



WORLD ON A PLATE

Global cuisines like Thai, Korean, and Japanese are gaining popularity in the Indian market.

Indians are looking for *authentic recipes* that offer a *restaurant-style experience* in the convenience of their homes.

urban platter®

MASTER CHOW



NONGSHIM

MOI
SOI



SNACK ATTACK

Indians are *snacking more frequently* than before.

There is a shift towards *healthy options* such as flavoured dry fruits, coated nuts, and vaccuum-fried chickpeas/ beans.

PREMIUM DRY FRUITS
SINCE 1887
Nutty Critties®

**OPEN
SECRET.**

 **rosta**
Harvested at its best

TONG GARDEN

 **fitfire**

**Ba
Za
Na!**

BETTER & BETTER

Functional ingredients are revitalising everyday food like chocolate, grains, and cereal.

Consumers are constantly looking for *hacks* that improve their consumption of nutrients without compromising on taste or texture.



epigamia



DAILY UPGRADE

Indians are constantly looking to *upgrade* their daily indulgences.

Premiumization of everyday items like namkeen, bhujia, mithai, and achar.



LOCAL FLAVOUR

Indian *regional flavours* are taking over the indulgent beverage market.

People are looking for refreshing *local notes* like jamun, shikanji, peru, and jaljeera.

CRAVOVA®
THE CRAVE BEGINS

swa™
ARTISANAL
SYRUPS


paper
boat
drinks and memories



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