

INDIAN CUISINE IN WORLD MARKET

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HISTORY

- Traditional producer of spices, coconut, Cardamom, black pepper etc
- Presently accounts for 10% of the world fruit production
- Ranks first in production of mango & banana
- Large availability of spices & condiments attracted many traders & adventurers from different parts of the world.
- British & Europeans were also attracted & eventually came to rule India
- Trading thus started with spices in the beginning.

EVOLUTION OF INDIAN FOOD PROCESSING INDUSTRY

- Indians traditionally preferred to eat fresh food so only certain basic processed products were made individually such as pickles, papads & some sun dried products like fish etc
- The world war gave an impetus to food processing industries but it was still restricted to products like pickles, jams, sauces & mango pulp for which India had the monopoly.
- After immigration of Indian overseas demand rose for various Indian food products & various type of food products were began to be exported. Presently there is a wide variety of products being exported from India which includes processed fruits, vegetables, meat & poultry, milk & milk products, processed grain, alcoholic beverage ,high protein foods, ready-to-eat foods ,ready-to-cook foods & other convenience foods
- Food Processing Industry still is nascent stage. Contribution to GDP is low at 6.3% as against UK 8%, Russia 11-12% ,Iran 14.6% Turkey 18.5% & Egypt 18%

INTERNATIONAL TRADE & EXPORT DEMAND

- India has been a sleeping giant & has just awakened. Indian Processed food have begun to make their mark in the international market. The national dish of UK is Chicken Tikka Masala
- Current share in the international trade & processed food accounting for 1.5% , expected to increase to 3% by 2015
- Total Exports of food processing steadily growing touching around Rs. 785 billion* in 06-07
- Products which are attracting growing demand are pickles, chutney, canned fruits, vegetables ,frozen foods, marine products, ready-to-eat ethnic Indian foods
- Food Processing Industry given a fill up with the rapid change in Indian needs tastes, reverse colonization and more and more immigrant Indians settling abroad.

*(source: culled out from an article in “Udyog Prerana”-June –July-Aug 08)

KEY DRIVERS & TRENDS

- Greater than ever demand for ready-to-cook and ready to cook eat foods
- Growing awareness of health & food safety
- Expanding product variety
- Increasing acceptance of India as a global sourcing partner.
- Emergence of niche market opportunities in exotic product categories

GITS SUCCESS STORY

- 1963 heralded a new dawn. Gits was established.
 - Pioneered the manufacturing, marketing & Export of Ready to cook foods viz. Instant mixes such as Gulab Jamun mix, Idli mix etc
 - Diversified into Ready to Eat Foods, Namkeens, Papads & Bakery Products
 - Presently entering the Frozen Foods
 - Gits has the rare distinction of having triple quality system certification viz. Quality & HACCP Certified ISO 9001: 2000 and 22000:2005 and Export Inspection Council of India.
 - World class packaging and stringent Quality Control ensuring quality products
- * OUR POLICY:-WE DON'T SELL WHAT WE DON'T EAT

FUTURE OUTLOOK

- Indian cuisine is becoming more & more popular world wide. Thanks to the spread of Indian restaurants
- With the world economy growing, the demand for Indian food is rising rapidly
- Right marketing strategy will help Indian processed foods to make in roads into untapped market overseas

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■ **THANK YOU**