

Local Products for International Markets – some issues

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Products typical of ASEAN countries

- *Papads and popadams*
- Coconut based products
- Chutneys and sauces
- Beverages having local tastes such as *thandai* from India
- Mouth fresheners
- Cereal and legume based staples and savouries
- Spices and condiments
- And many more.....

Inputs required from scientific community

- **Standards of identity**
- **Quality assurance**
- **R & D to aid mechanization**
- **Sustained efforts in R & D in product formulation**
- **Packaging including nutritional labeling**
- **Ecological and environmental issues to be addressed**

Opportunities and Challenges

- **Vast availability of natural resources**
- **Ability to contribute to products such as gluten-free**
- **Availability of new generation of food additives and ingredients**
- **Health status of the population and foods to cater to their requirements**
- **Inadequate infrastructure, R & D driven on products of Western world**
- **What is required? – ability to apply scientific concepts to local products to assure the consumers on safe, wholesome and nutritious foods at a reasonable price**

Some research ideas with potential to be used commercially

- Batters for *idlis/dosas/vadas/adai*- can they come in polystyrene tubs with nutritional information and best before date?
- Can the fermentation in these products be enhanced?
- Can we use enzymes in *papad* making for easing the rollability?
- Or enzymes in processing tough products like jackfruit?
- Can we ready-to-use convenience products such as preformed dough balls for *chapattis/parathas- stuffed and plain/puris*?
- Flavoured sugar cubes?
- Turmeric milk? *haldi wala doodh*?- health claims?
- And many more....

Analysts predict lightning growth for Indian confectionery market

- Market estimated to be US\$ 1.3bn in 2013
- Estimated to grow by 71% by 2018 to US\$ 2.2bn
- Burgeoning middle class
- Sugar confectionery and gum (64% growth) to outsell chocolate (41% growth)
- <http://www.foodnavigator-asia.com/Markets/Analysts-predict-lightning-growth-for-Indian-confectionery-market>



New premium tastes behind doubling of India's food market by 2020

- Growth rate at 17%- expected to reach INR 42lakh crore (US\$ 638bn) between 2014 and 2020.



<http://www.foodnavigator-asia.com/Markets/New-premium-tastes-behind-doubling-of-India-s-food-market-by-2020>

Indian QSR market to double by 2017

- Currently worth Rs. 60 bn (US\$ 960m)
- Expected to grow by 26% each year
- Remain a negligible part of Indian food industry
- Propelled by 16-18% growth in addition of new stores
- Same store growth to be 6-8%
- International brands more popular
- <http://www.foodnavigator-asia.com/Markets/Research-Indian-QSR-market-to-almost-double-by-2017>



Royal Sweets-Makers of pure vegetarian sweets and savouries

- **Based in UK**
- **Our commitment** to provide our customers with Authentic quality products An evolving range of products is geared to provide Our customers with the right product for them In-house Product Development Kitchen staffed by Chefs with vast experience and culinary flair Safe, quality products – laboratory tested Licensed by the UK Halal Food Authority Production innovation and cultural diversity in cuisine Blending traditional cooking methods with Modern technology Proven track record of mutual confidence and Trust between customers and ourselves



Professionals required from multidisciplinary areas

- **Formulation experts**
- **Packaging personnel**
- **Biotechnologists**
- **Food analysts**
- **Food Engineering**
- **Nutrition and health professionals**
- **Microbiologists and other personnel for quality assurance**

Strengthening Innovation

- **Create attractive environment to motivate private R&D investments including**
 - **Better tax incentives**
 - **favorable tax and other incentives.**
- **Strengthen supporting institutions such as**
 - **S&T park and incubators**
 - **Early stage financing and venture capital**
 - **Metrology, standards and quality control**
- **Enforce IPR to create confidence among domestic and foreign innovators on protection of their innovations..**
- **Strengthen support for grass roots innovation**
- **Make stronger effort to use formal innovation system to improve conditions for the poor**
- **Increase intake of students into S&E and improve quality**

A lit candle is positioned on the left side of the image, casting a warm glow. The background is dark with numerous out-of-focus, circular light spots in shades of yellow, orange, and white, creating a bokeh effect. The text is overlaid on the right side of the image.

**There are two ways
of spreading light
To be the candle
or the mirror that
reflects it**

**The best way to predict the future is
to invent it!**

quoted by ALAN KAY

THANK YOU