

Special issue

**Profood
Propack**
2025August 22-24, 2025
Colombo, Sri Lanka

Food Hospitality

AGRI BUSINESS

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Special issue

**Food & Beverage
Hospitality**
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Editors Note

Trade fairs are important not so much for sending out orders, but more for making and maintaining contacts, learning about new technologies and getting ideas.

The upcoming Profoods/Propack, Sri Lanka will certainly provide an opportunity to do just this. Once again, the entire food processors industry in Sri Lanka will be there. This issue is being distributed at ProFoods Sri Lanka 2025 and we welcome all visitors to receive your free copy from the registration counters at the show. Access the full data of Indian manufacturers/suppliers of food processing, packaging equipments, food ingredients and Horeca products thru this trade publication.

An International Exhibition on Processed Food, Beverage, Packaging, Agriculture & Knowledge Sharing



Profood Propack Ag-Biz
2025
SRI LANKA FOOD PROCESSORS ASSOCIATION (SLFPA)
The future of food technology ...

22 | 23 | 24 AUGUST
10.00AM - 8.00PM

22nd EDITION

FARM TO FORK

The most awaited Food Industry Show, ProfoodPropack Exhibition, organized by the Sri Lanka Food Processors Association (SLFPA) together with LECS, will be held from August 22nd to 24th at BMICH, Colombo, Sri Lanka and is endorsed and supported by the Ministry of Industries, the National Agribusiness Council, and the Institute of Food Science & Technology Sri Lanka. The exhibition is well known over the last two and half decades as SLFPA's flagship event to foster Food Industry advancement and drive economic growth in Sri Lanka. The event serves as a driving force, uniting leaders from the Food Industry, various stakeholders, and decision-makers in agriculture-based businesses, food processing industries, packaging and all service providers related to the Food Industry. The 22nd Edition of this dynamic exhibition has played its crucial role in fostering growth and sustainability within the agricultural and food sectors. This platform acts as a catalyst for professionals to explore state-of-the-art technologies, present innovative products and processes, and boost global competitiveness. The upcoming exhibition promises to be an outstanding gathering of industry leaders, innovators and food science graduates and the unwavering commitment towards facilitating knowledge exchange through the "Knowledge Hub", which was introduced at last year's exhibition. This year, the committee has expanded the Knowledge Hub to include a well-structured Consumer Assistance Desk (CAD), serving as a crucial touch point for new entrepreneurs seeking assistance and guidance in identifying opportunities. The exhibition will also showcase technological innovations and facilitate strategic partnerships within the sector. The event will feature a diverse array of products, services, and innovations related to agriculture, processed food and beverages, and packaging. The visitors are mainly from the supermarkets, hotels, catering institutions, exporters along with the general public too. This year the Kerala State Government is also organizing the State Industry Pavilion with 9 SME's from Kerala exhibiting in the show.

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WGH Hotels & Resorts to Invest ₹500 Crore in Kerala's Hospitality Sector by 2028!

WGH Hotels and Resorts, the hospitality division of Odisha-based World Group, has unveiled a robust investment blueprint, committing ₹500 crore over the next five years to Kerala's thriving tourism and hospitality sector. This bold initiative underscores the state's growing reputation as a hub for high-end tourism and reflects WGH's long-term strategic vision to become a major player in South India's luxury hospitality market.

At the heart of this expansion is the company's flagship project — a five-star luxury hotel near Cochin International Airport in Nedumbassery. With an estimated investment of ₹250 crore, the hotel will span 1.75 lakh square feet and feature 120 opulent rooms, six premium dining venues, and cutting-edge conference and banquet facilities. The property, which is scheduled to open on January 1, 2028, is projected to generate approximately 1,050 direct and indirect employment opportunities, contributing significantly to the local economy.

Beyond this marquee development, WGH has mapped out a broader growth strategy, targeting key tourist destinations across Kerala. Plans are underway for luxury hotel developments in Kochi, Varkala, Thiruvananthapuram, and Ashtamudi. The company is also embracing the state's ecological richness by introducing eco-luxury resorts in scenic locations like Alappuzha, Munnar, and Trek — blending sustainability with premium experiences. To strengthen the talent pipeline in hospitality, WGH will establish a hospitality college in Kochi, aimed at nurturing future industry professionals. Additionally, the group is set to launch a pan-India chain of pure vegetarian hotels, appealing to health-conscious travelers and those seeking vegetarian culinary excellence. With multiple resort openings scheduled before 2027, WGH's expansion plan not only aligns with Kerala's tourism vision but also positions the company as a key contributor to the state's economic and employment growth.



Emerging Trends in Indian Hospitality 2025 Agility, Growth & Smart Experiences

India's travel and hospitality sector is experiencing a dynamic transformation, marked by resilience and innovation. Changing consumer preferences—driven by a rising middle class, adventurous millennials, and increasingly mobile retirees—are reshaping the landscape. Short getaways, wellness retreats, and blended travel combining business and leisure are now key trends influencing demand in the Indian tourism industry.

Post-pandemic, domestic tourism in India continues to surge, while international travel is gradually rebounding. This momentum is driving higher occupancy levels and improved average room revenues (ARR) across segments. Meanwhile, Tier II and Tier III cities are emerging as new hotspots for both business and leisure travellers, expanding the geographical footprint of the Indian hotel industry.

A notable shift toward asset-light hotel models is redefining growth strategies. Hotel brands are focusing on franchise and management contracts rather than traditional property ownership, allowing for faster expansion with lower capital investment. Diverse brand portfolios are also enabling operators to cater to a wide spectrum of travellers—from budget-friendly hotels to premium and luxury accommodations. Technology and sustainability in the Indian hospitality sector have become core pillars of growth in 2025, as hotels adopt smart operations and eco-friendly travel practices. From energy-efficient hotel operations to digital check-ins and AI-powered guest services, hotels are aligning with evolving guest expectations. The sector is poised for robust and sustainable growth, driven by innovation, efficiency, and a sharper focus on guest experience, operational agility, and green hospitality initiatives.

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Instant Noodles Market In India

India's instant noodles market is valued at over USD 1.95 billion in 2023, with the market leader recording annual sales volumes exceeding 6 billion packets. The sector's robust growth is fueled by rapid urbanization, the rise of dual-income households, and an increasing demand for quick, convenient meal options. Notably, the instant market leadership in India remains with Maggi, followed by Yippee, Wai Wai, and Top Ramen, while new entrants and private labels are intensifying competition and reshaping the category.

SWOT Analysis of Instant Noodles Segment

Strengths

Massive Reach: Leading instant noodle brands are available at over 8 million retail outlets across India, ensuring deep market penetration. **Affordability:** With an average packet price under INR 20, instant noodles remain accessible to all income groups. **Brand Loyalty:** Established brands like Maggi, Wai Wai, and Yippee enjoy high repeat purchase rates and a strong emotional connect with consumers. **Continuous Innovation:** The market sees frequent launches of new flavors, packaging formats, and health-oriented variants to keep pace with changing tastes.

Weaknesses

Health Concerns: According to industry surveys, urban consumers often cite high sodium and MSG content as a deterrent to frequent consumption. **Low Differentiation:** Many brands offer similar products, leading to intense price wars and limited brand distinction. **Premiumization Challenges:** Only about 8% of the market is premium or health-focused, making it difficult for brands to move consumers up the value chain. **Supply Chain Complexity:** Distribution to remote and rural areas remains a challenge, impacting consistent product availability.

Opportunities

Health Segment Expansion: Millet, protein, and gluten-free noodles are gaining traction and can tap into India's USD 2.67 billion healthy snacks market. **Rural Growth:** The rural FMCG segment is projected to grow at a CAGR of 12% through 2027, presenting significant headroom for noodle brands. **Export Markets:** The Indian noodle exports have grown since 2022, with rising demand in Africa, the Middle East, and Southeast Asia. **Sustainability:** Eco-friendly packaging and clean-label products are increasingly important, especially among urban millennials and Gen Z consumers.

Threats

Regulatory Scrutiny: Evolving FSSAI and global food safety norms require continuous compliance, and can increase costs. **Rising Input Costs:** Prices of wheat, palm oil, and logistics have increased, squeezing margins. **New Entrants:** Private labels and regional brands are capturing market share, especially in price-sensitive segments. **Consumer Shifts:** Growing preference for minimally processed foods, especially in urban India, may impact long-term demand for instant noodles.



Wai Wai vs. India's Instant Noodle Market: A Comparative SWOT Analysis

CG Foods, the FMCG division of Nepal's CG Corp Global, is the third-largest player in India's instant noodles market through its flagship brand, Wai Wai. The company operates in over 35 countries and has 13 manufacturing units across seven locations in India. Over the years, Wai Wai has become a household name, especially among urban youth and in the North-East, East, and metro regions. As a result, the North-East and East together contribute 50-60% of the brand's revenue. Based on its popularity and operational success, Wai Wai is targeting an INR 1,200 crore topline by FY26, with a planned IPO for its Indian arm in the pipeline. The company is expanding into snacks, sauces, and pastas to establish itself as a diversified food company.

SWOT Analysis of Wai Wai Brand

Strengths

Strong Market Position: Wai Wai is currently the third-largest instant noodle brand in India, generating annual revenues of over Rs. 800 crore. **Diverse Product Portfolio:** The brand offers an impressive 200-250 SKUs, spanning Wai Wai Classic, Xpress, Quick, Dynamite, Veg Noodles, Chicken Noodles, and Cup Noodles, ensuring there's something for every taste palate. **Ready-to-Eat Innovation:** Wai Wai stands out as the only major brand in India with noodles that can be eaten straight from the pack, making it a go-to choice for younger, on-the-go consumers. **Robust Distribution Network:** Wai Wai has a strong presence in metro cities, Tier-II, Tier-III cities, and the Northeast and East regions. Its strong network of 3,000-4,000 distributors across general trade channels and an expanding presence in modern trade and Q-commerce ensures uninterrupted supply. **Brand Recognition:** The brand enjoys high recall among youth and urban consumers, mostly due to positive word-of-mouth, regionally tailored flavours, and active brand engagement.

Bollywood actor Ayushmann Khurrana is the brand ambassador of Wai Wai India. His association further enhances the brand's recognition and strengthens its connection with consumers. **Product Innovation:** Wai Wai strives to stay ahead of market trends by regularly upgrading its products, improving ingredients, packaging, and convenience. The brand has introduced region specific flavors, such as Jain noodles for North India & Akbari chicken noodles for the East and North-East. It is also voluntarily reducing salt content by 10-25% to better serve health conscious customers.

Weaknesses

Category Concentration: More than 85% of Wai Wai's revenue comes from instant noodles, and while the company has ambitions to diversify, progress into other FMCG segments has been gradual. **Urban-Centric Brand:** Wai Wai enjoys its greatest popularity in urban areas, the Northeast, and the East, but its presence in rural India is relatively slow. **Intense Price Competition:** The instant noodles market is fiercely competitive. This environment puts pressure on margins and makes it challenging to pass on rising input costs to consumers. **Slow Premiumization:** Wai Wai's offerings in the premium price segment and health-oriented instant noodles category remain limited. **Localization of Raw Materials:** As Wai Wai expands geographically, ensuring consistent sourcing and localization of raw materials poses supply chain challenges.

Opportunities

Health & Wellness Expansion: With consumers increasingly seeking low-sodium and healthier noodle options, there's a real opportunity for Wai Wai to innovate and introduce new products that align with evolving dietary preferences. **Rural Growth:** India's rural FMCG market is projected to grow at a healthy 12% CAGR through 2027. This opens up significant room for Wai Wai to expand its reach, especially in the North, West, and South, where there's untapped potential. **Exports:** Wai Wai is actively expanding in Europe and Sri Lanka, tapping into the booming global instant noodles market, which is expected to reach USD 70 billion by 2027. This international push can further strengthen the brand's global footprint. **Acquisitions and New Products:** The company's plans to acquire smaller firms and launch new products are set to drive robust annual revenue growth and diversify its offerings. **Digital & D2C:** With online grocery sales in India growing at over 30% annually, digital and direct-to-consumer

(continued on page 11)

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Pala Diocese launches Food Processing Unit

The Pala diocese of Syro Malabar Church has launched a large-scale food processing unit aimed at processing and marketing the agricultural crops and products of farmers. The food processing unit, Pala Santhom Food Factory is located on a six acre plot near Pala and is managed by Pala Social Welfare Society (PSWS), the official social work organization of the diocese. The factory was inaugurated last month and aims to give the farmers their right to fix the price of their produce, and this will be possible if their produce is turned into value-added products. The products from the plant, will travel to global markets once the Kottayam port becomes a reality. The diocese had earlier declared the 2021-2030 periods as 'Farmers Decade' and launched several programmes to ensure reasonable prices for farm produce and farm based products, as well as to create as many employment opportunities as possible. The food processing unit was launched as part of the proposed agro industrial park.

Farm produce like jack-fruit, tapioca, pineapple and plantain will be procured from farmers at a fair price and converted into value-added products, which will be marketed locally as well as ex-marketed locally as well as exported. Apart from this, the value-added products and by-products from units functioning, under each parish church will also be marketed under an own brand. According to Fr. Thomas Kizhakkal, director of PSWS around 18 state-of-the-art machines have been installed at the food processing unit in the first phase. The use of modern machinery at the food factor is a key feature here. While there is a drying chamber in one part where farmers can ripen their agricultural crops and products, there is a freezer unit in the godown where they can store and preserve agricultural crops and products without damage. There is also equipment to make snacks through a vacuum fryer unit, avoiding excessive use of oil.

The factory has equipment and machinery to dry and process agricultural crops and products through dehydration technology. The factory provides a way for farmers to store and market their agricultural crops and products in a way that allows them to get a fair price for their agricultural crops and products, and to convert them into value-added products and market them within and outside the country, generating additional income.



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**Profile:**

Dr. A. Sajidas has the experience of more than 39 Years in designing, execution and the development of various waste to electricity biogas projects, renewable energy, biogas technology, organic waste management, organic farming, sustainable agriculture development, Energy conservation activities. Presently he is working as the Managing Director, Biotech Renewable Energy with his head quarters at Trivandrum, Kerala.

He has been designated as the International Consultant-Biogas in the Ministry of Agriculture and Irrigation, Republic of Yemen. Dr. Sajidas is a recipient of several National and International awards including Winner of Green Oscar from UK, for the generation of energy through decentralized waste treatment.

He is having the Doctorate in Solid Waste Management. He has many Important Inventions to his credit relating to the development of various Green Energy projects. He has specialized in designing of cost effective biogas plants for organic waste to cooking gas, electricity generation and auto-fuel generation projects using different feed materials.

In addition to the above qualities Dr. Sajidas is a technical advisor in renewable energy, waste management and energy conservation activities of different reputed companies in India and abroad.

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Profile:

Green Energy Convertors established in 2007, is a manufacturer and supplier of eco-friendly pellet burners and wood pellets, based in Kalady, Ernakulam, Kerala, India. We specialize in biomass pellets and also offer products like snack fryers. The company emphasizes quality and customer satisfaction, aiming to provide competitive prices and build long-term client relationships.

Manufacturer of industrial equipment designed to improve yield, efficiency, and safety across various processes. The company's products are snack fryers, wood pellets, and biomass pellets, enabling industries to have custom-built products according to specific needs.

Tourism Development in Maldives

This is the first of an intended series of articles that will attempt to examine the Maldives and Sri Lanka from different perspectives, with a view to highlighting, similarities and differences as they develop and impact the national economics of both countries. This first article, attempts an understanding of how the realities of geography have fashioned the development of the respective industries in different directions. Sri Lanka and the Maldives are geographic, cultural and economic neighbors whose lives and livelihoods have been historically and even today intermingled and integrated. Occupying a total length of less than 1300 km north to south, within the larger expanse of the Indian Ocean, we share the same climate and experience the exact same monsoonal forces that fashion our existence. While sharing so much and even as both are island nations Maldives and Sri Lanka are also broadly different in their geographical reality. These differences in geographic reality have fashioned our tourism industries in very different ways and led them down separate paths to the reality we experience today.

This article will examine, in the main, how geography has defined the tourism industry of both countries through the availability of geographical space and diversity of the tourism product.

Model of Development

While Maldives is geographically almost twice the length of Sri Lanka the country is almost 99.9% sea and the country consists of upwards of a thousand very small islands that are separated from each other by expanses of deep water.

When tourism first started in the Maldives back in 1972, the pioneers, who on their original visit actually stayed in guesthouses in Male' the capital decided that tourism would be borne and developed on small uninhabited islands separated from the inhabited islands. They visited several nearby islands during their initial visit and decided to develop the uninhabited islands of Vigamanaafushi and Bandos; both very close to the capital city, to lay the foundation of the tourism industry in the Maldives.

Two uninhabited islands were deliberately chosen so that tourists would spend their holidays away detached from the life and livelihood of the Maldivian. Therefore, tourism was deliberately started as an activity that would be removed from the living space of the people. As tourism developed and grew, this distance in space from the Maldives way of life was maintained and

maintained and resort hotels were geographically separate from the urban centers. Tourists spend their vacation in exclusive resorts and do not intermingle with the local population, unless through an organized day tour to an inhabited island. While tourism started in islands that were in close proximity to the capital and has now spread throughout the country, each resort hotel was developed in an uninhabited separate island and tourists were transported to and from the airport by special ferries, charter flights and water taxis. They continued to spend their day, mostly restricted to one specific resort diving, swimming and relaxing by day and night. International hotel chains and brands started investing in the Maldives and the Maldivian tourism industry has, over the last decade, been largely seen as the favored exclusive destination for the rich and the famous.

This model of tourism development, where tourists and their holiday behavior have been separated from the Maldivians and their daily life have meant that there has been breadth, and depth for the industry to develop without impinging on the culture and ethos of the Maldivian people, a 100% Muslim country from the 12th Century onward. This model of separateness and uncoupling of the tourism industry from the living space of the Maldivian life has allowed an industry that started in 1972 with 266 visitors to grow into an industry that hosted more than a million visitors in 2014 without causing consternation or alarm to a population whose cultural norms and ethos are largely different from those of the visitors.

Maldives Country Report

The Maldives is a nation of island in the Indian Ocean that spans across the equator. The country is comprised of 1192 islands that stretch along a length of 871 kilometers. While the country covers an area of approximately 90,000 square kilometers, only 298 square kilometers of that is dry land. The Maldives is the smallest country in Asia and the islands are grouped into a double chain of 26 atolls. It is one of the world's most geographically dispersed sovereign states.

The country's unique geography mesmerizes the visitors. Reefs that offer bands of color, tiny jewel-like islands rimmed with the whitest of soft sand surrounded by the clearest shallow waters that one can imagine. Only 200 of the islands are inhabited, and a select few on each of the atolls are resorts and some of the islands are used for industry and agriculture.

The beauty of the Maldives is not only above the water. The Maldives is home to about five percent of the planet's reefs that comes with an explosion of color contributed by soft and hard corals that form them. The reefs are home to a thousand species of fish lured by the rich nutrients that flow in with the currents, large pelagic fishes such as manta rays and whale sharks also make the Maldives their home.

Having successfully met its 2023 tourist arrival goal of 1.8 million visitors in the final month of the preceding year, the Maldives has set a ambitious target of 2 million tourist arrivals for 2025.





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Record-Breaking Aspirations

The Maldives has set an ambitious goal of welcoming 2 million tourists in 2024. This target is buoyed by the country's prestigious win of the 2023 World Travel Awards (WTA) for World's Leading Destination for the fourth consecutive year. This accolade underscores the Maldives commitment to providing unparalleled travel experiences and maintaining its status as a premier global destination.

Looking Ahead

The future of Maldivian tourism looks promising. The government and tourism stakeholders are continuously working to enhance the visitor experience through sustainable practices, new attractions, and improved infrastructure. The Maldives ability to attract a diverse range of tourists from various countries is a testament to its universal appeal and the robust efforts of its tourism industry.

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**Profile:**

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**Profile:**

Sepack India Pvt Ltd, established in 1983, manufactures primary and secondary packaging machines. Our product range includes sealing, vacuum packing, FFS, FCL, liquid packing machines, and more. With 40+ years of expertise, we deliver innovative, reliable solutions to diverse industries. Quality, innovation, and customer satisfaction drive our mission. Headquartered in Kochi, Kerala, India, we're a trusted partner for packaging needs. Our Sri Lanka office is at Sepack Lanka Pvt Ltd, No.313 Kandy Road, Peliyagoda, Sri Lanka.

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**Profile:**

Snowland CoolConcepts & Insulations Pvt Ltd, is a pan India based private company specializing in refrigeration and thermal insulation solutions for commercial vehicles. The company focuses on the manufacture and installation of truck refrigeration systems, insulated containers, and cold chain logistics support. Snowland Team aims to provide innovative, energy-efficient cooling technologies tailored to India's growing cold storage and transport needs. The company strives to deliver high-quality, reliable products to support the evolving logistics and perishable goods sector.

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Plot No. 31 A, KINFRA Parks,
Menamkulam, Kazhakuttam,
Trivandrum - 695 586. India
Contact Person: Mr. B R Singh,
Managing Director
Mob: +91- 9048406696, 8606411145
mail: okabasus@gmail.com

**Profile:**

At Winmatech, we follow our mantra "go green breath clean" and strive hard in providing a green future for new generation. We specialize in the manufacturing of bio - degradable cutlery products from rice & wheat bran, flake for the Horeca sector,

TRADE ALL ENTERPRISE

Mumbai, India

Contact Person: Mr. Nimith S.Dedhia

Mob: +91- 9869430215 mail: nimit.dedhia@gmail.com



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Established in 1994 in the garden city of India, Monita Flavour Artz is a fast-growing flavour, fragrance, and food ingredient company. We serve diverse industries with a strong focus on quality, innovation, and customer satisfaction.

Our extensive product range and state-of-the-art technology enable us to deliver custom solutions for Bakery, Confectionery, Dairy, Savoury, Pharmaceutical, and Beverage applications. Backed by continuous R&D, we stay ahead of trends to create sensory experiences that delight.

**Flavours, Food
Ingredients and
Fragrances...**



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Email: monitaflavourartz@gmail.com
Website: www.monitaflavourartz.com



Machinery Finance

EXPRESS and SPEED Loan for Machinery are designed to provide MSMEs with quick and flexible financing for acquiring machinery and equipment.



1) EXPRESS Loan

Product Highlights

- Fast Approval:** Automated loan processing ensures quick approval and disbursement.
- 100% Financing:** Get up to 100% financing with FD collateral for machinery purchase.
- Flexible Repayment:** Enjoy repayment terms of up to 5 years, with moratorium upto 3 months.

2) SPEED Loan

Product Highlights

- Minimal Collateral:** Secure up to 100% financing with minimal FD collateral requirement.
- Large Loan Amount:** Financing of up to ₹50 crore to meet your machinery purchase needs.
- Flexible Repayment:** Repayment terms of up to 7 years, with a moratorium period available.

SIDBI-Loan for Purchase of Equipment for Enterprise Development

SPEED

Objective

- Financial assistance to MSMEs for purchase of Plant and Machinery and MFAs.

Eligible Expenditure

- Purchase of Plant & Machinery, Ancillary equipments.
- Second hand/ refurbished machines.

Eligibility

- MSMEs having atleast 3 years of operation.
- Cash profit in last 3 years.

Key Features

- Term Loan upto ₹0 Crore.
- Online loan application.
- Quick sanction & Disbursement.
- Upto 100% finance with minimum 25% PD as collateral (interest bearing).
- Financing upto 75% of the cost of machinery.

Interest Rate & Repayment

- MCLR based attractive interest rate.
- Repayment upto 7 years including moratorium upto 12 months.

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Feedback Contact us at: sidbi@sidbi.in or +91 70 2445790
Phone no: 0203009090

GOMA PROCESS TECHNOLOGIES PVT. LTD.

Road No.34, Nehru Nagar, Wagle Industrial Estate
Thane (W), Mumbai. India

Contact Person: Mr. Srinivas Sunder

Mob: +91- 9322654235

mail: srinivas@goma.co.in

**Profile:**

Goma Process Technologies Pvt. Ltd. is a sister concern company at Goma Engineering Pvt. Ltd. a company more than 40 years old, provides Turnkey solutions & projects for Dairy, Ice-cream, Yoghurt, Cheese Butter, Almond milk, RTS Fruit Juice, Pulp, Tomato Ketchup, Coconut milk & Coconut Water processing etc. Also we manufacture equipment's like Pasteurizers, UHT Sterilizers, Crate washer, Cup Filling & Sealing machine (Rotary & Linear), Centrifugal Pump, Continuous Freezers, Storage tanks /Silos etc.

FILLPACK TECHNOLOGY

Plot No. D-26/6, Additional MIDC, Anand Nagar

Ambarnath (E), Maharashtra, India

Contact Person: Mr. Kashinath Havalgi

Mob: +91- 9136699280

mail: fillpackenquiry@gmail.com

**Profile:**

Fillpack Technology where innovation meets precision in machinery solutions. Being the industry leader we pride ourselves in offering state-of-the-art machinery that is a symbol of reliability & accuracy. Our commitment to technological innovation and dedication to engineering excellence are at the core of everything we do. With management leadership spanning two generations. We have a track record of 40 years that began as a small job work machining unit for different industries. We have since grown to a Brand in the packaging industries, not only meeting the precision needs of each of our clients but also making new machines that create aseptic production operations while minimizing human involvement.

MONITA FLAVOUR ARTZ

Mangalavilasam, Vallicode

Kottayam Post, Pathanamthitta Dist.,

Kerala – 689 656. India

Contact Person: Mr. Sathish Kumar M N

Mob: +91-9844143291

mail: monitaflavourartz@gmail.com

**Profile:**

Established in 1994, Monita Flavour Artz is a Flavour, Fragrance, and Food Ingredients company. We craft high-quality solutions that inspire innovation, delight the senses, and create lasting value for our customers—all while upholding our commitment to safety, sustainability, and continuous improvement. We serve diverse industries with a strong focus on quality, innovation, and customer satisfaction. Our extensive product range and state-of-the-art technology enable us to deliver custom solutions for Bakery, Confectionery, Dairy, Savoury, Pharmaceutical, and Beverage applications.

**NAVEENA ZEAL TECHNOLOGIES**

Kizhakkambalam,

Ernakulam – 683 562. India

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Mob: +91-9447816128, 8086840888

mail: nzealtechnologies@gmail.com

**Profile:**

Naveena Zeal Technologies, with 25 years of excellence, proudly presents its brand NZEAL, a leader in Indian-made packaging solutions. We are one of the best Hand Sealer manufacturers in India, delivering machines known for durability and efficiency. Our product line includes Pedal Sealers, Foil Sealers, Filling Machines, Shrink Tunnels, and Dehydrators, all engineered and manufactured in India to meet global standards. With a growing presence in Sri Lanka, Kenya, and other international markets, NZEAL is trusted for reliable performance and customer satisfaction. Our mission is to provide advanced, affordable, and dependable packaging technologies that empower businesses worldwide.

Food and Beverage West Africa 2025 returned bigger and better than ever, confirming its position as Africa's largest professional trade exhibition dedicated to the F&B industry. FAB West Africa 2025 welcomed 307 exhibitors from more than 40 countries, making it the largest food and beverage trade exhibition in Africa and had a record-breaking number of visitors and industry professionals from across West Africa—including delegations from Ghana, Chad, Benin, Togo, Senegal, Cameroon, in addition to visitors from further across the African continent.



Over 6000 F&B professionals attended this year's event, including the region's leading importers, retailers, distributors and wholesalers. The three-day exhibition featured business deals, unrivalled networking opportunities, product showcases, major suppliers, and the platform to unlock new business opportunities across the region.

The 7th edition of the exhibition will be held from June 9-11, 2026 at the Landmark Centre, Lagos, Nigeria. The 2026 edition will be even bigger, with a brand new 5th Hall, more exhibitors from across the world and more international delegations from across Africa attending the show, looking to source new products and brands to help them expand across the African market. It is the leading platform for businesses looking to unlock new opportunities across the region. The event works closely with key stakeholders across the African F&B industry including major retail chains, hospitality groups, local importers, distributors, and wholesalers, securing an unrivalled platform for the exhibitors.

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Phone: +91 9947816125, +91 9947816128

YouTube



DEPARTMENT OF INDUSTRIES & COMMERCE
GOVERNMENT OF KERALA

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OPPORTUNITY FOR GROWTH IN MICRO FOOD PROCESSING SECTOR

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Web: www.industry.kerala.gov.in

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www.indiaboatshow.in

Where Maldives Meets Global Hospitality

The 19th edition of Hotel Asia Exhibition & International Culinary Challenge is set to take place from October 20th to 22nd, 2025, reinforcing its status as the country's largest and most influential hospitality trade event at Hulhumale, Maldives and the much-anticipated International Culinary Challenge kicks off on 19th - 22nd October at Maldives National University, Male. An annual hallmark since 2008, this dynamic gathering draws international professionals, celebrated chefs, and visionary innovators to one of the region's most vibrant tourism hubs. Launched in 2000 with just 42 stalls and 37 chefs, the exhibition has grown exponentially. This year, 300 stalls and participants from 48 countries—including Maldives, Sri Lanka, India, China, Thailand, UAE, USA, and Switzerland—will converge to showcase world-class brands and emerging entrepreneurs. The event has witnessed a strong presence from India, highlighting the country's growing influence in the regional hospitality and culinary sectors. 35 Indian exhibitors showcasing a diverse range of products and services, from innovative kitchen equipment and food & beverage solutions to hospitality technology and interior design concepts had taken part in the last edition. In addition to exhibitors, Indian chefs and culinary professionals contributed to the live cooking demonstrations and competitions, adding vibrant flavors and culinary diversity to the event. This participation not only strengthened India-Sri Lanka business ties but also reinforced Hotel Asia's reputation as a leading platform for cross-border networking and trade in the hospitality industry. Leading Resorts, Hotels, Restaurants, and F&B trailblazers will anchor the exhibition's impact on regional tourism and trade. Hotel Asia 2025 isn't just an industry showcase—it's a marketplace of ideas, partnerships, and culinary artistry. Hotel Asia is now the largest exhibition of its kind in the Maldives, serving as an unparalleled opportunity for entrepreneurs and businesses to explore new avenues for growth, expansion, and customer satisfaction with distinctive and exciting merchandise, amenities, and tastes.



19th Edition HOTEL ASIA EXHIBITION & INTERNATIONAL CULINARY CHALLENGE 2025

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 7934794290



winmatechs@gmail.com, www.winmatech.com, okabasus@gmail.com, www.okabasus.com

Nutritious Food – A life long journey

In our fast paced world it is easy to overlook what we eat. Septem-Week and includes the theme of "Nutritious Food for All, From nourishment required for every stage of life. Beyond the numbers more than just calories as we seek foods rich in micro nutrients – ing a balance of micronutrients fueling our energy, building nutritious diet means understanding the impact of food on our response, let's make mindful choices to support our entire well –

Building blocks of childhood

A strong foundation for a healthy living begins from childhood, child's life. The first few years show rapid physical and cognitive nutrients like DHA, Iron and Iodine play a vital role in building and learning. High protein is essential for building muscles, are essential for strong bones and teeth. Vitamin C and Zinc strengthens immune system, helps them fight against common illness. Consuming a balanced diet helps in to be fit, active, play and improve concentration.

Fuel for adulthood

Our Nutritional needs shift from rapid growth to disease prevention and maintenance demanding sustained energy and support mental clarity. Diet rich in B vitamins and Fiber source from whole green leaves, fruits and vegetables is essential in metabolism, energy conversion, prevents chronic diseases like diabetes, heart disease. Including Omega 3 fatty acids and antioxidants in the diet help in manage stress, support cognitive function and also ensure to have enough stamina to tackle daily challenges.

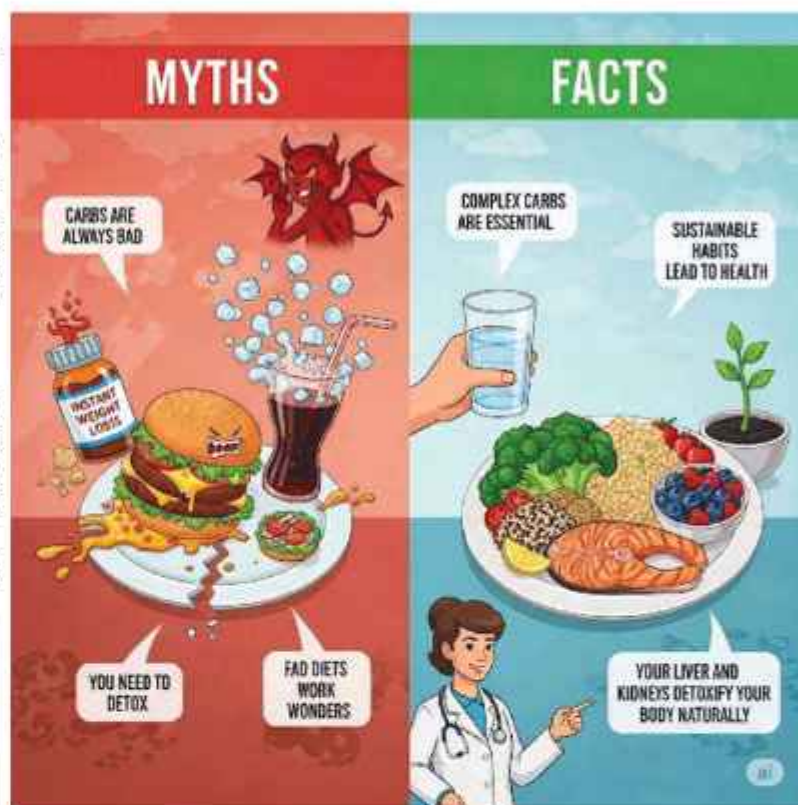
Nourishment for Golden Years

Our nutritional needs will differ in our golden years with high focus on maintaining strength and vitality. Bone health, muscle loss or sarcopenia becomes our primary concern, digestive health becomes sensitive so diet rich in protein, Calcium, Vitamin D sourced from dal, paneer, rajmah, channa, milk and milk products, egg, fish and fibre rich food promotes regularity and supports gut microbiome. Hydration also is critical as sense of thirst diminishes with age, a conscious effort to drink enough water helps in overall health and wellbeing.



ber 1st to 7th is celebrated as National Nutrition Children to the Elderly" for 2025, reminds us the on nutrition label and weighing scale healthy diet is Vitamins and minerals that power our body. Choos-tissues, protecting long term health. A true body's system, from our brain to our immune being.

where every bite plays a crucial role in shaping the growth which requires a nutrient dense diet. Key brain, nervous system, improves cognitive function tissues, energy, rapid growth and Calcium, Vitamin D



Myths and Facts about Nutrition

Myth: Fats are bad for you

Fact: All fats aren't harmful, saturated and trans fats are harmful while healthy fats like monounsaturated and polyunsaturated fats found in avocado, nuts, coconut oil, olive oil are essential in brain function, hormone production and absorbing fat soluble vitamins.

Myth: Skipping meals especially breakfast, helps you lose weight.

Fact: Skipping meals can slow down metabolism leading to overeating later in the day. Eating a balanced breakfast helps kick-start your metabolism and provides the energy you need to be productive. Consistency in eating patterns is more effective for weight management.

Myth: Cut out carbs to lose weight.

Fact: Carbohydrates are the body's primary source of energy. The issue isn't carbs themselves as Complex carbohydrates from whole grains, fruits, and vegetables provide fiber, vitamins, and sustained energy, whereas simple carbs from sugary drinks and white bread can be avoided.

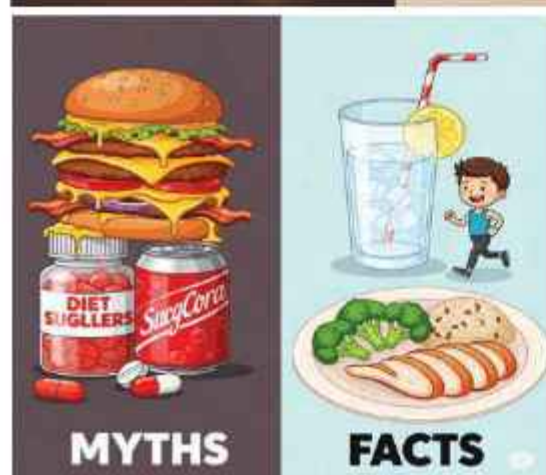
Myth: Eating at night makes you gain weight.

Fact: Weight gain is primarily a function of total daily calorie intake versus expenditure, not the time of day you eat. What matters more is what you eat at night. Late-night snacking often consists of calorie-dense, low-nutrient foods, which can contribute to weight gain. Eating a light, healthy snack before bed is perfectly fine.

Myth: Supplements can replace a healthy diet.

Fact: Supplements are intended to supplement your diet, not replace it. Whole foods provide a complex array of vitamins, minerals, fiber, and other compounds that work synergistically in a way that supplements often cannot replicate. A varied and balanced diet is the best source of nutrients.

Ms. Avani Mekala, the founder of NutriViva, is a Ph.D. scholar holding master's degree in clinical nutrition. She is a renowned expert in dietary guidance, public speaker and published writer in nutrition and nutraceuticals empowering people through evidence-based choices and mindful living.



(report continued from page 4)

channels present new ways to connect with customers and boost sales. IPO & Fundraising: Wai Wai is preparing for a pre-listing fundraising and is working on its upcoming IPO, which will provide fresh capital to fuel its expansion and innovation plans.

Threats

Intense Competition: Maggi continues to dominate the market, with Yippee (ITC) and several strong regional brands fiercely competing for market share. **Regulatory Risks:** Increasingly stringent FSSAI norms regarding labeling, sodium content, and preservatives are raising compliance costs and adding complexity to daily operations. **Input Cost Volatility:** Fluctuations in the prices of key ingredients and packaging materials can put pressure on margins, making cost management a constant challenge. **Shifting Consumer Preferences:** More urban consumers are seeking fresh, organic, and minimally processed foods. This evolving preference could impact long-term demand for traditional instant noodles.

Where Does Wai Wai Stand in the Great Indian Noodle Race?

SWOT Aspect	CG Foods (Wai Wai)	Instant Noodles Sector (India)
Strengths	- Third third-largest instant noodle brand in India with annual revenues of over INR 800 crore. - Offers 200-250 SKUs (Classic, Xpress, Quick, Dynamite, Veg, Chicken, Cup Noodles). - The only major brand with "ready-to-eat" noodles. - Over 3,000-4,000 distributors across India. - North-East and East contribute 50-60% of revenue. - High recall among youth and urban consumers. - Product Innovation: region-specific flavors, salt reduction by 10-25%.	- The market stood at USD 1.95 billion in 2023. - Annual sales exceed 6 billion packets (market leader). - Market leaders are available in over 8 million retail outlets. - Average packet price under INR 20. - Strong brand loyalty for Maggi, Wai Wai, and Yippee. - Frequent launches of new flavors, packaging, and health variants.
Weaknesses	- More than 85% of revenue from instant noodles; slow diversification into snacks, sauces, and pastas. - Urban-centric brand with limited rural penetration. - Intense price competition squeezes margins. - Limited premium and health-oriented segment presence. - Challenges in localizing raw materials.	- Urban consumers often cite high sodium and MSG as deterrents. - Low product differentiation leads to price wars. - Only about 8% of the market is premium or health-focused. - Supply chain complexity affects rural/remote availability.
Opportunities	- Growing demand for low-sodium and healthier noodle options. - India's rural FMCG market is projected to grow at 12% CAGR through 2027. - Expanding exports in Europe and Sri Lanka, the global instant noodles market is expected to reach USD 70 billion by 2027. - Acquisitions and new product launches. - Online grocery sales are growing over 30% annually. - IPO and fundraising planned for expansion.	- Health segment growth with millet, protein, and gluten-free noodles tapping into a USD 2.67 billion healthy snack market in India. - Rural FMCG segment growing at 12% CAGR through 2027. - Indian noodle exports have been growing since 2022, with rising demand in Africa, the Middle East, and Southeast Asia. - Increasing interest in eco-friendly packaging and clean-label products.

Both Wai Wai and India's instant noodle market are navigating changing market trends and evolving consumer preferences. While the entire instant noodle market is growing rapidly, factors such as intense competition, shifting consumer tastes, and demand for healthier offerings are raising concerns. Amid this dynamic setting, brands that continue to innovate, build a healthier product portfolio, and expand their market reach will retain consumer loyalty and protect their market share.



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Threats	- Maggi (Nestlé) dominates the market. - Strong competition from Yippee, Top Ramen, and regional brands. - Stricter FSSAI regulations are increasing compliance costs. - Volatility in prices of ingredients and packaging materials. - Urban consumers are shifting toward fresh, organic, and minimally processed foods.	- Evolving regulatory scrutiny from FSSAI and global food safety bodies. - Input costs are rising. - New entrants and private labels are capturing share. - Growing preference for fresh and home-cooked foods in urban areas is impacting demand.
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Food, Beverage & Hospitality Exhibition 2025, Nepal

The 11th GAI Food, Beverage, and Hospitality Exhibition 2025 organized by the House of Rajkarnicar will be held from September 12th to September 15th, 2025 at Bhrikutimandap, Kathmandu, Nepal.

The food, beverage, and hospitality sector being the major contributor to Nepal's national economy is projected to generate revenue of about US \$ 500 million in Nepal in 2025, with an expected annual growth rate of 8 % to 10%. While food and beverage have become big revenue sources and profit centers for hotels, restaurants, and "party palaces", they have mushroomed beyond anyone's expectations in the last few years. Likewise, take-away food outlets, street food vendors, supermarkets, and grocery stores have popped up in every neighborhood and markets in large numbers. The number of accommodation and food service establishments currently operating in Nepal is more than 142,223 and additionally, there are more than 1000 hotels, restaurants, and party palaces that are under construction and in the pipeline, waiting to be completed and to be in operation by 2026. The FBH 2025 will host 250+ national and international exhibitors from about 10 countries. And will spread over to more than 50000 sqft of exhibition area making it the only and the largest food, beverage, and hospitality exhibition ever held in Nepal. The scale and grandeur of this exhibition reflect the growing interest and development in the sector.

The exhibition has continued to strengthen & consolidate as business to business event. The visitor promotion campaign is designed to target key decision-makers and business visitors from not just the capital, but also major cities across Nepal, including Chitwan, Pokhara, Lumbini, Bhairahawa, Biratnagar, Birgunj, Butwal, and more. This comprehensive effort includes an extensive social media campaign, print advertisements, an event app, telemarketing, SMS, WhatsApp, email campaigns and business visitors will be able to check the exhibitor's list and directly pre-book appointments with the exhibitors for the duration of the exhibition. The goal is to ensure the exhibition reaches a broad national audience, maximizing its impact across the country.

Special events like Master Baker, Master Chef, Best Bartender, Best Barista Competitions, Industry Nite Mocktail Reception, Networking Sessions among exhibitors and buyers, Retailers Power Breakfast Reception, and launching of a small business mart have been planned to bring the expo within the reach of small companies, professional business, freelance entrepreneurs and start-ups in addition to the big, popular established

national and international brands that the Expo hosts every year.

The exhibition is kindly supported by Hotremai, Archii, Hotel Association of Nepal, Chef Association of Nepal, Restaurant & Bar Association of Nepal, HPMFNE-pal Chapter, Events & Venue Association of Nepal, Retailers Association of Nepal and Fast Food Association Nepal.

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Email: kbip@keralaindustry.org
www.kbip.org

EVENT CALENDER

2025 - 2026



September 12-15, 2025
Kathmandu, Nepal



VIET NAM INT'L EXHIBITION ON
FOOD & BEVERAGE PRODUCT MACHINERY, EQUIPMENT & TECHNOLOGY
October 8-10, 2025
HCMC, Vietnam



October 20-22, 2025
Hulumale, Maldives



International Exhibition of
Home Textiles & Decor
February 16-18, 2026
Almaty, Kazakhstan



Kerala's Premier Exhibition for
Food Processing & Packaging Sector
May 6-8, 2026
Cochin, India



Kerala's Premier Exhibition for the
Horeca Sector
May 6-8, 2026
Cochin, India



August 7-9, 2026
HCMN City, Vietnam



23rd Edition of Sri Lanka's only
Food/Beverage & Packaging Expo
August 21-23, 2026
Colombo, Sri Lanka

For further details of the above shows, pls visit
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Product Dictionary

Use the Source Card to identify suppliers for the following products. Fill in the product codes. You will receive from us a list of sources and your enquiry will be sent to them

Food & Beverages

- 1000 Cashew
- 1001 Coconut Products
- 1002 Coffee
- 1003 Cooking Oils
- 1004 Curry Powder
- 1005 Herbal Food Supplements
- 1006 Preservatives (Jam, squashes)
- 1007 Rice/Grain Products
- 1008 Spices & Millets
- 1009 Seafood
- 1010 Tea

Bakery

- 2000 Bakery Equipment
- 2001 Canned Food Products
- 2002 Confectioneries & Sweets
- 2003 Delicatessen Food Products
- 2004 Flavours
- 2005 Food Ingredients
- 2006 Health & Natural Foods
- 2007 RTE & Ethnic food

Food Process Technology

- 3000 Food Processing Equipment
- 3001 Dairy Technology
- 3002 Edible Oil Processing
- 3003 Fish Processing Technology
- 3004 Meat Processing Technology
- 3005 Vegetable & Fruit Technology
- 3006 Warehousing & Cold Rooms
- 3007 Food Safety & Quality Management

Packaging Technology

- 4000 Can Sealing Machines
- 4001 Containers, Labels & Printing
- 4002 Conveying, Transport & Storage
- 4003 Packaging Machineries
- 4004 Packaging Materials

Hotel Supplies

- 5000 Architecture Hardware
- 5001 Bar Accessories
- 5002 Commercial Kitchen Equipment
- 5003 Cleaning Equipment & Supplies
- 5004 Energy Management Systems
- 5005 Food Service Equipment
- 5006 Health Club & Spa Equipment
- 5007 Hotel Furniture/Fabric Furnishings
- 5008 Hotel Management Schools
- 5009 Hospitality Information Systems
- 5010 Housekeeping Supplies & Service
- 5011 In-Room Technologies
- 5012 Leisure & Amusement
- 5013 Lighting Accessories
- 5014 Refrigeration Equipment
- 5015 Table & Glassware Accessories
- 5016 Vending & Dispensing Machines
- 5017 Waste & Water Management

Agri-Business

- 6000 Agri- Machinery & Farm Equipment
- 6001 Animal Husbandry & Breeding
- 6002 Aquaculture
- 6003 Bio-Fertilizer & Soil Substitutes
- 6004 Bio-Technology & Pest Control
- 6005 Dairy & Livestock Processing
- 6006 Environmental Technology
- 6007 Farms & Hatcheries
- 6008 Feed Supplements & Additives
- 6009 Floriculture Technologies
- 6010 Fertilizers & Agro Chemicals
- 6011 Fish Farming Techniques
- 6012 Fishery Products
- 6013 Geo-Textiles & Coir Pith
- 6014 Genetics & Tissue Culture
- 6015 Horticulture Technologies
- 6016 Landscaping, Mowers & Garden Tools
- 6017 6018 Pumps & Motors
- 6019 Poultry Equipment
- 6020 Shade Nets & Green Houses
- 6021 Tractors & Tillers
- 6022 Veterinary Supplies
- 6023 Water Treatment Equipment
- 6024 Others (pls specify) _____

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☐ Supermarkets ☐ Chefs ☐ Food & Beverages ☐ Consultant
☐ Others (Pls. specify) _____
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or Others (pls. specify) _____

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Bank Details: Account Name: Food Hospitality Media, Bank: Federal Bank Ltd.
Branch: Girinagar Branch, Cochin-682 020. India Account No: 10580200015518
IFSC Code: FBRL0001058.

7. Signature _____ Date: ____/____/____
Day Month Year

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