



APEDA Showcases India's Agri and Processed Food Export Strength at AAHAR 2026

India's Agri and Processed Food Exports Cross ₹5 Lakh Crore; FTAs Opening New Global Opportunities: Union Minister of Commerce and Industry Shri Piyush Goyal

APEDA Releases Research Reports on Key Agricultural Products, Launches Packaging Solutions for GI and Region-Specific Exports

Basmati, Organic and Plant-Based Foods Highlighted at APEDA Pavilion at AAHAR 2026

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry, participated in the 40th edition of AAHAR 2026 held from 10–14 March 2026 at Bharat Mandapam, New Delhi. APEDA presented a pavilion highlighting India's agricultural and processed food export capabilities, bringing together exporters, State representatives and industry stakeholders on a common platform.

The 40th edition of AAHAR – The International Food & Hospitality Fair was inaugurated by Union Minister of Commerce and Industry Shri Piyush Goyal. Organised by the India Trade Promotion Organisation (ITPO), the landmark edition of the event features Italy as the Country Partner. The inauguration ceremony was attended by senior officials from the Embassy of Italy, representatives of ITPO, government officials, industry leaders, exhibitors and delegates from India and abroad.

In his keynote address, Union Minister of Commerce and Industry Shri Piyush Goyal said that India's food and agriculture sector is entering a new phase of global opportunity. He noted that with exports of agricultural and processed food products crossing ₹5 lakh crore annually, India today stands among the world's leading exporters. Over the past decade, exports of processed foods, fruits, pulses and vegetables have grown significantly, reflecting the strength and diversity of farmers, fishermen and food processors across the country.

The Minister further said that India's expanding network of Free Trade Agreements has opened significant opportunities for the country's food and agricultural exports. In recent years, India has concluded trade agreements with countries and regions including the United Arab Emirates, Australia, Switzerland and other EFTA nations, while strengthening engagement with partners such as Japan, Korea, the United Kingdom, Oman and Mauritius, and advancing discussions with Canada and the European Union. He

noted that these agreements are enabling preferential market access for Indian products across nearly two-thirds of global trade, creating new opportunities for farmers, MSMEs and food processors to expand exports and access high-value markets.

The APEDA Pavilion was inaugurated by Additional Secretary, Department of Commerce Shri Nitin Kumar Yadav along with Chairman, APEDA Shri Abhishek Dev and Managing Director, ITPO Shri Neeraj Kharwal in the presence of senior officials from the Government of India, APEDA, participating State Governments, exporters and industry representatives. The pavilion served as an important platform to showcase India's diverse agri-export basket and facilitate interactions between exporters and buyers from domestic as well as international markets.

On the occasion, research reports on cucumber, cashew, pineapple and pomegranate prepared by APEDA in collaboration with ICRIER as the knowledge partner were also released. The reports provide insights on supply chains, export potential and strategies to enhance India's competitiveness in global markets.

APEDA also announced the launch of packaging design solutions and technical standards for selected region-specific agricultural products developed in collaboration with the Indian Institute of Packaging (IIP). The initiative focuses particularly on GI-tagged and organic products and aims to improve product protection, shelf life and market presentation for exports. The products covered under this initiative include Karbi Anglong Ginger (Assam), G4 Chilli and Jalgaon Banana (Maharashtra), Assam Kaji Nemu (Assam) and Prayagraj Surkha Guava (Uttar Pradesh).

Spread across an exhibition area of 2,500 square metres, the APEDA Pavilion hosted over 100 exhibitors representing exporters, producer organisations, startups and food processing enterprises from across the country. The exhibition provided opportunities for industry stakeholders to explore collaborations, expand market linkages and promote value-added agricultural products.

The pavilion highlighted key export segments including Basmati Rice, Non-Basmati Rice, Organic Products and emerging plant-based food products, reflecting India's expanding portfolio in global agri-food markets. A special feature on plant-based products showcased innovative and sustainable food alternatives gaining traction in international markets.

Several State Pavilions were featured within the APEDA space with participation from Andhra Pradesh, Assam, Bihar, Delhi, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand and West Bengal. These pavilions showcased region-specific products, traditional food items and export-ready agricultural produce, reflecting the diversity and strength of India's agri-food sector.

APEDA's participation at AAHAR 2026 attracted significant industry engagement, with over one lakh visitors during the five-day event. The exhibition created opportunities for exporters, food processors and agri-entrepreneurs to interact with buyers, distributors and institutional stakeholders from India and abroad.

A key highlight of the APEDA Pavilion was live wet sampling sessions conducted by a renowned chef presenting innovative recipes and applications using Indian agricultural and processed food products. The pavilion also featured focused displays on Basmati Rice, Non-Basmati Rice, Organic Products and Plant-Based Food products, enabling buyers and visitors to explore India's export-ready offerings.

AAHAR continues to be one of the largest B2B platforms for the food and hospitality industry in South Asia, offering an important interface for business networking, product promotion and knowledge exchange across the agri-food value chain.

Through its participation at AAHAR 2026, APEDA showcased India's growing capabilities in high-quality agricultural production, value addition and export-oriented supply chains. The pavilion brought together exporters, startups, State agencies and producer organisations, highlighting opportunities to expand India's presence in international markets.

Abhishek Dayal/ Abhijith Narayanan/ Ishita Biswas

(Release ID: 2238052) Visitor Counter : 873

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