

# ΠΡΕΣΒΕΙΑ ΤΗΣ ΕΛΛΑΔΟΣ

## ΓΡΑΦΕΙΟ ΟΕΥ Ν.ΔΕΛΧΙ

Προϊστάμενος: Βαϊανός Ωραιόπουλος-Κελένης, Γρμ.ΟΕΥ Α΄

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[ΣΥΝΑΛΛΑΓΜΑΤΙΚΗ ΙΣΟΤΙΜΙΑ: 1 ΕΥΡΩ = 63 ΡΟΥΠΙΕΣ]

## ΚΛΑΔΙΚΗ ΜΕΛΕΤΗ ΣΤΗΝ ΙΝΔΙΚΗ ΑΓΟΡΑ

### ΜΗ ΑΛΚΟΟΛΟΥΧΑ ΠΟΤΑ

#### ΕΡΕΥΝΑ ΑΓΟΡΑΣ

(ΜΕ ΒΑΣΗ ΤΗΝ ΕΠΙΚΟΙΝΩΝΙΑ ΤΟΥ ΓΡΑΦΕΙΟΥ ΣΕ ΕΠΙΛΕΓΜΕΝΑ ΣΗΜΕΙΑ ΠΩΛΗΣΕΩΝ / ΥΠΕΡΑΓΟΡΕΣ)

Με βάση έρευνα αγοράς κατόπιν προσέγγισης σε διάφορα σημεία πώλησης στην ινδική πρωτεύουσα (σουπερμάρκετς, εξειδικευμένα κρατικά καταστήματα) συνελέγησαν οι ακόλουθες τιμές ανά μη αλκοολούχο ποτό, ώστε να διαμορφωθεί μια σφαιρική εικόνα περί των ευρέων δυνατοτήτων και τιμολογιακών περιθωρίων της ινδικής αγοράς.

#### ΕΡΕΥΝΑ ΑΓΟΡΑΣ (ΜΕ ΤΗ ΜΕΘΟΔΟ ΤΗΣ ΤΙΜΟΛΗΨΙΑΣ ΑΠΟ ΟΡΓΑΝΩΜΕΝΕΣ ΥΠΕΡΑΓΟΡΕΣ)

ΚΑΤΗΓΟΡΙΑ ΠΡΟΪΟΝΤΟΣ	ΕΤΑΙΡΕΙΑ	ΧΩΡΑ ΠΡΟΕΛΕΥΣΗΣ	ΟΝΟΜΑΣΙΑ ΠΡΟΪΟΝΤΟΣ	ΒΑΡΟΣ	ΤΙΜΗ (ΡΟΥΠΙΕΣ)
Mineral Water	THE COCA COLA CO.	USA/INDIA	Kinley	1 LTR	15
Mineral Water	PEPSICO.	USA/INDIA	Aquafina	1 LTR	15
Mineral Water	NARANG BEVERAGES	INDIA	Qua	1 LTR	25
Mineral Water	CATCH HIMALAYA PVT.LTD.	INDIA	Catch	1 LTR	25
Mineral Water	ONKAAR HEALTH ESSENTIALS PVT.LTD.	USA/INDIA	Ines	1 LTR	25
Mineral Water	EVIAN	FRANCE	Evian	1 LTR	110
Mineral Water	THE COCA COLA CO.	USA/INDIA	Kinley	500 ML	10

<b>Mineral Water</b>	NARANG BEVERAGES	INDIA	Qua	1 LTR	45
<b>Fruit Flavoured Water</b>	CATCH HIMALAYA PVT.LTD.	INDIA	Catch Peach	750 ML	35
<b>Lemonade</b>	LORINA BEVERAGES	FRANCE	Lorina	330 ML	185
<b>Juice Drink</b>	BELVOIR JUICES	UK	Belvoir Peach	250 ML	145
<b>Juice</b>	CERES JUICES	S.AFRICA	Ceres Orange	1 LTR	95
<b>Juice</b>	CERES JUICES	S.AFRICA	Ceres Guava	1 LTR	115
<b>Juice</b>	PEPSICO	USA/INDIA	Tropicana Apple	1 LTR	85
<b>Juice</b>	PEPSICO	USA/INDIA	Tropicana Junior MultiFruit Juice	1 LTR	115
<b>Juice</b>	THE COCA COLA CO.	USA/INDIA	Minute Maid Orange	1 LTR	85
<b>Juice</b>	OCEAN SPRAY	UK	Ocean Spray	1 LTR	175
<b>Juice</b>	REAL JUICES	INDIA	Real Orange	200 ML	18
<b>Coffee Drink</b>	STARBUCKS	USA	Frappuccino	280 ML	160
<b>Aerated Drink</b>	THE COCA COLA CO.	INDIA	Fanta	600 ML	25
<b>Aerated Drink</b>	THE COCA COLA CO.	INDIA	Coca Cola	600 ML	25
<b>Soda Fruit Flavoured</b>	UNILEVER	UK/UAE	Schweppes	300 ML	60
<b>Soda</b>	HINDUSTAN UNILEVER	UK/INDIA	Schweppes	250 ML	30
<b>Tonic Water</b>	HINDUSTAN UNILEVER	UK/INDIA	Schweppes	250 ML	30
<b>Τωνωτικό</b>	PEPSICO	USA/INDIA	Gatorade	500ml	35
<b>Τωνωτικό</b>	DR.PEPPERSNAPPLE GROUP	USA	Sunkist	500ml	80
<b>Τωνωτικό</b>	RED BULL	AUSTRIA	Red Bull	250ml	85

### **ΔΑΣΜΟΛΟΓΙΚΗ ΚΛΑΣΗ:**

Τα μη αλκοολούχα ποτά υπαγονται σε δασμολογική κλάση **30%**.

## **ΦΠΑ ΜΗ ΑΛΚΟΟΛΟΥΧΩΝ ΠΟΤΩΝ**

Ανέρχεται στο **12,5%**, ποσοστό που σύμφωνα με τον κλάδο, θεωρείται ιδιαίτερα υψηλό και εν γένει αποτρεπτικό κατανάλωσης ιδίως όταν ομιλούμε περί εισαγόμενου προϊόντος.

## **ΚΑΝΟΝΙΣΤΙΚΟ ΠΛΑΙΣΙΟ ΙΝΔΙΚΗΣ ΚΥΒΕΡΝΗΣΗΣ**

Ο εμφιαλωμένος οίνος θεωρείται **τρόφιμο**, για την ινδική κυβέρνηση και υπάγεται στις συναφείς διατάξεις ελέγχου του νέου αρμόδιου Φορέα για την Ασφάλεια και τα Πρότυπα των Τροφίμων στην Ινδία, υπό την αιγίδα του Υπ.Υγείας και Οικογενειακής Ευημερίας, **Food Safety & Standards Authority of India (FSSAI)** <http://www.fssai.gov.in>, ο οποίος εδραιώθηκε επί τη βάση του σχετικού Νόμου Food Safety & Standards Act (2006) και ο οποίος ενσωματώνει τις μέχρι πρότινος κανονιστικές διατάξεις που αναφέρονταν σε διάφορα Υπουργεία, όπως για παράδειγμα τους Νόμους {*Food Adulteration Act (1954)*, *Fruits Products Order (1955)* και *Meat Food Products Order (1973)*} ενώ καταργεί τις διατάξεις των Νόμων {*Vegetable Oil Products Control Order (1947)*, *Edible Oils Packaging Regulation Order (1988)*, *Solvent Extracted Oil De-Oiled Meal & Edible Flour Control Order (1967)* *Milk & Milk Products Order (1992)*}. Ο οργανισμός αυτός ορίζει τις κανονιστικές διατάξεις παραγωγής, αποθήκευσης, πώλησης και εισαγωγής των τροφίμων με απώτερο σκοπό τη διασφάλιση της διαθεσιμότητας για την ανθρώπινη κατανάλωση (<http://www.fssai.gov.in/Portals/0/Pdf/FOOD-ACT.pdf>).

## **ΙΝΔΙΚΟΣ ΑΝΤΑΓΩΝΙΣΜΟΣ**

Η ινδική παραγωγή μη αλκοολούχων ποτών ολοένα και περισσότερο αποκτάει μεγαλύτερο μερίδιο τόσο στην εγχώρια όσο και στη διεθνή αγορά, λόγω της συνεχώς αυξανόμενης καταναλωτικής βάσης της Ινδίας. Ινδικές, Πολυεθνικές αλλά και JointVenture εταιρείες όπως οι TATA BEVERAGES, PARLE AGRO, HINDUSTAN UNILEVER, PEPSICO, COCACOLA CO, DABUR, εισέρχονται με γρογούς ρυθμούς στη γεωμετρικά αυξανόμενη ινδική αγορά.

## **ΣΗΜΕΙΑ ΠΩΛΗΣΕΩΝ**

Η ινδική αγορά ολοένα εξελίσσεται προς δυτικά καταναλωτικά πρότυπα. Χαρακτηριστική είναι η αυξανόμενη προσφορά ποιοτικών εμπορικών κέντρων (όπου ευρίσκονται τα νέα μεσαίου μεγέθους σουπερ μάρκετς), οπότε αυτονομία αλλάζει, σταδιακά, ο καταναλωτικός χωροθετικός χάρτης στα κύρια αστικά κέντρα με πληθυσμό περίξ του εύρους (+/-) των 10εκ. κατοίκων (Tier I & II cities), ξεφεύγοντας από την προ δεκαετίας δεδομένη δομή των πολύ μικρών σε μέγεθος “mom & pop stores”. Σε θεσμικό επίπεδο, όμως τα ανωτέρω σουπερμάρκετ λειτουργούν με ινδικούς όρους λειτουργίας αφού επί της ουσίας δεν έχει ακόμα απελευθερωθεί 100% το καθεστώς των άμεσων ξένων επενδύσεων, με αποτέλεσμα μεγάλοι δυτικοί όμιλοι

(Carrefour, WalMart, Spar, Tesco) που επωφθαλμιούν την ινδική αγορά να δηλώνουν μεν έτοιμοι να εισέλθουν με συνολικά άνω των 500 καταστημάτων, μεγάλου μεγέθους, να αναμένουν τις αποφάσεις της ινδικής κυβέρνησης και είναι προς το παρόν υποχρεωτικά «καθηλωμένοι» σε υπεραγορές της μορφής “cash & carry” οι οποίες ως γνωστόν, απευθύνονται μόνον σε εμπόρους. Από πλευράς εξειδικευμένων καταστημάτων (κάβες) ο εμπορικός αυτός θεσμός δεν είναι ακόμα αναπτυγμένος σύμφωνα με τις δυτικές προδιαγραφές, εν τούτοις στην Ινδία λειτουργούν υπό την αιγίδα των πολιτειών “liquor stores” τα οποία ευρίσκονται είτε μεμονωμένα σε εμπορικές περιοχές είτε εντός σύγχρονων εμπορικών κέντρων (πάνω από ένα εκ. μ2 έχουν ανεγερθεί την τελευταία τριετία στις κύριες μητροπόλεις). [ειδικά για το Δελχί, η ιστοσελίδα του Liquor Shop είναι: <http://www.dsiidc.org>]. Παράλληλα, για λόγους πρόσβασης της διπλωματικής κοινότητας, λειτουργούν στο Δελχί αφορολόγητα σουπερμάρκετ τα οποία στεγάζονται εντός των Πρεσβειών (πχ αμερικάνικο, βρετανικό, καναδο-αυστραλέζικο) όπου επιτρέπεται η μοναδιαία πρόσβαση για τα μέλη των ξένων αποστολών. Παράλληλα, στην αγορά έχουν αρχίσει να διαμορφώνονται τα πρώτα bar-restaurants, τα οποία ενώ στο παρελθόν ήταν εγκατεστημένα μόνον στα πολυτελή ξενοδοχεία, τώρα κάνουν την εμφάνισή τους εντός, δυτικών προδιαγραφών, εμπορικών κέντρων ή και εντός μεμονωμένων καταστημάτων υπαίθριων αγορών (τύπου γειτονιάς).

#### **ΜΕΘΟΔΟΛΟΓΙΑ ΕΜΠΟΡΙΚΩΝ ΔΙΑΠΡΑΓΜΑΤΕΥΣΕΩΝ**

1. Οι ινδοί εισαγωγείς δεν συνηθίζουν να ξεκινούν -πόσο μάλλον να ολοκληρώνουν- τις συναλλαγές τους (όταν αυτές αφορούν μακροχρόνια συνεργασία) με επικοινωνία από απόσταση (τηλέφωνο, φαξ, email),
2. Απαιτούνται επισκέψεις στην Ινδία, ως χώρα εισαγωγής, σε τουλάχιστον 4 κύρια αστικά κέντρα:
  - Νέο Δελχί {πρωτεύουσα της χώρας},
  - Βομβάη {οικονομική πρωτεύουσα της χώρας και πρωτεύουσα της Πολιτείας Μαχαράστρα},
  - Τσενναΐ {πρωτεύουσα της Πολιτείας Τάμιλ Νάντου},
  - Μπάνγκαλορ {πρωτεύουσα της Πολιτείας Καρνατάκα}.
3. Οι ινδοί εισαγωγείς αρέσκονται αλλά και έχουν εθιστεί από επιχειρηματίες δυτικών χωρών αλλά και οργανισμούς εξαγωγών, σε προσκλήσεις διερεύνησης των, ανά κλάδο, παραγωγικών δυνατοτήτων των χωρών που επιθυμούν τα προϊόντα τους να εισέλθουν στην ιδιόμορφη αγορά της νότιας Ασίας.
4. Τα πάντα στην εξαγωγή και προώθηση των προϊόντων, στην ινδική αγορά, εξαρτώνται από τις προθέσεις, την προθυμία και τις υποδομές του ινδού εισαγωγέα.

#### **ΕΠΙΣΗΜΑΝΣΗ ΠΡΟΪΟΝΤΟΣ (σε συνεννόηση πάντα με τον ινδό εισαγωγέα)**

- Χώρα Παραγωγής (Made in),
- Επωνυμία Επιχείρησης Παραγωγής,

- Επωνυμία Πρώτου Εισαγωγέα (στην περίπτωση που το προϊόν εισάγεται πρώτα από άλλη χώρα),
- Αναγραφή των συστατικών (σε διάφορες γλώσσες, οπωσδήποτε της χώρας παραγωγής, στην αγγλική -πολλά προϊόντα έχουν αναγραμμένη και την ελληνική).

#### **ΕΤΙΚΕΤΤΑ ΕΙΣΑΓΩΓΕΑ (σε συνεννόηση πάντα με τον ινδό εισαγωγέα)**

- Συνήθης Τύπος/Μέγεθος: Αυτοκόλλητη Παραλληλόγραμμη μικρή Ετικέττα,
- Κατηγορία προϊόντος,
- Επωνυμία και Στοιχεία Επιχείρησης,
- Μέγιστη Λιανική Τιμή Πώλησης (MRP),
- Καθαρό Βάρος,
- Μήνας Εισαγωγής,
- Περίοδος Κατανάλωσης: 12 μήνες (Best Before).

#### **ΚΑΤΑΝΑΛΩΤΙΚΕΣ ΣΥΝΗΘΕΙΕΣ ΙΝΔΩΝ ΚΑΤΑΝΑΛΩΤΩΝ / ΜΕΓΕΘΟΣ ΖΗΤΗΣΗΣ**

##### **[ΑΛΚΟΟΛΟΥΧΩΝ ΚΑΙ ΜΗ ΠΟΤΩΝ]**

- ❖ Το νόμιμο όριο ηλικίας κατανάλωσης αλκοόλ ανέρχεται στα 25 έτη (συνήθως καταστρατηγείται στα ελάχιστα μπαρ λόγω της δυσκολίας καθορισμού της ηλικίας, οπότε ζητείται ταυτότητα ή φυσικά ο έλεγχος αποφεύγεται με τη βοήθεια κάποιου φιλοδωρήματος), καθ'ήν στιγμή ο ινδός πολίτης δύναται να ψηφίσει από τα 18, οπότε ενηλικιώνεται.
- ❖ Ενώ θεωρητικά θα μπορούσαμε να ισχυριστούμε ότι η Ινδία των 250 εκ. μεσαίας εισοδηματικής τάξης καταναλωτών θα “μπορούσε” ενδεχομένως να καταναλώνει ετησίως 250 εκ. λίτρα κρασιού, στην πράξη η ζήτηση δεν ξεπερνά τα 9 εκ. λίτρα, με το 20% εξ'αυτών να είναι εισαγόμενα. Το παράδοξο είναι ότι οι ινδοί καταναλωτές καταναλώνουν 120 εκ. κάσες ουίσκυ (whisky-obsessed nation) και 105 εκ. κάσες μύρας ετησίως.
- ❖ Σύμφωνα με τη μελέτη του Επιμελητηρίου ASSOCHAM *“Emerging Industry Trends in the Indian Wine Market”* (από στοιχεία έρευνας που πραγματοποίησε η India Infoline), η κατανάλωση κρασιού στην Ινδία πρόκειται να προσεγγίσει τα 14,7 εκ.λίτρα μέχρι το τέλος του 2012, από 4,6 εκ. λίτρα που ήταν το 2008 (καταγράφοντας συνολική αύξηση περίπου 35%). Οι εν λόγω υπολογισμοί υπονοούν ότι περίπου 1,5 εκ. κάσες συσκευασίας των 9 λίτρων (12 φιάλες x 750ml) θα καταναλώνονται στα τέλη του 2012 εάν συνυπολογίσουμε την αύξηση της κατανάλωσης σε μικρότερες πόλεις (Tier II & III cities, αναλόγως του πληθυσμού τους, >5 εκ. ατόμων). Δηλαδή, η κατά κεφαλή κατανάλωση αναμένεται να τριπλασιαστεί στα 30 λίτρα σε σχέση με το 2008. Από πλευράς αξίας της αγοράς οίνου το 2008 ανήλθε στα 800 crores (\$160εκ.) ενώ το 2012 αναμένεται να ανέλθει στα 2,700 crores (\$600εκ).
- ❖ Η γεωγραφική κάλυψη της ζήτησης εμφιαλωμένου οίνου είναι: 30% Βομβάη, 20% Δελχί, 20% Γκόα, 15% Βαγκαλόρη, 5% Παντζάμπ, 10% υπόλοιπη Ινδία.

- ❖ Το 65% του καταναλισκόμενου οίνου στην Ινδία παράγεται εγχωρίως και ειδικότερα στις Πολιτείες Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu, Goa και Punjab, αφού αυτές οι Πολιτείες διαθέτουν τις περισσότερες οινοποιητικές επιχειρήσεις. Περίπου 1,8 εκ.λίτρα χαμηλής ποιοτικής προστιθέμενης αξίας κρασιού παράγεται στη Γκόα.
- ❖ Αν και η **φοροδοτική ικανότητα των ινδών πολιτών** είναι ικανή να στηρίζει τους σχεδόν διψήφιους ετήσιους ρυθμούς ανάπτυξης (+8,5%), στη διάρκεια της τελευταίας πενταετίας, η **φορολογική βάση της χώρας** όμως, δεν ξεπερνά τους 40εκ. Φορολογούμενους (στοιχείο το οποίο έμμεσα μεν υποδηλώνει το μέγεθος της ορατής οικονομίας και διαφθοράς αλλά ταυτόχρονα είναι και δηλωτικό του όγκου της οινικής καταναλωτικής βάσης στη χώρα –απόλυτα δυτικού τύπου καταναλωτές-),
- ❖ Η αγορά του **οργανωμένου λιανεμπορίου** γνώρισε σχετική ανάπτυξη (κατασκευή πολυτελών εμπορικών κέντρων), μόνον εντός του 21<sup>ου</sup> αιώνα,
- ❖ Οι **υπεραγορές** είναι ολιγάριθμες και μικρού μεγέθους (300-500 μ2) ευρισκόμενες είτε εντός καταστημάτων σε ισόγειες αγορές είτε εντός εμπορικών κέντρων,
- ❖ Το μεγάλο κύμα, χαμηλού εισοδήματος, **εσωτερικής μετανάστευσης** προς τα αστικά κέντρα, για αναζήτηση βασικής εργασίας, δεν αφήνει περιθώρια συντήρησης της περιβαλλοντικής υγιεινής, της ευπρέπειας και της ευχαρίστησης στην διασκέδαση, ώστε να παρέχονται αυτά ως κοινωνικά αγαθά και ο καταναλωτής να αισθάνεται την έφεση να καταναλώσει ποιοτικά αγαθά,
- ❖ Οι **κάτοικοι των αστικών κέντρων** καταναλώνουν, κατά μέσον όρο, το 37% του εισοδήματός τους για τρόφιμα, σύμφωνα με στοιχεία της έρευνας "Household Consumer Expenditure" του Υπ.Στατιστικής και Προγραμματισμού, ως ακολούθως:
  - 10% σε γαλακτοκομικά προϊόντα,
  - 8% σε σπορέλαια,
  - 4% σε λαχανικά,
  - 2% σε νωπά φρούτα.
- ❖ Οι **υπόλοιπες καταναλωτικές δαπάνες επιμερίζονται ως εξής:**
  - 9% για καύσιμα,
  - 6% για ένδυση/υπόδηση,
  - 6% για μίσθωμα κατοικίας,
  - 3% για ιατρική περίθαλψη,
  - 1% για προϊόντα καπνού.
- ❖ **Όσον αφορά την εισοδηματική κατάσταση των ερωτηθέντων νοικοκυριών, η έρευνα συμπέρανε:**
  - το 45% ήταν υπάλληλοι μισθωτοί αορίστου χρόνου,
  - το 5% ήταν εργάτες,
  - το 62% κατείχαν ιδιόκτητη κατοικία (από αυτούς, το 70% διέμενε σε ανεξάρτητη κατοικία),
  - το 93% των κατοικιών είχαν τη μορφή "pucca type", δηλαδή στιβαρή από τσιμέντο.

### ΠΡΟΟΠΤΙΚΕΣ ΕΛΛΗΝΙΚΩΝ ΠΡΟΪΟΝΤΩΝ

- ✓ Εμφιαλωμένα Νερά,
- ✓ Ανθρακούχα Νερά,
- ✓ Φρουτοχυμοί,
- ✓ ΦρουτοΠοτά μη Αλκοολούχα,
- ✓ Αφεψήματα.

### ΙΝΔΙΚΟΣ ΚΛΑΔΙΚΟΣ ΤΥΠΟΣ

Ο εξειδικευμένος τύπος στην Ινδία επικεντρώνεται κατά κύριο λόγο σε δύο περιοδικά και σε αφιερώματα σε ένθετα μεγάλης κυκλοφορίας οικονομικών εφημερίδων (Times of India, Economic Times, Business Standard, Hindustan Times).

- Διμηνιαίο Περιοδικό **"Food & Beverage"**: "<http://www.fbrmag.com>",
- Διμηνιαίο Περιοδικό **"Bakery Review"**: (Email: [hammerpublishers@vsnl.net](mailto:hammerpublishers@vsnl.net)),
- Ηλεκτρονική Ενημέρωση: "<http://www.fbnnews.com>".
- Ηλεκτρονική Ενημέρωση: "<http://www.imagesfood.com>",
- Ηλεκτρονική Ενημέρωση: "<http://www.beverageandfoodworld.com>".

### ΚΛΑΔΙΚΕΣ ΕΚΘΕΣΕΙΣ ΣΤΗΝ ΙΝΔΙΑ

<b>F&amp;B Exhibitions TimeLine in India (2011)</b>			
<b>ΟΝΟΜΑΣΙΑ</b>	<b>ΤΟΠΟΣ</b>	<b>ΠΕΡΙΟΔΟΣ</b>	<b>ΠΕΡΙΓΡΑΦΗ</b>
<b>TASTE Expo 2011</b>	<b>Mumbai</b>	Jan 27-29, 2011	TASTE an international exhibition on the food, drink, wine and hospitality industry held in Mumbai, India. Highlights: TASTE Week 2010, The India Wine Challenge & Indian Winemakers Pavilion. First Launch in 2009.
<b>HOSTS Mumbai 2011</b>	<b>Mumbai</b>	Jan 31- Feb 3, 2011	HOSTS Mumbai 2011 is an international exhibition of food and hospitality product industry. The exhibition is an platform for food and hospitality product industry and will showcase all types of food and hospitality product, technology and services.
<b>BevINDIA 2011</b>	<b>New Delhi</b>	Feb 11-12, 2011	BevINDIA Expo is a B2B show for the wine and spirit industry, held at New Delhi, India. Special features: A 2 day conference featuring panel discussions and workshops to focus on the emerging opportunities in the wine and spirit industry.
<b>Food Forum India</b>	<b>Mumbai</b>	March 28-29, 2011	The Food Forum India, held in Mumbai, India, is an annual two-day event on the Indian food industry with conferences, exhibition & awards. It will span the vast array of food business segments such as food retail, food design, food technology & processing, food logistics & support, food services, information & technology. Special features: Coca Cola Golden Spoon Awards, Big Bazar - Most Admired Retailer of the year Awards.

<b>Annapoorna - World of Food India</b>	<b>Mumbai</b>	Nov 16-18, 2011	Annapoorna - World of Food India is an International Exhibition and Conference for the Food & Beverage Industry, held in Mumbai. Expected participation of more than 250 companies from the Food & Beverage Industry. expecting 8,000 plus biz visitors from Modern Retail i.e. Food Retail Chains, Supermarkets, Convenience Stores, Departmental Stores, HORECA Sector i.e. Chefs, Head - Food & Beverage, Purchase Managers, CEOS, Buying Agents, Importers, Distributors.
<b>International Food &amp; Drink Expo(IFDE)</b>	<b>New Delhi</b>	Dec 5-7, 2011	An exhibition for the food, drink and hospitality industry, held at New Delhi, India. IFDE India will host a wide array of features and conferences.

### SWOT ANALYSIS OF THE BOTTLED WATER INDUSTRY IN INDIA

#### INTRODUCTION

At the fourth World Water Forum held in Mexico City in March 2006, the 120-nation assembly could not reach a consensus on declaring the right to safe and clean drinking water a human right. Millions of people the world over do not have access to potable water supply. But it is good times for the bottled-water industry, which is cashing in on the need for clean drinking water and the ability of the urban elite to pay an exorbitant price for this very basic human need. Our ancestors might have thought and imagined about any impossible face of the modern world other than to buy water for drinking. However, friends it is a poignant fact that we happily buy different brands of packaged water and show our trust in quality of water we exchange for money. The fortunes of this more-than-\$100-billion global industry are directly related to the human apathy towards the environment - the more we pollute our water bodies, the more the sales of bottled water. It is estimated that the global consumption of bottled water is nearing 200 billion litres – sufficient to satisfy the daily drinking water need of one-fourth of the Indian population or about 4.5 per cent of the global population.

#### AN INSIGHT INTO BOTTLED WATER INDUSTRY IN INDIA

The bottled water industry is one of the most thriving sectors in India. The market is growing at a whopping rate of about 55 per cent annually and is expected to cross Rs. 1000-crore mark within the next couple of years. Almost all major national and international brands have taken a plunge. Parle's Bisleri that virtually monopolized the bottled water market is now vying with Nestle, Coca Cola, PepsiCo, Manikchand, UB and Britannia. According to a national-level study, there are close to 200 bottled water brands in India. Nearly 80% of these are local brands. In India, the per capita bottled water consumption is still quite low - less than five litres a year as compared to the global average of 24 litres. However, the total annual bottled water consumption has risen rapidly in recent times - it has tripled between 1999 and 2004 - from about 1.5-5.0 bill. litres.

#### SWOT ANALYSIS

The rise of the Indian bottled water industry began with the economic liberalization process in 1991. The market was virtually stagnant until 1991, when the demand for bottled water was less than two million cases a year. However, since 1991-1992, it has not looked back, and the demand in 2004-05 was a staggering 82 million cases. India is the tenth largest bottled water consumer in the world. In 2002, the industry had an estimated turnover of Rs.10 billion (Rs.1,000 crores). Today it is one of India's fastest growing industrial sectors. Between 1999 and 2004, the Indian bottled water market grew at a compound annual growth rate (CAGR) of 25 per cent - the highest in the world. With over a thousand bottled water producers, the Indian bottled water industry is big by even international standards. There are more than 200 brands, nearly 80 per cent of which are local. Most of the small-scale producers sell non-branded products and serve small markets. In fact, making bottled water is today a cottage industry in the country. Leave alone the metros, where a bottled-water manufacturer can be found even in a one-room shop, in every medium and small city and even some prosperous rural areas there are bottled water manufacturers. Despite the large number of small producers, this industry is dominated by the big players - Parle Bisleri, Coca-Cola, PepsiCo, Parle Agro, Mohan Meakins, SKN Breweries and so on. Parle was the first major Indian company to enter the bottled water market in the country when it introduced Bisleri in India 25 years ago. Bottled water is sold in a variety of packages: pouches and glasses, 330 ml bottles, 500 ml bottles, one-litre bottles and even 20- to 50-litre bulk water packs. The formal bottled water business in India can be divided broadly into three segments in terms of cost: premium natural mineral water, natural mineral water and packaged drinking water. Premium natural mineral water includes brands such as Evian, San Pellegrino and Perrier, which are imported and priced between Rs.80 and Rs.110 a litre. Natural mineral water, with brands such as Himalayan and Catch, is priced around Rs.20 a litre. Packaged drinking water, which is nothing but treated water, is the biggest segment and includes brands such as Parle Bisleri, Coca-Cola's Kinley and PepsiCo's Aquafina. They are priced in the range of Rs.10-12 a litre. Attracted by the huge potential, that India's vast middle class offers, multinational players such as Coca-Cola and PepsiCo have been trying for the past decade to capture the Indian bottled water market. Today they have captured a significant portion of it. However, Parle Bisleri continues to hold 40 per cent of the market share. Kinley and Aquafina are fast catching up, with Kinley holding 20-25 per cent of the market and Aquafina approximately 10 per cent. The rest, including the smaller players, have 20-25 per cent of the market share. Consumption of bottled water in India is linked to the level of prosperity in the different regions. The western region accounts for 40 per cent of the market and the eastern region just 10. However, the bottling plants are concentrated in the southern region - of the approximately 1,200 bottling water plants in India, 600 are in Tamil Nadu. This is a major problem because southern India, especially Tamil Nadu, is water starved. The majority of the bottling plants - whether they produce bottled water or soft drinks - are dependent on groundwater. They create huge water stress in the areas where they operate because groundwater is also the main source - in most places the only source - of drinking water in India. This has created huge conflict between the community and the bottling plants. Private companies in India can siphon out, exhaust and export groundwater free because the groundwater law in the country is archaic and not in tune with the realities of modern capitalist societies. Treatment and purification account for



the major cost. Even with the state-of-the-art treatment system with reverse osmosis and membranes, the cost of treatment is a maximum of 25 paise a litre (Rs.0.25/litre). Therefore, the cost of producing 1 litre of packaged drinking water in India, without including the labour cost, is just Rs.0.25. In a nutshell, in manufacturing bottled water, the major costs are not in the production of treated and purified water but in the packaging and marketing of it. The cost of a bottle, along with the cap and the carton, is the single biggest cost - between Rs.2.50 and Rs.3.75 for a one-litre bottle. For water sold in big plastic jars (20-50 litres), which are also reused, or in pouches, this cost is much lower. It is precisely owing to this that companies sell water at even Re.1 a litre in a 20-50 litre jar and still make profits. Labour and establishment and marketing costs are highly variable and depend on the location and size of companies. Informal discussions with industry members reveal that the gross profit of this industry can be as much as between 25-50%. The reason that companies do not have to bear the cost of the main raw material - water - has made this industry highly profitable. But the real cost of the industry is huge. The majority of the bottling plants - whether they produce bottled water or soft drinks - are dependent on groundwater. They create huge water stress in the areas where they operate because groundwater is also the main source - in most places the only source - of drinking water in India. This has created huge conflict between the community and the bottling plants. Private companies in India can siphon out, exhaust and export groundwater free because the groundwater law in the country is archaic and not in tune with the realities of modern capitalist societies. Treatment and purification account for the major cost. Even with the state-of-the-art treatment system with reverse osmosis and membranes, the cost of treatment is a maximum of 25 paise a litre (Rs.0.25/litre). Therefore, the cost of producing 1 litre of packaged drinking water in India, without including the labour cost, is just Rs.0.25. In a nutshell, in manufacturing bottled water, the major costs are not in the production of treated and purified water but in the packaging and marketing of it. The cost of a bottle, along with the cap and the carton, is the single biggest cost - between Rs.2.50 and Rs.3.75 for a one-litre bottle. For water sold in big plastic jars (20-50 litres), which are also reused, or in pouches, this cost is much lower. It is precisely owing to this that companies sell water at even Re.1 a litre in a 20-50 litre jar and still make profits. Labour and establishment and marketing costs are highly variable and depend on the location and size of companies. Informal discussions with industry members reveal that the gross profit of this industry can be as much as between 25 and 50 per cent. The reason that companies do not have to bear the cost of the main raw material - water - has made this industry highly profitable. But the real cost of the industry is huge. The cost of fast-depleting groundwater is incalculable and so is the cost of disposal of plastic bottles and pouches. These are hidden costs that society and the environment pay and will pay in the future. The sale of bottled water is therefore not environmentally sound by any stretch of the imagination.

#### CASE STUDIES OF 3 WELL KNOWN BOTTLED WATER COMPANIES IN INDIA

##### "BISLERI" MINERAL WATER

**Bisleri** was originally an Italian Company created by Signor Felice Bisleri who first brought the idea of selling bottled water in India. Bisleri then was introduced in Mumbai in glass bottles in two varieties – bubbly & still in 1965. Parle bought over Bisleri (India) Ltd. in 1969 & started bottling Mineral water in glass bottles under the brand name 'Bisleri'. Parle Bisleri's Bisleri brand launched in 1971 was the leader with 70% market share. After 1993, the branded mineral water industry saw some hectic activity. In the early 1990s, the branded mineral water industry was worth Rs 3 billion, producing around 95 million liters in 1992. On an average, every three months, a new brand was launched and another died. In the late 1990s, many international brands were planning to enter the mineral water market. Currently Bisleri enjoys a market share about 40% in India and is facing stiff competition from other national and international players. Mr. Ramesh Chauhan is the vintage boss of Parle Bisleri Ltd. The brand has some 18 manufacturing locations spread across the country. Bisleri continues to lead in the Rs 700-1,000 crore organized, packaged water market with an estimated 40 per cent market share. In terms of volumes, the North and West remain Bisleri's biggest performing markets, despite the brand's sustained national-level presence. The brand name Bisleri is so popular in India that it's used as generic name for bottled mineral water.

##### **Product profile:**

- Bisleri Mountain Water
- Bisleri Mineral Water

##### **Strengths:**

- It enjoy a huge customer base
- It has a good brand image.
- Quality of product is of highest quality.
- Bisleri has a very good distribution structure in India.
- It enjoys monopoly in metropolitan and Tier-1 and Tier-2 cities along with Aquafina and Kinley.

##### **Weaknesses:**

- Bisleri distinctly lacks in sales promotions in comparison to its competitors.
- It is expensive for common people.
- It is not easily available outside metropolitan and other big cities.

##### **Opportunities:**

- It can explore international markets specially developing market.
- To minimize costs it can introduce pouches to reach common people.
- It should spend more on sales promotions to reinforce its brand image in the market.

##### **Threats:**

- Other Indian and international bottled water players, cola drinks, juices and beverages.
- Small-scale producers and vendors who sell non-branded products and serve small markets
- Rigid government trade policies are big threats which are hampering growth of this industry.
- Bisleri counterfeits are eating up its revenues and damaging its goodwill in the market.

##### "AQUAFINA" MINERAL WATER

**Aquafina** is a brand of bottled water. It was first distributed in Wichita, Kansas (USA) in 1994 and was distributed across the United States, Canada, Turkey, Vietnam, Pakistan and India. As of 2003, it had become the United States' top-selling bottled water brand in measured retail channels. Aquafina uses PepsiCo's own seven-step purification system, which it calls HyDRO-7, which includes charcoal filtration, reverse osmosis, and ozonation. PepsiCo states in marketing material that this system removes substances that may be in other brands of bottled water. As of July 27, 2007, PepsiCo put a disclaimer stating the water comes from a "public source" on each bottle. Aquafina uses the term "Purified Drinking Water" on its label Pepsi produces several other products under the Aquafina label. The brand is being manufactured out of seven plants in Roha

(Maharashtra), Bangalore, Kosi, Bazzpur, Kolkata and Kerala. The seventh plant at Guntur has gone on stream recently. While five of these plants are company-owned bottling operations, two plants in Kosi and Guntur are franchise-owned operations. Aquafina has an overall market share of about 25% in India and it has emerged as the leading bottled water brand in the UP market, followed by Bisleri and Kinley.

**Product profile:**

- Aquafina Sparkling, carbonated flavored water, available in Berry Blast (Raspberry), and Citrus Twist
- Aquafina FlavorSplash, flavored water (without carbonation), and artificially sweetened with Sucralose, available in Grape, Citrus Blend, Wild Berry, and Raspberry.
- Aquafina Alive, a low calorie, vitamin-enhanced water beverage, available in Berry Pomegranate, Peach Mango and Orange Lime.
- Aquafina plus+, a low calorie (120 calories per 591mL bottle), vitamin supplement water beverage available in "Blackberry Grape", "Pomegranate Cherry", "Passionfruit Citrus" and "Orange Tangerine".

**Strengths:**

- It has a good back up from its parent company that is Pepsoco. So it can afford to invest huge funds in marketing and R&D
- It enjoys an excellent distribution structure of PepsiCo. in India.
- It has a good brand image and also benefits from the brand image of PepsiCo.
- Quality of product is highly reliable and of highest quality.
- It enjoys monopoly in metropolitan and Tier-1 and Tier-2 cities along with Bisleri and Kinley.

**Weaknesses:**

- Pricing is high for the common people.
- It is facing huge resistance from the local people and authorities, wherever its processing plants are located because these plants are very rapidly exhausting the ground water resources of that area.
- Aquafina has virtually no presence in rural or economically backward areas.

**Opportunities:**

- It should introduce pouches to minimize costs and hence making it more affordable to common people.
- It should utilize the distribution facility of PepsiCo to reach to the rural and ultimate customers.
- It should enhance its quality to establish itself in niche or premium market.

**Threats:**

- Other Indian and international bottled water players, cola drinks, juices and beverages, local brands and unorganized local water vendors.
- It is falling victim of cannibalization from its parent company as cola drinks are posing threats to its market share.

**"KINLEY" MINERAL WATER**

**Kinley** is a brand of still or carbonated water owned by The Coca-Cola Company and sold in many Central European countries and India. Its carbonated forms are used for mixers, and also available in a variety of fruit flavors. The Kinley brand is used by Coca-Cola for two types of drinks. A Carbonated water with a wide array of variants: tonic, bitter lemon, club soda and fruit flavored. Available in Austria, Belgium, Bulgaria, Czech-Republic, Denmark, Germany, Hungary, India, Israel, Italy, Lithuania, Luxembourg, Maldives, Moldova, Nepal, Netherlands, Norway, Poland, Romania, Slovakia, Sweden, Switzerland, United States and Zambia. A High quality bottled water available in Bangladesh, Bulgaria, India, Maldives, Nigeria and Pakistan. Kinley has an overall market share of approximately 25% in India. It has seven production lines in India, which include three company owned facilities at Bangalore, Mumbai and Delhi. The brand also has four other production lines which are on contract agreement. Why Kinley the brand name of Coca Cola is the most trusted health plank among all the three major players of this industry i.e. Pepsi, Bisleri and Coca Cola. Probably the answer lies in the stringent quality control process of Coca-Cola and its concern towards taste and purity of drinking water. Kinley ensures to provide minerals in packaged water. This is the reason why does taste of this brand never alters. Consistency in the taste and composition makes Kinley the most favored brand among all available drinking water brands. Kinley meets the Indian standard of drinking water IS 14543. To maintain the consistency of quality Coca-Cola has selected three green field-manufacturing plants located at Bidadi near Bangalore, Dasna in UP and plants in Goa and Maharashtra. Treated water with mineral is an advantage when one consumes Kinley because other brands do not give minerals in treated water. Less number of manufacturing plants always ensures quality of treated water and consistency of source. One can witness the variation in taste of other brands and sometimes-bitter taste too. Coca-Cola has a strong international audit system to monitor compliance to international and local standards. Manufacturing facilities get audited against quality management standards.

**Product profile:**

- Quality standard of source water is checked prior to use and it's processing. It is tasted for potable drinking water quality. It is tested periodically if selected for use. All the tastes are done with third party testing laboratories. Source water is protected and observed to avoid any contamination.
- Source of water is disinfected from microorganisms and metal ions by Chlorination.
- Molecular filtration is done by one of the methods of either reverse osmosis or coagulation.
- Multi media filtration is done. Water is conveyed through different media to catch any impurity.
- Water is purified through granular carbon filters. Here organic traces are removed.
- Water is passed through high efficiency 5-micron meter filters to trap any activated carbon particles.
- Minerals are added to enhance the taste and to comply with the optimum mineral needs of drinking water.
- Water is filled and packed in sterilized plastic bottles.

**Strengths:**

- Kinley follows one the most stringent quality control process in the industry.
- It has maintained Consistency in the taste and composition over the years.
- It has a good back up from its parent company (Coca Cola). So it can afford to invest huge funds in marketing and R&D.
- It enjoys an excellent distribution structure and penetration of Coca Cola in India.
- It has a good brand image and also benefits from the brand image of Coca Cola.
- It enjoys monopoly in metropolitan and Tier-1 and Tier-2 cities along with Bisleri and Aquafina.

**Weaknesses:**

- It's not affordable for lower income groups of the society as they are very price sensitive.
- It is facing huge resistance along with Aquafina from the local people and authorities, wherever their processing plants are located because these plants are very rapidly exhausting the ground water resources of that area.

- Kinley has virtually no presence in rural or economically backward areas as is the case with other mineral water brands.

#### Opportunities:

- It should introduce pouches to minimize costs and hence making it more affordable to common people.
- It should utilize the distribution facility of Coca Cola to reach to the rural and ultimate customers.
- It should enhance its quality to establish itself in niche or premium bottled water market.
- It should explore new business horizons in underdeveloped and developing economies of Latin America, Africa and Asia.
- It can look for the growth opportunities in EU and USA in the Bottled Water segment as it already has its presence in Carbonated and Flavoured Water segment.

#### Threats:

- Other Indian and international bottled water players, cola drinks, juices and beverages, local brands and unorganized local water vendors.
- It is falling victim of cannibalization from its parent company as cola drinks are also its competitors in the market.

#### RECOMMENDATIONS

- ❖ During Development stage every company should first analyze the market. Company should arrange the market research in a most efficient and effective manner, because the company's whole future depends upon the proper analyses of the market.
- ❖ Every company should plan effectively to enter into the market. Company should focus on all the aspect like social environment, political environment, cultural environment, demographical environment etc.
- ❖ When company introduces its product in the market it should first try to achieve break even point. Initially the profits are negative or low at the introduction stage company should develop promotional expenditure because of following needs:
  - a. inform potential consumers
  - b. induce product trial
  - c. secure distribution in retail Outlets Company should focus on those buyers who are the most ready to buy.
- ❖ During growth stage when the product clicked in the market, then marketer should build intensive distribution centers and build awareness and interest in the mass market and offer product extension, service warranty because numbers of competitors get increased .during this stage company should use several strategies to sustain rapid market growth:
  - a. improve its product quality and adds product features and improving styling.
  - b. add new model and flanker products (i.e. product of different size, flavors, and so forth that the main product.)
  - c. lower prices to attract the next layer of price sensitive buyers.
- ❖ During maturity stage company should try to diversify brand and items models, and try to edge over the competitors .at this stage company should try to influence non- users into users to increase profit as well as try to modify the product according to market requirements and build more intensive distribution channels.
- ❖ During decline Stage Company should focus on the new product as sales and profits decline, some companies withdraw from the market. Those remaining may reduce the number of products offer. They may withdraw from smaller market segment and weaker trade channels, and they may cut their promotion budget and reduce price further. And at this stage company should strongly focus on new products to remain in the market and to maintain profit in the market.

#### CONCLUSIONS

These are boom times for the Indian Bottled Water Industry - more so because the economics are sound, the bottom line is fat and the Indian government hardly cares for what happens to the nation's water resources. The majority of the bottling plants - whether they produce bottled water or soft drinks - are dependent on groundwater. They create huge water stress in the areas where they operate because groundwater is also the main source - in most places the only source - of drinking water in India. This has created huge conflict between the community and the bottling plants. Private companies in India can siphon out, exhaust and export groundwater free because the groundwater law in the country is archaic and not in tune with the realities of modern capitalist societies. The existing law says that "the person who owns the land owns the groundwater beneath". This means that, theoretically, a person can buy one square meter of land and take all the groundwater of the surrounding areas and the law of land cannot object to it. This law is the core of the conflict between the community and the companies and the major reason for making the business of bottled water in the country highly lucrative.

Source: Docstoc India

## ΣΤΑΤΙΣΤΙΚΗ ΕΠΕΞΕΡΓΑΣΙΑ ΕΙΣΑΓΟΜΕΝΩΝ ΜΗ ΑΛΚΟΟΛΟΥΧΩΝ ΠΟΤΩΝ

Πηγή: Βάση Δεδομένων Ινδικού Υπ.Εμπορίου

Commodity: 22011010 MINERAL WATERS						
Country	Values in US\$ Million		%Growth	Quantity in Thousand LTRS		%Growth
	2008-2009	2009-2010		2008-2009	2009-2010	
AUSTRALIA	0			4	0.24	-94
BHUTAN	0.11			302.39		
BRAZIL		0			6.85	
CHINA P RP		0			1	

DENMARK					0.15	
FINLAND		0.01			20	
FRANCE	0.41	0.4	-1.74	1,206.49	1,456.18	20.7
GERMANY	0.14	0.07	-46.75	315.66	191.85	-39.22
ITALY	0.01	0.01	-30.43	23.48	31.98	36.19
JAPAN		0			0.16	
KOREA RP	0	0	400	0.51	1.61	213.01
MALAYSIA	0.01	0	-93.66	58.39	1.32	-97.74
SINGAPORE	0.04	0.04	-6.63	146.8	115.55	-21.29
TURKEY	0			5		
U ARAB EMTS	0	0	-72.5	18.94	5	-73.6
U K	0.05	0.04	-24	201.76	154.57	-23.39
U S A	0			1.5		
UNSPECIFIED					0.1	
<b>Total</b>	<b>0.77</b>	<b>0.57</b>	<b>-26.93</b>	<b>2284.92</b>	<b>1986.56</b>	<b>-79.34</b>

Commodity: 22011020 AERATED WATERS						
Country	Values in US\$ Million		%Growth	Quantity in Thousand LTRS		%Growth
	2008-2009	2009-2010		2008-2009	2009-2010	
FRANCE	0.13	0.04	-69.47	140	47.98	-65.73
INDONESIA		0			1.22	
KOREA RP	0.01	0	-84.85	6	1	-83.42
PORTUGAL		0.02			19.11	
SINGAPORE	0	0.01	2,150.00	0.5	17.26	3,352.00
THAILAND		0			4.92	
U ARAB EMTS	0.04	0.03	-26.6	62.12	74.02	19.15
U K	0	0.01	67.74	3.3	10.3	212.72
U S A	0			2		
<b>Total</b>	<b>0.18</b>	<b>0.11</b>	<b>-39.64</b>	<b>213.92</b>	<b>175.81</b>	<b>3434.72</b>

Commodity: 22019090 OTHER WATERS (INCLUDING NATURAL WATER)						
Country	Values in US\$ Million		%Growth	Quantity in Thousand LTRS		%Growth
	2008-2009	2009-2010		2008-2009	2009-2010	
BANGLADESH PR		0			2	
CHINA P RP	0	0.01	2,700.00	0.7	27	3,757.14
DENMARK	0			0.1		
EGYPT A RP				0.05		
GERMANY	0.04	0.02	-53.68	61.59	43.56	-29.28
ITALY		0			0.9	
JAPAN	0			0.26	0.04	-84.91
KOREA RP		0.01			20	
MALAYSIA		0			0.41	
NETHERLAND	0.01	0.01	-57.72	15.3	9.04	-40.91
NEW ZEALAND	0.01			11.59	0.07	-99.4
NORWAY	0.01	0.01	81.25	6.48	13	100.62
SINGAPORE	0.01	0.02	116.47	6.92	34.51	398.7
SRI LANKA DSR				0.04		
SWEDEN	0			0.4		
U ARAB EMTS	0	0	360	0.47	1.52	220
U K	0.03	0.02	-31.75	30.17	30.91	2.47
U S A	0.01	0	-48.68	8.98	3.19	-64.43
UNSPECIFIED	0			1.5		
<b>Total</b>	<b>0.11</b>	<b>0.1</b>	<b>-5.86</b>	<b>144.55</b>	<b>186.15</b>	<b>4,160.00</b>

Commodity: 22021010 AERATED WATERS						
Country	Values in US\$ Million		%Growth	Quantity in Thousand LTRS		%Growth
	2008-2009	2009-2010		2008-2009	2009-2010	
AUSTRALIA	0.07			61.8		
AUSTRIA	0.02			18.4		
BANGLADESH PR	0.07	0.14	110.98	164.65	435.2	164.33
BHUTAN	0.21	0.12	-42.84	474.56	307.41	-35.22
GERMANY	0.01	0.01	31.82	9.25	20.88	125.75
HONG KONG				0.02		
INDONESIA	0			0.7		
KOREA RP	0			0.4		
MALAYSIA	0.07	0.02	-78.18	80.15	21.2	-73.55
NETHERLAND	0			1		
SINGAPORE	0.06	0.03	-47.66	66.83	35.12	-47.45
THAILAND	0.01	0.01	15.09	5.92	7.25	22.47
U ARAB EMTS	0.04	0.02	-56.96	34.98	28.09	-19.71
U K	0.11	0.05	-50.33	124.77	87.57	-29.82
U S A	0.02	0.01	-69.26	26.48	14.6	-44.83
<b>Total</b>	<b>0.68</b>	<b>0.39</b>	<b>-41.67</b>	<b>1069.91</b>	<b>957.32</b>	<b>61.97</b>

Commodity: 22021090 OTHER THAN LEMONADE/AERATED WATERS						
Country	Values in US\$ Million		%Growth	Quantity in Thousand LTRS		%Growth
	2008-2009	2009-2010		2008-2009	2009-2010	
AUSTRALIA	0.03	0.12	246.55	24	258.54	977.25
AUSTRIA	0.07	0.03	-57.08	83.9	34.73	-58.61
BANGLADESH PR	1.2	3.24	170.83	5,183.91	10,852.37	109.35
BHUTAN	0.33	1.66	398.14	556.72	4,251.98	663.75
TAIWAN		0			4	
CHINA P RP	0.01	0.16	1,033.10	20.64	236.26	1,044.73
FRANCE					0.03	
GERMANY		0			0.88	
HONG KONG	0			0.68		
INDONESIA	0	0.06	1,914.29	2.5	60.4	2,316.00
ITALY		0.01			2.6	
JAPAN	0			0.1		
KOREA RP	0.02	0	-93.04	13.05	1.02	-92.15
MALAYSIA	0.01	0	-93.59	10	0.5	-95
MALDIVES				0.12		
MEXICO	0	0	-95.92	3.28	0.3	-90.84
NETHERLAND	0	0.01	1,088.89	1.2	20	1,566.67
OMAN		0.01			35.83	
PHILIPPINES		0			0.3	
SAUDI ARAB	0.03	0.04	54.55	40.97	84.42	106.08
SINGAPORE	0.02	0.01	-58.4	32.32	14.72	-54.46
SPAIN	0.01	0.01	50.94	5	8.5	70
SRI LANKA DSR				0.02	0.1	400
SWEDEN		0.27			17.71	
SWITZERLAND		0.01			1.5	
THAILAND	0.08	0.04	-54.37	80.36	29.64	-63.11
TURKEY	0	0	-20	1.1	0.9	-18.55
U ARAB EMTS	0.26	0.28	8.2	260.28	430.04	65.22
U K	0.04	0.16	264.64	44.94	208.69	364.41
U S A	0.06	0.02	-66.05	62.71	26.14	-58.31
<b>Total</b>	<b>2.18</b>	<b>6.15</b>	<b>181.6</b>	<b>6427.8</b>	<b>16582.1</b>	<b>7152.43</b>

Commodity: 22029010 SOYA MILK DRINKS W/N SWEETNED OR FLAVOURED						
Country	Values in US\$ Million		%Growth	Quantity in Thousand LTRS		%Growth
	2008-2009	2009-2010		2008-2009	2009-2010	
AUSTRALIA	0.01	0	-93.8	11.8	1.22	-89.66
BELGIUM		0.01			11.78	
BRAZIL		0			0.62	
GERMANY	0	0	178.57	1	5.85	484.6
JAPAN		0.06			90	
MALAYSIA		0.02			38.01	
SPAIN	0			0.72		
U ARAB EMTS	0			3		
U K	0	0	28.57	1.14	1.39	22.18
U S A	0.26	0.25	-4.62	207.05	166.87	-19.41
<b>Total</b>	<b>0.28</b>	<b>0.36</b>	<b>26.05</b>	<b>224.71</b>	<b>315.74</b>	<b>397.71</b>

Commodity: 22029020 FRUIT PULP/FRUIT JUICE BASED DRINKS						
Country	Values in US\$ Million		%Growth	Quantity in Thousand LTRS		%Growth
	2008-2009	2009-2010		2008-2009	2009-2010	
AUSTRALIA	0.03	0	-97.23	17.51	2.04	-88.38
AUSTRIA		0			0.07	
CHINA P RP	0			2.26		
FRANCE	0.17	0.01	-94.28	237.59	8	-96.63
GERMANY	0.01	0	-80.6	8.89	3	-66.27
INDONESIA		0			5.94	
IRAN		0			2	
KOREA RP	0			0.42	0.17	-59.24
MALAYSIA	0.36	0.51	40.04	395.85	727.76	83.85
NEPAL	24.88	21.87	-12.11	46,624.11	45,545.92	-2.31
NEW ZEALAND	0			10.4		
PHILIPPINES		0.38			554.2	
PORTUGAL	0.09			232.29		
SAUDI ARAB	0.02			22		
SINGAPORE	0.01	0	-94.83	17.81	0.33	-98.15
SOUTH AFRICA		0			0.24	
SPAIN	0.09	0.21	127.32	391.47	117.6	-69.96
SRI LANKA DSR	0			0.8		
SWITZERLAND				0.14		
THAILAND	0.02	0.15	535.68	27.95	257.33	820.5
U ARAB EMTS	0.03	0.02	-22.38	46.68	33.52	-28.2
U K	0.05	0.08	59.61	87.82	189.3	115.55
U S A	0.18	0.27	53.04	205.49	445.7	116.9
VIETNAM SOC REP	0.04			60.26		
<b>Total</b>	<b>25.97</b>	<b>23.51</b>	<b>-9.5</b>	<b>48389.74</b>	<b>47893.12</b>	<b>627.66</b>

Commodity: 22029090 OTHER SWEETENED FLAVOURED WATERS						
Country	Values in US\$ Million		%Growth	Quantity in Thousand LTRS		%Growth
	2008-2009	2009-2010		2008-2009	2009-2010	
AUSTRALIA	0.51	0.09	-82.75	409.36	129.61	-68.34
AUSTRIA	3.58	8.14	127.22	2,676.34	6,165.29	130.36

BANGLADESH PR	0.08	0.02	-72.76	35.33	73	106.62
BELGIUM					0.05	
TAIWAN		0.02		0.02	19.03	95,075.00
CHINA P RP	0	0.08	1,608.33	6.26	57.11	811.67
GERMANY	0.41	0.22	-45.11	423.54	266.95	-36.97
HONG KONG	0	0.01	610	2.2	10	354.55
IRAN		0.01			2.28	
ITALY	0	0.01	4,100.00	0.11	6	5,354.55
JAPAN		0		0.06	0.17	183.33
KOREA RP	0	0	40	0.46	2.96	551.21
MALAYSIA	0.04	0.16	314.36	33.6	110.74	229.62
MEXICO	0	0	250	0.26	0.41	55.3
NEPAL	0.14	0.07	-46.78	263.85	175.26	-33.57
NETHERLAND	0.01	0.04	236.89	15.29	77.34	405.86
NEW ZEALAND	0			0.6		
NORWAY		0.01			5	
PHILIPPINES	0.03			36.12		
SAUDI ARAB	0.02	0	-87.65	30.15	1.27	-95.77
SINGAPORE	0.07	0.1	41.77	92.87	123.21	32.67
SPAIN		0			1.15	
SRI LANKA DSR	0.01	0.01	-3.91	11.12	17	52.93
SWITZERLAND	0.02			15	0.02	-99.85
THAILAND	0.03	0.06	128.78	13.94	115.52	728.95
TURKEY	0.01	0	-98.41	3.04	0.2	-93.41
U ARAB EMTS	0.35	0.57	63.95	220.93	366.28	65.79
U K	0.08	0.06	-24.97	52.38	60.78	16.03
U S A	0.19	0.05	-73.55	134.77	49.29	-63.43
VIETNAM SOC REP		0			0.2	
UNSPECIFIED	0	0.03	654.76	2.7	30	1,011.11
<b>Total</b>	<b>5.58</b>	<b>9.79</b>	<b>75.35</b>	<b>4480.3</b>	<b>7866.12</b>	<b>104674.21</b>

## ΚΑΤΑΛΟΓΟΣ ΟΡΓΑΝΩΜΕΝΩΝ ΠΟΛΥΕΘΝΙΚΩΝ-ΙΝΔΙΚΩΝ ΥΠΕΡΑΓΟΡΩΝ ΣΤΗΝ ΙΝΔΙΑ

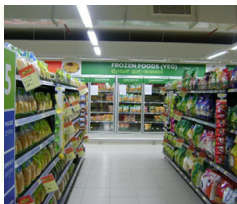
### “Walmart” and “Carrefour” plan new initiatives along with state govts



With intentions to make deeper inroads into India, international retailers **Walmart** and **Carrefour** are finding new ways to enhance business and brand building in the country. While **Walmart's** 50:50 joint venture with Bharti Enterprises - Bharti Walmart, is talking to the Punjab government to maintain and modernise slaughter houses in the state, French retailer Carrefour has adopted a municipal school located near its wholesale store at Seelampur in Delhi. "We are talking to the Punjab government for maintenance and modernisation of slaughter houses. The initiative is at a preliminary stage," a Bharti Walmart spokesperson told PTI. The partnership will help the company to source hygienic meat for its 'Best Price Modern Wholesale stores' that currently cater to about 185,000 registered members in the country. The company has set up six wholesale stores in the country so far, with four stores operating in Punjab alone. When asked by about the timeline of the project, the spokesperson said: "We are currently working on the plan and details are not yet available." **Carrefour**, on the other hand, has tied-up with the Municipal Corporation of Delhi (MCD) as part of its global philosophy to support local development. "This programme has helped bring positive change to the communities globally and we at Carrefour are delighted to begin this programme in India as well," Carrefour India Head- CSR Mohan Shukla said. Workshops are being conducted with students and a nutritionist has been hired to give advice and answer specific queries of children on health and hygiene, the firm said. "Carrefour will improve the infrastructure of the school and provide safe and clean facilities to create

an environment conducive to learning for more than 200 children enrolled in the school," it added. The Carrefour Group has opened its first cash-and-carry store in India in New Delhi (Seelampur) called 'Carrefour Wholesale Cash & Carry'.

### “Easyday” Market enters South India with store at Mysore



**Bharti Retail**, a wholly owned subsidiary of **Bharti Enterprises**, has entered the South India market with an **Easyday Market** outlet in Mysore. The store at Layalakshmiapuram is spread across 36,000 sq.ft and offers customers an everyday low cost shopping experience, high in-stock levels and close to 13,000 products.

Speaking on the occasion, Andrew Levermore, COO, Bharti Retail, said, “With this launch, Bharti Retail marks its entry into the South India market. We are confident of delivering high standards of customer service, consistent low prices and quality goods to residents of Mysore.” The company says the outlet in Mysore has provided quality employment opportunities to more than 170 people. The merchandise has been displayed in a customer-friendly manner to create a new experience and facilitate shopping. With the Mysore opening, Easyday Market now has 11 outlets in India.

### Kishore Biyani's “Future” Group enters elite gourmet retailing



Kishore Biyani's **Future Group**, which emerged the country's largest retailer by selling shampoos and biscuits through a well-acclaimed discount strategy, is going super elite for the first time with a gourmet food chain that will sell Swiss truffles and Camembert cheeses. The owner of Big Bazaar hypermarkets and Central destination malls will open the first all-new format of gourmet food store, Foodhall, in Mumbai's most luxurious shopping mall Palladium this week. "The **Foodhall** concept takes customers to the next level of food retailing; it is different from anything we have done before and also from what any retailer has

attempted in India," Damodar Mall, president, integrated food strategy, Future Group, told ET. So Focaccia Italian bread and Californian Apples at Foodhall will rub shoulders with Louis Vuitton bags, Zara dresses and American designer brand Marc Jacobs at the Palladium. The store is spread over 15,000 square feet. Foodhall is the fourth organized food retailing chain in Future Group's portfolio. The three existing ones include mass retail store Food Bazaar, no-frills small-format KB's Fair Price stores and franchisee store FoodRite, which it acquired from South African grocery chain Shoprite. This time Future wants to lure the rich and upper-middle class consumers. Foodhall stores will serve high-margin fine foods and will completely steer clear of discounts and consumer promotions, unlike Big Bazaar and Pantaloon that thrive on the discounted pricing and aggressive promotions model. They will offer an assortment of fresh and packaged assortment foods and will cover international and pan-Indian cuisine. Mall said Future Group has identified 10 catchments areas across the country to set up similar stores, which could come up within the next 8-12 months. But he declined to divulge investments the group plans to infuse in the chain. It's a bold move in an inflationary food market where sentiments are down and consumers are looking at value deals at discount stores. But experts said gourmet and luxury foods have nothing to do with food inflation because such retailers are targeting consumers unaffected by rising food prices. Rising incomes, more people travelling overseas and increasing health and nutrition awareness have made gourmet food a huge opportunity in the country. "From premium vacations, footwear and luxury cars to gourmet foods, the depth of the luxury market will only grow," retail consultancy Technopak Advisors Chairman Arvind Singhal said. Besides, recent reports indicate that modern retail has overcome the slowdown, which saw retailers like Raheja group's GourmetCity from HyperCity Retail exiting the food gourmet retailing business in 2009. Singhal estimated that there are about 20 million consumers of luxury products already. Of the total number of 240-250 million households in the country, 2-3% households consume luxury products. The opportunity for gourmet food is estimated at about 4,000-5,000 crore, which is about 5% of the overall foods industry. The competition include Godrej Nature's Basket, which operates over 10 stores, and smaller chains such as Le Marche and Modern Bazaar. Besides, RPG's Spencer's Retail has a section on gourmet foods at some of its stores.

#### **Industry Association: National Retailers Association of India**

Corporate Office: Retailers Association of India (RAI)  
111/112, Ascot Centre, Near Hotel ITC Maratha, Sahar Road, Sahar,  
Andheri (E), Mumbai - 400099.  
Tel : +91 22 28269527 - 29 | Fax : +91 22 28269536

#### **Southern Regional Office:**

107, Usman Road, T Nagar, Chennai - 600017  
**Contact person:** - D. Joice Smiling, Regional Director - Southern Region



mobile: +91 9360382852 | Email: [smiling@rai.net.in](mailto:smiling@rai.net.in)  
- K.Narendran, Manager - Business Development,  
mobile: +91 9994334466 | Email: [narendran@rai.net.in](mailto:narendran@rai.net.in)

**Northern Regional Office:**

**Contact person:** - Brijesh Gangwar, Manager - Business Development  
mobile: +91 9910999899 | Email: [brijesh@rai.net.in](mailto:brijesh@rai.net.in)

**1. Bharti Retail Pvt. Ltd. (Hypermarkets)**

Bharti Retail is a wholly owned subsidiary of Bharti Enterprises. The Company operates easyday neighborhood stores and compact hypermarket stores called Easyday Market. Bharti Retail provides consumers a wide range of good quality products at affordable prices. Easyday stores are a one-stop shop that caters to every family's day-to-day needs. Merchandise at easyday Market stores include apparels, home furnishings, appliances, mobile phones, meat shop, general merchandise, fruits and vegetables among others.

**Bharti Enterprises Limited**

Aravali Crescent  
1, Nelson Mandela Road,  
Vasant Kunj, Phase II  
New Delhi - 110070  
Tel: +91 11 46666100, +91 11 42666500  
Fax: +91 11 4166-6137  
Website: [www.bharti.com](http://www.bharti.com)

**2. Bharti Walmart Ltd. (Cash & Carry)**

Bharti Walmart is a B2B joint venture between Bharti Enterprises and Walmart for wholesale cash & carry and back-end supply chain management operations in India to serve small retailers, manufacturers, institutions and farmers. The Company operates Cash & Carry stores under the Best Price Modern Wholesale brand. A typical cash-and-carry store stands between 50,000 and 100,000 square feet and sells a wide range of fresh, frozen and chilled foods, fruits and vegetables, dry groceries, personal and home care, hotel and restaurant supplies, clothing, office supplies and other general merchandise items

**Bharti Enterprises Limited**

Aravali Crescent  
1, Nelson Mandela Road,  
Vasant Kunj, Phase II  
New Delhi - 110070  
Tel: +91 11 46666100, +91 11 42666500  
Fax: +91 11 4166-6137  
Website: [www.bharti.com](http://www.bharti.com)

**3. Carrefour (Cash & Carry)**

The Carrefour Group announced the opening of its first cash & carry store in India in New Delhi under the name "Carrefour Wholesale Cash&Carry". With a sales area of 5200 m<sup>2</sup>, this store located east of New Delhi in the Shahadra neighbourhood will offer more than 10.000 SKUs in food and non-food to professional businesses, institutions, restaurants and local retailers.

Contact Person Mr. Niraj Rana (Category Manager)  
Address: Building No. 9-A, 16<sup>th</sup> Floor, Cyber City,  
Gurgaon - 122002, Haryana, India  
Phone: +91-124-4752036  
Website: [www.carrefour.com](http://www.carrefour.com)

**4. Metro Cash & Carry India (Hypermarkets)**

Metro Cash & Carry hypermarket in India, has 2 stores operating in Bangalore and one in Hyderabad.  
**Metro Cash And Carry India**  
Head Office Address : No.26/3 Indl. Suburbs A Block Subramanian Nagar Ward No-9 (Yeshwanthpur)  
Bengaluru /Bangalore: 560055  
Karnataka ,India .

Phone: +91-80-2219 2000/ 2219 2022

Website: [www.metro.co.in](http://www.metro.co.in)

#### **5. Reliance Group**

##### **Reliance Fresh (fruits & vegetables)**

*Corporate Office: Reliance Industries Limited*

*Makers Chambers - IV,*

*Nariman Point,*

*Mumbai 400 021, India.*

*Tel: +91-22-2278 5000*

*Website: [www.ril.com](http://www.ril.com)*

##### **Reliance Retail- (Hypermarkets)**

Reliance Retail is a large hypermarket under the brand name RelianceMart today.

Address: Reliance Centre,

19, Walchand, Hirachand Marg,

Ballard Estate,

Mumbai , 400 038,

Tel: +91-22-30327000

Fax: +91-22-22870072

Website: <http://www.reliancemart.com>

#### **6. Aditya Birla Retail Ltd. Head Office - "MORE MEGA STORES" (Supermarket)**

Address: C Ruiya Centre, Next to Le Meridian Hotel, Sirvaya Centre

Sahar Airport Road Andheri (E)

Mumbai: 400099

Maharashtra , India .

Phone: +91-22-6680 5555 (Extn: 702)

Website: [www.morestore.com](http://www.morestore.com); [www.adityabirla.com](http://www.adityabirla.com)

Contact person: - Ms. Rakhi Mullick, Head Procurement (Supermarket)

Email: [rakhi.mullick@retail.adityabirla.com](mailto:rakhi.mullick@retail.adityabirla.com)

#### **7. Adani Retail India Pvt. Ltd. (Super-markets/Hypermarkets)**

Address: Adani House, Near Mithakhali Circle, Navrang Pura,

Ahmedabad, Gujarat - 380 009 (India)

Telephone: +91-79-25555555 / 25555571

Fax No: +91-79-6565500

Email: [info@adanigroup.com](mailto:info@adanigroup.com)

Website: [www.adanigroup.com](http://www.adanigroup.com)

#### **8. Biyani Future Group**

##### **Pantaloon Retail (India) Limited- FOOD BAZAAR (Supermarket)**

Address: 3rd Flr, Plot No. 82, Sector 32,

Near NIIT Corp. Office,

Gurgaon, Haryana - 122 001

Tel: +91-124-464 1000

Fax: +91-124-464 1001

E-mail: [sharewithus@fvrl.in](mailto:sharewithus@fvrl.in)

Website: <http://pantaloonretail.co.in/contact.asp>

Contact person: - Mr. Ravi Shankar Maha Seth, Assistant Manager Category (Edible oils)

Email: [ravishankar.mahaseth@futuregroup.in](mailto:ravishankar.mahaseth@futuregroup.in)

- Mr. Chiranjeev Kumar, Assistant Manager Category (Food)

Email: [chiranjeev.kumar@futuregroup.in](mailto:chiranjeev.kumar@futuregroup.in)

#### **8. Spencer's Retail (Cash & Carry/ Super-markets)**

Address: Merchandise includes (Fruits and Vegetables/FMCG/Bakery & Food Services)

Duncan House,

1st Floor, 31, Netaji,  
Subhas Road, Kolkata, 700001,  
Tel: +91-33-44115600,  
Fax: +91-33-22318767  
Email: [customercare@spencersretail.com](mailto:customercare@spencersretail.com)  
Website: [www.spencersretail.com](http://www.spencersretail.com)

**9. Apna Bazaar (Cash & Carry/ Super-markets)**

Address: 6-1-67/1/3, 1st Floor,  
Apna Bhavan,  
Besides Ravindra Bharathi,  
Opp. DGP Office, Lakdikapul,  
Hyderabad 500004,  
Tel: +91-40-2323 3199, 2324 3376  
Fax: +91-40-2771 9641  
Email: [info@apnabazaar.org](mailto:info@apnabazaar.org)  
Website: [www.apnabazarcashandcarry.com](http://www.apnabazarcashandcarry.com)

**10. Tesco Hindustan Services Centre (Cash & Carry/ Hyper-markets)**

Address: # 81 & 82, EPIP Area,  
Whitefield,  
Bangalore – 560 066,  
Karnataka, India  
Tel: +91-80-6658 8000  
Fax: +91-80-6666 4500  
Email: [Bharathi.Mehra@in.tesco.com](mailto:Bharathi.Mehra@in.tesco.com)  
Website: [www.tescohsc.com](http://www.tescohsc.com)

**11. SRS Value Bazaar (Super-markets/ Hypermarkets)**

CORPORATE OFFICE: SRS Multiplex, City Centre, Sector 12,  
Faridabad (NCR Delhi) - 121007.  
Tel: +91-129-4090100 / 4009308  
Fax: +91-129 - 4009309

**REGISTERED OFFICE**

202, New Delhi House, Barakhamba Road,  
Connaught Place, New Delhi - 110001.  
T: 011-41571258 - 60, 66, 67  
F: 011-41571269  
E: [info@srsparivar.com](mailto:info@srsparivar.com); [retail@srsparivar.com](mailto:retail@srsparivar.com)  
Website: <http://www.srsparivar.com/value-bazaar/>

**12. HyperCity-K.Raheja Corp. (Hypermarkets)**

Address of the HyperCity: 'A' Wing, 1st Floor, Paradigm  
New Link Road,  
Next to Inorbit Mall,  
Malad (West)  
Mumbai – 400 064  
Maharashtra, India  
Tel: +91 22 40695555  
Website: [www.krahejacorp.com](http://www.krahejacorp.com)  
Corporate Office address: Plot no C-30, Block G  
Opp SIDBI, Bandra Kurla Complex  
Bandra (E), Mumbai – 400 051  
Maharashtra-India  
Tel: +91 22 26564000  
Fax: +91 22 26564899  
Email: [krahejacorp@vsnl.com](mailto:krahejacorp@vsnl.com)

### **13. Spar Hypermarket – Landmark Group (Hypermarkets)**

Spar Hypermarkets and supermarkets in India is the result of a license agreement between the Landmark Group's Max Hypermarkets India Pvt. Ltd. and Spar International. Spar currently has three stores in Bangalore and one each in Hyderabad and Mangalore. Shoppers have the option to choose from a wide variety of quality products in categories ranging from grocery, fruit and vegetables, bakery, dairy, take away foods, meat, poultry and fish, wine, beer and spirits, home textiles, personal care, crockery, utensils and kitchen appliances, electronics and IT accessories and more.

#### **Max Hypermarkets India Pvt Ltd.**

2nd Floor  
No.39/3 & 44 Bannerghatta Road,  
Bangalore, 560 029  
India

Tel: +91 80 41811600

Fax: +91 80 2684807

Website: [www.spar-international.com](http://www.spar-international.com)

Contact person: - Mr Ponnu Subramaniam, Senior V.President (Food & Supply Chain Management)

Email: [pons@maxhypermarkets.com](mailto:pons@maxhypermarkets.com)

- Mr. Satish Kumar, Business Head, Food - North (based in New Delhi)

Email: [satish@maxhypermarkets.com](mailto:satish@maxhypermarkets.com)

### **14. American Community Support Association (ACSA) (Super-market)**

A part of the American Embassy in New Delhi, India, The American Community Support Association (**ACSA**) is a support organization for the welfare of US government employees, American citizens other county diplomats and their families living in India.

#### **American Embassy (AMC)**

Chanakyapuri, New Delhi – 110021

Tel: +91-11-2419 8367

Fax: +91-11-2419 8753

Website: [www.acsaindia.org](http://www.acsaindia.org)

Contact person: - Mr Ashwani Goyal, Purchase Manager

Email: [acsapurchasemanager@yahoo.co.in](mailto:acsapurchasemanager@yahoo.co.in); [goyala@acsaindia.org](mailto:goyala@acsaindia.org);

### **15. Delhi Duty Free Services Pvt. Ltd. (DDFS)**

A Large duty-free retail space at T3 of Indira Gandhi International Airport. DDFS is joint venture between **DIAL** (Delhi International Airport Limited), **IDFS** (Indian Duty Free Services) and **ARI** (Aer Rianta International).

DLF Cyber City Building 10, Tower A,

4<sup>th</sup> Floor, Phase II, Gurgaon-122002

Tel: +91-124-4959400

Fax: +91-124-4029444

Contact person: - Mr Abhijit Das, Head Marketing

Email: [abhijit.das@delhidutyfree.co.in](mailto:abhijit.das@delhidutyfree.co.in)

## **Mineral Water (Flavoured/NonFlavoured) Companies in India**

### **Bisleri International Pvt. Ltd.**

BISLERI INTERNATIONAL PVT. LTD.

Regd. Office :

Western Express Highway, Andheri (E), Mumbai - 400 099.

Tel.: 022 - 6144 7000 / 6144 7155.

Website: [www.bisleri.com](http://www.bisleri.com)

### **Hindustan Coca Cola Beverages Pvt. India**

Address: Enkay Tower Phase-5, Udyog Vihar,  
Gurgaon, 122016, India  
Telephone: +91-124-2348041  
Fax: +91-124-2348137  
Email: [kasharma@apac.ko.com](mailto:kasharma@apac.ko.com)  
Website: [www.coca-colaindia.com](http://www.coca-colaindia.com)

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### **PEPSI FOODS PRIVATE LIMITED**

Address: 38, DLF Corporate Park, 'S' Block  
Qutab Enclave Phase - III,  
Gurgaon - 122 002, (Haryana) INDIA  
Tel: +91-124-2355880  
Fax: +91-124-2355854  
Email: [corporate.communications@pepsico.com](mailto:corporate.communications@pepsico.com)  
Website: [www.pepsiindia.co.in](http://www.pepsiindia.co.in)

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### **HIMALYAN MOUNT EVEREST MINERAL WATER LTD.**

Mount Everest Mineral Water Limited  
Ballard House, Level - 1,  
Adi Marzban Path,  
Ballard Estate  
Mumbai 400 038  
Tel: +91 22 6746 5858  
Fax: +91 22 6615 7527  
Email: [services@memw.com](mailto:services@memw.com)  
Website: [www.himalayanmineralwater.com](http://www.himalayanmineralwater.com)

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### **S R P Global Exports**

Engaged in supplying and exporting of mineral waters, pure mineral waters, oxygenated mineral waters, drinking mineral waters and packaged mineral waters.  
Address: No. 50A-36F, 11, Naavithan Kottai, Mettur Dam, Mettur, Tamil Nadu - 636 452, India  
Phone: +(91)-(4298)-242236  
Mobile / Cell Phone: +(91)-9585240306  
Email: [srpglobalexports@gmail.com](mailto:srpglobalexports@gmail.com)  
Website: <http://www.indiamart.com/srpglobalexports/mineral-water.html>

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### **Jal Engineers**

Engaged in mineral water plants, reverse osmosis system, mineral water water plant, packaged drinking water plant, water softener and filtration plant.  
Jal Engineers  
Mr. Bhushan Patil  
K- 18, M. I. D. C., Ambad  
Nashik, Maharashtra - 422 010, India  
Email : [jalengineers@gmail.com](mailto:jalengineers@gmail.com) , [jalengineers@yahoo.co.in](mailto:jalengineers@yahoo.co.in)  
Telephone : +(91)-(253)-6611394  
Mobile : +(91)-9422279946  
Website: <http://www.indiamart.com/jalengineering/>

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### **VSR Foods & Beverages Private Limited**

Engaged in processing and supplying mineral water, processed mineral water, packaged mineral water, plain mineral water and bottled mineral water. Also offering soda water, plain soda water and masala soda water.

Address: Plot No. E-16, Ranjangaon MIDC, Pune, Maharashtra - 412 220, India

Phone: +(91)-(20)-23456789 Fax: +(91)-(20)-23456789

Mobile / Cell Phone: +(91)-9789567890

Website: <http://www.indiamart.com/vsrfoods/soft-drinks-beverage.html>

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### **Savannah Overseas Private Limited**

Engaged in supplying and exporting a range of mineral water, natural mineral water, carbonated mineral water and pure mineral water that alter its taste or give it therapeutic value.

Ms. Manager

No. 188/1B, Maniktala Main Road, 5th Floor Prokash Jyoti, Phoolbagan

Kolkata, West Bengal - 700 054, India

Email : [savannahoverseas@gmail.com](mailto:savannahoverseas@gmail.com)

Telephone : +(91)-(33)-23202570/ 23202571

Mobile : +(91)-9432490788

Fax : +(91)-(33)-23202572

Website: <http://www.indiamart.com/savannahoverseas/mineral-water.html>

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### **Getech Industries**

Leading manufacturers and exporters of mineral water, mineral water units plants including process mineral water plants along with hand pumps, submersible pumps and bore wells used in irrigation and drinking water supply and industrial water supplies.

Mr. K. P. V. Nair / Mrs. Geetha V. Nair

Plot No. 194/3 & 4, Phase II, HCL Post Cherlapally, Industrial Area

Hyderabad, Andhra Pradesh - 500 051, India

Email : [getech@getechindia.com](mailto:getech@getechindia.com) , [getechindustries@gmail.com](mailto:getechindustries@gmail.com)

Telephone : +(91)-(40)-27261331/ 27261332

Mobile : +(91)-9391669448/ 9390993000

Fax : +(91)-(40)-27261331/ 32914221

Website: <http://www.indiamart.com/getech/>

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### **Shree Bairang Sales Private Limited**

Manufacturing, supplying and selling mineral water, packed mineral water, hygienic mineral water, oxidized mineral water, customized packaging mineral water and drinking mineral water.

Address: 20, New Cotton Market, Nagpur, Maharashtra - 440 018, India

Phone: +(91)-(712)-3255916/2725884/2725885 Fax: +(91)-(712)-2721484

Mobile / Cell Phone: +(91)-9422102632/9329123180

Website: <http://www.indiamart.com/shree-bairang-sales/>

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### **Sheelpe Enterprises Private Limited**

Engaged in supplying mineral water, natural mineral water, processed mineral water, drinking mineral water, packaged mineral water, bottled mineral water and pure mineral water. Also supplies family pack bottles, sports cap bottle and aava bottle.

Address: Survey No. 316, C. S . D . Depot Road, Near Airport Circle, Hansol, Ahmedabad, Gujarat - 382 003, India

Phone: +(91)-(79)-22885050, Mobile / Cell Phone: +(91)-9879419000

Website: <http://www.indiamart.com/sheelpeenterprises/mineral-water-bottles.html>

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### **Mangalam International**

Engaged in exporting and supplying of mineral water, mineral water bottle, fresh mineral water, natural mineral water, hygienic mineral water, one litre mineral water bottle, two litre mineral water bottle and five litre mineral water bottle.

Mr. Satendra Agarwal

No. 4/129, Sector-4, Vaishali

Ghaziabad, Uttar Pradesh - 201 010, India

Email : [mangalam\\_international@yahoo.com](mailto:mangalam_international@yahoo.com)

Telephone : +(91)-(120)-4113561

Mobile : +(91)-9910090310

Website: <http://www.indiamart.com/mangalaminternational/bottled-water.html>

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### **Columbia Life Science**

Engaged in exporting and manufacturing of mineral water, carbonated water, carbonated mineral water, flavored water and flavored mineral water.

Mr. Dharmendra Jani

B/105 Shreyas Industrial Estate Near Jai Coach, Goregaon (E)

Mumbai, Maharashtra - 400 063, India

Email : [columbialifescience@yahoo.com](mailto:columbialifescience@yahoo.com)

Telephone : +(91)-(22)-26855050

Mobile : +(91)-9821224271

Fax : +(91)-(22)-26855050

Website: <http://www.indiamart.com/columbialifescience/mineral-water-bottles.html>

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### **I - TECH SYSTEMS**

Exporters and manufacturers of mineral water, packaged drinking water along with pressure sand filter, activated carbon filter, iron removal filter, hardness removal filter, water softener, self cleaning filter, color removal filters and bag filters.

Address: 473, C. S. R. Building, Brough Road, Erode, Tamil Nadu - 638 001, India

Phone: +(91)-(424)-2265188/2260238 Fax: +(91)-(424)-4020098

Mobile / Cell Phone: +(91)-9787778888

Website: <http://www.thewatermills.com/>

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### **Seagreen Packaged Drinking Water**

Engaged in manufacturing and supplying of mineral water, packed mineral water, drinking mineral water, pure mineral water and bottled mineral water etc.

Mr. R. Ajit Kumar

No. F- 44, Sector 11

Noida, Uttar Pradesh - 201 301, India

Email : [marketing@seagreenmrb.com](mailto:marketing@seagreenmrb.com) , [customer care@seagreenmrb.com](mailto:customer care@seagreenmrb.com)

Telephone : +(91)-(120)-6460001

Mobile : +(91)-9312225222/ 9560309990

Website: <http://www.indiamart.com/seagreenpackaged/packaged-drinking-water.html>

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### **Modi Aqua**

Engaged in exporting and supplying of water, mineral water, distilled mineral water, drinking mineral water, filtered mineral water and packed mineral water etc.

Mr. Anand Modi

7/F-1/F/S-3, Scheme No. 78

Indore, Madhya Pradesh - 452 010, India

Telephone : +(91)-(731)-4232500

Mobile / Cell Phone : +(91)-9893045645

Fax No : +(91)-(731)-2702196

Website: <http://www.indiamart.com/modi-aqua/products.html>

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#### **Ronak Beverages & Foods Limited**

Supplying and producing mineral water, packaged drinking water and bottled water.

Mr. Sunil Shah

Address: 96, Vedchha, Puna Kumbharia, Surat, Gujarat - 395 001, India

Phone: +(91)-(261)-2649697/3229697

Mobile / Cell Phone: +(91)-9898282000

Website: <http://www.indiamart.com/company/824103/>

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#### **Regency Foods Private Limited**

Engaged in producing and supplying mineral water.

Address: A1/83 Secto, 8 Rohini, Delhi, Delhi - 110 085, India

Phone: +(91)-(180)-2001800 Fax: +(91)-(180)-2672100

Mobile / Cell Phone: +(91)-9812462000

Website: <http://www.indiamart.com/company/889000/>

[Send Trade Enquiry Now](#)

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#### **Annapurna Foods**

Engaged in exporting and manufacturing mineral water.

Mr. Abhay Agarwal

Address: Railway Road, Nizampur, District Mahendergarh, Narnaul, Haryana - 123 001, India

Phone: +(91)-(1282)-242728

Mobile / Cell Phone: +(91)-9996877393

Website: <http://www.indiamart.com/company/1998570/>

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#### **Kavya Mineral Water**

Deals and supplier of all types of mineral water.

Address: No. 34, Haribhakti Industrial Estate, Dabhoi Road, Vadodara, Gujarat - 390 009, India

Phone: +(91)-(265)-2511105

Mobile / Cell Phone: +(91)-9099925806/9737669033

Website: <http://www.indiamart.com/company/1595836/>

### **ΠΑΡΑΤΙΘΕΤΑΙ ΚΑΤΑΛΟΓΟΣ**

### **ΑΞΙΟΠΙΣΤΩΝ ΕΝΕΡΓΩΝ ΙΝΔΙΚΩΝ ΕΙΣΑΓΩΓΙΚΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ**

### **ΣΤΟΝ ΚΛΑΔΟ ΤΩΝ ΣΥΣΚΕΥΑΣΜΕΝΩΝ ΤΡΟΦΙΜΩΝ ΚΑΙ ΜΗ ΑΛΚΟΟΛΟΥΧΩΝ ΠΟΤΩΝ**



INDIAN COMPANIES (Importers) of <u>FOOD &amp; SOFT BEVERAGES</u> BY CITY (upon Market Research by "OEY New Delhi")									
COMPANY	CATEGORY	CONTACT PERSON	ADDRESS	CITY	PINCODE	TELEPHONE	FAX	WEBSITE	EMAIL
Vikas Exports	Saffron	R.L.Taneja	896, Dhab Khatikan, NearHDFC Bank ATM,	Amritsar	143006	0091-183-2531946/ 9815814038	0091-183-5070632		<a href="mailto:vikasexports17@live.com">vikasexports17@live.com;</a>
Amigo Enterprises	Olive oil		Augrah Flat, 2nd Cross,	Bangalore				-	<a href="mailto:guylianindia@gmail.com">guylianindia@gmail.com</a>
Three Rings Exim Pvt. Ltd.	Snacks & Tinned Ham	Jeetu Daryanani	No. 7/2, MK. N Road, Noble Street, Alandur	Chennai	600016	0091-44-22340321/ 9003155255			<a href="mailto:threerings@airtelmail.in">threerings@airtelmail.in</a>
Universal Corporation Ltd.	Biscuits		37, Greams Road,	Chennai	600039	0091-33-30587068		-	<a href="mailto:info@uclindia.com">info@uclindia.com</a>
Geekay Sales Corporation	Olive oil	G K Nayyar	259 – 261 Plaza Centre 129 G N Chetty Road	Chennai	600006	0091-44-28221691/28203083	0091-44-28238608	-	<a href="mailto:gknayyar2000@yahoo.co.in">gknayyar2000@yahoo.co.in;</a> <a href="mailto:gksc@vsnl.com">gksc@vsnl.com</a>
Epicure Frozen Foods And Beverages Pvt Ltd	Olive oil, Olives, Cheese, Confectionery, Sauces	Gaurav Tandon	Suite No. 207, Peach Tree, C-Block Sushant Lok, Phase-1	Gurgaon		0091-9811431872	0091-11-45095285	<a href="http://www.epicure.in">www.epicure.in</a>	<a href="mailto:odile@epicure.in">odile@epicure.in;</a> <a href="mailto:gauravtandon@epicure.in">gauravtandon@epicure.in;</a> <a href="mailto:sales@epicure.in">sales@epicure.in;</a>
Privasia Trading	Olive oil		601, Galleria, D. L. F. Phase IV, Gurgaon	Haryana	122009	0091-124-4053388/ 9910523338	0091-124-4050888	<a href="http://www.privasiatrading.com">www.privasiatrading.com</a>	<a href="mailto:privasiasales@gmail.com">privasiasales@gmail.com</a>
Bajoria Foods	Pasta, Snacks, Sauces	Sanjey Bajoria	571, Adarsh Nagar, 1st Floor, Oshiwara, Andheri West	Mumbai	400058	0091-22-26367200/9619973773	0091-22-26367199	<a href="http://www.bajoriafoods.com">www.bajoriafoods.com</a>	<a href="mailto:sanjey@bajoriafoods.com">sanjey@bajoriafoods.com;</a>

<b>R.R. Trading Company</b>	<b>Cheese</b>	Rajesh Poddar	108, Jolly Bhavan, No. 1, New Marine Lines	<b>Mumbai</b>	400020	0091-22-22007387	0091-22-22007359	<a href="http://www.rtradingco.com">www.rtradingco.com</a>	<a href="mailto:rajesh@rtradingco.com">rajesh@rtradingco.com</a> ;
<b>Fortune Gourmet Specialities Pvt. Ltd.</b>	<b>Cheese Packaged, Confectionery</b>	Jehangir Lawyer	107, Adhyaru Industrial Estate, Sun Mill Compound, Lower Parel	<b>Mumbai</b>	400013	0091-22-24926844/45/46	0091-22-24950387	<a href="http://www.fortunegourmet.com">www.fortunegourmet.com</a>	<a href="mailto:sales@fortunegourmet.com">sales@fortunegourmet.com</a> ; <a href="mailto:fortunegourmet@vsnl.net">fortunegourmet@vsnl.net</a> ;
<b>Tree of Life Private Ltd.</b>	<b>Confectionery, Snacks, Mustard</b>	Abhinav Agarwal	Villa Capital, Sadhana Compound, Oshiwara Bridge	<b>Mumbai</b>	400102	0091-22-67740100/ 67740136	0091-22-67740136	<a href="http://www.tolindia.com">www.tolindia.com</a>	<a href="mailto:harshita@capitalfoods.com">harshita@capitalfoods.com</a> ; <a href="mailto:agarwal.abhinav82@gmail.com">agarwal.abhinav82@gmail.com</a> ;
<b>Supreme Enterprises</b>	<b>Olive oil</b>	Kanish Gupta	A-3, Deonar Farm Road	<b>Mumbai</b>	400088	0091-22-23790829/ 91-9821124089			<a href="mailto:info@supremeenterprises.in">info@supremeenterprises.in</a>
<b>Chenab Impex Pvt. Ltd.</b>	<b>Olive oil, Aerated Drinks, Mineral Water</b>	Anil Chandhok	J1A, Ansa Ind. Estate, Saki Vihar Road, Sakinaka, Andheri (E),	<b>Mumbai</b>	400072	0091-22-2847 8880 / 2847 1623	0091-22-28470859	<a href="http://www.chenabimpex.com">www.chenabimpex.com</a>	<a href="mailto:sales@chenabimpex.com">sales@chenabimpex.com</a>
<b>Narang's Hospitality Services Pvt. Ltd.</b>	<b>Olive oil</b>		B/869 Sarkar Heritage, JP Khoya Complex, Kane Rd, Bandstand, Bandra (W)	<b>Mumbai</b>		0091-22-30634515		-	<a href="mailto:lindt@naranggroup.com">lindt@naranggroup.com</a>
<b>Uniphos Agro Industries Ltd.</b>	<b>Pulses, Spices, Nuts</b>	Arvind M.Pol	Readymoney Terrece, Dr. Anne Besant Road, Worli	<b>Mumbai</b>	400018	0091-22-24930681/ 91-9967327771	0091-22-24938826	<a href="http://www.uniphosagroindustries.com">www.uniphosagroindustries.com</a>	<a href="mailto:polam@uniphos.com">polam@uniphos.com</a> ;
<b>Parle Agro Pvt. Ltd.</b>	<b>Soft Beverages, Water, Snacks</b>		Off Western Express Highway, Sahar - Chakala Road, Parsiwada, Andheri (E),	<b>Mumbai</b>	400099	0091-22-6734 8000		<a href="http://www.parleagro.com">www.parleagro.com</a>	<a href="mailto:info@parleagro.com">info@parleagro.com</a>
<b>Star "N" Foods International</b>	<b>Aerated Drinks, Mineral Water</b>	Rajusha Jiandani	B - 405, Morning Glory Building, Thakar Park, Vakola, Santacruz East	<b>Mumbai</b>	400055	0091-22-65220301/ 9820744282	0091-22-65220301		-

<b>Pegasus Imports</b>	<b>Aerated Drinks, Mineral Water</b>		43, Road No. - 9 Nutan Laxmi Society, Juhu Scheme	<b>Mumbai</b>	400049	0091-22-26705716/ 22913729	0091-22-26206126	<a href="http://www.indiafnb.com">www.indiafnb.com</a>	<a href="mailto:info@indiafnb.com">info@indiafnb.com</a>
<b>Narang Access Pvt. Ltd.</b>	<b>Aerated Drinks, Mineral Water</b>		B/869, Sarkar Heritage, J P K S Complex, Kane Road, Bandstand, Bandra West	<b>Mumbai</b>	400050	0091-22-61330508		<a href="http://www.naranggroup.com">www.naranggroup.com</a>	<a href="mailto:info@naranggroup.com">info@naranggroup.com</a>
<b>R.R. Oomerbhoy Pvt. Ltd.</b>	<b>Olive oil, Olives, Cheese, Confectionery</b>	Hansu Pardiwala	F-5, Soona Mahal, 2nd Floor, 143 Marine Drive	<b>Mumbai</b>	400020	0091-22- 6639-9000	0091-22-22026929	<a href="http://www.rropl.com">www.rropl.com</a>	<a href="mailto:hpardiwala@rropl.com">hpardiwala@rropl.com</a> ; <a href="mailto:riyad@rropl.com">riyad@rropl.com</a> ;
<b>Consumer Marketing India Pvt. Ltd.</b>	<b>Olive oil</b>	Bal Kishan Adukia	201, Dhantak Plaza, Mukwaha Road, Marol, Andheri (E)	<b>Mumbai</b>	400020	0091-22-22076359/28501800/ 9820892193	0091-22-22077637		<a href="mailto:office@cmipl.net">office@cmipl.net</a>
<b>I.G. International</b>	<b>Fruits-Apples</b>	Kanwal Bedi	F-85/ 86, A.p.M.c. Fruit Market, Sector-19, Vashi	<b>Navi Mumbai</b>	400705	0091-22-33747900	0091-22-33747984	<a href="http://www.iginternational.net">www.iginternational.net</a>	<a href="mailto:kanwal.bedi@iginternational.net">kanwal.bedi@iginternational.net</a>
<b>Shamsons Foods</b>	<b>Confectionery, Sauces, Snacks</b>		B-39, Lawrence Road, Industrial Area	<b>New Delhi</b>	110035	0091-11-47062838	0091-11-27184476	-	<a href="mailto:anubhav_005@yahoo.com">anubhav_005@yahoo.com</a> ;
<b>Dairy Craft India Pvt. Ltd.</b>	<b>Olive oil, Cheese</b>	Vikas Bharti	32, Main Mkt., Hudson Lane, Kingsway Camp, Delhi-110009	<b>New Delhi</b>	110009	0091-11-27415501/ 27232539	0091-11-27135586	<a href="http://www.dairycraft.com">www.dairycraft.com</a>	<a href="mailto:global@dairycraft.com">global@dairycraft.com</a> ; <a href="mailto:dairycraft@gmail.com">dairycraft@gmail.com</a>
<b>Mass Impex Pvt. Ltd.</b>	<b>Pasta, Olive oil, Olives, Confectionery</b>	Karan Arora	D-137, MAHENDRU ENCLAVE, OPP. MODEL TOWN PART-3	<b>New Delhi</b>	110009	0091-11-42381817	0091-11-27126296	<a href="http://www.massimpex.com">www.massimpex.com</a>	<a href="mailto:feedback@massimpex.com">feedback@massimpex.com</a> ; <a href="mailto:karora@massimpex.com">karora@massimpex.com</a> ;
<b>Saksham Impex Co. Pvt. Ltd.</b>	<b>Juices Tetra Pack, Cheese, Sauces, Confectionery</b>	Ashish Dubey	321-S, G.Floor, Chirag Dilli	<b>New Delhi</b>	110017	0091-11-4163 0336	0091-11-41664819	<a href="http://www.sakshamimpex.com">www.sakshamimpex.com</a>	<a href="mailto:ashish@sakshamimpex.com">ashish@sakshamimpex.com</a> ;
<b>Max Foods Inc.</b>	<b>Beer, Confectionery</b>	Amit Lohana	B-226 Ashok vihar, Phase-1	<b>New Delhi</b>	110052	0091-11-42283223	0091-11-27436345	<a href="http://www.maxfoodz.com">www.maxfoodz.com</a>	<a href="mailto:max@maxfoodz.com">max@maxfoodz.com</a> ;

<b>Dabon International (P) Ltd.</b>	<b>Cheese Packaged</b>		70/ B-1, Industrial Area, Main Rama Road	<b>New Delhi</b>	110015	0091-11-45762222	0091-11-45095285	<a href="http://www.milkana.in">www.milkana.in</a>	<a href="mailto:sales@lebonindia.com">sales@lebonindia.com</a> ;
<b>R.P. Gourmet Foods Pvt. Ltd.</b>	<b>Cheese Packaged, Confectionery, Salmon Fish, Sausages</b>	Pankaj Singhal	84, 1st Floor, Khizarabad, New Friends Colony	<b>New Delhi</b>	110065	0091-11-26932950	0091-11-26923031	<a href="http://www.rpgourmet.co.in">www.rpgourmet.co.in</a>	<a href="mailto:info@rpgourmet.co.in">info@rpgourmet.co.in</a> ; <a href="mailto:p.singhal@rpgourmet.co.in">p.singhal@rpgourmet.co.in</a> ;
<b>Inducia Food &amp; Beverages International Pvt. Ltd.</b>	<b>Confectionery, Sauces</b>	Mukul Mahajan	C-148, Okhla Phase 1,	<b>New Delhi</b>	110020	0091-11-45756619/ 9958199908	0091-11-45756600	<a href="http://www.inducia.com">www.inducia.com</a>	<a href="mailto:mukul@inducia.com">mukul@inducia.com</a> ;
<b>Dugar Overseas Pvt. Ltd.</b>	<b>Confectionery, Snacks</b>	Manoj Dugar	D-56, 1st Floor, Chatterpur Enclave	<b>New Delhi</b>	110074	0091-11-26303123-25	0091-11-26303126	<a href="http://www.dugaroverseas.com">www.dugaroverseas.com</a>	<a href="mailto:dugar@satyam.net.in">dugar@satyam.net.in</a> ;
<b>Le Marche, The Food Co.</b>	<b>Confectionery, Snacks, Juices</b>	Mini Yadav	58, Basant Lok, Vasant Vihar	<b>New Delhi</b>	110057	0091-11-41669111/ Secy: 9910386710	0091-11-26143090	-	<a href="mailto:marchefoods@gmail.com">marchefoods@gmail.com</a> ;
<b>Vridhhi Speciality Foods Pvt. Ltd.</b>	<b>Dried Fruits, Nuts, Black Currants Raisins</b>	Uday K. Chugh	211, Antriksh Bhawan, 22 KG Marg	<b>New Delhi</b>	110001	0091-11-23730971	0091-11-23730972	<a href="http://www.vtco.in">www.vtco.in</a>	<a href="mailto:vsf@vtco.in">vsf@vtco.in</a> ;
<b>Ceegate Overseas</b>	<b>Fish Packaged</b>	Rajeev Sharma	H-3/ 1A, Krishna Nagar	<b>New Delhi</b>	110051	0091-11-46068563/ 9871444668	0091-11-46068561	-	<a href="mailto:ceegate@satyam.net.in">ceegate@satyam.net.in</a> ;
<b>Exitto Gourmet Pvt. Ltd.</b>	<b>Juices Tetra Pack , Cheese, Sauces, Confectionery</b>	Puneet Gupta	809-A, International Trade Tower, Nehru Place	<b>New Delhi</b>	110019	0091-11-26287004/ 26287003		<a href="http://www.exitogourmet.com">www.exitogourmet.com</a>	<a href="mailto:puneet@lcomps.com">puneet@lcomps.com</a> ; <a href="mailto:info@exitogourmet.com">info@exitogourmet.com</a> ;
<b>L-Comps &amp; Impex Pvt. Ltd.</b>	<b>Juices Tetra Pack, Cheese, Sauces, Confectionery</b>	Puneet Gupta	809-A, International Trade Tower, Nehru Place	<b>New Delhi</b>	110019	0091-11-26811108	0091-11-26811108	<a href="http://www.lcomps.com">www.lcomps.com</a>	<a href="mailto:puneet@lcomps.com">puneet@lcomps.com</a> ; <a href="mailto:lcomps182@gmail.com">lcomps182@gmail.com</a> ;
<b>Suresh Kumar &amp; Co.</b>	<b>Olive oil, Juices Tetra Pack, Cheese, Sauces, Confectionery</b>	Suresh Kumar	A-17, Sonu Towers, II Floor, Dr. Mukherjee Nagar Comm. Complex	<b>New Delhi</b>	110009	0091-11-27651001/ 2765 2001	0091-11-27653938	<a href="http://www.skco.in">www.skco.in</a>	<a href="mailto:kumar@skco.in">kumar@skco.in</a> ; <a href="mailto:nikhil@skco.in">nikhil@skco.in</a> ;

<b>Rai and Sons Pvt. Ltd.</b>	<b>Olive oil, olives, Cheese</b>	Laxman Rai	9-A, Connaught Place	<b>New Delhi</b>	110001	0091 (11) 2332-1270	0091 (11) 2332-7598	<a href="http://www.raifoods.com">www.raifoods.com</a>	<a href="mailto:rai.delhi@vsnl.com">rai.delhi@vsnl.com</a> ; <a href="mailto:neetu@rai-group.com">neetu@rai-group.com</a> ;
<b>Manisha International Pvt Ltd</b>	<b>Olive oil, Olives, Cheese, Confectionery, Sauces</b>	Rahul Aggarwal	J-2/16, Khirki Extension, Malviya Nagar	<b>New Delhi</b>	110017	0091-11-2954-5677	0091-11-2669-1796	-	<a href="mailto:SALES@MIPL.BIZ">SALES@MIPL.BIZ</a> < <a href="mailto:SALES@MIPL.BIZ">SALES@MIPL.BIZ</a> >;
<b>Sri Roda Foods</b>	<b>Olive oil, Olives</b>	Deepak Asrani	M.D. Bhavan, Old Delhi-Gurgaon Road, Samalka	<b>New Delhi</b>	110037	0091-11-65155053/54	0091-11-23539540	<a href="http://www.srirodafoods.com">www.srirodafoods.com</a>	<a href="mailto:deepak@srirodafoods.com">deepak@srirodafoods.com</a>
<b>Rama Vision Ltd.</b>	<b>Olive oil</b>		Rama House, 23, Najafgarh Road, Industrial Area, Shivaji Marg,	<b>New Delhi</b>	110015	0091-45349999/ 41538566	0091-11-45349988		<a href="mailto:sales@ramavisionltd.com">sales@ramavisionltd.com</a>
<b>Best Products &amp; Solutions</b>	<b>Snacks, Olives</b>	Sanjay Nayyar	312, DDA LSC, E-Block, Vikas Puri	<b>New Delhi</b>	110018	0091-11-45581676/ 91-9310646691	0091-11-28535483	<a href="http://www.bestproducts.co.in">www.bestproducts.co.in</a>	<a href="mailto:info@bestproducts.co.in">info@bestproducts.co.in</a> ;
<b>Indian Hut Pvt. Ltd.</b>	<b>Cheese</b>	Sanjay Saxena	P-27, 1st Floor, Malviya Nagar	<b>New Delhi</b>	110017	0091-11-26685392/418318510091/9810003534			<a href="mailto:indianhut@gmail.com">indianhut@gmail.com</a>
<b>Celestial International</b>	<b>Packaged salmon</b>		H-35/1, Connaught Place	<b>New Delhi</b>	110001				
<b>Optimum Marketing Metrics</b>	<b>Tinned Fish</b>		B-44, GT Karnal Road Industrial Area	<b>New Delhi</b>	110033	0091-11-47043288	0091-11-47043299	<a href="http://www.ommindia.biz">www.ommindia.biz</a>	<a href="mailto:info@ommindia.biz">info@ommindia.biz</a>
<b>Vazz Foods Pvt. Ltd.</b>	<b>Packaged Food</b>	Priyank Mehta	3D Vandana Building, 11 Tolstoy Marg	<b>New Delhi</b>	110001	0091-11-47744300	0091-11-47744301	-	<a href="mailto:priyank.mehta@vazz.co.in">priyank.mehta@vazz.co.in</a>
<b>FM5 Exim Pvt. Ltd.</b>	<b>Packaged Food</b>		B-58, Sarvodhya Enclave	<b>New Delhi</b>	110017	0091-11-41656135		-	<a href="mailto:fm5@abhyanltd.com">fm5@abhyanltd.com</a>
<b>Rodaa Ji Company</b>	<b>Olive oil, olives, Sauces, Confectionery</b>	Lalit Asrani	1st Floor, GI-30, Main GT Karnal Road, Industrial Area	<b>New Delhi</b>	110 033	0091-11-3297 8964/ 46988888	0091-11-27111906	-	<a href="mailto:rodaajicompany@yahoo.co.in">rodaajicompany@yahoo.co.in</a> ;

<b>FoodSmith</b>	<b>Ham Packaged Products, Coffee</b>	Gaurav Vatsa/ Anup Adhikari	F-343, Lado Sarai, Behind Cresnet Mall, Old M.B. Road, Meharauli	<b>New Delhi</b>		0091-11-32959530/ 30626092/ 8800390632	0091-11-26641205	<a href="http://www.foodsmith.in">www.foodsmith.in</a>	<a href="mailto:gaurav@foodsmith.in">gaurav@foodsmith.in;</a>
<b>Olive Tree Trading Pvt. Ltd.</b>	<b>Snacks, Olive oil, Olives, Confectionery</b>	Suku Shah	2406, East Street	<b>Pune</b>	411 001	0091-20-66021903	0091 (20) 6602-1902	-	<a href="mailto:info@olivetreetrading.org">info@olivetreetrading.org</a> < <a href="mailto:info@olivetreetrading.org">info@olivetreetrading.org</a> >;
<b>Weikfield Foods Pvt. Ltd.</b>	<b>Packaged Food</b>		Weikfield Foods Pvt. Ltd., Weikfield Estate Gat No 485, Lonikand, Nagar Road	<b>Pune</b>	412216	0091-20-66322300		<a href="http://www.punefoodhub.com">www.punefoodhub.com</a>	-