

## WEBINAR

# PATHWAY TO THE INDIAN FOOD AND BEVERAGE MARKET

## ABOUT THIS WEBINAR

Austrade invites you to join this interactive webinar for an overview of the changing landscape and opportunities in the growing food and beverage sector in India.

Information will be provided on market dynamics, trends and opportunities, as well as market entry models, product registration guidelines and import regulations.

Modern retail and e-commerce continues to experience strong growth in India, as urban households adopt modern lifestyles, resulting in a preference for modern retail outlets due to their convenience. Modern retail and e-commerce are working on attracting consumers through improving their offerings, pricing and delivery options.

Similar to many countries, Indian consumers are shifting to the purchase of household items on weekends at modern retail outlets, due to the variety offered, pricing options, and ease of getting multiple food and non-food SKUs at one outlet. This is driving retailers to expand their product range and invest in innovative product displays, in-store food services, and other comforts to enhance the consumer shopping experience. Trends such as a move to healthier options, are also on the rise.

The industry is also seeing the introduction of large e-commerce companies onto the modern retail scene, including Thailand's Lots Group and 7-Eleven.

Discover why India could be your next market for growth.

## WHY YOU SHOULD ATTEND

- Receive an update on the current market, competition and trends;
- Learn about key regional and cultural issues for doing business in India;
- Gain insight into what local consumers are looking for from producers and suppliers;
- Hear from a market expert – a leading importer;
- Learn about opportunities in the Indian food & beverage sector and how Austrade can assist you;
- Learn about the import regulations and success mantras for the markets;
- Learn about the Australian Government's [Australia India Business Exchange](#) mission (AIBX) to India and Sri Lanka in February 2020.

### Important information

Date: 9 December 2019

Time: 3 pm - 4 pm AEDT

Register by: 8 December 2019

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Cost: Free

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### Who should attend?

Australian businesses in:

- Dairy
- Processed Foods
- Cereals & Grains
- Food Ingredients
- Organic Food
- Gluten Free Food
- Beverages
- Edible Oil
- Baby Food
- Health Supplements



## WEBINAR

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### SPEAKERS

- Amit Lohani, Managing Director, Max Foods Ltd, New Delhi
- Harsh Mohan Puri, Business Development Manager, Austrade New Delhi

### MORE ABOUT THE SPEAKER/S

#### Details



#### **Amit Lohani**

Managing Director, Max Foods

Amit, an alumni of University of Queensland, is one of the top importers of premium food in India. He is also the head of the Forum of Indian Food Importers (FIFI), the top association of food and beverages importers in India.



#### **Harsh Mohan Puri**

Business Development Manager, Austrade, New Delhi

Harsh has been working in the Indian food & beverages (F&B) sector for 18 years. Harsh is well connected with leading importers, modern retail, Indian F&B corporates and the hospitality sector, with a focus on building Australian's engagement with India through expanding Australian brand presence in market.

### LIMITED PLACES - REGISTER NOW

Register now to this free webinar at [www.austrade.gov.au/Indiafandbwebinar](http://www.austrade.gov.au/Indiafandbwebinar). The registration confirmation email will include all webinar log-on information. If you require help with registration, please call 13 28 78.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.