

Powered by



anufood
india



POST SHOW REPORT 2023

ANUFOOD India is now

Anuga Select India

www.anuga-india.com



ABOUT ANUFOOD INDIA 2023

India's leading trade exhibition for the food and beverage trade and retail market received stupendous response from the fraternity over the period of 3 days from 7-9 September 2023 at Bombay Exhibition Centre, Mumbai. The event witnessed record-breaking visitor turn-out making it the biggest edition till date. Co-located alongside ANUTECH - International FoodTec India and PackEx India, the three fairs combined provided a one stop solution for the food and food technology industry to convene, meet, connect and network alongside propelling their business with infinite growth opportunities.



Today's exhibition is the representation of 'Atmanirbhar Bharat,' that reflects the distinctive power of our market and the technological innovation that underpins India's development. The Government of India has allocated Rs. 4600 crores to sustain PMKSY, and recently, the allocation of an additional Rs. 920 crores to PMKSY, reaffirms its commitment to sector growth and development.

Shri. Prahlad Singh Patel,
Hon'ble Minister of State (MOS)
Ministry of Food Processing Industries Government of India
Shared on the occasion of digitally inaugurating ANUFOOD India



20,777+
Trade Visitors



Over **270**
Exhibitors



10,260 sqm
of Exhibition Space



50+
Countries Presence



15+
Conference Sessions



30+
Speakers & Chefs

ANUFOOD India is the epicenter of innovation and excellence, shaping the F&B industry trends across key sectors.



AGRI FOODS



FINE FOODS



DAIRY



DRINK



COFFEE & TEA



MEAT



BREAD & BAKERY



ORGANIC



HALAL



SWEETS & SNACKS



SUPPORTING ASSOCIATIONS



20,777+
Trade Visitors
from **50+**
Countries

Bringing together F&B communities from around the world to shape the future of food & beverage retail & trade industry.

28%

SUPERMARKET/
DEPARTMENTAL
STORE / GROCERY &
COMMODITY STORE

27%

RETAILERS
&
DISTRIBUTORS

27%

FOOD
MANUFACTURERS/
IMPORTERS

23%

HOTELS,
AIRLINES,
RESORTS

27%

GOVT.
INST. / MEDIA

VISITORS AREA OF INTEREST

COFFEE
& TEA

DRINKS

BREAD &
BAKERY

SWEETS &
SNACKS

AGRIFOODS

DAIRY

ORGANIC

FINE FOOD

HALAL

MEAT



95% Visitors were satisfied with the quality of exhibits at the event

97% Visitors will visit Anuga Select India 2024

TOP 14 INTERNATIONAL VISITOR COUNTRIES



BELGIUM



GERMANY



KUWAIT



FRANCE



KENYA



MAURITIUS



NEPAL



OMAN



SENEGAL



SRILANKA



YEMEN



UAE



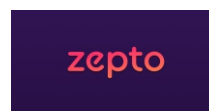
USA



UNITED KINGDOM

“We have participated in ANUFOOD India to represent the international F&B trade in the country with more than 10 companies under the FIFI Pavilion. This year, it's been an interesting experience to network with so many new companies, international pavilions, and much more. I think it has been a great experience, and I believe that next year, with Anuga Select India, it will be even bigger, larger, and better than this year. The overall quality of the participants and visitors has improved drastically over the years, and that's the fundamental key to the success of any show—ANUFOOD India has done that this year. These events allow you to create a niche for your product category and sector and a niche for consumers, retailers, distributors, and chefs. It's a brilliant event and an amalgamation of B2B companies, all working to ensure that business is conducted in India, especially in the F&B trade.”

Amit Lohani,
 Founding Board Member
 Forum of Indian Food Importers (FIFI)



And many more...



97% Visitors will recommend Anuga Select India to their business colleagues

88% Visitors consider Anuga Select India as India's leading F&B events

Over **270** exhibitors from **27+** countries

displayed **4800+** innovative food & beverage products that defines the current trend in F&B industry globally.



INTERNATIONAL COUNTRY PAVILIONS



EXHIBITOR SEGMENTS

AGRIFOODS	19%
BREAD & BAKERY	9%
COFFEE & TEA	6%
DAIRY	6%
DRINKS	9%
FINE FOOD	11%
HALAL	6%
MEAT	4%
ORGANIC	11%
SWEETS & SNACKS	19%



91%

Exhibitors are satisfied with the quality of Visitors

89%

Exhibitors will Recommend Anuga Select India to Business colleagues

79%

Exhibitor will Participate in Anuga Select India 2024

63%

Exhibitor consider ANUFOOD as India's leading industry event

Our experience at ANUFOOD India has been truly fantastic. We've had the opportunity to connect with numerous existing clients and have introduced our products to many potential consumers. The quality of the visitors has exceeded our expectations. We met buyers from major brands and large retail outlets expressing genuine interest in our products. We were highly satisfied with the well-

Ajay Hemnani
Director, PickWick

This year's ANUFOOD India exhibition stands out as the largest event of the year. We are thrilled to be making our debut in Mumbai, and the experience has been truly exceptional. All four exhibition halls are packed with enthusiastic visitors, and our presence has garnered a positive response. It's undeniably a remarkable event in India.

Kedar Chitale
Partner, BG Chitale

KEY EXHIBITOR BRANDS



fortune
edible oils and foods



Goldtee
GROUP



SOCIETY



Pansari
GROUP



uikShel
Instant Nugs, Instant Food



DESAI
FOODS
PRIVATE LIMITED



TATA CONSUMER PRODUCTS

And many more...



ANUFOOD - Preferred stage for Mega Launches -

At ANUFOOD leading F&B brands showcased innovative products, making impactful debuts that captivated industry enthusiasts and consumers.



Mrs. Foodrite launched - Date Tamarind Chutney

Whole foods-brand owned by Haldiram launched a range of Makhnas



Nature Rich food

Nature Rich foods-launched variants in Mayonnaise

Manama farms launched-a new whole fruit crush syrup (4 Berry)



BLG launched - Ready to eat popcorn, Soya chunks

Sheth Brother launched- Organic Products



Pansari Industries launched - Mojee Syrups

Karamat`s - Launched Mirchi ka Rogan chilly oil



Curated by the Knowledge Partner 'Innova Market Insights,' enriched the visitor experience by offering insights into global trends in the food and beverage industry.

THE MDH PRO CHEF CULINARY CHALLENGE

The MDH Pro Chef Culinary Challenge spotlighted emerging talents, with ten teams from leading colleges displaying innovative culinary skills, earning applause from attendees.



Co-located exciting features adding vibrancy to the event

CONFERENCE SESSIONS

The 3-day conference delved into key areas of the food industry, including plant-based innovations, protein clusters, food safety, sustainability, and the role of women foodpreneurs. This approach enriched the event for attendees, significantly advancing India's F&B sector.



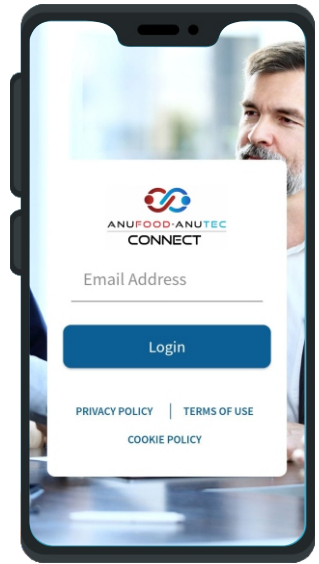
ANUFOOD Culinary Corner, featuring renowned chefs like Harpal Singh Sokhi, Rohit Sangwan, Paul Kinny, Ashish Bhasin, Harsh Kedia, and celebrity chef Rakhi Vaswani, offers live cooking workshops. This vibrant space celebrates gastronomy, uniting enthusiasts, professionals, and the public. Through demos, workshops, and immersive experiences, it inspires, educates, and delights attendees.



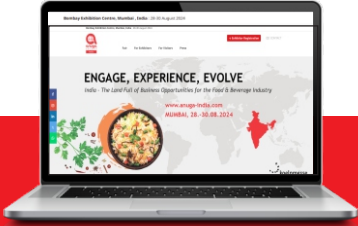


The mobile app of the event has proven the effectiveness from exhibitors & visitors point of view. The vast range of the features & benefits included:

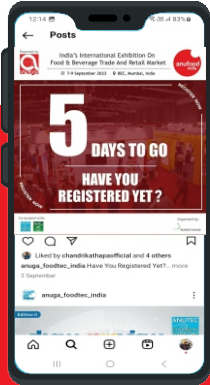
- Easy access to event information and updates
- Easy one to one connect
- Enhanced & efficient networking
- Filter & search basis the requirements of the user
- Customization by saving favourite exhibitors, sessions, or content
- Improved user's overall experience




MARKETING & PR OVERVIEW



47K
Website Visitors



17
Press Coverages



15
Outdoor Hoardings

16
Trade Media Patners

206,926
Social Media Reach

22
Cities on ground Campaigns



MEDIA COVERAGE

Newspapers

Roadshows

PHOTO GALLERY



See You in 2024



www.anuga-india.com

MUMBAI, 28.-30.08.2024



ENGAGE, EXPERIENCE, EVOLVE

*India - The Land Full of Business Opportunities for
the Food & Beverage Industry*



For Sales Inquiries :

Sameer Mithia

M: +91 98196 15657

E: s.mithia@koelnmesse-india.com

Vaishali Thakker

M: +91 99871 23821

E: v.thakker@koelnmesse-india.com

