



EVENT REPORT



International Food & Drink Event
17-19 March 2025 | Excel London



AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)

The Agricultural and Processed Food Products Export Development Authority (APEDA) is an Indian Apex Export Trade Promotion Active government body set up by the Ministry of Commerce and Industry, Govt. of India under the Agriculture and Processed Food Products Export Development Authority Act 1985.

APEDA is the premier body of export promotion of fresh vegetables and Fruits and their Products, Meat and Meat Products, Poultry and Poultry Products, Dairy Products, Confectionery, Biscuits and Bakery Products, Honey, Jaggery and Sugar Products, Cocoa and its products, chocolates of all kinds, Alcoholic and Non-Alcoholic Beverages, Cereal and Cereal Products, Groundnuts, Peanuts and Walnuts, Pickles, Papads and Chutneys, Guar Gum, Floriculture and Floriculture Products, Herbal and Medicinal Plants, De-oiled rice bran, Green pepper in brine, Cashew Nuts and its Products etc.

It provides the crucial Interface between farmers, storehouses, packers, exporters surface transport, ports, Railways, Airways, and all others engaged in export trade to the international market.

The vision is to “create a world class organization dedicated to promote India as the “supplier of choice, agro and value-added food products in the global markets” the functions of the authority includes.

- Development of Industries relating to the scheduled products for undertaking surveys and feasibility studies, participation in enquiry capital through joint ventures and other reliefs and subsidy schemes;
- Registration of persons and exporters of the scheduled products on payment of such fees as may be prescribed;
- Fixing of standards and specifications for the scheduled products for the purpose of exports,
- Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyance or other places where such products are kept or handled for the purpose of ensuring the quality of such products,
- Improving of packaging of the Scheduled Products,
- Improving of marketing of the Scheduled Products outside India,
- Promotion of export-oriented production and development of the Scheduled products



- Collection of statistics from the owners of factories or establishment engaged in the production processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and
- publication of the statistic so collected or of any portion thereof or extracts there from;
- Training in various aspects of the industries connected with the scheduled products, such other matters as may be prescribed.

APEDA's Scheduled Products for Export Promotion and Development

- Fruits, Vegetables and their Products
- Meat and Meat Products
- Poultry and Poultry Products
- Dairy Products
- Confectionery, Biscuits and Bakery Products
- Honey, Jaggery and Sugar Products
- Cocoa and its products, chocolates of all kinds
- Alcoholic and Non-Alcoholic Beverages
- Cereal and Cereal Products
- Groundnuts, Peanuts and Walnuts
- Pickles, Papads and Chutneys
- Guar Gum
- Floriculture and Floriculture Products
- De-oiled rice bran
- Green Pepper in brine
- Cashew Nuts and its Products



INTERNATIONAL FOOD & DRINK EVENT 2025 LONDON
APEDA's Participation in IFE LONDON, 2025
(17th – 19th March 2025)



The Agricultural and Processed Food Products Export Development Authority (APEDA) participated in the IFE 2025, held in London from March 17 to 19. This prestigious event, renowned as the largest and most influential gathering dedicated to Food and Drink Products in the United Kingdom was organised by Montgomery Group.

The IFE 2025 brought together 15 different food and drink sections and Pavilions under one roof.



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APEDA, recognizing the immense potential of the United Kingdom as a key export destination, participated to promote Indian food and drink products and forge deeper connections with importers in the United Kingdom and beyond. Indian exporters benefitted from show casing their premium offerings, engaging in targeted Business-to-Business (B2B) meetings and expanding their reach in the United Kingdom.

APEDA booked 180 square meter space and created the India Pavilion, which was meticulously designed to reflect India's vibrant and diverse Products Sector. Participating exporters had the opportunity to exhibit their products within individual furnished stalls.

The IFE 2025 offered a unique opportunity to show case India's Food and Drink Products on a global stage and APEDA facilitated the participation of Indian exporters in this dynamic event.

The INDIA Pavilion

India pavilion was spread over an area of 180 square meters

A Special area was created to display Indian products. Vast range of products including fresh fruits like Mangoes, Pomegranates and Guavas, a premium range of Processed Foods as well as a fine collection of Indian Liquor such as Rampur, Sula, Godawan, Old Monk Coffee Rum, Jamun Gin and Jaisalmer amongst others were show cased.

Visitors also has opportunity to explore offerings such as Basmati rice, Honey, Namkeen, Peanut Butter, Makhana, Sauces, Millets, Soya Chaap, Baby Corn, Masala Soda, dried Petha, Ready-to-Cook (RTC) dishes like Rajma Rice, Samosas, Dal Rice, Sarson Ka Saag, Chana Rice and Coconuts.





Co- Exhibitor Booths





Inauguration:

APEDA's India pavilion, spread over an area of 180 square meters, was one of the key attractions at IFE London.

It showcased a vibrant array of products from 16 participating Exporters.

APEDA's India Pavilion was inaugurated by **Shri Sujit Ghosh, The Deputy High Commissioner of India in the UK**, alongside **Shri Rakesh Dahiya, First Secretary (Trade, Tourism & OCI)** in the presence of **Shri Harpreet Singh, Assistant General Manager, APEDA** & participant exporters.

Shri Sujit Ghosh complimented APEDA's efforts in promoting Indian Food & Drink Products. He highlighted the potential for business partnerships and collaborations in the United Kingdom and the latest trends and innovations in the food and drink sector for fostering sustainable growth.

Shri Sujit Ghosh also engaged in direct discussions with the Indian exporters and producers, appreciating the quality, diversity, and wide range of Indian products showcased at the pavilion.



Shri Sujit Ghosh Cutting the Ribbon to inaugurate India Pavilion

Shri Harpreet Singh Welcoming Shri Sujit Ghosh



Shri Sujit Ghosh Interacting with Exporters




Exporters exhibited in the APEDA India Pavilion.

S.N.	Exhibitor	Products
1	Bindas Food Pvt Ltd, Punjab	Basmati Rice
2	Vibhor Exim Pvt Ltd, Haryana	Chutney, Sauces, Mayonnise
3	Aarnee Foods LLP, Gujarat	Peanut Butter, Peanut
4	Sky Agri Export, Gujarat	Dehydrated Onion and Garlic
5	Ess Pee Quality Products, Punjab	Honey, Biscuits, Bakery Products
6	Indies Global Food Pvt Ltd, Haryana	IQF products, dried products, Ready to Eat curries
7	Tops Export, Tamil Nadu	Fresh Fruits & Vegetables
8	Goli Pop Soda (ABNN FOOD), Gujarat	Flavoured Soda, Masala, Zeera
9	Aterna Organic Farmer Producer Company, Haryana	Vegetables and IQF Products
10	Caryopes Pvt Ltd, Telangana	Millets,
11	Shakti API Food Pvt Ltd, Punjab	Honey
12	Jabson Foods Pvt Ltd, Gujarat	Namkeen, Snacks
13	Stavya Agro, New Delhi	Organic Products
14	Award Nutraceuticals LLP, Chennai	Herbal products and dried Moringa
15	Bansal Foods	Namkeen and Millet products
	Companies showcasing IN APEDA COMMON AREA	
16	Kaybee Fruits	Fruits and Vegetables
17	Mohan Meakins	Alcoholic Beverages
18	Sula Wine	Wines
19	Radico Khaitan	Alcoholic Beverages
20	Imperial Distilleries	Alcoholic Beverages

Wet Sampling and tasting of Indian Food and Drink Products

Tasting of various Indian products were done at the APEDA India Pavilion.
An attractive Indian Food Truck was designed to do the sampling activity.

The following products were sampled amongst the visitors:

1. Zafarani Subz Pulao
2. Zafarani Murg Pulao
3. Millet Khicdi
4. Millet Pasta
5. Mango and Guava
6. Mango Smoothie
7. Alcoholic Beverages







INDIAN MANGO



THE ZAFARANI SABZ & MURG PULAO, ORGANIC MILLET KHICHDI & ORGANIC PASTA BEING SAMPLED

VISITORS IN LARGE NUMBERS ENJOYED THE TASTY SAMPLES

Indian Heena Tatoos

The Free Heena application to the Visitors was a big hit amongst **both men and women** and visitors were seen in large numbers getting the Heena Tatoos.







High Commission of India Organized a Buyer and Seller Meet in London

On 20th March 2025, the High Commission of India hosted a successful Buyer and Seller Meet with UK-based importers at the Hotel Taj, Buckingham Place, London, UK.

The event was organized by Deputy High Commissioner Shri Sujit Ghosh and Ms. Nidhi Mani Tripathi, with significant contributions from High Commission officials, including Ms. Shreeranjani, First Secretary, and Mr. Rakesh Dahiya, First Secretary.

Over 28 key importers, delegates, and participants from the UK, alongside **APEDA's exporters**, attended the event, engaging in meaningful interactions that could pave the way for fruitful business collaborations.

During the event, a special tasting session was organized, allowing attendees to sample a variety of APEDA's monitored products, such as:

- Fruits, Mango, Pomegranate,
- Indian Ready-to-Eat Products
- Flavored Sodas
- Makhana (Fox Nuts)
- Indian Alcoholic Beverages including Rampur, Godawan, Mohan Meakins, Sula Wine, Indri, Kadamba, and Amrut.

The tasting session was met with enthusiastic appreciation, with delegates and importers praising the rich and diverse flavors of India. As the tasting unfolded, it was clear that India's traditional and innovative products had made a lasting impression, embodying the country's culinary heritage and its growing presence in the global market.

Shri Sujit Ghosh, in his address, emphasized APEDA's crucial role in promoting and monitoring the export of Indian products, particularly those with distinct flavors and high quality. He stated, "India's rich agricultural and culinary diversity offers endless opportunities for collaboration. APEDA is committed to ensuring that these products reach global markets, bridging cultures and fostering trade."

The event was an outstanding success, with both Indian exporters and UK importers forming valuable connections and exploring new business avenues. As the meeting concluded, Shri Sujit Ghosh thanked all participants for their time and engagement, stating, "Together, we are not just building trade, but strengthening the bonds of friendship and collaboration between India and the UK."

The event underscored the potential of India's agricultural and beverage exports to find new markets, as well as the growing appetite for Indian flavors across the world.







APEDA's participation with exhibitors in IFE served as a catalyst for market expansion, global exposure, and business growth for India's Food and Drink Product Exports.

Recommendations/Learning:

1. The space of India pavilion including APEDA needs to be increased for showcasing the vast potential of Indian agri products.
2. Participation should be followed up with promotion programmes in retail outlets with the support of Indian Embassy.
3. A PR Agency needs to be engaged for pre & post event follow up after APEDA's participation.

Summary

The IFE London provides industries involved in food and drink trading an opportunity to present their range of products and services from growing to selling to research and development.

One of the main attractions of The IFE London is that it is a highly effective show focusing on large target groups.

The presence of Food and Drink products from India should be made mandatory at such International Trade Shows to provide maximum exposure.