

REPORT



2017



Savour the Vibrancy of
Indian Food & Hospitality Industry

AAHAR

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

March 7-11, 2017 Pragati Maidan, New Delhi

AAHAR 2017 Exhibition

Pragati Maidan, New Delhi - March 7 to 11, 2017

The food industry in India, currently valued at US\$ 39.71 billion, is expected to grow at a CAGR of 11% to US\$ 65.4 billion by 2018. India's food & grocery market is the 6th largest in the world. The Indian food processing industry accounts for 32% of the country's total food market and 14 % of the manufacturing GDP.

Indian hospitality sector is clocking CAGR of 14%. According to the World Tourism Organisation, 15.3 million foreign tourist arrivals are expected in India by 2025. This will create a huge demand for the hospitality sector. The foreign investors are tapping this opportunity in a big way. According to DIPP, the amount of FDI inflow in the industry during the last couple of years was more than US\$ 6 Billion.

Aahar 2017 Exhibition

Aahar is one of Asia's best known brands in Food & Hospitality Shows. The Fair has grown by leaps & bounds in recent years and is today the destination for global vendors and sourcing professionals.

The 32nd International Fair on Food, Food Processing & Related Equipments, Hotel & Restaurant Equipments & Supplies, 'Aahar 2017' was organised by India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi from March 7 to 11, 2017.

The Exhibition was held with the support of the Ministry of Food Processing Industries, Government of India and Agricultural & Processed Food Products Exports Development Authority (APEDA). The Associates of the Event are All India Food Processors Association (AIFPA), Association of Resource Companies for the Hospitality Industry of India (ARCHII), Food & Hospitality Support Association of India (FHSAI), Forum of Indian Food Importers (FIFI) and Hotel & Restaurant Equipment Manufacturers Association of India (HOTREMAI).

Aahar has two distinct components - Food India and Hospitality India. In Food India, food products, food processing equipments & supplies, machinery manufactures, technology providers etc. will be the attraction. In the Hospitality part, Culinary Art India, a culinary competition and showcase by Indian Culinary Forum (ICF) will be the attraction.

Aahar Fairs have been playing a significant role not only in bringing together the potential business partners from India and abroad but also providing a platform for implementing

Government Schemes for infrastructural development like establishing food parks, packaging and value-added centres, integrated cold-chain facility, etc. It also offers a reliable and time tested forum for B2B transactions, exploration of joint ventures, technological upgradation and sourcing opportunities.

Display Profile

Food Products & Beverages - Fresh produce & Dairy Products, Confectionery, Chocolate, Desserts, Bakery Products & Ingredients, Organic & Health Products, Frozen, Canned & Processed food, Meat, Poultry, Sea Foods, Cheese and Fine Specialty Food, Snacks, Convenience Food, Food Additives and Preservatives, Coffee, Tea, Syrups, Juices, Energy Drinks, Alcoholic Beverages, Non Alcoholic Beverages, Ingredients, Packaging Supplies etc.

F & B Equipments (Preparation / Processing / Packaging) - Bakery & Confectionery Equipment, Food preparation Equipment & Supplies, Food Processing & Packaging Equipment, Refrigeration / Chillers / Freezers, Stewarding, Tableware & Glassware Products, Bar Equipment & Supplies, Storage Units, Kitchen Support Equipment etc.

Hospitality & Decor Solutions - Housekeeping Products & Supplies, Laundry & Cleaning Equipment, Guest Amenities, Linen, Furnishings, Textiles, Fabrics & Apparels, Corporate Gifts, Decor Solutions, Bathroom Fittings & Fixtures, Lighting Solutions, Cooling Solutions, Fitness & Spa Equipment, Security & Safety Solutions, In-Room Technology & Entertainment, Hospitality Support IT Solutions, Furniture & Interiors, Carts, Trolleys, Mobility Solutions, Publications & Magazines etc.

Participation of Kerala State

Aahar Fair is an exclusive opportunity for promoting the products and technologies of MSMEs in the Food Processing & Allied Sectors from Kerala. Accordingly raw space for setting up the Kerala State Pavilion was reserved for the Exhibition and the raw space was converted to a full fledged Kerala State Pavilion with the participation of MSMEs from Kerala.

Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency on behalf of Department of Industries & Commerce, Government of Kerala for facilitating the participation of MSMEs in the Food Processing & Allied Sectors from Kerala and setting up the Kerala State Pavilion in the Aahar 2017 Exhibition. An exclusive State Pavilion was set

up in Aahar 2017 Fair by Kerala Bureau of Industrial Promotion (K-BIP) and the space was provided, free of cost, for MSMEs from the State.



The following MSMEs in the Food Processing & Allied Sectors from Kerala participated and displayed their products and technologies in the Kerala State Pavilion at Aahar 2017 Exhibition.

1. ALMELA MARKETING
2. BAKED IN MALABAR
3. BAYFIELD FOOD TECHNOLOGIES
4. BONFOOD TECHNOLOGIES
5. DINESH FOODS
6. FLAVOURS OF KERALA
7. GESCHMACK FOOD INGREDIENT SOLUTIONS
8. KANHIRAPUZHA FARM CLUB (COPS)
9. KERATECH
10. KLF NIRMAL INDUSTRIES
11. KOTT VENTURES
12. KOZHIKODEN'S BAKERS & EXPORTERS
13. MAKLAY FOOD & BEVERAGES

14. MODERN OIL MILLS
15. PEEJAY AGRO FOODS
16. ROOTS FOOD PRODUCTS
17. SAICO FOOD PRODUCTS
18. SATBIONS FOOD & ADDITIVES
19. SURYASHOBHA
20. WESTERN INDIA CASHEW

Aahar 2017 was inaugurated by Ms. Harsimrat Kaur Badal, Hon'ble Minister for Food Processing Industries, Government of India on March 7, 2017.



The Aahar 2017 Exhibition offered a platform for Kerala State to showcase the strengths of the State in the Food Processing Sector and provided the MSMEs in the Food Processing & Allied Sectors of the State to exhibit their products & technologies.

The 32nd annual show of Aahar was bigger and better both in terms of the exhibitors and visitors, according to the organisers, India Trade Promotion Organisation (ITPO). The organisers attributed it to ever increasing demand from food and hospitality sector in the Country as well as foreign suppliers and distributors year-on-year to participate and exhibit their products and services in the Fair.

Aahar 2017 Exhibition showcased the food products, food processing, hotel and restaurant equipment & supplies, machinery manufactures, technology providers etc. in the Food Processing and Allied Sectors. The Fair on the Food and Food Processing Industry provided a platform for the exhibitors to keep up-to-date of the latest innovation and technologies in the food industry.

ITPO had harnessed technology in a big way in order to make the business visitor experience seamless in Aahar 2017 Fair. After the visitors register themselves on the app, a QR code or specific number will be generated. This will be used for immediate printing of visitor badges. The app can be translated into all major Indian and world languages as well.



Over 900 exhibitors took part in Aahar 2017 Fair covering an area of approx. 60000 Sq.Mtrs. spread over 14 halls. Aahar also had a significant foreign participation apart from the participation from Indian companies. The foreign companies participated in the Fair were from countries like USA, China, Canada, Germany, Italy, Switzerland, Russia, Poland, Turkey, Bulgaria, Spain, Oman, Korea, Sweden, Thailand, UAE, Peru and Lebanon.

ITPO has made a special provision in Aahar for promoting 'New and Young Entrepreneurs' by offering them space at 50% of the normal tariff. The focus on new and young entrepreneurs will invigorate the youth to set up fresh innovative businesses.

The Aahar 2017 Exhibition offered the participants for an increased business interactions and transactions among a large number of buyers / traders, machinery manufacturers, technology providers, kitchen equipment & machinery makers and food & food processing companies from India and abroad. Asia's best-known brands participated in the Fair, which was attended by a large number of individual businessmen, who evinced keen interest in sourcing different items of food, processed foods, beverages, hotel equipment and supplies.