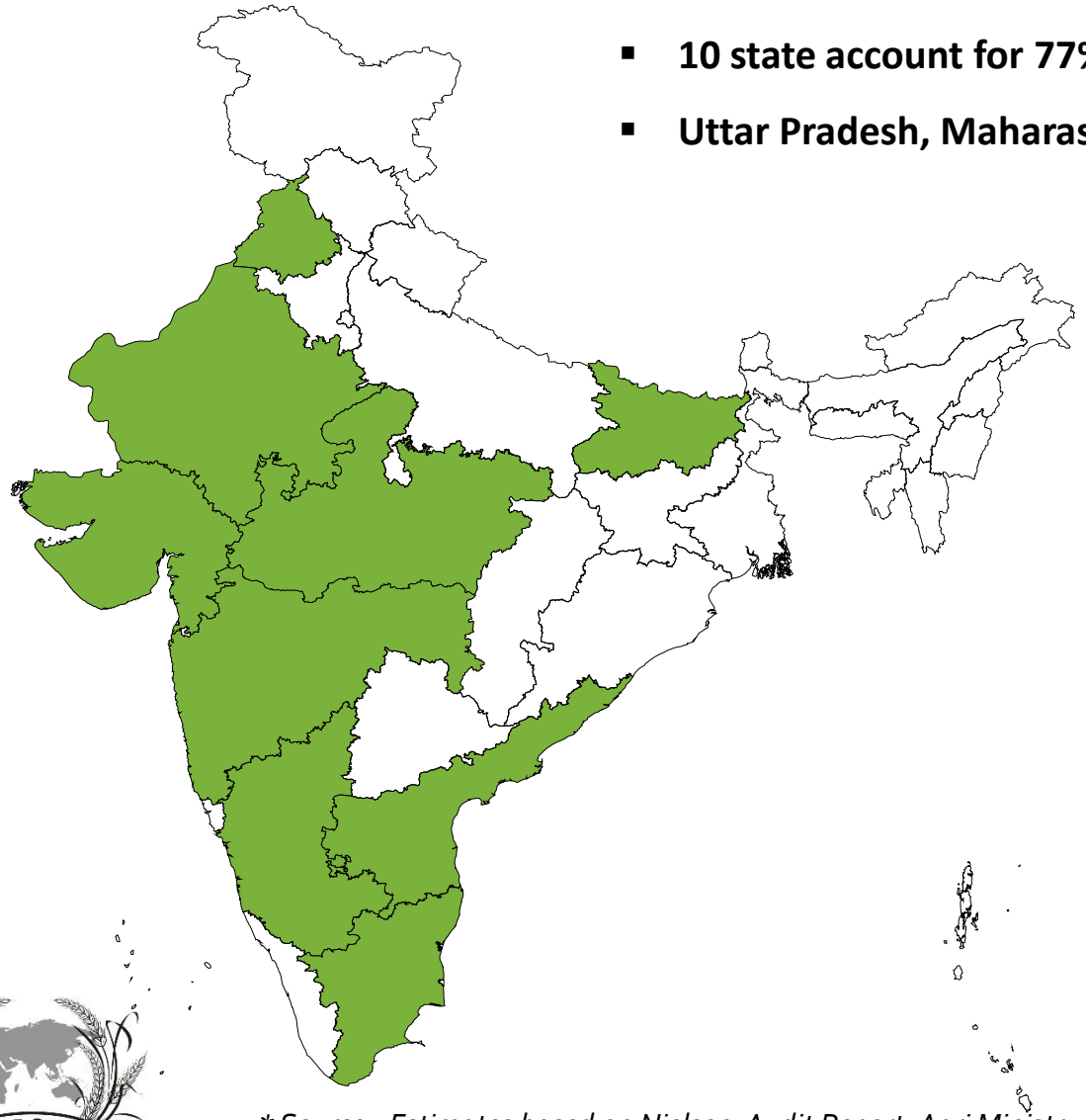
Pulses Retail Packing and Branding Challenges Opportunities

Parag Gadre
CEO ETG India

Top 10 Dal and Besan Consuming States



- 10 state account for 77% of Dal consumption in India
- Uttar Pradesh, Maharashtra, Tamil Nadu top the chart

Pulses and Pulses Product Consumption

State	TOTAL (MT)
Andhra Pradesh	16,59,454
Bihar	16,16,821
Gujarat	12,70,587
Karnataka	11,79,857
Madhya Pradesh	14,72,140
Maharashtra	24,57,668
Punjab	7,77,300
Rajasthan	12,97,849
Tamil Nadu	17,60,368
Uttar Pradesh	39,09,973
Others 18 Sates	55,58,855
Total	2,29,60,873

Dal annual Consumption Estd 23 Mio Tonnes

Packaged Dal annual Consumption Estd 2.8 Mio Tonnes

Branded Dal annual Consumption Estd 890.000 Tonnes

** Source.. Estimates based on Nielsen Audit Report, Agri Ministry Reports, Crop Projections*

Packaged Vs Branded Dal and Besan Consumption ‘MT per annum

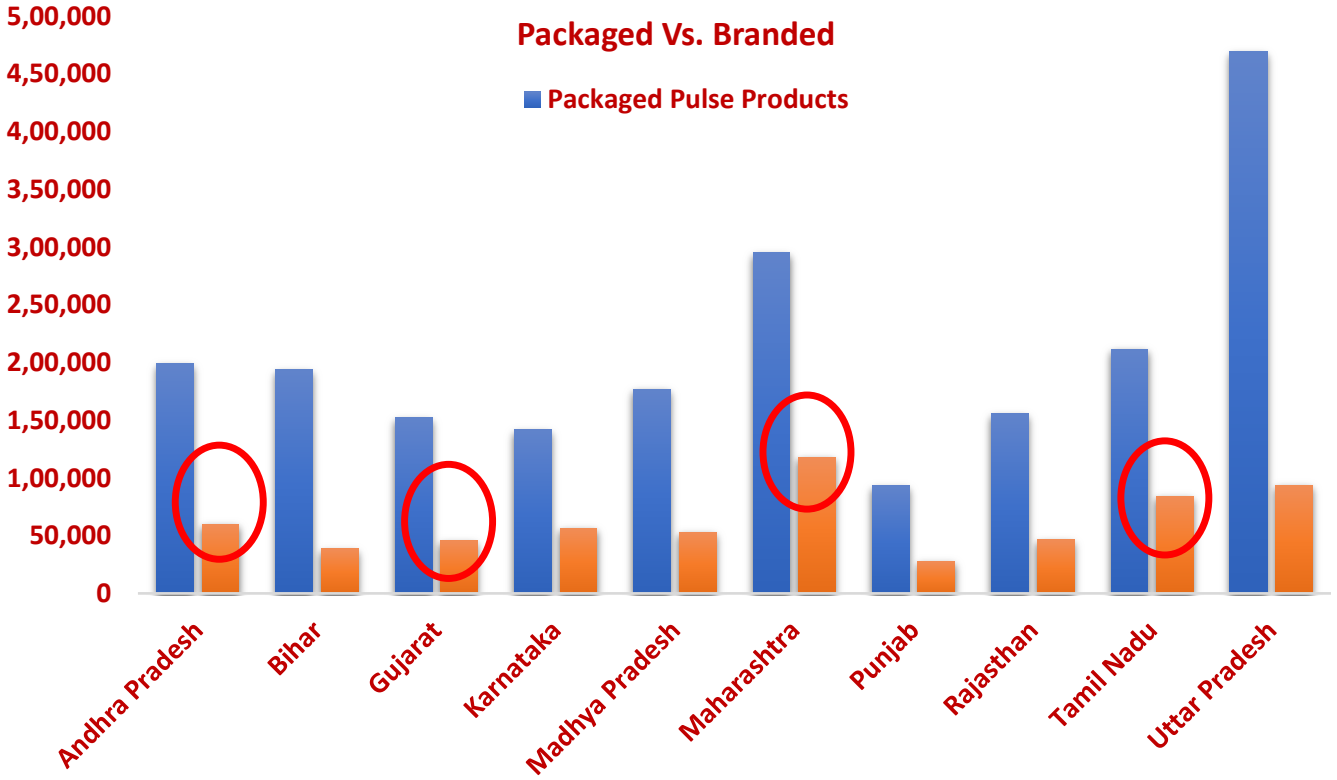
- **While Uttar Pradesh is the largest dal Consuming state – Maharashtra has largest share of Absolute consumption of Branded Retail packs , Followed by UP and Tamil Nadu**
- **In terms of Branded proportion to total dal consumption Maharashtra tops followed by Tamil Nadu, Andhra Pradesh, Gujarat, Madhya Pradesh and Delhi**

Packaged Pulse Products

State	TOTAL (MT)
Andhra Pradesh	1,99,134
Bihar	1,94,019
Gujarat	1,52,470
Karnataka	1,41,583
Madhya Pradesh	1,76,657
Maharashtra	2,94,920
Punjab	93,276
Rajasthan	1,55,742
Tamil Nadu	2,11,244
Uttar Pradesh	4,69,197
Others 18 Sates	6,67,063
Total	27,55,305

Branded Pulse products

State	TOTAL (MT)
Andhra Pradesh	59,740
Bihar	38,804
Gujarat	45,741
Karnataka	56,633
Madhya Pradesh	52,997
Maharashtra	1,17,968
Punjab	27,983
Rajasthan	46,723
Tamil Nadu	84,498
Uttar Pradesh	93,839
Others 18 Sates	2,00,120
Total	8,26,592



** Source.. Estimates based on Nielsen Audit Report, Avalon Consumption analysis*

Pulses Consumption Commodity wise ‘MT per Annum

the pulses conclave 2020 AAMBY
AN INTERNATIONAL EVENT
AAMBY VALLEY CITY, LONAVALA, PUNE

Tur Pigeon Peas dal

State	Total consumption	Packaged	Branded
Andhra Pradesh	5,38,218	64,586	19,376
Bihar	1,23,101	14,772	2,954
Gujarat	2,83,646	34,038	10,211
Karnataka	3,15,050	37,806	15,122
Madhya Pradesh	3,68,824	44,259	13,278
Maharashtra	5,99,971	71,997	28,799
Punjab	10,083	1,210	363
Rajasthan	31,375	3,765	1,130
Tamil Nadu	3,87,831	46,540	18,616
Uttar Pradesh	7,51,328	90,159	18,032
Others 18 Sates	5,34,111	64,093	19,228
Total	**39,43,540**	**4,73,225**	**1,41,967**

2

Chana Chick peas

State	Total consumption	Packaged	Branded
Andhra Pradesh	2,85,850	34,302	10,291
Bihar	7,09,277	85,113	17,023
Gujarat	3,44,436	41,332	12,400
Karnataka	3,43,675	41,241	16,496
Madhya Pradesh	4,05,905	48,709	14,613
Maharashtra	7,16,339	85,961	34,384
Punjab	3,27,130	39,256	11,777
Rajasthan	4,05,211	48,625	14,588
Tamil Nadu	4,02,806	48,337	19,335
Uttar Pradesh	7,80,006	93,601	18,720
Others 18 Sates	13,97,364	1,67,684	50,305
Total	**61,18,000**	**7,34,160**	**2,20,248**

1

Moong Green Gram dal

State	Total consumption	Packaged	Brnded
Andhra Pradesh	1,58,445	15,844	4,753
Bihar	1,44,756	14,476	2,895
Gujarat	2,14,130	21,413	6,424
Karnataka	1,13,990	11,399	4,560
Madhya Pradesh	1,51,596	15,160	4,548
Maharashtra	3,07,371	30,737	12,295
Punjab	77,009	7,701	2,310
Rajasthan	2,22,359	22,236	6,671
Tamil Nadu	1,02,897	10,290	4,116
Uttar Pradesh	1,33,733	13,373	2,675
Others 18 Sates	5,50,714	55,071	16,521
Total	**21,77,000**	**2,17,700**	**65,310**

3

Masoor Lentils Dal

State	Total consumption	Packaged	Branded
Andhra Pradesh	87,265	10,472	3,142
Bihar	3,70,415	44,450	8,890
Gujarat	22,673	2,721	816
Karnataka	50,879	6,105	2,442
Madhya Pradesh	63,442	7,613	2,284
Maharashtra	79,877	9,585	3,834
Punjab	35,916	4,310	1,293
Rajasthan	1,40,728	16,887	5,066
Tamil Nadu	1,55,313	18,638	7,455
Uttar Pradesh	2,40,950	28,914	5,783
Others 18 Sates	6,79,981	81,598	24,479
Total	**19,27,440**	**2,31,293**	**69,388**

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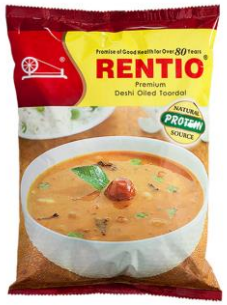
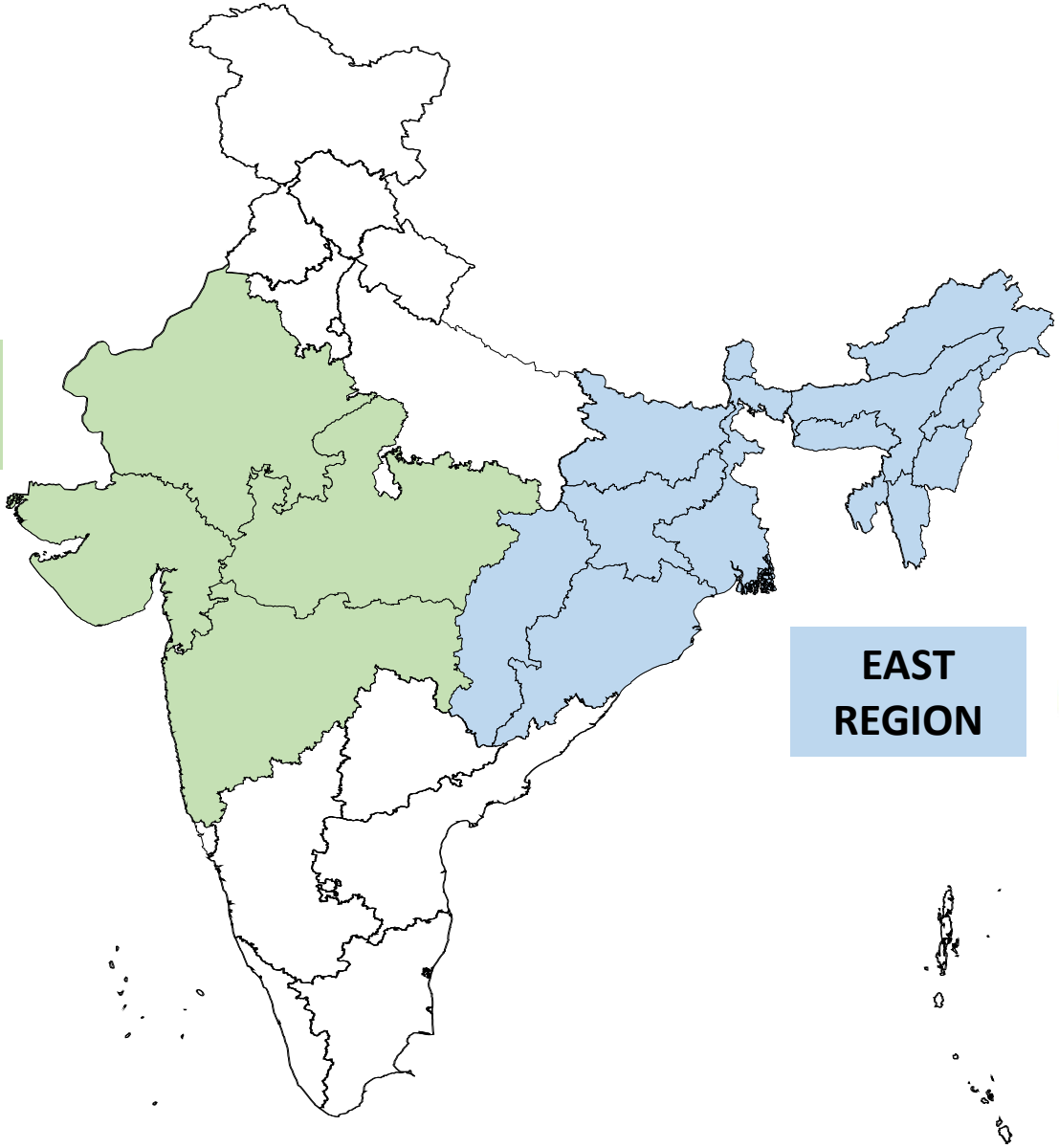
** Source.. Estimates based on Nielsen Audit Report, Avalon Consumption analysis*

* MT/Annum

Pulses Consumption : Region wise dominant Brand Presence

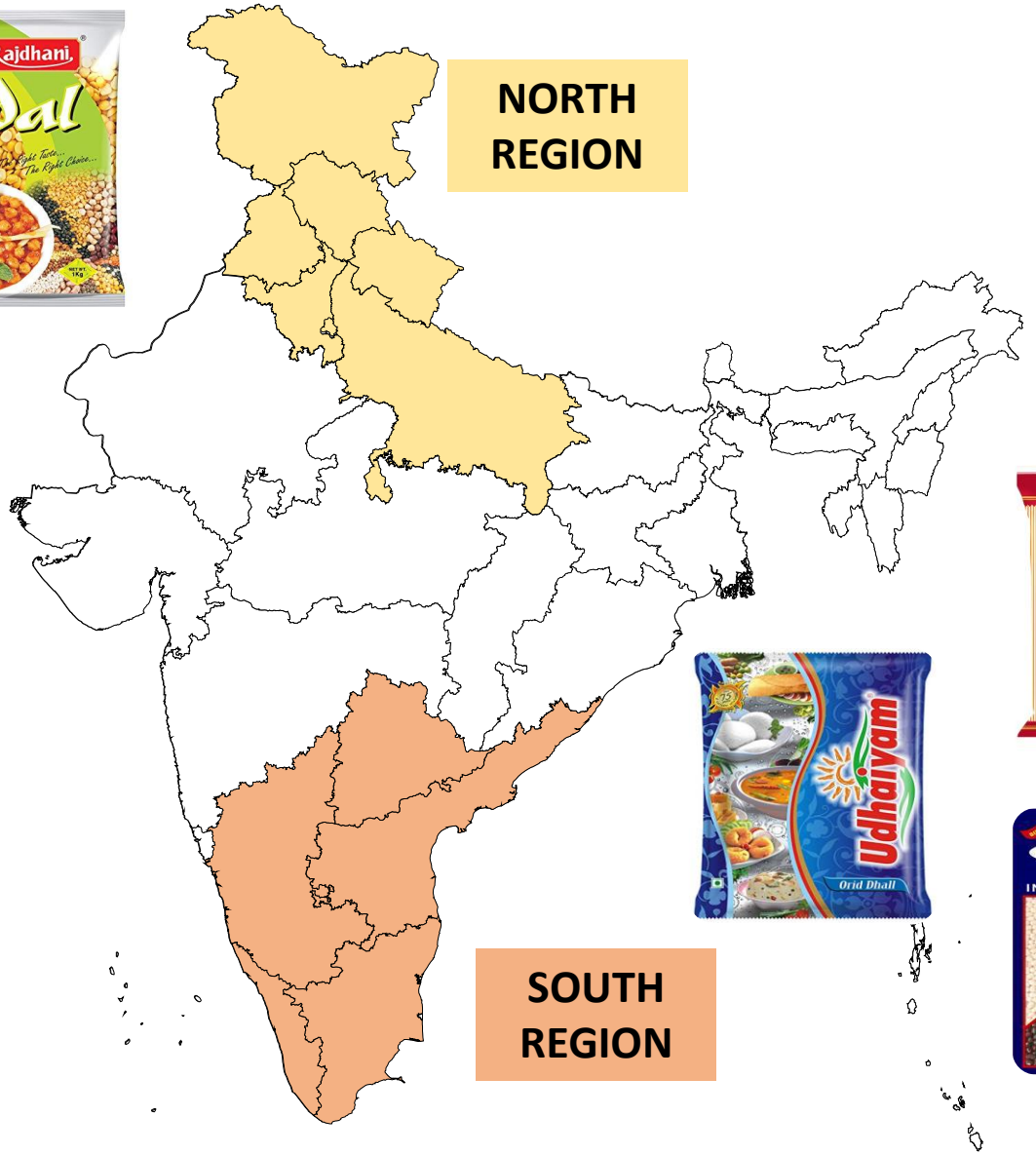
WEST REGION

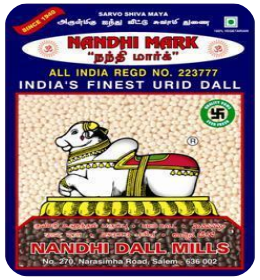




EAST REGION

Pulses Consumption : Region wise dominant Brand Presence



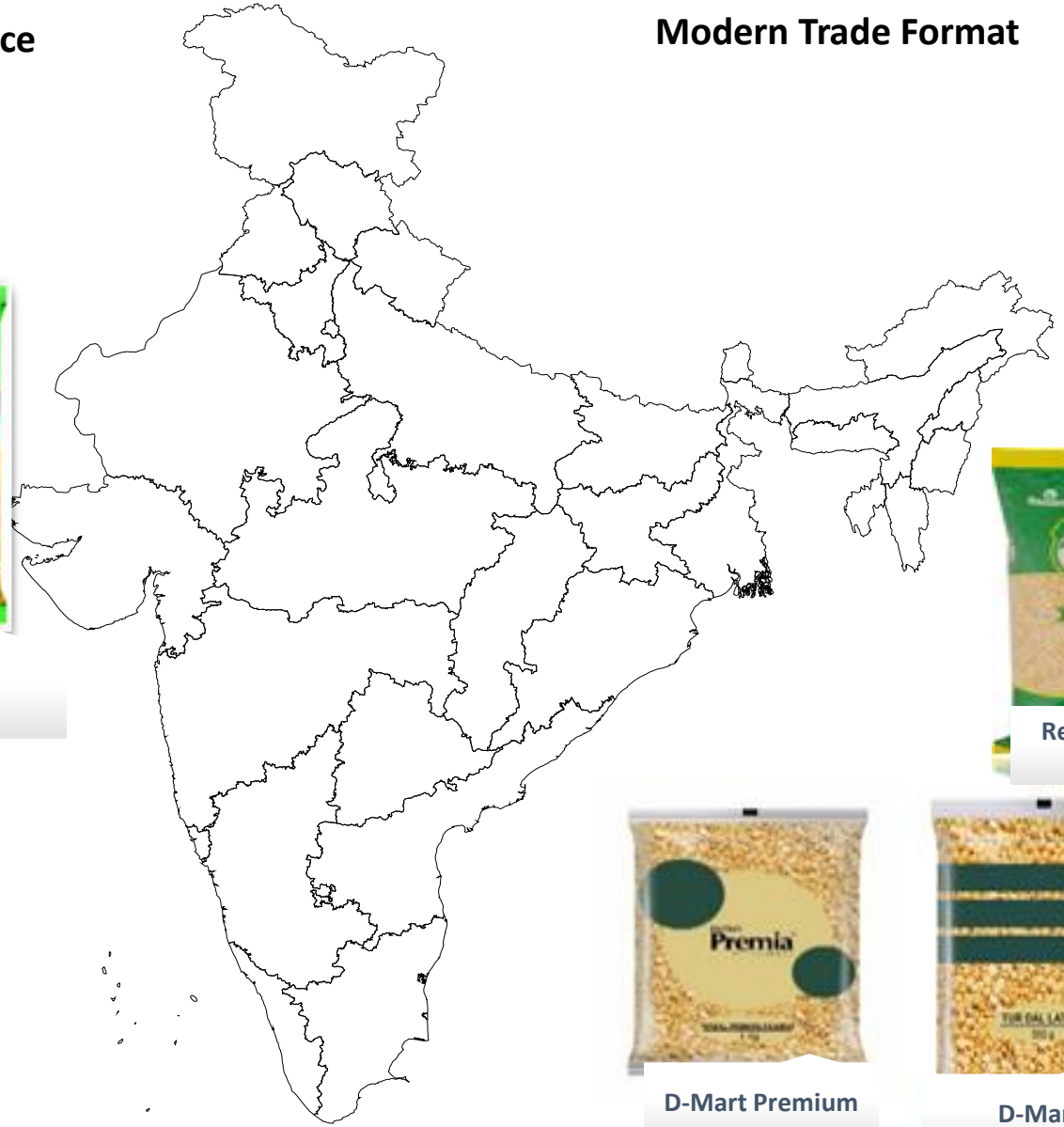


Pulses Consumption : Dominant Brand Presence

Pan India Presence

Tata Sampann

Fortune



Modern Trade Format

Big Bazar – Golden Ha

Big Bazar – est

Reliance – Best Farm

Reliance - Good life

D-Mart Premium

D-Mart

Diversity of Brands across Regions

West India	North India	East India	South India
Laxmi	Rajdhani	Ganesh	Udhaiyam
Satyam	Mangat Ram	Patanjali	Sree Gold
Rentio	Agro pure	Fortune	Nandini
Angoor	Heera	ETG Agro Naturz	Akshaya
Krishna	Gagan	Anoop	WB Utsav
	Haathi		

Organized Modern Trade Format stores Promoting Packaged Branded Pulses

Company	Retail chains	In-house brands / labels
Reliance Retail Ltd.	Reliance fresh	Reliance Retail Ltd., Best Farm, Good life, Reliance select, Reliance Value
Aditya Birla Retail Limited	More	More choice, More Value
Avenue Super-marts Limited	D-mart	Healthy choice, Premia
Future Value Retail	Big Bazaar, Food Bazaar, KB Fair Price, Food Hall, Food Right, Big Apple,Nilgiris, Hyper CITY, Easy Day	Premium harvest, Golden harvest , Mother Earth(organic) Big bazar Pulses
Star Bazaar (Tata Group)	Hyper Market, Super Market, Star Quik (e-Retail)	Tata Sampann, Kitchen Culture, Starfresh,
Spencers	Nature's Basket	Nature's, Truefarm Healthy alternatives, Conscious food (Organic)
Top Indian Food E-Retailers:		
Walmart India	Flipkart	Flipkart Super-mart Select
Amazon Pantry/Prime	Amazon Now, Pantry	Vedaka
Big Basket	BB Daily, Big Basket	BB Royal, BB Popular
Grofers	Grofers'	Grofers' Mothers choice,

Modern Trade Chain	Loose*	Consumer Pack*	Total*	Contribution %
Big Bazar	1740	1160	2900	40
Reliance Fresh	280	510	790	65
Reliance Cash and Carry	2210	390	2600	15
More (Aditya Birla)	350	650	1000	65
D-Mart	750	510	1260	40
Star Bazar	150	110	260	42
Hypercity	120	180	300	60
Spencer	150	350	500	70
Wal Mart Cash & Carry	1170	780	1950	40
Metro Cash & Carry	2210	1190	3400	35
Total	**9,130**	**5,830**	**14,960**	**39**

* MT/Month

** Source.. Blackstone Audit Report Sept'2018*

Retail Packing and Branding in Pulses : Points to address

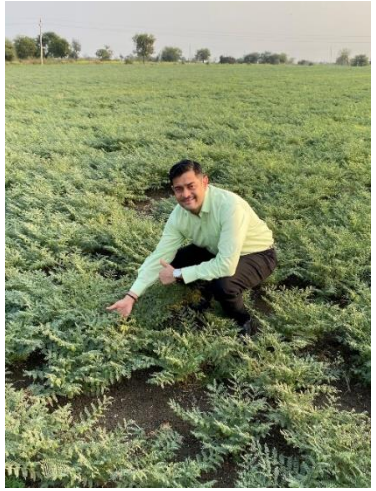
Points to be taken into Cognizance while Building Retail pack / Marka / Brand:

- Longer gestation period to fetch relative premium
- Marketing - Branding Investment / On Ground Promotions
- Distribution network Breadth / Depth – Models of Route To Market : brokers Vs Distributors / Super-stockist
- Pricing challenge : Back to Back Parity Vs Position driver parity
- Breaking Retailers Barrier – Why should retailer stock and sale your brand ?
- Credit Policies / Collection / Recovery mechanisms
- Cater Range , Small drop sizes – larger basket of Product / varieties / smaller packs
- How to Make- Marka / label / Brand Profitable
- Retail packing Lines – Investments
- Peculiar Quality requirements / Regulatory Compliances

Retail Packing and Branding in Pulses : Points to address

Points to be taken into Cognizance while Building Retail pack / Marka / Brand:

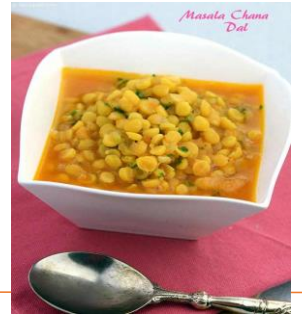
- Specific to Modern trade :
  - How Modern Trade Format stores have gone about in promoting packaged Dals ?
  - How this compares with other commodities ?
  - Value chain for MTFs Dal brands – Opportunity for Trade / Processors to collaborate
- The Journey and experience of building some of the successful brands in respective markets : Eg. Rajdhani Pulses in North Region , Ganesh Besan in east Region
- Scope and strength of Local Brands – Eg. Agropure – How it made its mark in NCR region
- Impact of Government / Regulatory Policies on Pulses Retail packs ASCI / FSSAI/ Weights and Measures regulations that need to be followed and how Retail packers can ensure Compliance
- Is GST on branded pulses posing hurdle for brands to invest in advertising & promotions?



Thank You

01
FARM CONNECT
02
EFFICIENT LOGISTICS
03
INHOUSE SILO
04
SORTEX CLEANING
05
STORAGE
06
PACKAGING
07
DISTRIBUTION
ISO
ISO 14000
OHSAS 18000
ISO

Ready Packs

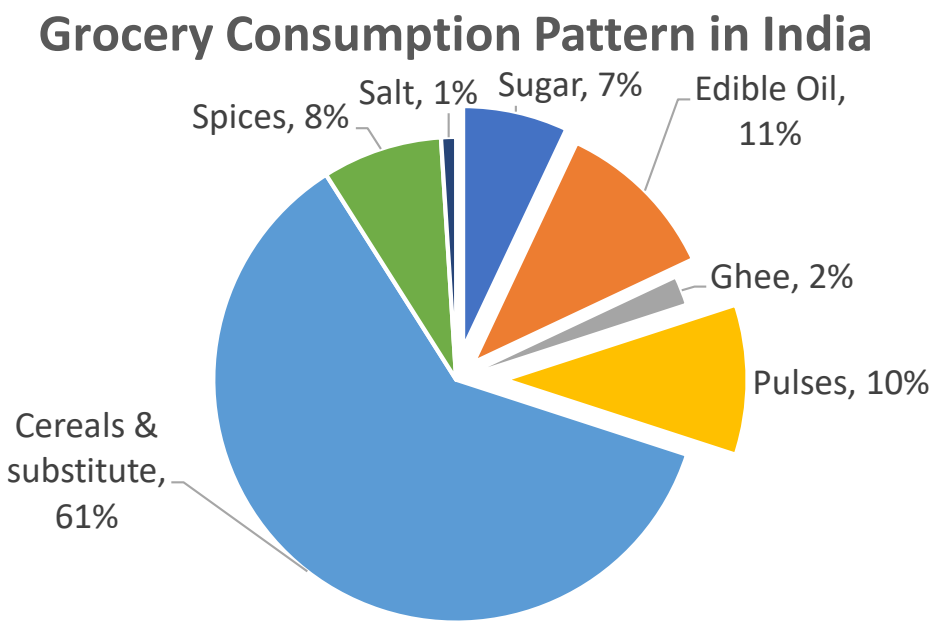

Masala Chana Dal

Retail Packing and Branding in Pulses : Panellists

	Panelist	Organization	Designation	Brand	Location
1	**Mr. Dilip Mohanty**	**Reliance Retail**	Senior VP & Head of Staples	Reliance Fresh	Mumbai
2	**Mr. Udit Jain**	**Rajdhani Group (Victoria Foods)**	Director	Rajdhani Brand	New Delhi
3	**Mr. Akhil Goyal**	**Capital Foods**	Executive Director	Agropure	New Delhi
4	**Mr. Manish Mimani**	**Ganesh Grains**	Managing Director	Ganesh Besan	Kolkata
5	**Dr. S C Khurana**	**FSSAI**	Scientific Panel Coordinator		New Delhi
Moderator	**Mr Parag Gadre**	**ETG Group Iindia**	CEO	ETG Agro Naturz	Mumbai / Kolkata

Pulses Retail Packing and Branding
- Challenges Opportunities

Importance of Pulses--



300 Billion USD

- Main source of protein for vegetarian population
- Critical for Food Basket (Dal-Roti or Dal Chawal)
- Helps in Diabetes
- Can be grown in drought prone areas
- Helps in improving soil fertility by nitrogen fixation

Modern Trade --

Pulses are considered as flagship category –

Category	Volume (MT)	Margin %	RGM Ranking
Edible Oil	High	Low	5
Rice	High	Medium	3
Flours	High	Medium	6
Sugar	High	Medium	7
Pulses	High	High	1
Wheat	Low	Medium	9
Spices	Low	High	2
Salt	Low	High	8
Dry Fruits	Low	High	4

1. Delivers highest RGM
2. It determines grocery division profitability

Pulses in Modern Trade --

- Dal Varieties we buy – 70
- No. of SKUs - 276

Pack wise sales distribution

Pack Size	% Share
500 gm	39%
1 Kg	30%
2 Kg	26%
5 Kg	5%

Recent trends in Pulses

- Share : **Loose – 56%**; **Packed – 44%**
- **Loose** is growing **@ 16%** while **packed @ 27% - 30%**
- Consumer pays **27% premium** (e.g. loose Rs. 85 / pack Rs. 108)
- **Regional brands** dominate in GT while in Modern Trade is dominated by **Private Label**

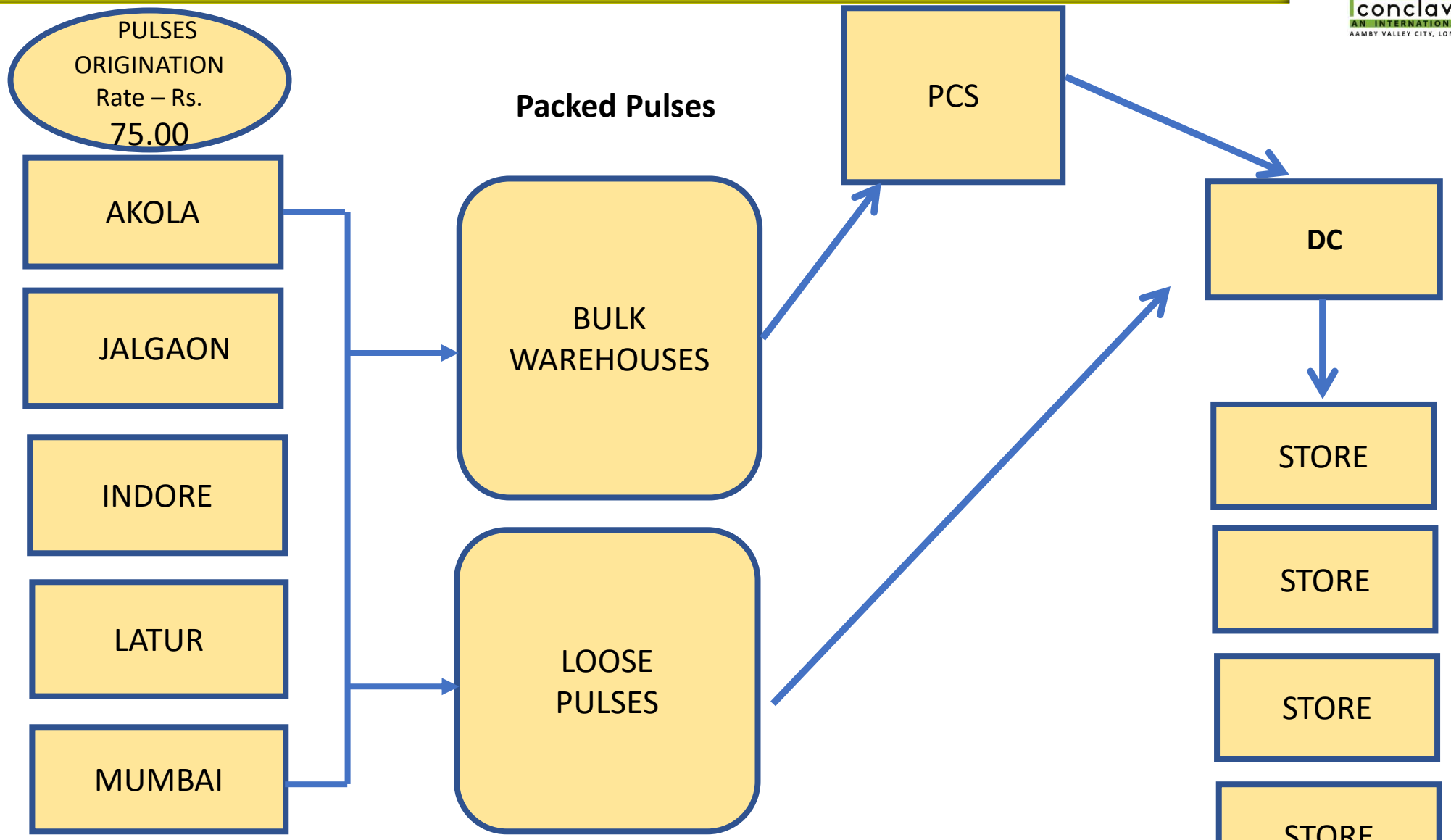
Price Comparison (PL v/s Brand)--

Particulars	PL(Rs/Kg)	Brand(Rs/Kg)
Bulk Cost	75	75
Primary Freight	1.8	1.8
Processing Cost	3	3
PM Cost	1.5	1.5
Sec. Freight	0.5	0.5
Brand Margin	---	2
Advertisement	---	2.5
Total	**81.8**	**86.3**

Benefits of PL –

1) They are designed to compete against brands, offerings customer a cheaper alternative
2) PL margins are higher
3) Win-Win for both retailer and consumer

Value Chain--

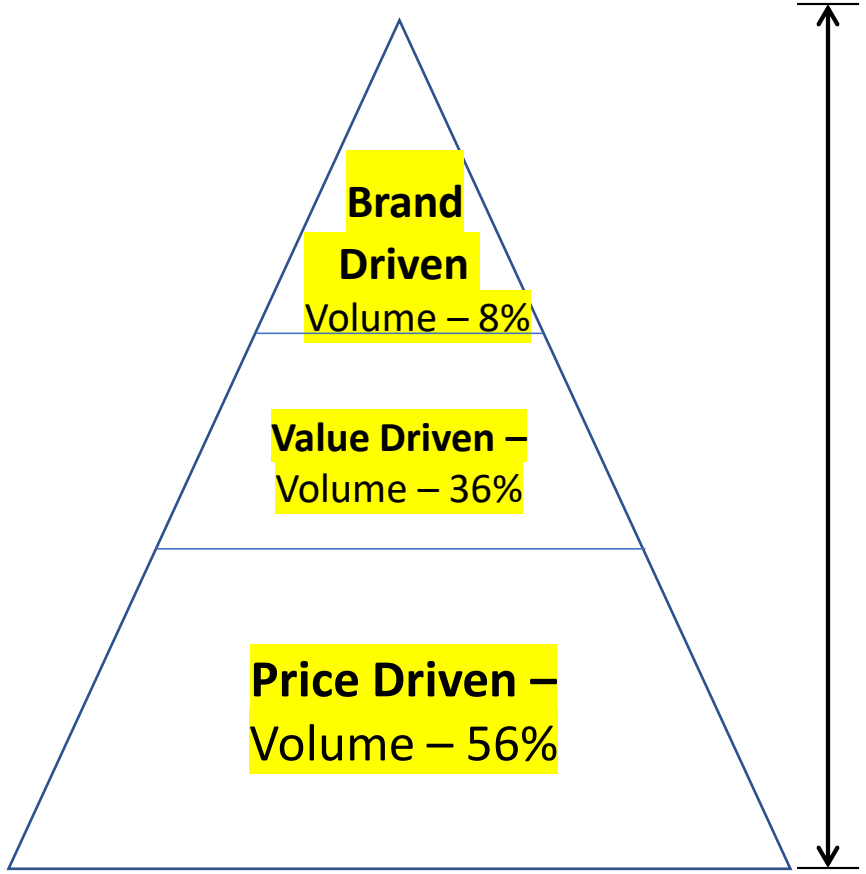


Landing rate for packed pulses – Rs 81.80 while for loose - Rs 76.80

Consumer Segmentation --

- Consumer Universe: Who do we serve?

Clearly differentiated based on choice



Best Farms

Premium Staples
(Range of Pulses, Dry Fruits and Spices)

Good Life

Entry level Staples
(Atta, Dry fruits, Flours, Oils, Pulses, Rice, Spices)

Bulk Packs/ Economy/Loose

(25 Kg Rice Packs)

Branding in Staples --

Category	Retail Brands %	Wholesale Brands %	Total Brands %
Edible Oil	55	25	80
Salt	33	40	73
Atta	40	30	70
Rice	3	60	63
Spices & Masala	40	20	60
Pulses	15	25	40

- When Consumed directly without washing, Consumers prefer Brands.
- When consumed after cleaning / washing consumer buys loose.

Strategy for Commodity Branding --

A) **Branding based on**

- Convenience (Loose to pack)
- Premiumization
- Origin (Gujarat Tur dal)
- Health benefits (Organic / Non polished)

B) How do you brand

- Need to benchmark – **National** or **Regional brand**
- Offering **Good Quality** and **Superior Value Proposition**
    - **Quality** – Equivalent
    - **Packing** – Better or equivalent
    - **Price** – Value for money
    - **Availability** – Always
    - **After Sales Service**

Opportunities--

1) Share of **branded pulses only 15%,** No National brands

2) Better Quality of Processing, Premium Product, **Easy to Brand**

3) Life Style changes

- Increase in disposable income
- Paucity of time
- Health consciousness

Challenges--

A) Branded Pulses **Price Comparison** with APMC price.

B) Maintaining **quality consistency** throughout the year.

C) Regional **taste, choice** and **preferences**

D) Price fluctuation : Problems.

- Once the price goes up.
- When the Price goes down---- > Sales return, Expiry

E) Frequent **changes in Food laws** :

Artwork ----→ Cylinder making----→ Laminate Manufacturing

F) Problems –

General Trade :

- Highly unorganised
  - Credit to distributor
  - Poor infrastructure and storage conditions

Modern trade :

Entry Barriers – Listing, Registration, shelf space, Promotions

G) GST impact of 5% on Branded Pulses.

Thank You

the pulses conclave 2020 AAMBY
AN INTERNATIONAL EVENT
AAMBY VALLEY CITY, LONAVALA, PUNE

Rajdhani®

Our Journey and Experience

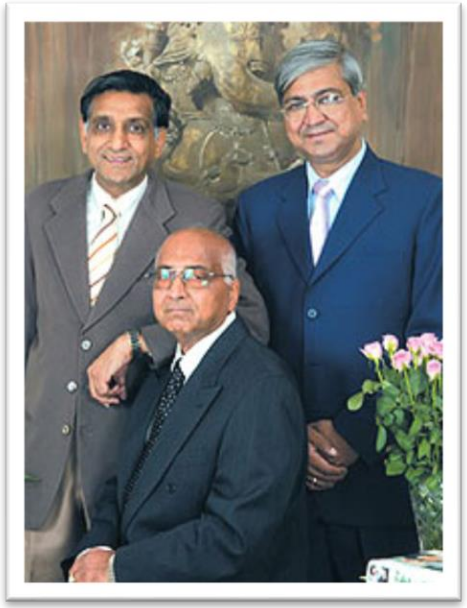
By:
Udit Jain, Director
Victoria Foods Pvt. Ltd.

IPGA

Introduction...

Rajdhani Groups flagship company Rajdhani Flour Mills was established in 1966 by my grand father **Late Shri S.L. Jain** in 1966.

His dream of making Rajdhani a house hold brand was achieved by his sons



Late Shri D.K. Jain
The eldest of three brothers. Mechanical Engineer from Germany. A true visionary key who was about Technology - Quality & Control - Brand

Shri S.K. Jain
A Chemistry (Hons) topper & a philanthropist. OCD about Production - Quality

Shri R.K. Jain
Chartered Accountant by profession. Dynamic and charismatic. Led diversification & expansion whether it was new geography, new products or a whole new ideology/vision !

1983: Victoria Foods was established

1989: first Atta mill was setup

2003: massive flour mill was set up at Lawrence Road

2008: 2.5 acres in Jalgaon was acquired and built

2009: a facility in Kundli was set up

2010-11: phase 2 & 3 at Jalgaon were completed

2011: expansion at Kundli was executed

2013: a Dal mill in Rai was acquired

2013: 2 acres at Rai was acquired and built

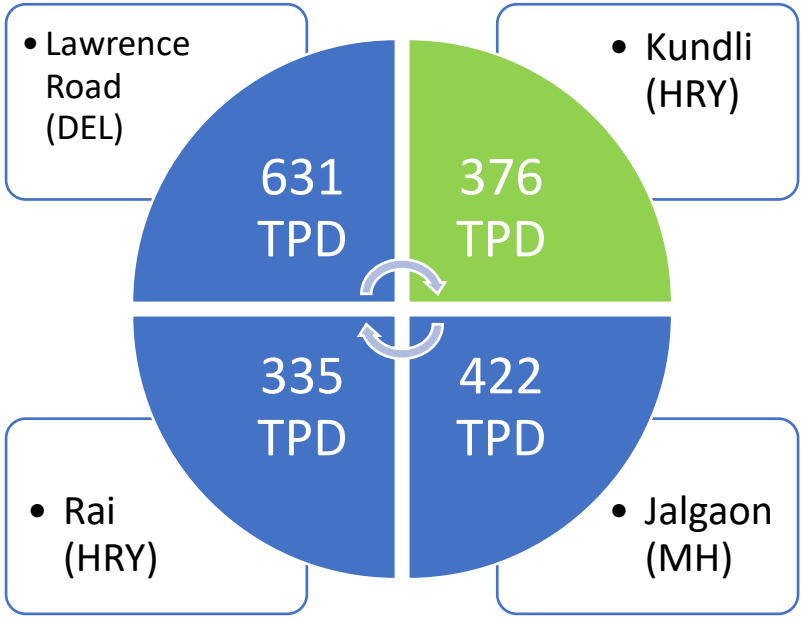
2014: Import trading desk was set up

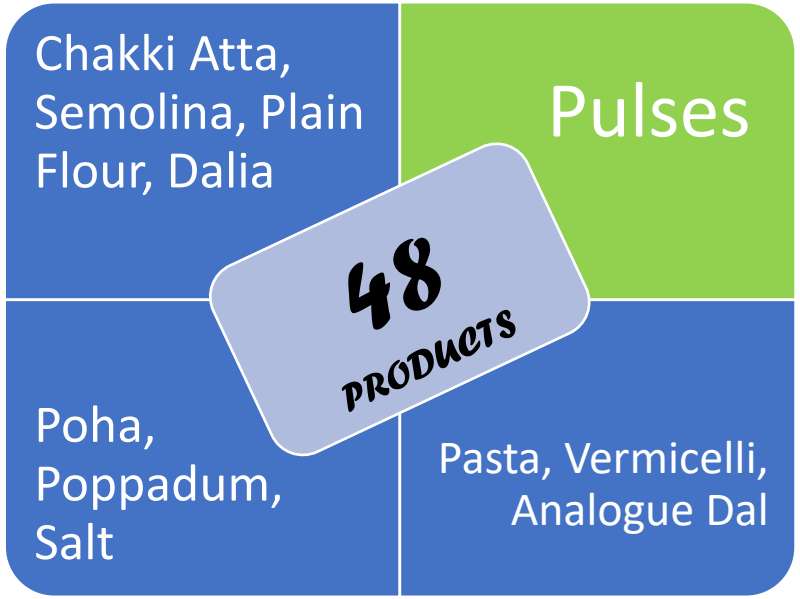
2014: Naya Bazaar operations started

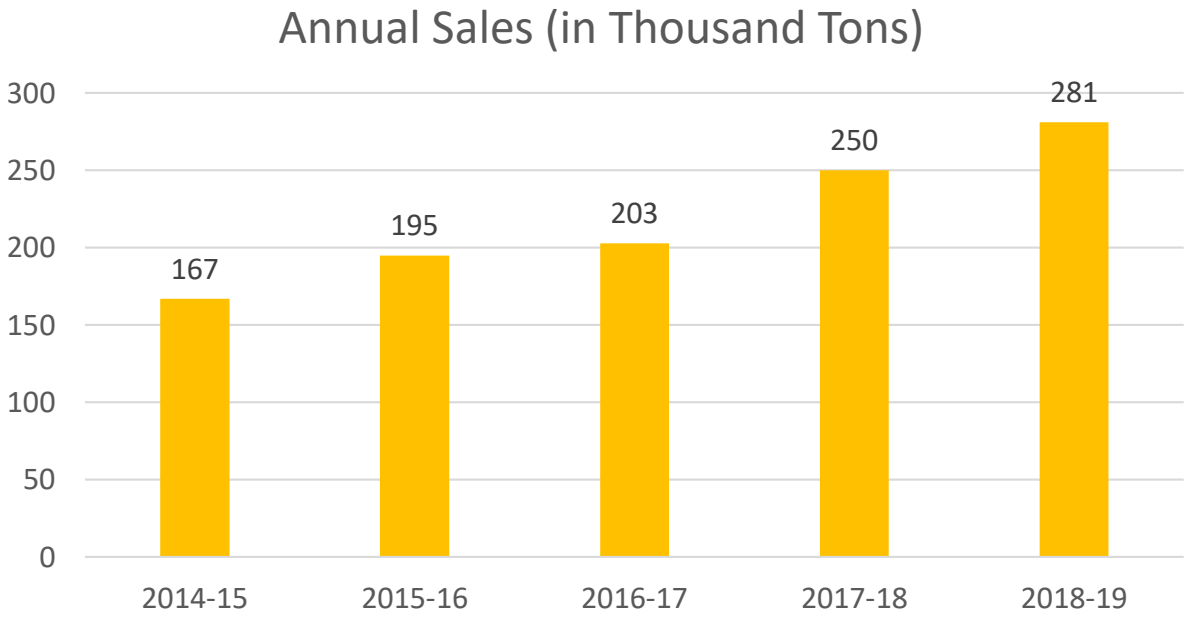
2015-16: expansion at Rai plants were completed

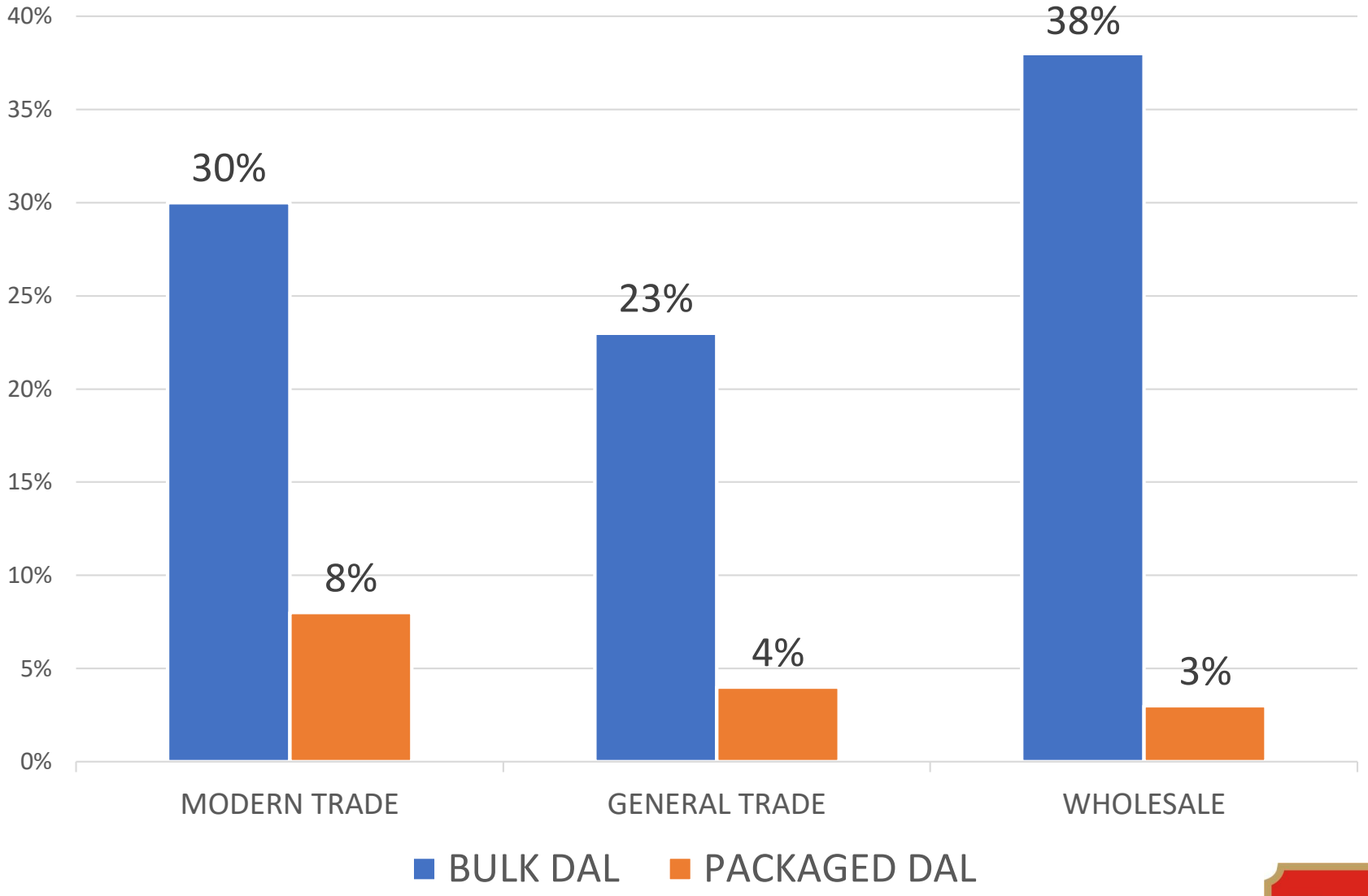
Our Journey...

The Numbers Game...









The Percentage Game...

Our Learning…

Markets need all varieties of Dal and as many pack sizes

We've seen results with point of sale awareness campaigns over mass media

A focussed, lean Distribution network backed by aggressive retailing a must

The category has to be treated like organized FMCG and not like commodity

Traders mindset upto distributors wins confidence

The team has to be able to buy in an unorganized market and ride the volatility

Our Learning…

Some markets give higher bulk vs pack conversion than others

Availability of all sku's, everyday, fault free we think is key

Like most FMCG products Retailer's margin is the only thing that matters

Promotions for consumers and retailers helps brand stay in the drivers seat

Many platforms: Wholesale, General Trade, HORECA, B2B, Modern Trade, Online, Hybrids

Don't buy basis demand, buy basis market. No back to back parity

Promotions…

In-pouch 20% Extra got us bigger space, share and sale

In-pouch 20% Extra worked in general trade too

Stickered cross promotions for in-house products for retailers to misuse or consumers

Stickered cross promotions with leading brands to drive consumer & retailer pull

In-store cross promotions with hot selling products for consumer pull

Our Pulses packet/bag options:
100g, 200g, 500g, 600g, 1kg, 1.2kg, 2kg, 5kg, 10kg, 15kg, 25kg, 30kg, 50kg, 2 LBS, 4 LBS, 8 LBS, 50 LBS

The Challenges…

- Retailer brand or the wholesale mandi in GT and Private Label in MT
- To build a brand needs FMCG style marketing but margins are thin and volatile like commodities
- 5% price disadvantage due to Brand / Un-brand split under the new GST regulation
- FSSAI compliance non-existent for smaller companies

The Opportunity…

FIRST MOVERS ADVANTAGE…

SMALL PACK DAL IS THE FUTURE…

Thank you

Pulses Retail Packing and Branding Challenges Opportunities

Akhil Goyal
Capital Foods / Agropure

Pulses Overview --

- Journey of Agro Pure has begin in 1970, initially we were in hard core bulk pack market and establish our self with quality, price and effective supply.
- Our bulk brands was known by our assured quality and consistency and value for money by the consumers.
- Later in 2000 we have launched our "Agro Pure" brand in Packed pulses and Besan.
- Packed Pulses are available in GT, MT and On Line formats either looses, Branded or their own private label.

Branded Pulses at a glance

MT B2B		
Bulk Pack	Loose Bins	Packed Pulses
35%	50%	15%

↓↓

PL	Branded
20%	80%

MT B2C		
Packed Pulses	Bulk Pack	Loose Bins
30%	0%	70%

On Line	
Packed Pulses	

↓↓

PL	Branded
80-85%	15-20%

SO BUSINESS OF BRANDED PACKED PULSES WITH ON LINE AND B2C PLATFORM ARE HARD NUT TO CRACK

Challenges

- Own packed pulses by the retailer as well as MT and On line companies also.
- Competition with existing brands.
- Being highly volatile markets there is constrain to keep fix prices of branded packed pulses and maintain reasonable retails margin.
- GST has a major impact on branded packed pulses i.e.5% Vs 0% on loose,Non-branded or own packed by shopkeepers, MT and on line players.
- Unconventional price war from On Line players.

USP

- Consistent quality
- Competitive pricing
- Robust supply chain.
- High standard packing facilities.
- Activity and promotion time to time
- Synchronising promotion with placement and availability

Summary -----

- Unlike flour category pulses are still treated as commodity.
- Because of lack of quality awareness a consumers compare rates.
- Fix or margin, a quality products, availability and effective supply along with activities and promotions are towards upwards trends.

Thanks
to you all!

FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food

Ministry of Health and Family Welfare, Government of India

Regulations for Pulses under Food Safety and Standards Act, 2006

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Food Safety and Standards Act, 2006

An Act to consolidate the laws relating to food and to establish the Food Safety and Standards Authority of India for laying down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import, to ensure availability of safe and wholesome food for human consumption and for matters connected therewith or incidental thereto.

Regulations

Section 92 of the FSS Act empowers the Authority to make Regulations

- ✓ Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011.
- ✓ **Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011.**
- ✓ Food Safety and Standards (Laboratory and Sample Analysis) Regulations, 2011.
- ✓ **Food Safety and Standards (Packaging and Labelling) Regulations, 2011**
- ✓ Food Safety and Standards (Prohibition and Restrictions on Sales) Regulations, 2011.
- ✓ **Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011.**
- ✓ Food Safety and Standards (Food or Health Supplements, Nutraceuticals, Foods for Special Dietary Uses, Foods for Special Medical Purpose, Functional Foods and Novel Food) Regulations, 2016
- ✓ Food Safety and Standards (Food Recall Procedure) Regulations, 2017
- ✓ **Food Safety and Standards (Import) Regulations, 2017**
- ✓ **Food Safety and Standards (Organic Foods) Regulations, 2017**

Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011

Common Standards of Pulses (Whole or shelled (de-husked) or split) covered in Sub-regulation 2.4.6.22

- **Lentil (Masur)**
- **Black gram (Urd)**
- **Green gram (Moong)**
- **Bengal gram (Chana or Chick pea)**
- **Red gram (Arhar)**
- **Horse gram (Kulthi)**
- **Field bean (Black, Brown, White), Sem**
- **Peas dry (Matra)**
- **Soybean**
- **Double beans or Broad beans or Black beans (Rajmah)**
- **Black eyed beans or Black eyed white lobia (Lobia)**
- **Moth bean (Matki)**

Standards of Unprocessed Raw Whole Pulses (not for direct human consumption).

- Covered in sub-regulation 2.4.6.16
- Unprocessed Whole Raw Pulses (not for direct human consumption): The limits for foreign matter (extraneous matter) shall be maximum 3.0 per cent. by weight of which the maximum 0.5per cent by wt may be inorganic matter and impurities of animal origin.
- The unprocessed whole raw pulse shall conform to the requirements of other standards referred to in the regulations. Pulses for direct human consumption shall conform to the standards of the relevant pulse prescribed in the sub-regulation 2.4.6.22

Irradiation of Pulses

Subregulation 2.13 permits irradiation of Pulses as per the following doses-

Food	Purpose	Dose Limit (Kilo Gray)	
		Min	Max
Cereals and their milled products, pulses and their milled products, nuts, oil seeds, dried fruits and their products	Insect disinfestation	0.25	1.0
	Reduction of microbial load	1.5	5.0

Food Safety and Standards (Contaminats, Toxins and Residues) Regulations, 2011

- Presribe Limits for Residues of Insecticides.
- Prescribe Limits for Aflatoxins and Metal Contaminants.

Labelling of Pulses

- ✓ The Name of food
- ✓ Declaration regarding Veg & Non-Veg
- ✓ Name and address of the manufacturer
- ✓ Net Quantity
- ✓ Lot/Code/Batch Identification
- ✓ Date of manufacturing or packing
- ✓ Best Before and Use by Date
- ✓ FSSAI Logo and License No.
- ✓ Country of origin
- ✓ Instructions for use
- ✓ Warning and advisory statements
- ✓ Written statement indicating that treated with ionising radiation and Radura logo in green colour (if irradiated)

Provisions relating to Imports

As per schedule 25 The Food Safety and Standards Act, 2006

All imports of articles of food to be subject to this Act.

1) **No person shall import into India –**

- ✓ any unsafe or misbranded or sub-standard food or food containing extraneous matter;
- ✓ any article of food for the import of which a license is required under any Act or rules or regulations, except in accordance with the conditions of the license; and
- ✓ any article of food in contravention of any other provision of this Act or of any rule or regulation made there under or any other Act.
- ✓ **Food Safety and Standards (Import) Regulations, 2017**

Food Import Entry Points

Total: 418 Entry Points

FSSAI is present at 22 Entry Points with offices at 6 locations- Delhi, Mumbai, Kolkata, Chennai, Tuticorin, and Kochi

396 Entry Points (where FSSAI has notified Custom Officials as Authorised Officers)

RECTIFIABLE LABELING

- **As per FSS (Import) Regulations, 2017 following labeling deficiencies can be rectified at the Custom bound warehouse by affixing a single non detachable sticker or by any other non detachable method next to the principle display panel without altering or masking the original label information in any manner namely:—**

1. **Name and Address of the Importer;**
2. **Food Safety and Standards Authority of India's Logo and license number,**
3. **Non-Veg or Veg Logo**
4. **Category or sub category along with generic name, nature and composition for proprietary food**
5. ***Name and complete address of the manufacturer and/or packer**
6. ***Lot/Code/batch identification.**
7. ***Date of manufacture/packing**
8. ***Declaration regarding Food Additives**

Note:

* Vide Order dated 22.05.2018 available on FSSAI website

Lab Infrastructure

FSSAI Laboratories for Import Clearance

183 Food Labs for Primary Analysis of Food items/ Articles

For Primary testing of Food Article/ Items

18 Referral for Retesting of Food items/ Articles

For Retesting of Food items/ Articles

- Recognition of NABL accredited lab in Bangladesh, Bhutan and Nepal for avoiding re-testing of import samples. **The test analysis certificate issued by them is accepted for food import clearance.**

Food Safety and Standards (Organic Foods) Regulations, 2017

- The organic food offered or promoted for sale shall comply with all the applicable provisions of one of the following systems, namely:—

i. **National Programme for Organic Production (NPOP);**

ii. **Participatory Guarantee System for India (PGS-India).**

- The Organic Foods should comply with the requirements of Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011. In case of Residues of insecticides, the limit of residue shall be 5% of the max limits prescribed or LOQ whichever is higher.
- All organic foods shall comply with the packaging and labelling requirements specified under the Food Safety and Standards (Packaging and Labelling) Regulations, 2011 in addition to the labelling requirements under one of the applicable systems mentioned above.
- A label may carry a certification or quality assurance mark of one of the systems mentioned above in addition to the Food Safety and Standard Authority of India's organic logo i.e. Jaivik Bharat Logo.
- The Food Business Operators shall comply with all the provisions of these Regulations by 1st July, 2018.

Organic Regulations- contd…

Provision for Imports-

- Organic food imports under bilateral or multilateral agreements on the basis of equivalence of standards between National Programme for Organic Production and the organic standards of the respective exporting countries shall not be required to be re-certified on import to India subject to their compliance with the provisions of the Act, the rules and regulations.
- The organic food consignments certified as per bilateral or multilateral agreements shall be accompanied by a Transaction Certificate issued by an Accredited Certification Body covered under the terms of the equivalence agreement.

Organic Logo

Jaivik Bharat

India Organic

Products certified under NPOP

Jaivik Bharat

PGS-INDIA ORGANIC

Products certified under PGS-India

Thank you