



## **India Food Forum 2017 Building The Appetite For Food Consumption And Feeding The Online Consumers Of Tomorrow**

*~Krish Iyer, President & CEO, Walmart India, to chair 10th edition of India's largest food intelligence event – India Food Forum 2017~*

*~Accelerating food retailing excellence by generating ideas, insights, innovation and opportunities for profitable growth~*

**Mumbai, 5<sup>th</sup> January, 2017:** The 10th edition of India's largest food intelligence event - India Food Forum (IFF) will take place from 31<sup>st</sup> January to 2<sup>nd</sup> February 2017 at MMRDA Ground, Bandra Kurla Complex, Mumbai.

The guest of honour at IFF 2016 will be **XXXXXXXXXXXXXXXXXXXXXXXXXXXX**, who will be delivering a keynote address focusing **XX**.

A three day IFF will kick off its 2017 edition with thoughtfully designed three structured exhibition zones **(Food & Grocery Forum India (FGFI), Indian Food Service Forum (IFSF) and India Food Retail Tech (IFRT))** and a powerful conference that keep its delegates connected with the next big innovations in food retailing, HoReCa and food technology. Ensuring that they are empowered with the products and insights to maximise the opportunities offered by India's vast consumer universe.

The theme for IFF 2017 – **'Catalyzing and Building the Appetite for Food Consumption in this Digital, Connected and Convenience Driven Consumers Landscape and Feeding the Online Consumers of Tomorrow'** will build the roadmap for food retail business to accurately read the underlying opportunities and predict future consumption paths the Indian consumer will tread.

Formed in the year 2008 with the mission of taking up a series of support initiatives for the Indian food retail business under the chairmanship of the then Food Processing Minister with India's leading manufacturers, marketers and retailers of food, grocery and FMCG products, **IFF 2017 will be chaired by Krish Iyer, President & CEO, Walmart India.**

"As an economy with a strong agricultural base, India is blessed with immense natural resources, which if harnessed in a responsible and far-reaching manner, have the potential to propel us to sustainable economic growth for next few decades. Our honourable Prime Minister Shri Narendra Modi has already spelt out his dream of a strong, self-reliant nation through his visionary 'Make in India' campaign. As businesses, directly or indirectly connected to the food business, we should now take it upon ourselves to imbibe global best practices, innovation and bold initiatives to become a world-class food retail economy." notes **Krish Iyer, Chairman, India Food Forum 2016 and President & CEO, Walmart India.**

"For the past decade, India Food Forum has gathered key decision makers from every part of the food supply chain - from processors, producers to distributors, marketers, service providers, restaurant and hospitality companies and retailers - to push for best-practices in food and grocery retail and foodservice sectors in India. Our dream is to facilitate the evolution of India into a world power in food retail, and that is not possible without the collective thought and effort of global experts, policy makers, private enterprises and all those who have invested in the food & grocery supply chain in India. Now in its 10<sup>th</sup> edition, India Food Forum 2017 will feature international pavilions of various foreign trade bodies and countries, including USA, UK, UAE among others, alongside leading food brands and retail concepts," He adds.



Referring to the ongoing shifts in consumer behaviour brought on by technology, **Amitabh Taneja, CMD, IMAGES Group** says, Increased diversity and channels of convenience are key to growth in the Indian food industry and hence the food industry keeps up to speed with new technology and makes adequate investment in relevant food infrastructure areas. In recent times, Indians have seen a dramatic shift in culinary habits. The trend towards drive-ins and quick home delivery services has gained immense popularity and has in turn led to the evolution of numerous other innovative trends. IFF is a platform which will provide a sense to create truly disruptive food experiences using a multisensory approach to rethinking what, and how, we eat for tomorrow.”

**Catalyzing and Building the Appetite for Food Consumption in this Digital, Connected and Convenience Driven Consumers Landscape and Feeding the Online Consumers of Tomorrow** With changing lifestyle there is growing scarcity of time, and convenience in food shopping is emerging as an important driver of growth of one-stop retail formats that can offer consumer 'value for time' in addition to 'value for money

IFF 2017 endorses India's status as possibly world's most exciting marketplace, and empowers everybody of the industry with rich insights, innovation and market-ahead ideas that can enable sustainable and profitable growth. Considering the multiplicity of experiences, highs and lows and the constant excitement of what next!

#### **Key Highlights at IFF 2016:**

- A panel of industry experts (**Krish Iyer** - *Chairman, India Food Forum and President & Chief Executive Officer, Walmart India*, **Arvind Varchasvi** - *Trustee, Sri Sri Ayurveda Trust and Group Advisor – International Affairs, AYUSH Advisory Group*, **Devendra Chawla** - *Group President, Food, FMCG, Brands, Future Group*, **Henrik Osterstrom** - *Country Food Manager, Ikea India*, **Saugata Gupta** - *MD & CEO, Marico*) will inaugurate the session by enlightening on **“how innovation is leading to growth and potential for food market and how the current trends are shaping the 10 growth areas of tomorrow”** elaborating more on the next level of food for tomorrow
- Get insights on what makes the food business the most exciting business to be in, and why the food leaders feel upbeat that the best is yet to at **CEO's Megapolis (Damodar Mall – CEO, Grocery Retail, Reliance Retail, Rajeev Krishnan – MD & CEO, Max Hypermarkets, Ramesh Menon – Chief Executive Officer, Hypercity Retail, Unnat Varma – MD, Pizza Hut ( Indian Subcon), Yum Restaurants, Vikram Kamat – MD, VITS hotels & Kamats Restaurants, K Radhakrishnan – Co Founder, Grocermax)**
- A panel of renowned chefs, retail heads, importers and hoteliers will be highlighting **the opportunity for the industry in demonetization on hospitality and retails trade**
- Trade commissioner of Canada, Peru, Chile, UK, US, EU etc. will be discussing **how embassies, trade commission can play a role in promoting food trade in the country**
- Get in conversation with 3 food icons (**Anjan Chatterjee – Founder and Managing Director, Speciality Restaurants, Riyaz Amlani – MD, Smoke House Grill and Mocha Café, AD Singh – Owner, Olive Bar & Kitchen**) and learn the secret path to success of not only building the restaurants but a landmarks and institutions of great cuisine, trendsetting as much for the food as well as the panache, service and ambience and the storytelling.
- Coca Cola presents **Coca Cola Golden Spoon Awards** to honor experts and professionals across verticals for excellence in business and innovation



### **Key Speakers:**

**Krish Iyer** - Chairman, India Food Forum and President & Chief Executive Officer, Walmart India, **Arvind Varchasvi** - Trustee, Sri Sri Ayurveda Trust and Group Advisor – International Affairs, AYUSH Advisory Group, **Devendra Chawla** - Group President, Food, FMCG, Brands, Future Group, **Henrik Osterstrom** - Country Food Manager, IKEA India, **Saugata Gupta** - MD & CEO, Marico, **Damodar Mall** - CEO, Grocery Retail, Reliance Retail, **Rajeev Krishnan** - MD & CEO, Max Hypermarkets, **Ramesh Menon** - Chief Executive Officer, Hypercity Retail, **Unnat Varma** - MD, Pizza Hut ( Indian Subcon), Yum Restaurants, **Vikram Kamat** - MD, VITS hotels & Kamats Restaurants, **K Radhakrishnan** - Co Founder, Grocermax, **Anjan Chatterjee** - Founder and Managing Director, Speciality Restaurants, **Riyaaz Amlani** - MD, Smoke House Grill and Mocha Café, **AD Singh** - Owner, Olive Bar & Kitchen, **Amuleek Singh Bijral** - Founder, Director & CEO, Chai Point, **Albinder Dhindsa** - Co Founder, Grofers, **Vikrant Batra** - Founder and Owner, Cafe Delhi Heights, **Siraj Chaudhry** - Chairman, Cargill India, **Chef Salil Fadnis** - Secretary, WICA, Executive Chef, Hotel Sahara Star, **Kajal Bhatia** - Founder Nutritionist, Owner, Kajal Bhatia Health, **Alok Jain** - Founder & CEO, Yumist, **N T Poojari** - Managing Director, Shiv Sagar foods ( Mahesh Lunch Home), **Kapil Kohli** - VP - Retail Head, Usha International, **Manmeet Vohra** - Director, marketing and category, Tata Starbucks, **Mohit Khattar** - Head - Retail Strategy & Branding, Godrej Industries, **Avni Biyani** - Concept Head, Foodhall, Future Group, **Chef Vicky Ratnani** - Author, Celebrity Chef and Culinary Consultant, **Rahul Akerkar** - Chef & Restaurateur, **Micky Mehta** - Health & Fitness Guru, **Mahesh Kanchan** - Director Marketing, Carlsberg, **Dev Amrithesh** – Jubilant, **Aman Mittal** – COO, Savemax Hyper Market, **Kirit Maganlal** - Founder & CEO, The Magsons Group, **Oliver Mirza** - MD, Dr. Oetker India, **Vimal Anand** - MD, Apis India, **Vishal Kumar Bhusari** - Head - Customer Marketing, GSK, **Sanjay Tandon** - Director, Dabon

### **About IMAGES GROUP:**

Recognized by the international retail community through its B2B Magazines, business conferences, exhibitions, research publications, and digital media, the IMAGES GROUP is India's largest retail intelligence organization that is trusted as the catalyst for profitable growth of modern retail through knowledge platform leadership. A strong portfolio of business publications have served since 1992 to inform, advise and inspire leaders and decision makers of the retail industry.

**Agenda:** <http://www.indiafoodforum.com/agenda-2017>

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