina, Tanzania, Ethiopia, Egypt, Pakistan, USA etc. . The company's clientele include big names such as Britannia, Coca-Cola, Bikano, Nestle, MDH, Lotus Herbals, Dabur, Mother Dairy, Cremica etc.



Laminar Air Flow(S.S.Body)



Digital Bomb Calorimeter



Flocculator-Jar Testing or Multiple Spindle Stirrer



Hot Plate



Flame Photometer



Tray Dryer



Bio Safety Cabinet



Brazil corn exports forecast to fall

After shipping a record 42.5 million tonnes of corn in 2018-19, Brazil exports in 2019-20 are forecast to fall to 34 million tonnes, according to a Global Agricultural Information Network report from the U.S. Department of Agriculture (USDA). The USDA said the 20% decline is due to expectations of strong domestic demand as well as severely depleted carryover. "Increased domestic consumption in 2019-20 will come from expanding poultry and livestock sectors and growth in corn ethanol production," the USDA said. Corn production in 2019-20 is forecast at 101 million tonnes, matching the output from the previous year in Brazil, the USDA said. "Brazil's domestic corn prices have continued to rise after record-high exports in 2019, which is further incentivizing producers to plant corn," the USDA said. Nevertheless, the USDA noted that the 2019-20 season is not without its challenges. Producers of full-season corn, largely planted in southern Brazil in competition with soy, have experienced adverse weather in the growing season, and soy planting and harvest delays may endanger yields for second-crop corn, the agency said. In 2018-19, Brazil ranked second in corn exports behind the United States and was third in corn production.

Australian malt barley may hit Indian market this year

Australian malt barley could enter Indian market this year after New Delhi removed a phytosanitary requirement of treating the grain with methyle bromide that acted as a roadblock to its sales into the country. India has changed a requirement of treating the grain with methyle bromide which reportedly reduced the grain seed viability making malt barley useless. The new changes will mean barley can be fumigated with phosphine in accordance with Australian standards. Western Australia and South Australia are the major two export states for barley. However, Western Australia, which has regions with heavy infestations of wild radish may have more trouble initially assuring a radish-free product. India has previously bought malt barley from countries like Canada and Argentina. Canada does not have the issues with grain storage pests like Australia as the grain is stored in cold conditions which means treatments are not required.



Special centre for turmeric in Erode welcomed

The budgetary announcement that special centre for turmeric will be established in Erode was welcomed by farmers and traders, who said that the move would help in expanding the area under turmeric cultivation bringing in overall development. To encourage remunerative horticulture crops and to boost farmers' income, the State Government had announced setting up of a centre for turmeric in Erode through which seeds would be distributed to farmers. Officials of the Horticulture Department said that the crop is currently cultivated in 13,955 acres in Erode, Kodumudi, Modakurichi, Bhavani, Anthiyur and Gobichettipalayam areas that were irrigated by Lower Bhavani Project (LBP) canal and Kalingarayan Canal. Curcumin content of turmeric grown in the district is 2.5% to 3.5% that had got a Geographical Indication (GI) tag from the Geographical Indication Registry last year. About six lakh tonnes of turmeric is produced in the district every year of which 60% are exported in the form of turmeric powder and value-added products.

Shyam Dhani Industries Pvt. Ltd.

made Shyam Spices a brand of quality and competitive pricing



Mr. Ramawtar Agarwal
Managing Director



understanding the needs of the people. To pursue his passion of becoming an entrepreneur, he enrolled into Institute of Chartered Accountant of India, but left the studies mid-way to start his own company. He was very clear about what he wanted and thus took some tough decisions to accomplish his dreams. Today, he is in the list of successful businessmen. He started as proprietorship firm and now stands tall heading a private limited firm, Shyam Dhani Industries Pvt. Ltd. The company has more than 200 employees today. Mr. Ramawtar Agarwal has travelled all over the country to discover the availability good quality whole spices with reasonable prices.

The company's product range include Premium Spices such as anardana powder, natural ajinomoto, kasuri methi, black pepper powder, garlic powder and loose hing dana; Whole Spices such as dried carom seed, mustard seeds, dana methi, yellow fenugreek; Spices Powder such as turmeric powder, sambhar masala, packed chaat masala, coriander powder; Dry Spices such as tamarind and cassia cinnamon etc. The company offers complete choice of products which include black salt, sendha namak, baking soda etc. The company manufacture products by high standard and strict quality control and they fully follow our ISO quality management system standard. Shyam Dhani Industries Pvt. Ltd. has established itself in all over nation as well as globally. The business is growing faster in state of Punjab, Uttarakhand, Gujarat, Uttar Pradesh, Jharkhand and Maharashtra. The company also exports in prominent countries like Kenya, Philippines Dubai, Jordan, South Africa, China, Japan, Chicago, Bangladesh, Nepal, Canada etc.

Shyam Dhani Industries was established on 27 May 1995 by Mr. Girdhari Lal Ji Agarwal with just 3000 kgs of grounded spices. In just two years, it became Agmark registered brand in 1997 and in the year 1998, the company gained ISO certification. Under the direction of Mr. Ramawtar Agarwal, Managing Director of the company, "Shyam Spices" has become Rajasthan's largest spice brand with 12000 retailers in 10 states all over India. Shyam Dhani Industries is a successful venture as it has managed to solve the issue of affordability, cleanliness and availability of goods and best quality spices across all cities in the country. The company has an excellent assembled plant and machinery for manufacturing and packaging, skilled and trained man power at manufacturing and packaging departments to perform the best. The plant covers an area of 9000 square meters and provides good working environment for co workers & team members. They have the complete set of good quality of machineries, perfect production and quality management system. The man behind the success of Shyam Spices is Mr. Ramawtar Agarwal who is born to a humble family in Didwana, Rajasthan. He gained a lot of success by focusing on the spice business and



FORTHCOMING TRADE SHOWS & EXHIBITIONS



COMFOOD Expo

COMFOOD formerly known as FOOD SOUTH, is the best platform to showcase all the food processing machinery & equipment, ingredients to the food industry, food packaging machines, beverage plant manufactures, food packaging materials & allied service industry needs and the catalyst to realize market in Southern India.

Date: 26-28 June 2020

Venue: Chennai Trade Centre, Chennai, India

Food & Technology Expo

The three day exhibition will showcase the advancements in the food processing and packaging technologies. The expo will be held concurrently with Government Achievements & Schemes Expo, International Agriculture & Horti Expo and World Organic Expo. It is being organized by NNS Media Group.

Date: 17-19 July 2020

Venue: Pragati Maidan, New Delhi, India

Agri Asia 2020

Agri Asia is an international exhibition and conference on agriculture which covers all the major and minor aspects of Agricultural Industry. It has been popular because not only the big stake holders take part in it but also the farmers from almost every states of India are visiting and being part of this International event.

Date: 04-06 Sept 2020

Venue: Mahatma Mandir, Gandhinagar, Gujarat, India

Fine Food Australia 2020

This four-day expo will showcase the latest technologies, equipment & products in the food industry. Attendees will have the opportunity to network with chefs, restaurateurs, cafe and bar owners, and other food operators and discuss product supply and distribution. It is the leading trade event for the food industry.

Date: 07-10 Sept 2020

Venue: Melbourne, Australia

The Food Entrepreneur Show 2020

The Food Entrepreneur Show 2020 event will be attended by forward thinking progressive takeaway owners and restaurateurs who are looking to grow their business. It is biggest business growth event for the food and drink industry. The show is open from 10am to 5pm and is being organised by Prysm Group.

Date: 08-09 Sept 2020

Venue: ExCeL London, London, United Kingdom

Mill Tech Istanbul

Mill Tech - mill machinery technologies and components exhibition, which aims to be the international trade fair for the industry, will be organized by CNR Holding subsidiary Pozitif Trade Fairs and DESMÜD (Milling Machinery Manufacturers Association). Here, milling technologies industry meets at its real address in Eurasia.

Date: 09-12 Sept 2020

Venue: CNR EXPO Istanbul Fair Center, Istanbul

Bakers Technology Fair

An annual event in Hyderabad that enables global leading professional buyers and delegates to meet, exchange ideas and share the latest innovations on manufacturing, distribution and related services of the bakery & confectionery industry. It is a focused expo on bakery & confectionery equipment, ingredients, technology & services.

Date: 10-12 Sept 2020

Venue: Hitex Exhibition Center, Hyderabad, India

Agri Expo Thailand 2020

This unique agriculture exhibition is Thailand's dedicated agriculture technology event that brings together an international congregation of agriculture companies and also its supporting industries gathered in the heart of the agriculture industry in Khon Kaen, Thailand.

Date: 10-11 Sept 2020

Venue: Khonkaen International Convention & Exposition Center (KICE), Khonkaen, Thailand

ProcessTechnologyXchange

ProcessTechnologyXchange aims to help ideally-suited executives and solution providers food & beverage providers find each other and kick off industry-shaping partnerships. It provides information on how is a food & beverage processor supposed to stay agile enough to adapt while also keeping costs in control.

Date: 13-16 Sept 2020

Venue: Lodges at Deer Valley, Park City, USA



California Food Expo

The California Food Expo is an exclusive industry trade show for California food and beverage companies to connect with pre-qualified retail and foodservice buyers, network with industry peers and showcase California's thriving food industry and highlight the innovation that can only be found in California.

Date: 14-15 Sept 2020

Venue: Fresno Convention & Entertainment Center, Fresno, USA

13th Annual NLS Food Evolution Summit

The 13th Annual Food Evolution Summit features the ideal peer-to-peer networking environment for Top Level Executives in New Product Development (NPD), Research and Development (R & D), Innovation and many other related fields within the food industry.

Date: 15-16 Sept 2020

Venue: Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch, Scottsdale, Arizona

SIAL India

SIAL is World's No. 1 food innovation network in the world. New products, food services and technology from all over the world will be presented. The event features beverages, processed food, bakery products, dairy products, fine food, fruit & vegetables, organic & health products, sweets & confectionery etc.

Date: 17-19 Sept 2020

Venue: Pragati Maidan, New Delhi, India

Festival of Food And Drink

The Festival of Food & Drink attracts some of the UK's best exhibitors offering mouth-watering fayre. With a passion for fantastic food and drink you will discover new and Artisan producers at the biggest food and drink show. It offers a range of fabulous artisan food producers, award winning food and drink etc.

Date: 19-20 Sept 2020

Venue: Clumber Park, Worksop, UK

The Canadian Coffee & Tea Show

Celebrate Canada's growing coffee and tea industry at

The Canadian Coffee & Tea Show, where thousands of exhibitors and attendees come together. It exhibits roasting, brewing, grinding and espresso machine, premium coffee and tea, green coffee beans and loose tea, baked goods, chocolates, exquisite desserts etc.

Date: 20-21 Sept 2020

Venue: The Toronto Congress Centre, Toronto, Canada

Iraq-Erbil Agro-Food

Iraq Agro-Food has marked its position in the region as a leading exhibition for the Agro-food products and technology. Iraq-Erbil Agrofood 2020 show will pull in more exhibitors and additionally guests to take part and direct interface and connect with one other on the business sector advancements & business opportunities.

Date: 21-24 Sept 2020

Venue: Erbil International Fair Ground, Erbil, Iraq

Globoil India 2020

Globoil, the world's leading edible oil & agri-trade conference, exhibition and awards, is coming back for its 24th edition offering more networking opportunities, higher-quality interactive content and more business opportunities. Globoil India welcomes over 1,500 attendees from 50 countries.

Date: 23-25 Sept 2020

Venue: Renaissance Mumbai Convention Centre Hotel, Mumbai, India

Agriculture and Food Summit

During this Summit, POLITICO will convene 130+ of the industry's top minds from the policy world, science, farming, agriculture, food industry etc. They will explore the new political reforms and innovative technologies that have the potential to shape Europe's agricultural and food industry into a greener, more innovative as well as globally competitive sector.

Date: 24-25 Sept 2020

Venue: Paris, France

Tradeshow Food Specialities

The Tradeshow Food Specialities is a fascinating event and gathers manufacturers, importers and wholesalers of food specialties, suppliers of packaging materials, gift items, kitchen appliances and other service providers in the field of automation. This event forays into categories like Food & Beverages.

Date: 28-29 Sept 2020

Venue: Expo Houten, Houten, Netherlands

World Dairy Expo

World Dairy Expo serves as a forum for dairy producers, companies, organizations and other dairy enthusiasts to come together to compete and to exchange ideas, knowledge, technology and commerce. It focuses on the newest dairy technology & innovations, including animal health supplies, milking systems, forage handling etc.

Date: 29 Sept-03 Oct 2020

Venue: Madison, WI, USA

Food Tech Summit & Expo

The suppliers of ingredients, additives and solutions have chosen this event and have consolidated it as the ideal platform to showcase their innovations, solutions and new products, making of it an unavoidable meeting point for the F&B industry in Latin America. It is the leading expo of the Food & Beverage industry in LATAM.

Date: 30 Sept-01 Oct 2020

Venue: Centro Citibanamex, Mexico City, Mexico



FSSAI bats for healthier traditional snack products

Indian consumers can look forward to healthier variants of namkeens & mithais (sweets) in the coming months. The Food Safety and Standards Authority of India (FSSAI) has begun discussions with traditional namkeen and sweet-makers, urging them to reformulate their products by cutting down on salt, sugar and saturated fat levels. According to industry sources, to create a common identity for such healthier traditional snack products, the FSSAI is also looking to launch a brand or logo which will be displayed on the labels of products that have less sugar, salt, natural ingredients, pure khoya, paneer and milk with no added colours and zero transfat. According to sources, this is being done so that consumers can identify such variants or products in the traditional namkeens and sweets space. The logo will have the FSSAI validation and will be backed by scientific analysis. The regulator can have a logo like "Same Taste Better Health: FSSAI Verified." FSSAI CEO Pawan Agarwal has been pushing the packaged food industry to voluntarily cut down on salt, sugar and saturated fat levels, and several companies have already made commitments under its flagship programme "The Eat Right India Movement". This also comes at a time when FSSAI is in the process of overhauling the labelling regulations. Industry sources said that FSSAI, in collaboration with industry players, will work with the



scientific community, research institutions and other government bodies to come up with recommendations of threshold limits for salt, sugar and saturated fat in various namkeens and mithais after assessing the current sugar levels. Based on these threshold limits, the players will gradually reformulate their products by voluntarily cutting down on salt, sugar and saturated levels and focussing on using natural ingredients and pure milk-based ingredients.

New arsenic compounds discovered in rice fields

Researchers have for the first time systematically investigated under which conditions, and to what extent, sulphur-containing arsenic compounds are formed in rice-growing soils. To date,

these thioarsenates have not been taken into account in assessments of the health effects of rice consumption. The research team from the University of Bayreuth, together with scientists from Italy and China and headed by the

Bayreuth environmental geochemist Prof Dr Britta Planer-Friedrich, has developed a measuring method in which thioarsenates in rice soils can be reliably detected. Up to now, the methods routinely used to monitor arsenic in rice fields have not been sufficient for this purpose as they are not able to identify sulphur-containing arsenic compounds as such, or distinguish them from oxygen-containing arsenic compounds. This shortcoming is highly problematic in terms of possible health risks, the researchers said. At least one organic sulphur-containing arsenic compound discovered in rice fields is already known to be carcinogenic. With their new measuring method, the researchers have observed the formation of sulphur-containing arsenic compounds over long periods of time in rice fields in Italy and China. They found that the amounts of thioarsenates occurring are linked significantly to the pH-values of the soils and other easily measurable parameters.



WHEN PERFORMANCE MATTERS THINK

MILLTEC Machinery Ltd.

PROFICIENT MANUFACTURERS AND TECHNOLOGY PROVIDERS

MILLTEC

ISO 9001:2008 / ISO 14001:2004

Milltec Machinery Ltd. is the leading technology provider offering end to end solution for rice milling, pulses processing, Maize (corn) milling and Roller flour milling plants. It is an ISO 9001-2000 certified company which was founded in 1998 in Bangalore, India to manufacture machinery & equipment for Rice milling Industry. The company gradually diversified into manufacturing Roller flour mills, chakki plants, maize mills and pulse processing. The company provides turnkey solutions including totally automated systems by supporting clients with customized engineering solutions. Milltec is managed by technocrats who have decades of experience in the related field. The company is presently on an intensive drive to explore new markets to expand its reach worldwide. The company is managed professionally and employs over 300 employees. With an increased market share year on year, Milltec is poised to become a global leader.

Milltec also provides grain storage and handling technology to the customers apart from color sorting and packaging solutions. Milltec is passionately committed to deliver customer driven innovative solutions to save process loss and to maintain hygienic standards in food processing and allied industries by adopting qualitative practices. Milltec believes in increasing the profitability of milling plants by providing higher yield for the millers and by reducing the in process wastage and manpower requirement to the maximum extent possible. They offer turnkey solutions for totally automated rice mills by supporting clients with engineering, erection, supervision and commissioning. Milltec has a flawless record of delivering turnkey project solutions on time. They provide process solutions which helps to improve productivity, reduce manpower requirement and operating cost.

The following services are offered in their Turnkey Solutions:

- Recommendation of suitable machinery and accessories.
- Process Flow and Plan Layout.
- Supply of Machinery, Accessories and other required material.
- Co-ordination with suppliers & contractors.
- Installation of plant and machinery.
- Total Engineering support and monitoring of the project progress.
- Trial Run & Commissioning of the plant with committed results.
- Training and development of operating staff.

In a rapidly changing world, the technological solutions also have to keep pace with the changing needs. MILLTEC believes that investment in research and development is the driving force behind the company's growth & success. Milltec's basic R&D concept is to improve product performance and minimize process loss by offering innovative products. Milltec has established sales & service offices strategically in India, Nepal, Bangladesh, Thailand, Sri Lanka, Vietnam, Cambodia, Pakistan and Myanmar. Milltec also offers AMC (Annual Maintenance Contracts) which enables the customers to reduce the down time. Milltec offers customized project solutions from concept stage to the production stage, keeping the costs at optimal levels and assured delivery on time. Milltec Machinery's vision is to be a preferred global company for all food processing solutions. The state of the art manufacturing facility, innovative R&D team, quick deliveries and excellent after sales service have helped Milltec become the market leader.

CLEANING, GRADING & SORTING SOLUTIONS FOR SEEDS & OTHER GRAINS



Second Advance Estimates of Production of Foodgrains, Oilseeds and other Commercial Crops for 2019-20

The 2nd Advance Estimates of production of major crops for 2019-20 have been released by the Department of Agriculture, Cooperation and Farmers Welfare. The cumulative rainfall in the country during the monsoon season (June to September, 2019) has been 10% higher than Long Period Average (LPA). Accordingly, the production of most of the crops for the agricultural year 2019-20 has been estimated higher than their normal production. These estimates are subject to revision on account of more precise information flowing over the time. As per 2nd Advance Estimates, the estimated production of major crops during 2019-20 is as under:

Foodgrains – 291.95 million tonnes. (record)

Rice – 117.47 million tonnes. (record)

Wheat – 106.21 million tonnes. (record)

Nutri / Coarse Cereals – 45.24 million tonnes.

Maize – 28.08 million tonnes.

Pulses – 23.02 million tonnes.

Tur – 3.69 million tonnes.

Gram – 11.22 million tonnes.

- Oilseeds – 34.19 million tonnes.
- Soyabean – 13.63 million tonnes
- Rapeseed and Mustard – 9.11 million tonnes
- Groundnut – 8.24 million tonnes
- Cotton – 34.89 million bales (of 170 kg each)
- Jute & Mesta - 9.81 million bales (of 180 kg each)
- Sugarcane – 353.85 million tonnes

As per Second Advance Estimates for 2019-20, total Foodgrain production in the country is estimated at record 291.95 million tonnes which is higher by 6.74 million tonnes than the production of foodgrain of 285.21 million tonnes achieved during 2018-19. However, the production during 2019-20 is higher by 26.20 million tonnes than the previous five years' (2013-14 to 2017-18) average production of foodgrain. Total production of Rice during 2019-20 is estimated at record 117.47 million tonnes. It is higher by 9.67 million tonnes than the five years' average production of 107.80 million tonnes. Production of Wheat during 2019-20 is estimated at record 106.21 million tonnes. It is higher by 2.61 million tonnes as compared to wheat production during 2018-19 and is higher by 11.60 million tonnes than the average wheat production of 94.61 million tonnes. Production of Nutri/Coarse Cereals estimated at 45.24 million tonnes, which is higher by 2.18 million tonnes than the production of 43.06 million tonnes achieved during 2018-19. Further, it is also higher by 2.16 million tonnes than the average production.



Total Pulses production during 2019-20 is estimated at 23.02 million tonnes which is higher by 2.76 million tonnes than the Five years' average production of 20.26 million tonnes. Total Oilseeds production in the country during 2019-20 is estimated at 34.19 million tonnes which is higher by 2.67 million tonnes than the production of 31.52 million tonnes during 2018-19. Further, the production of oilseeds during 2019-20 is higher by 4.54 million tonnes than the average oilseeds production. Total production of Sugarcane in the country during 2019-20 is estimated at 353.85 million tonnes. The production of sugarcane during 2019-20 is higher by 4.07 million tonnes than the average sugarcane production of 349.78 million tonnes. Production of Cotton is estimated at 34.89 million bales (of 170 kg each) is higher by 6.85 million bales than the production of 28.04 million bales during 2018-19. Production of Jute & Mesta is estimated at 9.81 million bales (of 180 kg each). Although there is good news in store for the government as output is set to increase on back of increased rabi harvest, there are concerns regarding storage that it would have to address.

Source: National News Service (NNS)



Bühler's digital security now certified with ISO 27001

Uzwil (Switzerland)—At the end of January 2020, Bühler's information security management system has been certified with the most respected cyber security standard: ISO 27001:2013. With this certification, Bühler showcases how important information security is for the company. ISO 27001 protects key areas such as internal business IT, the automation solution Mercury MES, the Bühler Insights platform, and the myBühler customer portal. "Today, over 85 % of our solutions can be connected to Bühler Insights. We want to show our customers that their data is as secure with us as it is currently possible. Digital services from Bühler conform to the highest possible security standards," says Stuart Bashford, Digital Officer at Bühler Group.

Bühler is further digitalizing its processes and is offering more solutions based on connected assets powered by its digital platform Bühler Insights. As Bühler and its customers share more and more data, it is also part of the company's mission to protect the data partners entrusted to Bühler, and to keep those data as secure as possible. Therefore, Bühler has decided to have its relevant processes certified according to the ISO 27001 standard. Manfred Goetz, CIO at Bühler Group, says: "We now have a certified information security management system with dedicated policies, processes, and controls. This means that our digital teams must adhere to strict guidelines. Engineering, development, and support of all our current and future digital solutions will benefit from the ISO 27001 certification." Stuart Bashford, Digital Officer, adds: "This also contributes to a trustful customer relationship, because our customers can have peace of mind when they let us handle their sensitive data."

Bühler acknowledges the value of the digital data it receives and works with, which is why the company has laid this groundwork to protect them. The now fully implemented information security management system also verifies that Bühler's own IT landscape is maintained and controlled according to the most important IT security standards. ISO 27001 protects Bühler's global internal business IT and its advanced digital solutions, both of which are vital for providing secure services for Bühler's businesses spanning 140 countries. Its five regional IT service centers throughout the world providing global digital support are all certified now.

Certification protects digital solutions on Bühler Insights

Combining Bühler's leadership in advanced materials and food processing with its capabilities in digital technologies, Bühler has developed Bühler Insights, the cloud platform dedicated to its customers in the food and mobility industries. With it, Bühler can provide added value for its customers by using data to improve yield (such as with the Yield Management System), lowering energy emissions (such as with MoisturePro) and waste, or improving uptimes (such as with the Digital Cell and the Error and Downtime Analysis). Bühler Insights enables secure, high-



performance, reliable digital solutions that, together with blockchain technologies, can achieve significant progress in improving food safety, quality, efficiency, and traceability across production value chains. Bühler started its journey to certify its information security in 2018 in order to make Bühler Insights and its connected digital solutions as secure as possible for its customers.

Software development process of Mercury automation platform also certified

The recent ISO 27001 audit has also certified the software development process related to this new web-based automation platform. Mercury MES forms the automation basis for food-processing customers who are on one side operating with complex processes and on the other side need a high degree of automation. Mercury enables the seamless exchange of information throughout all production process systems. Supported by Bühler, customers can optimize workflows through communication between enterprise resource planning (ERP), quality control, maintenance, and other systems. Data availability and real-time feedback enable smart decision making enhancing the plant performance and productivity.

Customer data on myBühler portal safe, secure, and carbon-neutral

"Almost 6,000 customers in more than 120 countries trust in the myBühler customer portal. All their data is protected by Bühler's processes certified according to ISO 27001," says Goetz. myBühler offers customers easy access to their installed machines in their plants as well as documentation and access to spare parts and their order history. As Bühler has tailored and personalized a digital shop for every customer, Bühler can offer bespoke information on products and orders, easy and advanced identification of the spare and wear parts the customers need, as well as seamless integration into the customers' purchasing process. myBühler offers not only high data protection for its customers but is also a climate-neutral website since Bühler is compensating the energy myBühler's servers consume.

Sharp fall in pulses import likely due to bumper production

India's imports of pulses such as chickpeas could slump by 60% to a million tonnes in the 2020-21 financial year on domestic bumper production and government measures to curb overseas purchases, the head of a leading trade body said. Lower imports by India, the world's biggest consumer of protein-rich pulses will help to support domestic prices, but will affect farming communities in Canada, Australia, Myanmar and Russia. India's pulse imports are likely to treble to 2.5 million tonnes in the 2019-20 financial year to March, Jitu Bheda, Chairman of the India Pulses and Grain Association, said on the sidelines of the 5th edition of Pulses Conclave 2020. Given that record imports of pulses led to a crash in domestic prices in 2016-17, India introduced import quotas for varieties such as yellow peas, green gram and chickpeas. According to government quotas, traders could ship in only a million tonnes of pulses, but dealers imported an extra 1.5 million tonnes by petitioning various courts. Trade and industry officials say authorities have tightened loopholes to ensure that traders do not get to import beyond the quota fixed by the government. Light Speckled bean (rajmah) and blackeye beans (lobiya) are allowed to import without restrictions. Yellow peas, a substitute for home-grown chickpeas, account for nearly half of India's total pulse imports. But this year's domestic chickpea output is expected to exceed the previous year's production of 10.13 million tonnes, obviating import needs. Chickpea prices are currently trading at about 4,000 rupees per 100 kg, substantially lower than the government-set guaranteed price of Rs 4,875. This could force the government to ask agencies such as the National Agricultural Cooperative Marketing Federation of India (NAFED), a leading farmers' cooperative, to buy produce from farmers, Bheda said. In 2019 NAFED bought 2.7 million tonnes of chickpeas from farmers. India is the world's largest consumer of pulses. The government is targeting a record production of pulses at 26.30 million tonne in the ongoing 2019-20 crop year, of which 16.20 million tonne from the Rabi season and the rest from Kharif season.



Thailand risks slipping to 3rd place in rice exports

Thailand's export body said that the country could lose its place as the world's second-biggest rice exporter, as it sets a rice export target of 7.5 million tonnes for 2020, the lowest in seven years. The Thai Rice Exporters Association blamed drought, fluctuation in currency exchange and stronger competition from India, Vietnam, China and Myanmar for the drop in volumes. Moreover, Vietnam succeeds in exporting rice at cheaper prices than Thailand and tapping more into important rice markets such as China, Hong Kong, the Philippines and Malaysia. The association's forecast is the same as that of the Commerce Ministry, which also cited the drought that hit the central, northern and northeastern farming regions, and tougher competition as the factors to reduce export. The 2020 target would result in the country's lowest export since 2013, when Thailand exported 6.6 million tonnes of rice. A strong baht, Asia's strongest-performing currency last year, has kept the price of Thai rice higher than the country's competitors, resulting in exports dropping 32.5% to 7.8 million tonnes in 2019 from a year earlier. The exporters association urged the government to help develop a new strand of rice to expand markets and warned of competition from exporters including China, previously an export market for Thai rice, and Myanmar whose production capability has improved at a lower cost. Despite the bleak outlook, the association expects demand for fragrant rice from markets such as Hong Kong, Singapore and China to improve in the near term due to the coronavirus outbreak.





Manchanda Brothers

Reliable manufacturers and traders of

'Titli' spices and hing

Changing lifestyles and bend towards urbanisation are constantly fuelling demand for processed foods products in India. Nowadays, people are conscious about what they eat and how much they eat especially quality of food products. Needless to say, spices are the most important ingredient in Indian food. Thus 'Manchanda Brothers' was initiated by Mr. Gulshan Manchanda 37 years ago to share and sustain the passion of quality spices. Today it stands out as most trustworthy name in Hing (asafoetida) and spices business across India. They market their wide range of products under the brand names: Titli, Agni, Natraj and Shivalik. Their wide range of products include : Haldi

Powder, Dhania Powder, Lal Mirch Powder, Jeera Powder, Kasoori Methi, Chat Masala, Meat Masala, Chicken Masala, Garam Masala, Chana Masala, Kitchen King, Sambhar Masala, Jaljeera Masala, Kashmiri Mirch, Black Pepper Powder, Garam Masala Gold, Fish Masala, Pav Bhaji Masala, Mutton King, Chicken King etc. Titli spices are processed from fresh crops, procured directly from centres famous for their cultivation to get the best quality produce. Spices are selected by experts and processed in their purest form under excellent hygienic conditions in their own integrated plants to yield on authentic taste and colour of Indian cuisine. Natural aroma is preserved by world latest technique of grinding at low temperature. Manchanda Brothers is also committed to health and wellness of people and planet. It ensures natural taste and aroma of the spices, packaged in eco-friendly ways, suitable for modern lifestyle.



Gulshan Manchanda
Managing Director



Manchanda Overseas

Authentic importers of pure Hing and Dry-fruits



Rahul Manchanda
Director

Manchanda Overseas, sister concern firm of Manchanda Brothers, is a trusted ISO 9001:2008 certified trader, supplier, importer and exporter of Asafoetida (Hing), Almonds, Raisins, Powdered Spices, Packaged Spices, etc. The company's wide range of products include Raw

Asafoetida (Hing), Ferula Asafoetida (Hing), Pure Afghani Hing, Pure Tazaki, Uzbeki, Nukra, Dana, Halwa, Kazaki, Hadda Irani, Hingra, Sheera, Peer Naksir etc. The company is headed by Mr. Rahul Manchanda as the Director. The company is sourced from the eminent firms of the domain, their products are guaranteed of being free from impurities, rich in taste and exotic in aroma. The commendable spices and dry fruits they offer find

enhancing the taste, aroma and looks of various food dishes and beverages. Moreover, the firm is leading the domain due to its focus on clients and extensively spread shipment network. For safely keeping the offered products after procurement and till the dispatch, the company has built a spacious warehouse. It is always maintained hygienic and free from moisture, rotten and all the things that may become threat to the quality of products. The firm has maintained several racks that aid in keeping the products as per the categories and also have their easy identification at the time of dispatch. Moreover, to handle the store tasks, they have employed a team of experienced storekeepers.



Telangana's foodgrain output zooms on back of bumper paddy

Thanks to a bumper paddy output, Telangana's foodgrain production has shot up in 2019-20. According to the first Advance Estimates, the total foodgrain production would be a record 130 lakh tonnes, including 99 lakh tonnes of rice (converted from 148 lakh tonnes of paddy). Foodgrain output showed a growth of 40 per cent over the previous year's production of 93 lakh tonnes. The tally is more than the five-year average production of 83 lakh tonnes. Despite a dismal start to the agricultural season, Telangana has reaped a bumper harvest this year, with paddy leading the table with a 48 percent growth in output. According to the estimates compiled by the government, the paddy production is pegged at 148 lakh tonnes in the kharif and rabi seasons for the year 2019-20. This is 48 per cent more than the previous year's tally of 100 lakh tonnes. The growth is attributed mostly to the increase in area under the crop. From 48 lakh acres in 2018-19, the area under paddy went up to 68.50 lakh acres, a growth of 43.50 percent. A State government official said the increase was made possible because of a slew of irrigation projects that were taken up by the Government. The growth in production is also attributed to increase in yields, which went up by 3.19 percent. From 5,178 kg a hectare, it went up to 5,343 kg/ha. Maize, which was grown in 14 lakh acres, showed an increase of 23 percent at 26 lakh tonnes in 2019-20 against 21 lakh tonnes in the previous year.



Laos rice exports generate more income from China

Laos has seen more income from exporting rice to China in the recent few years on the trade preference arrangements that were agreed upon between the two countries. In 2017, Laos raked in 5.6 million USD from rice exports to China. This figure increased to 7.25 million USD in 2018 and to 14.54 million USD last year, according to the Lao Ministry of Industry and Commerce. The Chinese market has become more attractive to businesses across a range of fields. This is driven by rapidly changing demographics in China, along with rising incomes, increased consumer spending and an increasingly open business environment. The trade preferences which Laos and China are party to include the ASEAN-China Free Trade Agreement (ACFTA). As a result, trade growth between Laos and China has sharply increased, particularly under the ACFTA. Laos has an export quota of 50,000 tonnes of polished rice from the Chinese government. However, the effects of natural disasters may pose challenges for Lao rice exporters in meeting the target. China is the biggest importer of rice from Laos, and the second-biggest trading partner of the Southeast Asian country.

FORM IV

(See Rule 8)

BUSINESS STAR

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I Akshay Gupta, hereby declare that the particulars given above are true to the best of my knowledge and belief.

March, 2020

Akshay Gupta
Publisher



Achha Agro India

Naam Bhi Achha, Swaad Bhi Achha

'Achha Rice' the world renowned brand name of Achha Agro, though registered in 2016, promoter - Mr. Aggarwal, a great social worker, known for his masters in rice has pushed Achha to high level by creating more than 56 variety and maintaining its consistent growth in the national as well as international markets. Moreover, with the arrival of young and Dynamic Mr. S. Aggarwal, a management wizard (trained both in India & US) Achha Agro is all geared up to take a big leap in domestic and world rice markets. His Marketing and sale innovative techniques will take Achha Rice to invincible heights; coming days shall witness & reap the results of his total and dedicated involvement.

As told by promoter, during the years with its phenomenal growth, Achha Agro has succeeded in establishing its Quality Management System in accordance with the norms of ISO certifications. This clearly assures that all the procedures from procuring raw material and up to manufacturing, Quality testing and packing are performed to the highest, precisely defined international quality standards. As a result Achha Agro stands among the top 5 brands in the domestic market, with Achha Basmati a synonymous of highest quality. After completing his education, promoter - Mr. Aggarwal, started broking for an export house for their requirement of Rice for the foreign market. Having an agricultural background he became the key broker with all the honesty & hard work for more than 30 years. His through knowledge makes him indispensable to 'ACHHA'. Mr. Aggarwal, G.M. - Business Development, has done BBA in Finance from Amity University and MBA in Finance & Marketing from BVIMR and has also completed PHD in Management from BVIMR. Mr. Saurav have an enthusiastic personality with clear vision of idea, eager to know each and



every aspect of the trade. Along with the management of the Rice factories and took charge of procurement, processing and export of rice. His innovative and creative skills are proving very beneficial to the company bringing in efficiency and effectiveness.

The mission of Achha Agro India is to provide customers across the globe the most premium rice, maintaining highest levels of quality in all stages of procurement and processing at a competitive rate. Moreover, to conduct business in an ethical and professional manner, so as to maximize the wealth of all the company's customers. The vision of the company is to provide products of premium quality and deliver value to all the customers; to be innovative, customer focused and a quality conscious company; to establish cordial everlasting relationship with stakeholders including buyers and suppliers; to continuously invest in the biggest asset of the company: its employees and to carry out business ethically and professionally and to strategically manage the business.

Achha Agro India was established in 2016 with a view to export basmati rice. With the hard work of the promoter of the company, Achha Agro made a significant breakthrough into the exports of basmati & non-basmati rice to the buyers having their own brands. Thereafter, with the expert guidance of Mr. Aggarwal, company started promoting its own brand 'ACHHA

RICE' in the world market. We also specialized in processing/blending and making new brands for foreign buyers as per their specifications. This was a dramatic and meaningful entry in the international rice markets. Today we are the privileged exporters of our own brands both for basmati and non basmati rice. Achha is a name to reckon with. Having established them significantly in the domestic market, Achha Agro has paved its way to make a breakthrough in exports front by launching their brand 'ACHHA' in the foreign market (Yemen, Thailand, Saudi Arabia & Iran). With Ultra Modern machines, Achha Agro India is fully confident of achieving success in the international market.

The product range of company includes: Achha Brown Rice, Achha Royal, Achha Sadabahar, Achha Manpasand, Achha Everyday PR Rice, Achha Royal Sella. Other varieties of Achha basmati rice with price range from Rs 21/- to Rs 115/- per kg ex-factory (25kg pack) are Achha Royal, Achha Heritage, Achha G-1, Achha Haryana Gold, Achha Manbhavan, Achha Sadabahar, Achha G-11, Achha Tibar Rice, Achha Dubar Rice, Achha Super Mogra, Achha Mogra, Mogra - II, Achha Mini Mogra, Achha Tini Mogra, Tim-Tim, Achha Jyoti, Achha Madhumati Rice, Achha Mehak Super, Achha Royal Sella, Achha Rani Sella, Achha Gaurav Sella, Achha Bablu Gold Sella and Achha Biryani Sella.



Milk prices likely to stabilise in 2021: Crisil

Milk prices, which have risen by Rs 4-5 per litre over the past nine months, are likely to stabilise in 2020-21 as production is expected to pick up due to abundant water availability and anticipated normal monsoon, according to a report. Production of milk has been shrinking since April last year due to high summer temperatures and lower availability of water, made worse by delay in rainfall, ratings agency Crisil said in the report. This was followed by floods in various parts of the country, leading to poor animal health. This fiscal, milk production is expected

to be lower by 5-6 percent year-on-year at 176 million tonnes. Crisil said milk prices began moving up in May 2019, with Gujarat Cooperative Milk Marketing Federation (GCMMF, better known as Amul) and Mother Dairy hiking the maximum retail price of their full-cream milk pouches by Rs 2 per litre. The two giants followed this up with a further hike of Rs 2 and Rs 3 per litre, respectively, in December, taking it to Rs 55 per litre. Other large dairy processors have started following suit, spurred by the shortfall in milk production around the country, and thereby supply. However, Crisil said milk production is expected to pick up in 2020-21, given abundant water in reservoirs and expectations of a normal monsoon. That should arrest any further rise in milk procurement and retail prices. Further, rabi sowing area had increased 10 per cent as on January 31, 2020. This is expected to lead to a 12 percent increase in crop production for the season and higher arrivals of key crops such as wheat, bajra, jowar and maize from March would mean copious fodder availability, which should raise milk production next fiscal, the report said. This is expected to stabilise milk procurement costs, bolstering the operating margins of dairy processors. So, milk prices are not expected to rise any further in the coming few quarters, unless monsoons spoil the game for processors, it added.

India's tea exports up 2% by value on whole-leaf shipments to Iran

A lucrative market in Iran for the whole-leaf variety helped Indian tea exports grow by 2.05 percent by value even as overall shipment volumes dipped by 3.03 percent due to volatility elsewhere. In absolute terms, total export value last year stood at \$796.36 as against \$780.34 in 2018 and the volume stood at 248.29 million kg (mkg) as compared to 256.06 mkg in 2018. Both, exporters and planters attributed the rise in export income to higher production of whole-leaf or orthodox tea, which fetches much better prices than the crush, tear, curl (CTC) variety. Data sourced from the Tea Board showed that while production of CTC tea rose by 2.06 percent last year to 1,233.73 mkg, orthodox tea production grew by 25.9 percent to 138.83 mkg. Exports of whole-leaf tea to Iran were up around 74 percent at 53.45 mkg while in Germany, they stagnated at 10 mkg. On the other hand, exports of Darjeeling tea to Japan rose to 4.97 mkg from 3.69 mkg earlier. In the US, another orthodox and premium CTC market, exports increased to 12.22 mkg from 11.03 mkg earlier. Iran, a pure whole-leaf market, outpaced Russia, an otherwise dominant CTC market, last year to become the top export

destination for Indian teas.

Tea producing firms have been focussing on shifting more towards orthodox tea given that it is more remunerative and the export market for CTC tea has been volatile. In fact, last year both, prices and shipment volumes to most major CTC destinations fell. Exporters from Kolkata said that owing to the uncertainty around Brexit, volumes to the UK fell by over 25 percent, at 11.74 mkg while the geopolitical situation in West Asia brought down Indian exports to the UAE by 40 percent and to Egypt by 70 percent. Both of these are re-export markets as well for Indian tea. Exports were hit in the SAARC region as well with Pakistan, Bangladesh and Sri Lanka drastically demanding lower quantities of Indian tea. Realising the changed global dynamics of the tea trade, the Tea Board has been stressing on producing more orthodox and quality CTC teas to boost exports and is also encouraging tea firms to explore online platforms and portals to ship whole-leaf and green tea primarily in global markets.





COMPANY PROFILE

Established in the year **1999**, we, **Ashwamegh Industries Pvt. Ltd.** have gained a respectable place in the industry through manufacturing and supplying of a wide variety of **raw groundnut, Ground Nut Roasted, Ground nut blanched**. Owing to premium quality, natural taste, alluring aroma and high nutritional value, these are widely used in processing different types of Peanuts, **Ashwamegh spices Pvt. Ltd.** is our one bigger brand for spices and seasoning. We are manufacturing almost all type of seasoning these are running successfully in market, we are customizing the seasoning as per our customer demand., Currently we have opened our New set of business flour and grits manufacturing in tronica city Ghaziabad (U.P.) **We have set a new well equipped, hygienic plant for, Rice Flour, Corn flour, Rice Grit, Maize (Corn) Grit and Multi grain flour like jowar etc.**



Manoj Jain
Managing Director

We are backed by a state-of-the-art infrastructure and a competent team of experts, enabling us to execute the processing and post-processing stages with utmost efficiency. Our infrastructure is well divided into various segments and is facilitated with modern machinery and technology. Optimizing the use of the machines and techniques we ensure minimal human intervention in the process. Further, we rigorously test the products on various parameters to ensure their high-quality standards. Apart from quality, providing timely delivery is also another forte of our organization. We have maintained cordial relations with our clients through our ethical business practices and flexible approach. Our virtuous efforts have enabled us to be associated with some industry leading names such as **PepsiCo, Bikano, Halidram, Bikaji and DFM, PATANJALI.**

The catalyst of our success is our mentor **Mr. Manoj Jain**. He guides and motivates us with his dynamic leadership, quality and vast industry experience. Under his efficient guidance, we are planning to broaden our horizons by establishing an export unit. It will lead us to reach the global clients as well as to represent India in the international market.

OUR ESTEEMED CLIENTS



E: peanut.jain@gmail.com, sales@ashwamegh.com W: www.ashwamegh.com

JAI DURGA PLASTER INDUSTRIES

'Sakarni' Brand - The Leader of White Revolution

Jai Durga Plaster Industries offers India's finest quality building construction and renovation products, which can give shape your challenging interior and exterior renovation ideas. The company has been established as the reputed manufacturer of premium quality Plaster of Paris, Ready Mix Plaster, Wall Putty, Joint Finish Compound and Gypsum Sheets, which are marketed under the brand name 'Sakarni'. Sakarni is a name to reckon with when it comes to beautification and protection of infrastructure. Sakarni's roots are strongly connected to the construction business since over the last 3 decades. Established in 2003 by a dynamic, young and talented entrepreneur Mr. Ashok Gupta, Sakarni set foot in this industry with their requisite knowledge and became a huge success in no time. Mr. Ashok Gupta's great vision and understanding of the products and industry helped Sakarni sow the seeds of state of the art production units. The demand of Sakarni products increased vigorously resulting in production of more and more volume each year and it became the giant in Northern India. In the last decade construction industry has witnessed a revolutionary change in



the field of architecture and decorative applications. Today, protection and beautification products are well known to everybody breaking the division of economic classes. Sakarni upholds the flag of white revolution and is trusted to be the leading brand in Northern India. This is a result of complete dedication towards our goal, pure understanding of the market, constant focus on research and development and highly skilled, experienced and educated team. The philosophy with which Sakarni moves forward is to cater the best at optimum price. Sakarni considers itself more than a business house and recognizes all it's customers and associates as a part of Sakarni family. Consumers and the demand in market encouraged Sakarni to introduce more products which can protect & beautify any construction. Sakarni deals in products like wall putty, gypsum board, ready mix plaster, jointing compound, plaster bond, ready mix mortar and many more. The planning and experiments to launch new products is a continuous process at Sakarni.

The company is committed to working towards the welfare of the society as a whole and are constantly devoted to fulfil its corporate social responsibility. The company also perform various training activities for implanting skills to the unskilled labour and turning them into skilled labour, increasing their standard of living. Their various international collaborations have helped them to grow faster and provide supreme products to the market. The company always thrive to collaborate round the globe and take a step towards increasing their product line and product strength. Their collaboration with Gipskarton for a project in around 10 acres of land is just one of the many examples of their efforts towards meeting global standards and expanding product line. The support by channel partners of Sakarni, strong network of 10,000+ dealers countrywide and Mr. Ashok Gupta's zeal to grow has resulted in a great success story within a time span of just a few years. Customers have rightly given the title of "Master of Plaster" to Sakarni.



मज़बूती की बात खूबसूरती के साथ

अंतर्राष्ट्रीय स्तर का
सकरनी व्हाइट सीमेंट



Glimpses of GrainEx India

9th Edition

NNS
Media Group Since 1989

GrainExTM
INDIA
BRIDGING THE GAP

GrainEx India 2020 was held on 7-8-9 February 2020 at Helipad Exhibition Center, Gandhinagar, Gujarat, India. The exhibition was inaugurated by Shri Nitinbhai Patel, Deputy Chief Minister of Gujarat. ADAMAS Events Pvt. Ltd. with active participation of Government bodies and associations organized the event which was India's finest exhibition on Flour, Rice, Spices, Pulses and Peanuts milling industry. Over the course of 3 days, GrainEx India 2020 welcomed 146 international and national participants from 8 different countries and regions plus 5670 trade specific visitors from throughout the country. GrainEx India 2020 was a truly upbeat networking occasion providing deep insight on grain related technology. Exhibition assisted all stakeholders to achieve success in all the arenas and expecting a similar trend in coming future endeavors.



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TECHNO PACK MACHINES (INDORE)



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- 'Spice Industry Yellow Pages' will be available at the '9th Global Spice Summit & Excellence Awards' to be held in New Delhi on Saturday, 9th May, 2020

Name of the Organisation

Name of MD/ Director/ Prop.

Business Address

Business Description (Mfrs., Dealers, Exporter / Importer)

Products Name with Brand, if any

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BUSINESS STAR
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Shree Shakambhari Agro Foods

Shree Neelkamal brand is famous in every household for its quality



Mr. Prashant Bagla
Chief Executive

Mr. Prashant Bagla under the guidance of Mrs. Vijaya Bagla and Mrs. Shobha Bagla, Founders of the Company, started a food processing company, Shree Shakambhari Agro Foods. Their brand SHREE NEELKAMAL is famous in every household for its quality and purity. Mr. Prashant Bagla as Chief Executive is successful in taking it to the top. His biggest achievement is that by determination, the company has won love & trust of customers. The company produces Chana Sattu, Gram flour, Daliya, Refined wheat flour, Semolina, Namkeen etc. which are sold across Bihar and some parts of India. All the products are produced under the supervision of experts and are produced entirely using indigenous technology. Mr. Prashant Bagla makes sure that quality is maintained in every condition. The younger brothers of Mr. Prashant Bagla, Chief Executive, Mr. Shubham Bagla and Mr. Shivam Bagla have also joined the business to extend their support to the growing business. Mr. Prashant Bagla believes that "Determination and self-belief is the secret of our success. If you are clean hearted and have noble intention then no power on earth can stop you to become successful."



'Shree Neelkamal Sattu' has amazing health benefits when consumed on an empty stomach. It reduces problems associated with the stomach and flushes out the toxins from the body. Sattu has cooling properties and is great in providing relief from the scorching heat. It is rich in several nutrients including fibre, iron, magnesium and sodium. Not just this, there are many other health benefits of 'Shree Neelkamal Sattu'. Consuming sattu sharbat on an empty stomach increases appetite. This happens due to the presence of potassium and magnesium in it. As it has salt, iron and fibre, it improves the digestive tract if consumed empty stomach. It has salt, iron and fibre which reduces the problem associated with stomach and improves the bowel movement. 'Shree Neelkamal Sattu' has detoxifying properties. Consuming it every day keeps the user healthy and protects from several health ailments. 'Shree Neelkamal Sattu' reduces bloating, increases metabolism and helps the human body burn calories effectively. It also stimulates the growth of the red blood cells, the carriers of oxygen, in the body providing more energy. 'Shree Neelkamal Sattu' keeps body hydrated and helps beat the summer heat. A chilled glass of sattu sharbat keeps a person fresh and hydrated throughout the day. It cools the stomach and prevents indigestion. 'Shree Neelkamal Sattu' is a natural blood pressure regulator. It is low in glycemic index. Therefore, it can benefit people with diabetes. And the best part is that it probably is the best health product. Even doctors prescribe 'Shree Neelkamal Sattu' for several health benefits. Due to the health benefits & superior quality of the 'Shree Neelkamal Sattu' it has become the 1st choice of quality users.





Shubham Goldiee Masale (P) Ltd.

'Goldiee' brand catering pure spices and quality products.

जहाँ जाए
रिश्ते
बनाए



Goldiee Group is one of the world's leading manufacturers & exporter of spices, and various food products. The brand markets within Indian Sub-continent as well as in Russia, Thailand, Canada and Middle East. Established in 1980, Goldiee Group signifies the epitome of quality and is a strong believer of values and relationships which reflects in quality of their products. Goldiee prides itself on the diverse range of products that they have to offer like Spices, Blended Spices, Asafoetida (Heeng), Pickles, Papads, Curry Pastes, Curry Powders, Ready to Cook Spice Mixes, Vermicelli, Sauces, Jams, Tea, Gulab Jamun Mix, Pooja Kits, Incense Sticks and more.

As part of diversification into the processed food business, Goldiee also launched a brand, OneOne, for the production of noodles and pastas. The administrative office and production hub of Goldiee is located at industrial city, Kanpur. There they have spacious, sophisticated and ultra hygienic plants that are controlled

and monitored via SCADA and PLC systems and spread over a span of 56400 sq. yards that processes tons of capacity every day to meet the global spice market demands.

Goldiee products reach out to more than 350,000 retail outlets managed by more than 1000 distributors across the country and they still thrive to expand both geographically and strategically. The brand caters to a varied range of selling formats right from the kirana stores, general stores, modern trade outlets, multi-functional outlets, cash & carry outlets and canteens. All the products are packed and supplied conforming to ISO derivatives which are analyzed and examined & tested by accredited laboratories Goldiee Group is into social care & responsibilities, and a proud recipient of Economic Times Most Promising Brands Award, Excellency Award, Environment India Award, National Productivity Council and more. Also, the brand is FSSAI, ISO 22000:2005, HACPP, and HALAL Certified.

Solar Sales (India)

providing a bouquet of products with quality at the forefront



Mr. Vineet Jain - Managing Director

Solar Sales (India) is a Delhi - based company run professionally by a family with more than 98 years of experience in food business, as their parents company M/s Puran Chand & Sons was established in 1921 as a trader in food commodities. In the year 1984, Solar Sales (India) was incorporated under the mentorship of Late Shri Surender Jain to bring the best of global foods to India. Thereafter soon in 1985, "Solar" was trademarked as the company's brand. The company now holds more than 130 products in different categories under their umbrella. To name a few of our achievements, we became the second company in India to manufacture mineral water in PVC bottles in 1987. In 1990, we became a vendor for canned foods to India's scientific expedition to Antarctica via Kendriya Bhandar. In 1991, Solar Sales (India) became the first company to make Instant Suji Halwa for our armed forces in forward areas. In 1992, Solar Sales (India) became the first company to bring canned baby corn to the Indian subcontinent. In the year 1994, we brought homemade pulao in a ready to eat pack for the first time in the Indian food industry.

It was in the early 2000's, when company's now Managing Director, Mr. Vineet Jain, saw a huge market potential for flavoured syrups and launched 8 variants under the brand "ZONE". In 2003, due to the brand roaring success the flavor portfolio grew from 8 to 25. In 2005, the company's management realized the need for all year-round fruit demand in beverage applications and started manufacturing fruit crushes. In 2012, 15 new variants were added under the brand "ZONE"

which took the total count of flavours to 40. Presently, Mr. Shubham Jain and Mr. Udit Jain as Directors of Solar Sales (India) are taking company to new heights with their skills and sheer hardwork. Today, the company has one of the highest variants of food/beverage products any Indian company has to offer. Some of the company's product categories are:

- * Non-Alcoholic Bar Syrup
- * Herbs and seasonings
- * Gourmet Sugars
- * Baking Essentials
- * Food additives and Preservatives
- * Custard and Cornflour
- * Milk Shake Mixes
- * Salad Oils
- * Culinary Sauces
- * Dehydrated Soup
- * Desert Toppings
- * Cordials & Syrups
- * Lime 'n' Lemon Squeeze
- * Fruit Crushes
- * Tea Concentrates

In an interaction with Mr. Vineet Jain, Managing Director of Solar Sales (India), he highlighted that Solar brand is frontrunner in India, giving some of the best products available from all over the world. He said, "We started with sauces and fancy sugar and now we have diversified into many realms of the food industry like herbs, seasoning, instant soup, bakery ingredients etc. We take pride in stating that we have the most exhaustive range to offer, with new additions being made at regular intervals." On asking about the product line and their market share, Mr. Vineet Jain asserted, "If we talk about Bar Syrups among domestic brands available in India, we have a market share of around 80 percent right now. We have got a basket of products for everybody whether it's for HORECA industry, Retailers or Household Kitchens. We have got something for everybody. We have a dedicated R&D team

with us which is majorly into product development. We are also strengthening our market share by foraying into different regions / cities / states in India.

When asked about features of Zone syrups, Mr. Jain said, "The biggest feature of Zone syrups is that it brings flavours of the world to the masses at economical prices". Our range of more than 40 flavours enables the consumer to make mocktails, cocktails, fruit juices, milk shakes, flavoured sodas etc. What can be made from our range is only limited to the consumers imagination. Despite new companies entering the beverage segment, we are not afraid of them as we rely solely on our quality and innovations. We keep conducting regular market surveys to innovate and improve our existing product portfolio. Our highest selling flavours include Mojito, Blue Curacao, Green Mint, Blood Orange, Green Apple to name a few. Answering about target audience, Mr. Jain added, "For B2B we have ZONE which caters to the HORECA segment, large scale hotels/ institutions/ Multi-national chains and for B2C we have SOLAR which caters to the daily needs of bakers, home-makers etc. Multi starred hotels, bars, pubs, cafes and banquets speak volumes for our products. Our products have also found acceptance across DMRC, railway canteens, educational and government institutions."

When asked about the process and systems that enable Solar Sales (India) to have such an exhaustive range and excellent customer service, Mr. Jain stated that, "Our company now relies on data, systems and efficiently managed processes". What started out as an unorganized business has now been transformed into a system driven professional company. Our efficient processes and team help us deliver top notch quality products, excellent customer service and on time deliveries to each of our clients everytime.



Glimpses of Indo Agri Food & Feed Expo 2020



Indo Agri Food & Feed (IAFF) Expo was held on 23, 24 & 25 February 2020 at Jaipur Exhibition & Convention Centre, Jeec in Jaipur. The Trade and Technology Exhibition, Conference and

Awards was organised by TASO in association with Rajasthan Khadya Padarth Vyapar Sangh. Mr. Ashok Gehlot, Chief Minister of Rajasthan was the Chief Guest.



NNS MEDIA GROUP



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JAWLA ADVANCE TECHNOLOGY LLP

We can pack the world for you

Jawla Advance Technology, started in the year 1990, is one of the foremost manufacturers and exporters of an extensive array of Form Fill Seal Packaging Machine. The company's offered range consists of best grade Packaging Machine, Continuous FFS Packaging Machine, Collar Type Packing Machine, Flow Wrap Packaging Machine and more. In which, they can pack wide range of products such as Spices, Namkeen, Tea, Coffee, Heena Powder, all Granular & Detergent, Mouth-freshener, Pan masala, Shampoo, Oils, Lubricant, Liquid Chocolate, Khaini, Chips, Dry-fruits, Seeds, Vegetables, Besan, Sattu, Maida, Biscuits, Chocolate-Bar, Noodles, Cycle-tube, Gauze, Bearing, Maggi, Towel, Scotch Bar, Jaggery, Cake, Tray-Pack items, Electronic items, Rusk, Cake, Bread, Corn Flakes, Frozen Food, Rice, Pulses, Supari, Elaichi and Liquid items. To manufacture these products, their professionals use top quality components and modern machines. Their products are appreciated for their compact design, excellent accuracy, reliable performance, sturdy construction, durability and low maintenance. They have staff of more than 300 people.

The company's robust and cutting-edge infrastructure is established over a wide area of land. This facility is outfitted with modern machines, which are used for all their operational processes. Their quality controller team checks the product line on various quality tested parameters. Hence, they have been successful in maintaining the trust and confidence of their patrons. Also, their employees devotedly work towards making clients' specific products. The atmosphere at the organization is properly coordinated, which aids in designing and developing flawless range of products. Jawla Advance Technology is the famous name among their patrons by adhering to client-centric policies. Owing to their high-quality FFS packaging machine; they have such a top position in this domain. In addition to this, they offer many payment options that help clients to conduct hassle free transaction with them. Also, their quality controller's team stringently checks the products before final delivery to ensure the defect-free and high-performance products are being supplied to the market. Since the commencement of firm, they have well equipped infrastructure unit. This well-connected infrastructure unit is managed by skilled professionals and facilitated with advanced and modern production machines. Apart from this, their infrastructure unit helps them to cater the requirements of their clients. They have divided our organization into various departments like:

- Manufacturing Department
- Sales Department
- Logistics
- Digital Marketing
- Finance Department
- Marketing Department
- Administrative Department
- R & D
- PR and Events

Their team of highly experienced and qualified professionals assists them in manufacturing a wide range of machines. These professionals maintain the effective communication link and work in close coordination with each other. This helps organisation in accomplishing the common objectives of the firm within predetermined time frame. In addition to this, their professionals also attend regular seminars, which help them in enhancing their skills and making them aware of the latest product development and market trends. They have the following members in their team:

- Technicians
- Marketing and Sales representatives
- Warehouse in-charges
- Manager & allied personnel
- Renowned Consultants
- Quality controllers
- Professionals from Compound and raw material
- Administrators
- Legal experts
- Research analysts

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- | | |
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| ❖ Solvent Plant | ❖ Carbon Plants |
| ❖ Chemical Industries | ❖ Pharmaceutical Industries |
| ❖ Food Industry (Soft Drink etc.) | ❖ Plastic Industry (Blow Moulding, HDPE/PVC Pipes, PP Films, Multi Layers & Mono Layers Moulding, HDPE/PP Tape Plants, Lamination). |
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Life Style Foods Pvt. Ltd.

chuk de

**Uplift your taste buds with
"Chuk-de" products**



Mr. Vikram Luthra receiving 2nd Prize National MSME Award for quality Manufacturing for Life Style Foods Pvt. Ltd.- Chuk de. The award was conferred by Mr. Nitin Gadkari, Hon'ble Union Minister of Micro, Small & Medium Enterprises and Minister of Road Transport & Highways on 26th February 2020.



Mr. Rajat Luthra receiving 1st Prize of National MSME Award for excellence in Exports for Unique Fragrances. The award was conferred by Mr. Nitin Gadkari, Hon'ble Union Minister of Micro, Small & Medium Enterprises and Minister of Road Transport & Highways on 26th February 2020.



When we say Chuk de, we promise you safety. It is our endeavour to get you nothing but the best. That is why we get you authentic spices straight from the farms. Thanks to our intense process of sorting and ETO sterilization, we ensure there are no impurities in the spices so that we proudly can say that we are best graded in the spice market. We understand that health goals start with safe food, that is why we go through stringent quality control tests and ensure our Micro-Biology testing labs follow international protocols. Further to make our spice even more safe for all, we only have automated packaging which maintains hygiene at all levels. And these are the qualities that makes whole of India trust us. Be it the top chefs of tops five starts or big corporates or health conscious housewives,

when it comes to the safest spices of India, they choose Chuk de, everyday.

VALUES

SUPERIOR QUALITY, ASSURANCE, LASTING FRESHNESS
SOCIALY CONSCIOUS

PERSONALITY

RESPONSIBLE, CARING, ENERGETIC
AUTHORITATIVE

ESSENCE

EXCEED
THE EXPECTATION





Pulses-Besan-Grains

Parmanand & Sons Food Products Private Limited is a trusted leader in providing quality food products across the Globe. The enterprising founder embarked upon the journey of the brand in 1973, with a vision to provide hygienic and high quality food products. The company has been serving the market by producing finest quality BESAN, GRAINS, PULSES, SOOJI, MAIDA, POHA, DALIA & BASMATI RICE under the brand name "PAN BRAND". Pan Brand is amongst the highly reputed Food Products manufacturers in India. The processing facility of the company is one of its kinds. All the machines used for processing are imported from Japan, France and USA. This ensures highest international standards when it comes to the quality of the output. The vision of the company is based on the guide lines of our farsighted great founders. It focuses on enriching and delighting the world through delivering quality food products, to nurtures and enhance winning network of customers and suppliers, together, creating mutual and enduring values. And the mission is to make our enriched products available globally employ world class technology to attain market leadership. The company will always strive for continues improvement, combined with quality, cost effectiveness ensuring a strong long lasting bond with their clients. The company has huge clientele which include Haldiram's, Bikaji, Bikanervala, BTW, Parle, Bingo, Garden Namkeen etc.

Processing at Pan Brand starts right from the procurement of clean and best quality raw material. The company use mechanism that picks high quality Grains and checks moisture, nutrient present in each granule. Processing food products requires cleanliness, gentle handling and precise control of temperatures and treatment time in order to ensure best quality product and due care is taken at their plant in order to ensure best quality output. In pulses trade, they are the FIRST COMPANY in India to use SORTEX MACHINE equipped with sensing detectors and cameras. It effectively detects discolored and impure grains, leaving processors with a clean and quality product. Digital image processing is incorporated to detect and reject even the smallest defects from product at high production rates. Destoner is used to remove small, lighter stone roughly the size of a grain kernel from the grain stream. The company also use Dryer for faster and greater drying uniformity and less over-drying of the grain and provides uniform plenum temperatures to help maintain top grain quality. The Automatic Pouch Packaging Machines for granule are used for ultra hygiene and for no human touch to the final output. It meets the highest of international standards when it comes to a quality output. All the machines (Buhler and Satake) are of

Bring forth the purest food products with 40 years of trust

international standard imported from Taiwan, Germany, UK and USA. The company's set up includes:

- Cleaning and sanitizing systems for sacks and other containers.
- Use of metal detectors through preparation and processing lines.
- Use of conveyors at various levels.
- Fumigation at regular intervals in plants.

Quality Assurance:

Good Quality is not a promise, but an assurance. The company ensured to serve its customers exactly as per their requirements every time. As we have state-of-the-art in-house production infrastructure, the quality and taste of Besan, Pulses, Grains, Sooji, Maida, Poha and Dalia is unquestioned. Pan Brand Besan is ideal for making a wide range of snacks and sweets. Sharing a box of mouth-watering ladoos with cousins during Diwali or chit chatting at tea time with a plateful of spongy dhoklas, Pan Brand besan creates not just delicious food but also unforgettable memories. Enjoy some classic Indian delicacies made with Pan Brand besan and be sure to share it with family & friends to make every occasion a very special one. The organization has quality certifications & accreditation as: ISO 9001:2008 for total quality management, ISO 22000:2005 and Food safety management system.

Product Range:

Besan : The company offers a huge variety of hygienically processed Agmark Certified Besan. In manufacturing of Chana Dal and then Besan, Chickpea is procured from the best of places in the world. Strict quality control standards are laid down for procurement of Chana. It is then finely processed in an automatic plant under ideal hygienic conditions. The company provide a number of methods in controlling the moisture level present in each grain and with the help of sortex, they remove all foreign materials and impurities. As a result, clean Chana Dal is obtained which is then grounded using the automatic pulverizers and centrifugals which is also a high precision sieving machine to get the wholesome Besan. They conduct various tests such as Total Ash, Acidic Insoluble Ash and Alcoholic Acidity and Protein with each lot of Besan. With continuous efforts of improving the quality by their research and development, each variety is made sure to be finest in its class. They have installed capacity to produce 1,50,000 tons of Besan annually. Low temperature grinding technique is used to retain the natural aroma, flavour and taste of Besan.

Pulses

Moong Dal: The company bring forth the purest range of Moong Dal, processed in the most hygienic and safe environment using latest technology. Finest quality Moong Dal from all over the world

is picked and as being one of the major importers directly from Australia. They have installed capacity to produce about 55,000 tons of Moong Dal, annually. A high tech multi-step cleaning process thoroughly cleans each & every grain, eliminating undesired dust, grains, dirt, stones & other foreign elements. Thus, we are acclaimed for offering nutritiously packaged and processed Moong Dal at the best price. Processing and Packing is done in highly hygienic condition.

Chana Dal: The company is one of the largest suppliers of wide variety of Chana Dal to our various esteemed clients in food industry. Procurement plays a vital role in getting quality product. They get black Chickpea (Gram) produced through contract farming or outsource only the outstanding variety of gram to process Chana Dal. First time in India, the processing of dal has been revolutionized by introducing technologically advanced colour sortex (By Satake, Japan) which transformed an ancient tradition into a contemporary technology. A multi-step testing of grains is done which includes moisture test, damage discolour test, taste analysis, size shape aspect, add mixture etc. They have installed capacity of 1,40,000 tons of Chana Dal annually.

Moth Dal: The company has recently launched Moth Dal. The fast growing market acceptance of the product shows the demand of the Pan Brand Moth dal in the market. They have installed capacity to produce 25,000 tons of Moth Dal annually. In India, the seeds are traditionally consumed for breakfast, after being sprouted and cooked. The moth bean pods can be boiled and eaten, and seeds can be ground into flour. The extra bold size of Pan Brand Moth dal in the market is usually in demand with the Namkeen manufacturers, which is not met by any other supplier across India.

Masoor Dal: Pan Brand Masoor Dal is power-packed with nutrients and has immeasurable benefits. It effectively lowers the amount of cholesterol in the body. It is non coloured and pure ensuring the health benefits. They also offer Masoor Sabut and Malka which has very good market acceptance.

Pan Brand is one of the leaders in providing quality pulses all over India and across the world. Other range of pulses include Arhar Dal, Kala Chana, Urad Dal, Kabuli Chana & Rajma.

Maida: Pan Brand Maida is finely milled refined wheat flour, which is extensively used for making varieties of sweets, Indian breads such as paratha, naan, kulcha. Pan Brand Maida is also used

worldwide in making of pizza crust, white bread and tortilla. The company ensures that the Pan Brand Maida is prepared from best quality wheat and is hygienically processed and packed. This ensures that Maida is excellent in taste. Pan Brand Maida is specially dried to ensure proper texture, yield and a longer shelf life. Also, the moisture levels are kept under control through partial drying. Maida is available in the packaging size of 500 grams.

Sooji : Pan Brand Sooji is prepared from the best quality wheat grains and is rich in nutrients and proteins. The company ensures that the Pan Brand Sooji is prepared from best quality wheat and is hygienically processed and packed. This ensures the preservation of essential nutrients and results in high quality Sooji, which is excellent in taste. Pan Brand Sooji is specially dried to ensure proper texture, yield and a longer shelf life. Also, the moisture levels are kept under control through partial drying. Pan Brand Sooji quality is specially used to prepare Sooji ka Halwa, Uttam, Upma, Biscuits and idli to make every occasion a special one. Sooji is available in the packaging of 500 grams.

Poha : Flattened rice (also called beaten rice) is a dehusked rice which is flattened into flat light dry flakes and popularly known as Poha. Pan brand Poha is easily digestible, and is a popular snack in a variety of Indian cuisines and is often consumed merely by adding water or milk with salt or sugar for taste. The rice used for making poha at Pan Brand is procured from the best of places in the world. This helps us in getting the best quality Poha. Made from the best quality rice, which is procured from the entire country and produced, in the most hygienic condition and under the strictest quality measures, Pan Brand ensures that their customers get the best quality Poha. Their automated packing and attractive package in highly controlled hygienic atmosphere ensures the natural aroma and fragrance of the product.

Dalia : Pan Brand Dalia is rich in fibre that provides all the essential nutrients important in a diet. Pan Brand Dalia is pre roasted in automatic ovens, while retaining its inherent qualities. Rich in proteins, it makes an ideal wholesome breakfast and being low in calories makes it a light evening snack. Made from the best quality wheat, which is procured from the entire country and produced, in the most hygienic condition and under the strictest quality measures, Pan Brand ensures that our customers get the best quality Dalia. Dalia is available in the packaging of 500 grams.





HUNTING NO. 91-22-25260001

R. B. INTERNATIONAL SHIPPING PVT. LTD.

WORLDWIDE FREIGHT BROKER, SHIP CHARTERERS & SHIPPING AGENT



Ranjeet B Singh

Managing Director

R. B. International Shipping Pvt. Ltd was incorporated in 1985 and has it's registered office in Mumbai, India and associates at other Indian Ports covering the east and west coast of India. The group has been established with the objective of facilitating as Shipping Agent, Charter Brokers, International Freight Forwarder, Custom House Agent and Project Consultant to provide total logistic solutions under one roof. The R.B. International Group has under its umbrella the following companies:

- **R. B. INTERNATIONAL SHIPPING PVT. LTD**
- **R. B. INTERNATIONAL**
- **ROYAL (INDIA) SHIPPING & LOGISTICS**
- **R. B. ENTERPRISES**

The group is founded by experienced and well known person in the shipping & Logistics service industry – Mr. Ranjeet B Singh who is Managing Director and has professional team personnel providing logistic solutions from time to time. This vision is to build an organization that provides shippers and consignees with a frequency of the entire range of services related to carriage of goods on land, sea and air under one roof that allows cargoes to move on a (just in time) basis anywhere in the world. The group is managed by experienced professionals who have the knowledge and experience in the shipping and allied trade. Our team of professionals regularly monitors the cargo movements into and of the Indian sub-continent region and have very good relations with the various consignees and shippers respectively. The group also has an excellent rapport with the port, customs and other concerned authorities.

The company has built strong relation in below mention sectors:

- Mediterranean, U.K., North Continent, Scandinavia
- U.S.A., Canada, Atlantic & Pacific Ports
- South & Central American, Caribbean
- Far East, China, Japan, Australia, New Zealand & Pacific Islands
- West Asia Gulf, Upper Gulf
- Red Sea
- South & West African Ports
- Black Sea
- East European & CIS Destinations

Ship Agency- Our team has comprehensive knowledge of handling ship at Indian ports

in terms of discharging, loading of cargo, port operations and marketing. We can provide additional services like bunkering, ship handling, manning etc.

Market Intelligence and Development- We believe in serving our principals better, hence we keep them abreast about the various events, be it concerning operational activities, marketing or any other general information. Our executives regularly monitor niche market opportunities. In conclusion we state that the need of our principals has inspired us to provide the above integrated services which are upgraded from time to time to bring it at par with international standards. Our team can give you the competitive edge you need which only professional expertise and personalised service can provide. After all we have been doing just that for all these years.





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**“SURETY
FOR
PURITY”**

With a mission to provide pure Agmark ghee into each home of India, Vastu began its journey when Mr. Bhupat Sukhadiya entered the trading business of Agmark ghee. With formal education, experience and exposure, he learnt how to run a business. He set up his own manufacturing unit of Agmark ghee and underwent further professional training to inculcate entrepreneurship qualities by following the quote, 'Never stop learning in life as life never stops teaching'. Soon, the company Vastu took a step ahead to develop the brand Vastu. Within a short span of about four years Vastu has achieved tremendous growth of about 300% YOY in terms of brand awareness, business and sales development, team development together with surge in production capacity of Agmark ghee took place. Today, Vastu sells Agmark ghee in 20 states of India with a network of more than 500 Super stockists, dealers and distributors. Vastu provides employment to around 250 employees throughout India. Recently, in past year Mr. Sukhadiya ventured into dairy plant to manufacture and process milk, butter milk and curd as well as took over a bakery unit. In addition to that, following the DNA of the organization, contribution and humanity, the company serves the community and nation through the Vastu Foundation by providing help to children and old people in need.



Recently Vastu participated in Indo Agri Food & Feed Expo 2020 which held in Jaipur between 23-25 February. In the course of discussion during the exhibition, Mr. Bhupat Sukhadiya told, "System, Humanity and Contribution is in the DNA of the company. The organization always works for one common goal and that is to contribute towards the growth of the nation. To achieve this, the company focuses on the growth and expansion of the organization and we also ensure growth of our channel partners and stake holders. This helps all of us to generate maximum employment for our country. Each member of our team should be happy and achieve meaningful growth in their personal as well as professional life. We believe in the formal practices of business and our business runs ethically. In addition to that following our DNA of contribution and humanity, we serve our community and nation through our Vastu Foundation by providing help in orphanages and old age homes." Moreover, Mr. Sukhadiya ensures that the organisation pays all its taxes to the

government. The company's vision is: to achieve 500 cr turnover by 2022 with 1250 distributors across pan India. The mission of the company is to make its products so widespread so that they reach each home in India. The organisation's future plans include expanding business pan India to the remaining states. It plans to initiate export of Agmark ghee as well as B2B supplies to different industries and government. The company is soon going to get into the image makeover mode and launch new products in the dairy and bakery business. The products available from Vastu are regular and cow ghee, milk, butter milk and curd, rusk, cookies, khari, makhaniya, nankhatai from the bakery section. The USP of the product are that the cow and regular ghee is Agmark pure ghee. The Agmark ghee is available in different packs to be able to cater to all needs like a jar, tin, tetra pack, buckets and pouches. The organization controls end to end value chain process of Agmark ghee manufacturing from farm to dairy and dairy to Agmark ghee manufacturing.

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