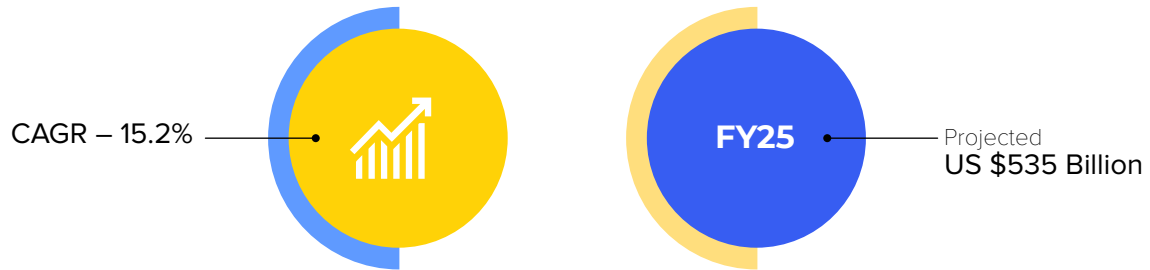


## Market Size - Indian



Indian Market Size Graph representation

## Growth Drivers

Changing Lifestyle	Increasing Urbanization	Emergence of nuclear families
Shifting demand from loose to branded packaging	Increasing disposable Income	Attractive Opportunities
Prioritisation by 'Atmanirbhar Bharat' initiative	Changing spending patterns / Priorities	Competitive Advantage

## Key Trends

- ▶ Ultra-High Temperature (UHT) processing and aseptic packaging Involves producing dairy products with a longer shelf life
- ▶ Scraped surface heat exchangers and higher pasteurization
- ▶ Higher consumption of horticulture crop
- ▶ Frozen and processed foods offer both convenience and nutrition
- ▶ Strengthening procurement - Direct farmer-firm linkages; contract farming
- ▶ The next generation consumer – Digital Adoption

## Government Initiatives

PLI Scheme for Food Processing Industries
PLI Scheme for Millet Based Products
Pradhan Mantri Kisan Sampada Yojna
Pradhan Mantri Matsya sampadha yojana

## Key States

- ▶ Andhra Pradesh
- ▶ Assam
- ▶ Gujarat
- ▶ Chhattisgrah
- ▶ Madhya Pradesh
- ▶ Kerala
- ▶ Maharashtra