



anuga
SELECT
India

28.-30.08.2024
BEC, Mumbai India

2024 POST SHOW REPORT





Anuga Select India 2024 provides an exceptional platform for fostering meaningful connections between buyers and sellers in the agri & F&B business sector. This event not only highlights the vast range of the F&B products India offers, but also facilitates invaluable insights into global trends, helping our exporters stay competitive and innovative. APEDA is proud to support such initiatives, as they play a crucial role in expanding market horizons and empowering our agriculture & food business stakeholders. We appreciate Koelnmesse for their continued partnership and dedication in organizing such significant events that contribute to the growth of India's F&B exports.

Dr. Sudhanshu
 Secretary,
 The Agricultural and Processed Food Products Export Development Authority



Anuga Select India 2024: A Savory Success

Anuga Select India 2024 marked a significant milestone in the food and beverage industry, bringing together a diverse range of exhibitors, buyers, chefs, and industry experts under one roof. Co-located with Anuga FoodTec India, the event provided a comprehensive platform that not only showcased the latest trends, innovations, and products but also highlighted the cutting-edge technologies driving the future of the sector. With an impressive lineup of participants and a series of insightful discussions, Anuga Select India 2024 set a new benchmark for excellence, offering unparalleled opportunities for networking, business development, and knowledge exchange.



In the recipe for **SUCCESS**,

NUMBERS are the essential ingredients!



10,980 sqm
 of Exhibition Space



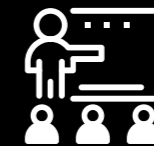
335
 Eminent Exhibitors



27,705
 Trade Visitors



39+
 Countries Presence



43+
 Conference Sessions



95+
 Speakers & Chefs

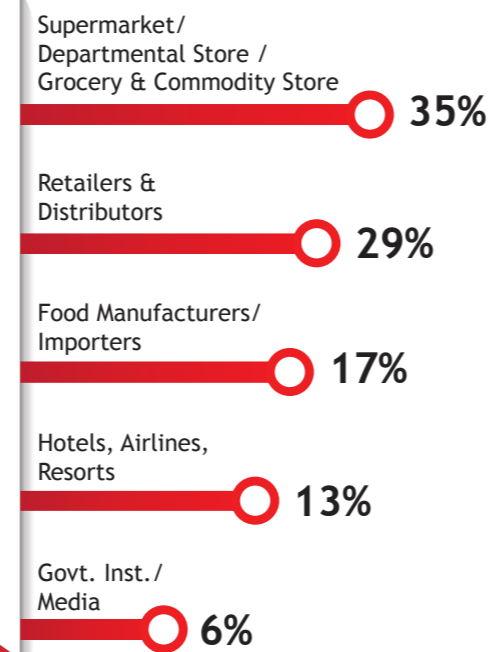
VISITOR TRENDS DECODED: A Comprehensive Statistical Overview

27,705 Trade Visitors from 32 Countries

Top 15 Visiting Countries



Visitor Profiles



“

Tanya Mehta
Manager, International Foods & Strategic Partnerships, Nature's Basket Ltd

I've been attending Anuga Select India for many years, and it continues to be an excellent platform to discover and connect with a variety of brands. I've formed numerous valuable connections and had the chance to engage directly with key decision-makers. It's always an exciting and engaging event!

“

Nugroho Priyo Pratomo
Director, Indonesia Trade Promotion Center

We always prioritize attending Anuga Select India. It's the ideal platform to introduce a wide range of Indonesian products to the Indian market and connect with the right people. This event offers a fantastic opportunity to expand our market presence and maintain strong relationships with Indian business leaders.

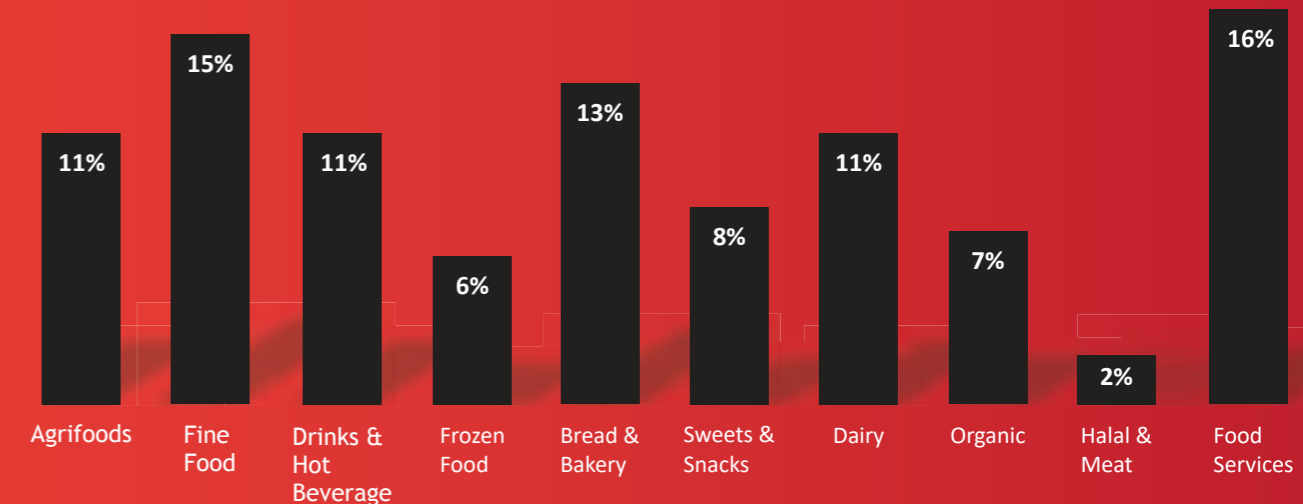
Top Visiting Brands: Adding Flavorful Momentum to Progress



& many more...



Visitors Area of Interest



Exhibitor Insights Unveiled:

335 Exhibitors from

A Detailed Statistical Overview

21 countries

90%

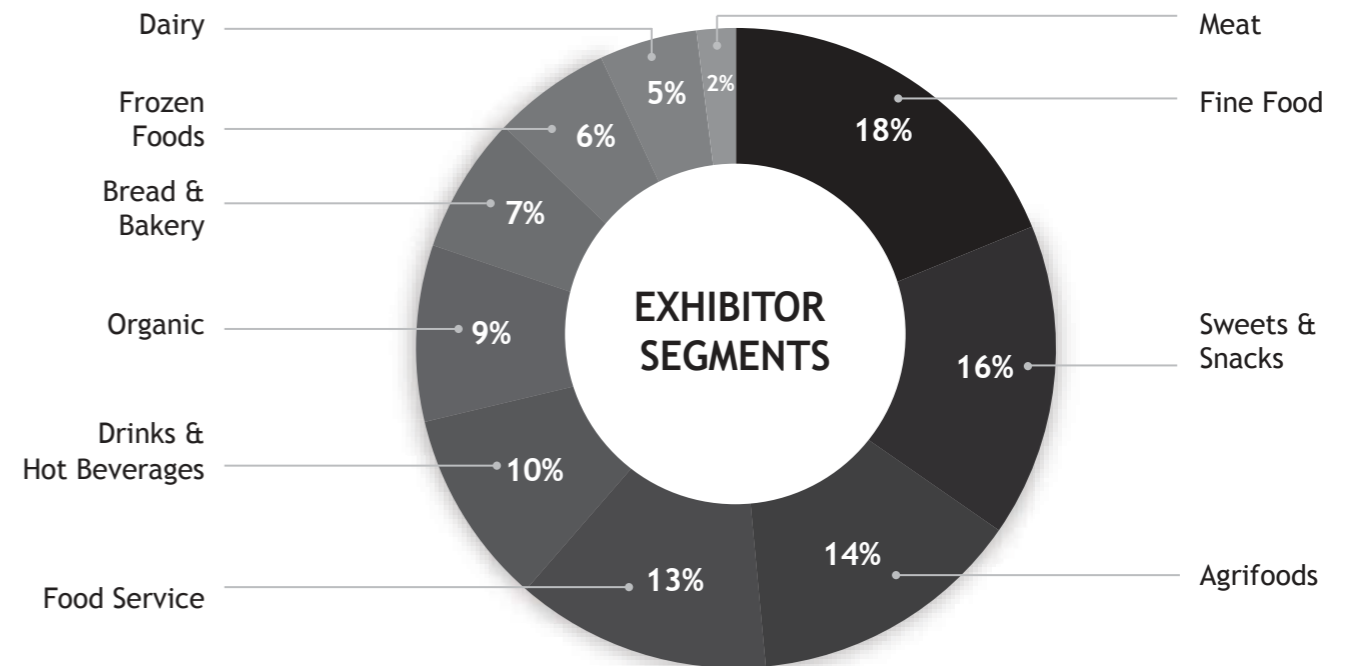
Exhibitors were satisfied with Anuga Select India

93%

Exhibitors will recommend Anuga Select India to business colleagues

78%

Exhibitors will participate in Anuga Select India 2025



Beyong il, Woo
Deputy Director, Korea Trade-Investment Promotion Agency

We are highly satisfied with Anuga Select India. It offers an excellent opportunity to expand our business network in the Indian market and support Korean F&B companies in growing their presence. We will definitely participate again next year and hope the event continues to thrive!



Praveen Pidugu
Business Development Manager,
Food & Beverage International Business,
CavinKare Pvt Ltd

We received numerous inquiries and met many key people at Anuga Select India. It's a fantastic platform for CavinKare's product lines, and we are already planning to participate in future editions. The footfall is impressive and has greatly helped in expanding our international business.



Zeeshan Alam
Zonal Business Manager (Food Service Division), Adani Wilmar Ltd

Anuga Select India has been an excellent platform for us. We've had the opportunity to connect with key decision-makers, top chefs, and especially purchase managers. It's the ideal venue to showcase our wide range of products, including our newly launched oil and rice brands. The connections we've made here have generated significant business. We've been part of this event for a few years now and are excited to participate in future editions as well.

Top Exhibitors



& many more...

International Country Pavilions



Show Features That Shaped the Experience



Innovative Trends Zone

Supported by Innova Market Insights, the Innovative Trends Zone showcased the latest global trends that are shaping the food and beverage industry. Attendees explored cutting-edge products, emerging flavors, and groundbreaking concepts that are revolutionizing the way we eat and drink.

Women Leadership in Food & Beverage Industry

The Women Leadership in Food & Beverage Industry panel discussion was a highlight of the event, spotlighting the achievements of trailblazing women in the sector. The topic of the panel discussion was **‘Empowering Change: Women Entrepreneurs Transforming the F&B Industry’**. This engaging discussion brought together influential women leaders who shared their experiences, insights, and strategies, shedding light on the role of women in shaping the future of the food and beverage industry. Panelists emphasized the importance of mentorship, innovation, and collaboration in overcoming these hurdles and driving inclusive growth.



Innovation Awards

For the first time, this event celebrated exceptional innovations, emerging flavors, and revolutionary ideas that are transforming the food and beverage industry. The awards highlighted the creativity and forward-thinking that defined the exhibition, offering a glimpse into the future of F&B and honoring those leading the way in industry innovation.



Retail Walk

It provided a detailed overview of the latest trends in the food and beverage retail sector. Participants gained insights into consumer behavior, merchandising, international product acceptance, and the integration of digital tools in the Indian retail industry. This feature offered valuable learning opportunities for manufacturers and industry professionals in a rapidly evolving market.



Culinary Corner

The Culinary Corner was a vibrant highlight of the event, featuring renowned national and international chefs who took center stage with their live cooking sessions. Attendees were captivated as these experts shared their tips and tricks, revealing the secrets behind their delectable creations.



Conference & Seminars

Our Conference & Seminar sessions at Anuga Select India 2024 offered invaluable insights into the latest trends and challenges in the food and beverage industry. Attendees engaged with industry experts and thought leaders, exploring emerging trends and opportunities. These sessions provided a robust platform for learning and networking, contributing to meaningful conversations.

B2B Matchmaking Programme

The B2B Matchmaking Programme at Anuga Select India 2024 provided a unique platform for building strategic connections and expanding business networks. Participants engaged in targeted meetings with industry peers, potential partners, and key stakeholders, fostering collaboration and exploring new opportunities.



Mobile App - Anuga India Connect

The mobile app enhanced the show experience by providing a convenient platform for networking, scheduling, and accessing event updates. With its user-friendly interface, attendees could connect with exhibitors, plan meetings, and stay informed, making it an essential tool for efficient business interactions and networking during the event.





Key Panel Discussions:

- The Future of Indian Retail - How Bharat will shop 'n' roll - Insights from Supermarketwala
- Mega Trends driving the Consumption in the F&B industry
- Ensuring Export Success: Industry - Proven Strategies to Prevent Rejections in the F&B Sector
- Future Food Retail - Strategies for Sustainability & Success
- Reimagining Supermarkets: The Future of Food Retail
- People Positive Ecosystem: Hygiene and Health friendly measures in F&B Sector. Plant Based Food and Vegan Food - Future Food
- Navigating the Challenges of Food Distribution: Strategies and Solutions
- Staying Relevant: Strategies for Food Critics and Bloggers in the Dynamic Social Media Landscape

& many more...

Eminent Speakers:

Damodar Mall CEO Reliance Retail's	Kunal Vijayakar Food Critics	Dinesh Kalyani Director UniFoods Nutritive	Dhairyashil Patil National President AICPDF	Jorge Loyola Chilean Trade Commissioner to India	Amit Lohani Executive Director FIFI

Abhijit Duragkar Head-Exports Haldiram International	Sudeendra UR , Vice President R&D FOOD Tata Consumer Products	Avinash Tripathi Vice President Freshpik	Saibal Chandra Banerjee Sr. Vice President Wellness Forever	Sudhakar Rao Desai CEO Emami Agrotech	Keyur Bhatia Core Committee FSDA

& many more...



Marketing & PR Overview



53,000
Website Visitors



27
Trade Media
Partners

5,12,438
Social Media
Reach



22
Press
Coverages

6298
Mobile App
Downloads



18
Outdoor
Hoardings

19
Cities on ground
Campaigns

Associate Partner



INDIAN CHAMBER OF COMMERCE

Supporting Associations



Knowledge Partner



Content Partner





www.anuga-india.com
MUMBAI, 20.-22.08.2025



ENGAGE, EXPERIENCE, EVOLVE

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



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