

Press Release:

Global buyers acknowledges PM call of ‘Vocal for local’: TPCI

- *TPCI to organise India’s first international physical (F&B) shows post Covid wave*
- *4th edition will host more than 700 buyers from more than 50 countries*

New Delhi, 07th March 2021: Trade Promotion Council of India (TPCI), with the support of Department of Commerce (DoC), Government of India, will be organizing the Fourth Edition of ‘IndusFood’, India’s largest globally recognized F&B export promotion trade fair for agri and food products on 20-21, March 2021 at India Expo Mart, Greater Noida.

Over 400 large Indian exporters of F&B products will conduct business with more than 700 global pre- invited & pre-screened hosted buyers representing over 50 countries during this edition of ‘IndusFood’.

Speaking on the 4th Edition of Indusfood 2021, Mohit Singla, Founder Chairman TPCI, said, "This is a defining moment, when Indian exports will get a platform in first physical format F&B show post Covid wave to trade with the world and get market connectivity sitting in India. This is going to be a game changer for boosting the sentiments of the Indian exports still reeling under the bad weather."

Further Founder Chairman informed," This show is expected to negotiate on-spot Business worth of US \$ 1 billion, which will help get Indian farmers and agri products remunerative price in international markets and additionally help in doubling farmers’ income." I am sure, the food processing sector will emerge as a strong pillar of Indian exports as one of the most competitive sectors of the economy, he added.

This Edition will showcase thematic participation organized by Industry & MSME Departments of states such as, J&K (UT), Odisha, Haryana and Tamil Nadu. Besides participation from important government institutions of India for food & beverage products, namely- FSSAI, APEDA, NAFED, Spice Board, Coffee Board and Tea Board in the trade fair with their respective member exporters.

Large Business delegations from African countries, EU, Gulf countries, Bangladesh, Belarus, Nepal, Russia, Tajikistan, Turkey, UAE, Uzbekistan, UK and USA; besides prominent supermarket chains such as Nesto (GCC), Grand Hypermarket (GCC), LuLu (GCC), Savings (GCC), West Zone (UAE), Al-Safeer Hypermarket (GCC), Carrefour

(GCC & France), X-5 Retail (Russia), Rewe (Germany), Lidl (Germany), Swapno (Bangladesh), BIM Supermarket (Turkey & Morocco), Finest Superstore (Afghanistan), and many others from different regions across the world will be participating in 'IndusFood' 2021.

The Indian exhibitors will be showcasing their products under 14 categories for this show, such as; Spices, Rice, Tea & Coffee, Indian Ethnic, Sweets and savouries, Organic foods, Alcoholic and non- alcoholic beverages, Bakery and confectionery and Ready- to- eat, etc.

In the side-lines of the show there will be signing of MoU and around 2000 separate business sessions including roundtable with participants and the participating states.

Further Singla added," Despite several bottlenecks and impediments, we are happy that TPCI flagship show has received a great response from global buyers. Gratitude to the global buyers who have responded to the Prime Minister Modi call for "Vocal for Local" by participating in huge numbers in this pressing time. Major markets which will see a scant or no participation are UK, Canada, Australia, New Zealand and Saudi Arabia, he added.

TPCI, through association and support garnered from the Indian missions across the world, has initiated fruitful discussions with its partner chambers of commerce along with industry associations in their respective countries resulting in many delegations agreeing to visit India for the forthcoming edition of IndusFood show.

For any further information, contact:

SAMEER PUSHUP

DIRECTOR-

MEDIA & CORPORATE COMMUNICATIONS

9, 2nd Floor, Scindia House, Connaught Circus,

New Delhi- 110001, India

T: (91) 11 40727281

M: (91) 9811229110

E: sameer.pushup@tpci.in

W: www.tpci.in