

MARKETING & BRANDING



AATMANIRBHAR BHARAT

PM Formalisation of Micro Food Processing
Enterprises Scheme (PM FME Scheme)

PMFME Scheme

- The vision of PMFME scheme is to enhance the existing individual micro-enterprises in the unorganized segment of the food processing industry and formalization of the sector
- The PMFME Scheme is a one-stop solution directed to enhance the competitiveness of micro food processing units in the unorganized sector
- PMFME scheme is a revolutionary move that emphasizes on providing marketing and branding to all these food processing units
- Effective Marketing and branding strategy and execution plays a significant role in the growth of an enterprise.
- This module aims to provide insights into the marketing, branding and distribution strategy for the Micro enterprises in the food processing sector

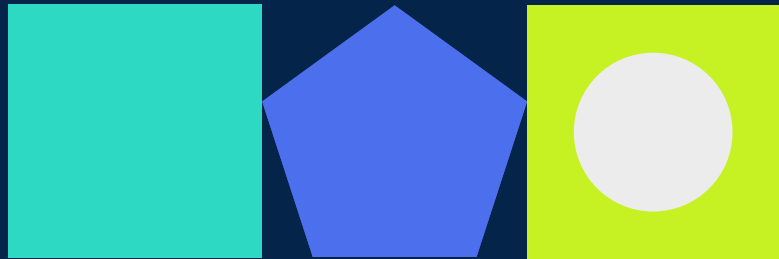


Objectives

1. To understand the concept of marketing mix and designing an effective marketing plan
2. To learn Digital marketing strategy and key elements of the digital marketing
3. To understand the importance of Distribution/channel management
4. To learn about the Customer acquisition strategy to boost sales and build customer relationship management using CRM tools
5. To know about the branding strategies and key elements in case of branding of food products
6. To learn the process of Brand registration
7. To understand the export potential of food products and key regulatory things required to streamline the export process

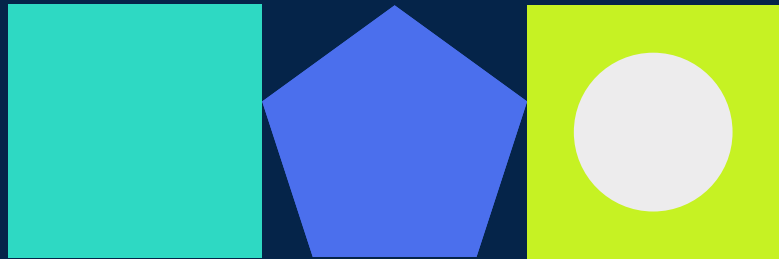


Marketing Mix



- Holistic and structured marketing plan helps to achieve the marketing objectives effectively.
- It helps to stay focused and ensures the alignment of marketing objectives with strategy and goals.
- It is useful in establishing tasks and timelines
- To have a good marketing plan, you must have the right marketing mix.

Marketing Mix



- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion
- ✓ People
- ✓ Process
- ✓ Packaging
- ✓ Programs
- ✓ Performance

Marketing Mix- Product

1. Potential product

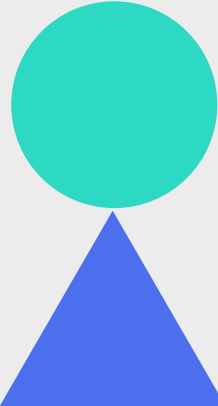
It is future version of the product with product upgrades and needed for the growth of business.

2. Augmented product:

It embodies the additional services and accessories like complementary products, after-sales or customer service, installation, warranty, shipping, credits, etc.

3. Expected product:

It reflects the customers' future benefits and features that change according to individual preferences.



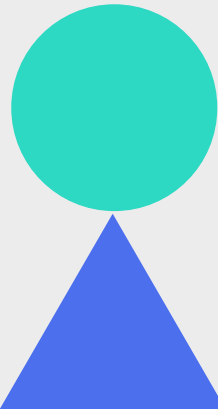
Marketing Mix- Product

4. Generic product:

This is the minimum viable product (MVP), a simple version with features to satisfy customers and provide feedback to improve in the future.

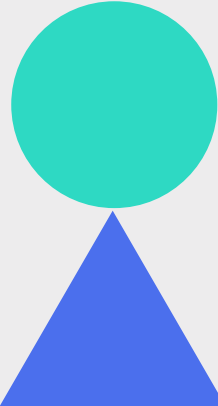
5. Core need and benefit:

It is the main reason for purchasing the product and representing the basic need.



Marketing Mix- Price

The cost to buy a service or product is the Price. For marketing mix, Price is considered crucial as it is responsible for generating profit.



Marketing Mix- Price

Internal Factors

- ❖ Fixed cost doesn't vary according to the production output
- ❖ Variable costs differ according to the production output
- ❖ Target of company
- ❖ Capacity of production
- ❖ Life cycle of product
- ❖ Brand

External factors

- ❖ Percentage of market coverage by using strategy
- ❖ Percentage of market share
- ❖ Target segment
- ❖ Competition
- ❖ Demand
- ❖ Economic context;
- ❖ Substitutes;
- ❖ Laws, regulations and taxes;
- ❖ Culture.
- ❖ Distribution channels

Marketing Mix- Price

COST-BASED PRICING

PRODUCT
COST
PRICE
VALUE
CLIENTS



VALUE-BASED PRICING

PRODUCT
COST
PRICE
VALUE
CLIENTS





Marketing Mix-Price-Strategy



Price Skimming

There is a premium price to allure high-end consumers

Penetration Pricing

There are meager prices for a competitive market that targets consumers who look up to convenience

Prestige Pricing

It is a psychological strategy when the consumer doubts the quality/price ratio and avoids buying when the cost is quite low.



Marketing Mix-Price-Strategy



Competition Oriented

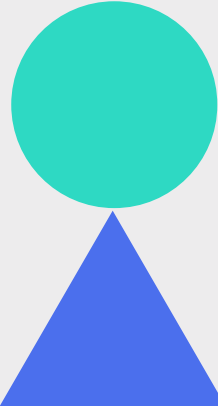
According to the competitors/product substitutes available in the market, it sets a benchmark for the product's price.

Psychological Pricing

It sets the costs a little lower than the rounded number, eg. A digit that ends with 9)

Marketing Mix- Place

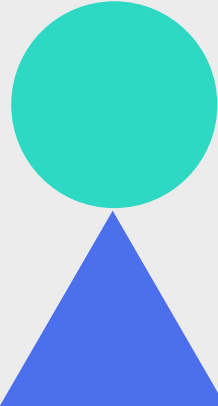
A place where services/products are sold is called a marketplace. It can be a store or e-commerce.



Marketing Mix- Promotion

When you foster services/products by advertising is called promotion.

Based on the segment and market strategies, promotion varies.

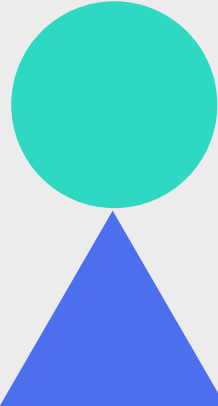


Marketing Mix- People

People are essential in providing any service/product. They represent the ones involved in the buyer's journey, like partners, employees, customers, etc.

The variables affecting this dimension are:

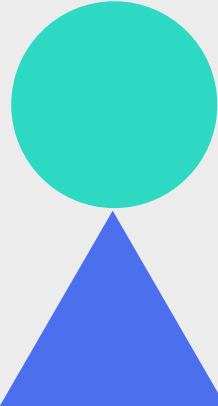
- Recruitment and training of employee
- Scripting
- Queuing systems and wait management
- Managing social interactions
- Uniforms
- Handling complaints and understanding service failures



Marketing Mix- Processes

Process includes the planning, mechanism, and decision that enable effortless delivery of a product or service. Some variables are as follows:

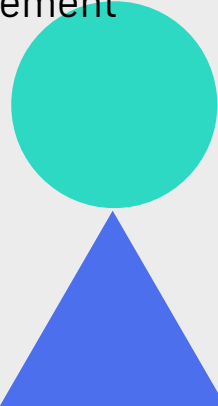
- Designing process
- Making blueprint allows in identifying bottlenecks and contacting point with consumers.
- Decide between standardization and personalization
- Locate critical incidents, fail points and system failures
- Track and monitor service performance
- Analyse resource requirements and allocation
- Create and measure Key Performance Indicators (KPI)
- Guidelines alignment
- Prepare operational manual (Standard Operating Procedures)



Marketing Mix- Packaging

A company's packaging catches the attention of new buyers in a crowded marketplace and reinforces value to repeat customers-

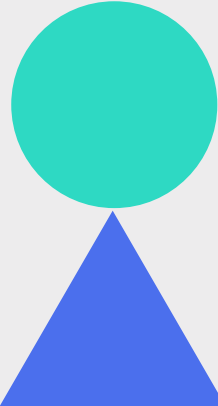
- **Design for differentiation-** A good design helps people recognize your brand at a glance, and can also highlight particular features of your product
- **Provide valuable information-** Your packaging is the perfect place for product education or brand reinforcement. Include clear instructions, or an unexpected element to surprise and delight your customers.
- **Add more value-** Exceed expectations for your customers and give them well-designed, branded extras they can use.



Marketing Mix- Programs

It lets marketers examine the portfolio of marketing activities; hence, all strategies and systems support each other.

Online and offline activities help pursue multiple goals.

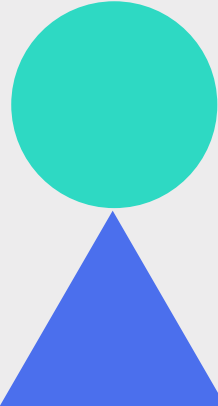


Marketing Mix- Performance

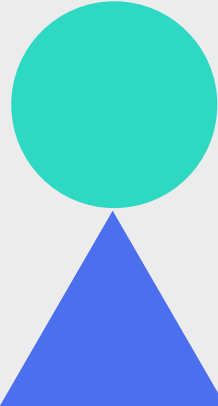
All the non-financial and financial results of the company are represented by the performance.

There are various elements involves like:

- Profit
- Monetary value of the brand
- Ethical responsibility
- Social responsibility
- Equity of a company's customers
- Legal responsibility



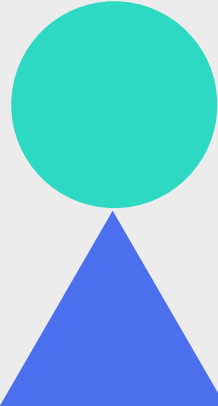
Marketing Mix



Marketing Campaign

When you create a marketing campaign, a lot of factors go into consideration that helps you build the right strategies.

There are different ways in which you can reach out to your customers – you can address the masses at once, approach a specific bunch of (or individual), or use a combination of both approaches.




ATL Above The Line Campaign

ATL marketing is the marketing approach that is not targeted to specific individuals or groups of customers. ATL marketing is often done on a large scale with the marketers not being in direct contact with their prospects or customers. You can go with this marketing approach if you want to increase the reach of your brand, spread awareness about your brand, and cater to a wider audience.

ATL Campaign- Examples

 Television & Print
Advertisements

 Outdoor Advertising

 Search Engine
Optimization

 Search Media Optiomization

 Public Relations

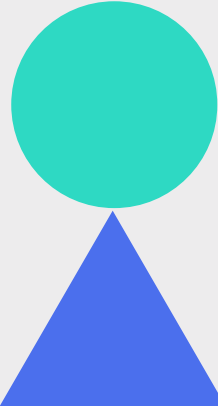
ATL Campaign

Benefits

- ❖ Wide Reach
- ❖ Brand Building
- ❖ High recall value
- ❖ High Penetration

Drawbacks

- ❖ Expensive
- ❖ Replacement Risk
- ❖ Reaching the non-target customers



BTL Below The Line Campaign

It involves targeting an individual or a group of prospects/customers for circulating promotional messages.

It is all about engaging your customers in a more personalized manner.

In the case of BTL activities, the focus is on making conversions instead of spreading awareness about the brand.

BTL marketing is a more sales-oriented approach.

BTL Campaign- Examples

 Sponsorships

 Brand Activation

 Exhibitions and Trade Fair

 Sales Promotion

 Direct Marketing

 Email Marketing

BTL Campaign

Benefits

- ❖ Personalized Approach
- ❖ Immediate Feedback
- ❖ Better Returns
- ❖ Better Control
- ❖ Experiencing your brand/product

Drawbacks

- ❖ Detailed Research Required
- ❖ Expensive Data Management
- ❖ Short-lived impact
- ❖ Low recall value



TTL Through The Line Campaign

It combines the ATL and BTL marketing techniques.

It facilitates mass engagement by circulating promotional messages on a large scale and driving engagement on an individual level.

Combination of ATL and BTL marketing allows brands to leave no stone unturned in making their presence felt in a highly competitive market and generating the revenues they desire.

TTL Campaign- Examples

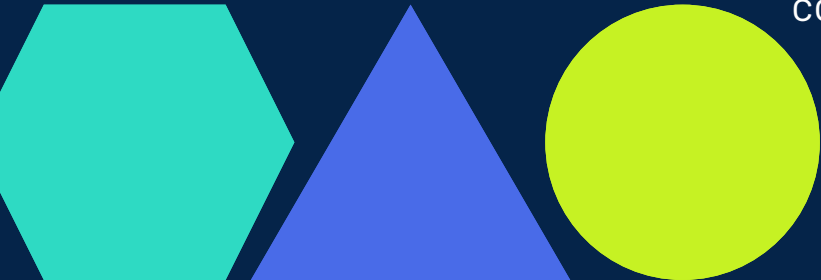
 360 Degree Marketing

 Digital Marketing

 Digital PR

Digital Marketing

Digital Marketing strategy will let you attain your sales and revenue growth goals online, including Search Engine Optimisation (SEO) and digital media. You can easily build product or brand awareness and generate sales at a low cost



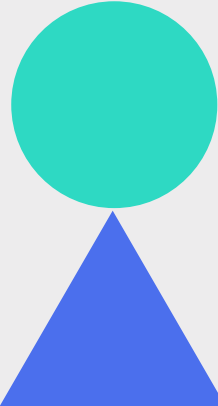
Digital Marketing- Customers Profile

Quantitative /Demographic Info

- ❖ Location
- ❖ Age
- ❖ Income
- ❖ Job

Qualitative /Psychographic Info

- ❖ Goals
- ❖ Challenges
- ❖ Hobbies
- ❖ Priorities



Digital Marketing- Tools/Channels



Owned Media

Website, Own blogs,
Social Media handles etc.



Earned Media

PR, Reviews,
Testimonials etc.



Paid Media

Google Adwords, sponsored
posts, paid social media
posts etc.

Digital Marketing- Audit

Owned Media

Audit your existing content-

- After listing current owned content, rank each item that performed best according to your current goals.

Identify gaps in the current content-

- According to buyer personas, recognize the gaps in the content.

Content creation plan

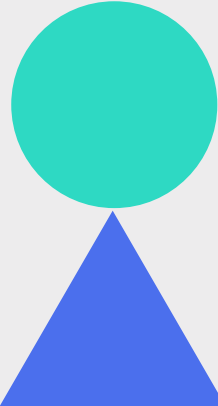
- ❖ A title
- ❖ A goal
- ❖ Format
- ❖ Reason of creating the content
- ❖ The priority level
- ❖ Promotional channels



Digital Marketing- Audit

Earned Media

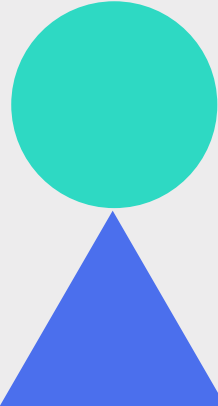
- Evaluate the earned media so you can see where to focus your time. You must know from where leads and traffic are coming and rank every earned media source from most to least effective.
- A specific article draws much traffic to the website and helps in boosting conversions.
- Based on historical data, you will know what kinds of earned media will help you reach your goals.



Digital Marketing- Audit

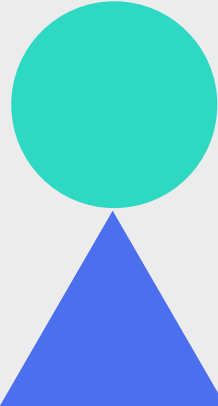
Paid Media

- Evaluate the current paid media to clear the picture as to what is more helpful to meet your current goals.
- You must refine your approach if you don't get results after spending a lot of money on AdWords.



Digital Marketing- Bring your digital marketing campaign together

- ❑ A clear profile of your buyer
- ❑ Digital marketing-specific goals
- ❑ An inventory of the existing owned, earned, and paid media.
- ❑ An audit of your current owned, earned, and paid media.
- ❑ An owned content creation plan or wish list



Digital Marketing- Strategy

A. Publish a blog

- You can do marketing of business digitally through blogging. First, you must understand your target audience and pain points and write targeted content that a reader finds helpful.



Digital Marketing- Strategy

B. Promote on particular platforms (e.g. Google Ads, Facebook Ads, or Instagram Ads)

- Social Media Promotion
- Pay Per Click (PPC)
- Google Adds
- Internet Marketing



Digital Marketing- Strategy

C. Provide free instructional material

Once you've gotten people to land the website or click on the ads, your digital marketing efforts don't end.

Additionally, you must provide them with something of value in return for their email.

Users "pay" with their contact information even if the gated content is free. This process is known as lead generation, and it's crucial if you want to.



Digital Marketing- Strategy



D. Make your digital content search engine friendly

One of the key moves you can make in your digital strategy is SEO. Your product-related keyword rankings will improve, and more people will see your blog posts and instructional offers.

The greatest way to get those pages in front of people who are looking for those items and services if your product pages aren't getting any traffic is through SEO.

Digital Marketing- Strategy



E. Hold a contest or giveaway online

- Another technique to increase brand recognition online and strengthen your digital strategy is through giveaways and competitions
- You'll receive hundreds of new followers and leads in return for a free product, and these people can be groomed into paying customers
- This approach is especially helpful if you sell consumer goods or offer services that have tangible outcomes like a food product company

Digital Marketing- Strategy

F. Set up a Webinar

- Webinars are the next best option if you don't think a contest is the appropriate match for your organisation, especially if you belong to a B2B company.
- They're crucial for informing the public about your goods and services and giving potential customers the chance to speak with a company representative directly about your offerings.



Digital Marketing- Strategy



G. Create A Podcast

- Podcasts can be a crucial component of your digital strategy since they give you access to audiences outside of search engines and social media.
- Additionally, it's a much more spontaneous, organic media, while you should still carefully organise each episode and make sure you're providing your audience with useful information.

Digital Marketing- Strategy

H. Emailer

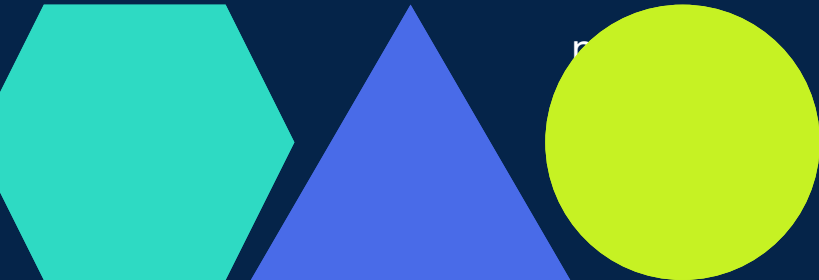
- One of the most significant digital marketing tactics available today is email marketing.
- You have full authorization to target someone with an email marketing campaign whenever they provide you with their email and indicate that they would like to hear from you



Sales & Distribution

Distributors serve as your company's sales department. It has a well-established retail channel for your product's sales and advertising.

Participating in the distributors' business give your goods more access to a larger market without spending any company resources on the creation and administration of a business



Distribution- Importance

- **Sales and marketing expertise:** They are the only ones who can introduce a new product to the market and maximise sales
- **Storage and logistics:** They offer dependable and established logistics, which makes moving things faster and more affordable
- **A wider distribution network:** The presence of your product will be spread out over a larger area as it covers
- **Rapid route to market:** A distributor establishes a distribution network to extend the reach of your goods beyond its local market to the international market.



Distributor- How to Choose?



Financially sound: To make investments in stock infrastructure and his enormous sales are made on credit he need to be financially sound

Experience: Prior experience is required to comprehend the procedure and measures he should follow for your goods. It will also help to quickly establish positive relationships with retailers

Infrastructure: To maintain the amount and quality of the goods, infrastructure such as a warehouse, a vehicle, and labour are required

Reputation in the market: Reputation in the market is essential for relationships with wholesalers and retailers and it correlates to the reputation of the product he is selling.

Distribution Management - Factors

Unit perishability: If an object is perishable, it must be used quickly to avoid loss

Purchasing patterns of consumers: peaks and troughs in these patterns might affect distribution patterns, resulting in fluctuating distribution demands that can be predicted



Distribution Management - Factors



Customer needs: such as adjustments to the just-in-time inventory requirements of a manufacturer or merchant; Product combinations change with the seasons, the weather, or other reasons.

Truckload optimization: This method uses fleet management and logistics software to make sure that every truck is loaded to capacity and is driven along the shortest route.

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Distribution Management - Strategies



Mass

The mass market, such as those that sell to broad customers wherever, is the target market for the mass strategy

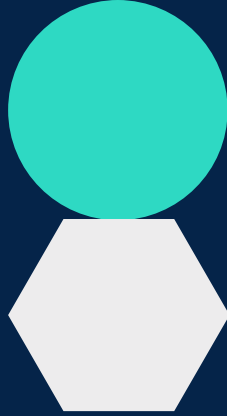
Selective

It intends to solely distribute to particular kind of manufacturers or retail industries, such as pharmacies, hair salons, and upscale department shops

Exclusive

The goal of the exclusive distribution strategy is to reach a very small audience through dedicated dealers

Distribution Channels



Distributors

- This route transports products from the manufacturer or source to a licenced distributor.

Wholesaler

- In this route, products are delivered from producers to distributors.

Retailer

- Retailers receive products from manufacturers or wholesalers and sell directly to the consumers

E-Commerce

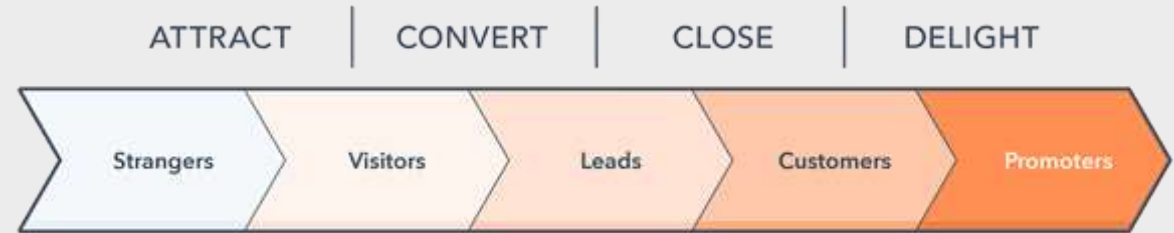
- This is the newest and most disruptive distribution method, in which products and services are digitally exhibited online before being delivered straight to the customer

Customer Acquisition Strategy



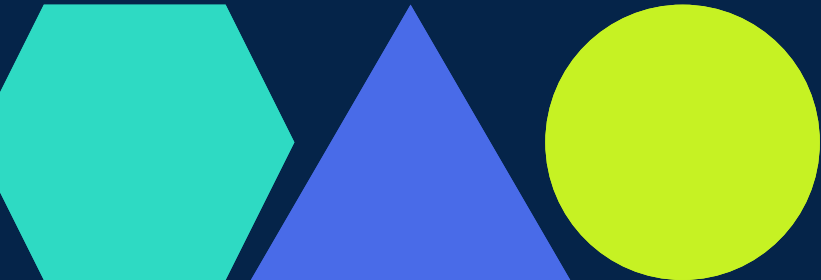
Customer Acquisition Strategy

- Include your offering in customers' list of potential purchases
- Make the choice to patronise your company with money.
- Lead generation normally takes place at the top of the funnel, followed by lead acquisition in the middle, and lead conversion at the bottom.



Customer Relationship Management

The best method to maximise your customers' lifetime value is to concentrate on their pleasure and retention



Customer Relationship Management



➤ **Offer a Referral Program:**

Increasing the lifetime value of a customer is easy to do with referral programmes.

➤ **Put your customers first and listen to them:**

You'll be able to tell how well your business is doing whether the majority of your consumers are content or not.

➤ **Optimize Your Customer Service:**

A better customer experience results in a higher rate of customer retention and a higher customer lifetime value.

Customer Relationship Management



Create Content to Maintain Customer Engagement:

Customers who become familiar with your brand will not only be loyal to you for a longer period of time but will also contribute to promote your brand

Using Technology to Enhance Customer Experience:

Technology keeps opening up new avenues for client engagement and communication for organisations.

Digital Payments:

Retailers will hasten the use of digital payments as zero-touch retail and contactless purchasing become more crucial to the consumer experience in light of COVID-19.

Customer Relationship Management



Customer Delivery Experience:

- Consistently making deliveries on time.
- Sending the appropriate packages to the appropriate location.
- Proper customer communication.
- Use packaging with caution.
- Taking care of your driving crew.
- Lower expenses for customer assistance
- Increased brand trust and visibility, making it simpler to sell without actually selling.
- Improved customer retention and increased engagement.
- A platform for showcasing goods and services prior to their introduction.

Customer Relationship Management- System



- **A loyalty programme with incentives**
- **Points for every rupee spent**
- **Cash-backs**
- **Stamp coupons or cards**
- **Targeted marketing initiatives**
- **Email marketing**
- **SMS marketing**
- **Social media promotion**
- **Provide the finest possible client experience**

Customer Relationship Management- Importance

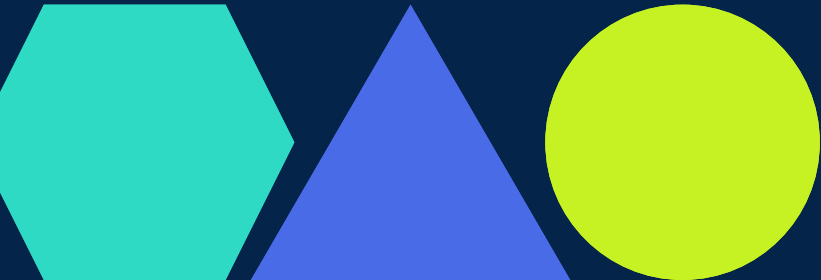


- ❑ Because all teams are connected to the same platform, processing and serving the consumer is done more swiftly
- ❑ It is an ideal method for anticipating client preferences and demands
- ❑ Implement consumer input: CRM in the food business assists in gathering feedback to pinpoint problems and put a plan in place to solve them.

Branding

No matter how well you believe you understand branding, food branding is more difficult to define than branding in other sectors.

The subtleties of food branding strategies need to be more evident to anybody working in the food industry, a large field that encompasses makers of packaged goods, brick and mortar stores, restaurants, food bloggers, food-related services, and beverage firms



Branding- Key Questions



1. Who is purchasing your goods? Who is your ideal client or target market? What characteristics do they have? What do they like, how do they prefer to communicate, and what are their pain points—related roadblocks and annoyances that they would like to see eliminated from their lives—?
2. How would you sum up your company's image? You may identify your brand's voice by using adjectives like enthusiastic, engaging, energetic, or reliable.
3. What sets you apart from your rivals? What is your value proposition, in other words? Why should consumers select you above your competitors?

Essentials of Branding

 Logo

 Advertising

 Website

 Brand Message

 Physical Stores

 Product Packaging

 Social Media

 Content /Influencer

 Email Marketing

 Promotional Items

Branding Style-Food Industry



Best colours for food branding

The perfect colours for food branding are warm hues like red, orange, and yellow.



Branding Style-Food Industry



Best shapes for food branding

Most food firms profit from approachable brand personas, and logos with curves or circles seem friendlier.

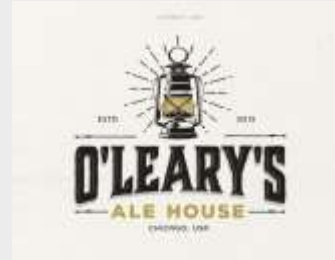
In sectors like legal or finance, logos with a more formal vibe, such as rectangles, triangles, and sharp angles, perform better.

You may always combine forms if you want a professional logo but also want your consumers to feel at home.

Branding Style-Food Industry

Best typography for food branding

The food business has a few recurring patterns. For instance, a vintage typeface might immediately communicate to visitors that you are trying for an old-fashioned bar aesthetic



Alternatively, a simple sans serif type looks the part if you want people to see you as a contemporary restaurant or food manufacturer like Swirl Frozen Yogurt



Branding Style-Food Industry



Packaging

Food branding relies heavily on the huge world of food and beverage packaging.

Because your customers see your goods for the first time with their eyes rather than their taste receptors, how you package your food or beverage is crucial.

Packaging also aids in setting your product apart from the countless different alternatives that are now clogging shelves and online grocery store websites.

Branding - In-Store

Your physical and mortar shop should reflect the branding components you've previously developed through your logo, colour, and font selections, as well as the general aesthetic and tone represented in your social media marketing, to brand the in-store experience.

The moment your consumers enter through the door, their senses will be heightened. The area's design, the positioning of your logo, and the staff's attire (or lack thereof) all convey a consistent impression of your brand.



Food Branding- Social Media



Tell a tale



Be Reliable



Invest in Graphics



Give them Video

Brand Registration

Advantages of brand name registration are:

- Exclusive use of the trademark
- Ownership of the brand value by the registered trademark
- Preservation of corporate goodwill
- Legal protection for owners
- Simplicity of advertising
- Positive public relations



Brand Registration- Process



Registration in India:

1. Register on the trademark office portal:

- Create an account on the trademark registry's official website, which is located at <https://ipindiaonline.gov.in/trademarkefiling/user/frmLoginNew.aspx>.

2. Trademark search:

- The first step before registering a brand name is to see if the company name, brand, or emblem is similar to any other previously registered trademarks.

Brand Registration- Process



Registration in India:

3. Filing of trademark application:

The application for trademark registration must be submitted in accordance with the established procedures, be accompanied by the required supporting documentation, and be accompanied by the government fee for trademark registration. The applicant may begin utilizing the symbol (TM) mark in superscript after the application has been submitted. Online trademark registration is another option.

Brand Registration- Process

Registration in India:

4. Examination of trademark application:

If the application satisfies the criteria of the trademark application, it is examined for registration as a brand name by trained examiners at the trademark registry, and the brand name is then advertised in the trademark journal.



Brand Registration- Process



Registration in India:

5. Show Cause Hearing:

The Trademark Registry may convene a trademark hearing in the event that the answer to the examination report is improper.

Along with submitting the notice to the site, the trademark hearing notification will be sent to the address listed in the application.

Brand Registration- Process

Registration in India:

6. Publication of Mark in Trademark Journal:

The trademark is examined before being published in the Trade Marks Journal. The request for brand name registration has a four-month fixed period, during which it is still subject to resistance. If the opponent files an objection, the Registrar will hold a hearing to determine if both parties have adequate grounds to support their claims.



Brand Registration- Process



Registration in India:

7. Trademark registration & certification:

A registration certificate with the seal of the Trademark Registry is issued once the application for a brand name registration has been approved and has been published in the trademark journal.

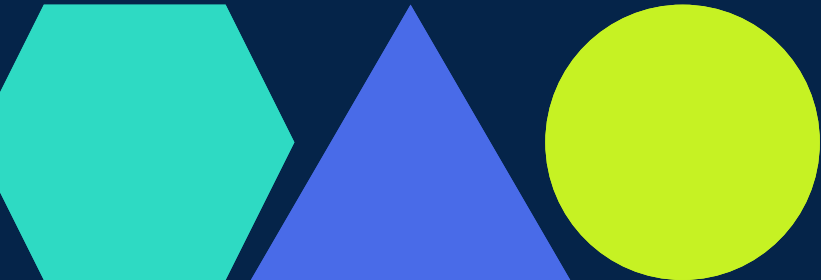
The specifics of the Registered Trademark must be added to the Trade Marks Registry's Central Register of Trade Marks. Once the trademark application is registered under the applicant's name, the registered trademark sign (®) may be used.

Exports of Food Products

India is well recognised for exporting food products to other nations. The measures put out by our administration are the primary cause of the enormous increase.

Additionally, there is a clear link between food products and consumer health and safety.

The governments of various nations have consequently taken a number of steps to guarantee the security and calibre of the food products exported from India



Documents- Food Product Exports



Label Requirements- Food Product Exports

01	Details about the Nutritional Facts and Information	Net Quantity	11
02	Brand Name	Declaration of Veg and Non-Veg by Symbols	12
03	Company Name	Name and Address of the Exporter in India	13
04	Product Name	Batch number	14
05	Product Description	Code number	15
06	Name of the Ingredients used in a product	List of Ingredients	16
07	Net Volume of Contents	Declaration regarding the Food Additives and Vegetarian or Non-vegetarian	17
08	Net Weight	Date of Manufacture	18
09	Labeling Requirement as per the FSSAI (Packaging and Labeling) Regulation 2011	Date of Packing	19
10	Best Before and Use by Date	Country of Origin for the Imported Food Product	20



FSSAI License Process – Food Product Exports



Register Your Business

The applicant must first incorporate a business using one of the following business formats:

- Limited Liability Partnership
- Partnership
- Private Limited Company

Obtain IEC Code

The applicant must now visit the official site at DGFT to get an Import Export Code from the DGFT (Director General Foreign Trade), which is the next step.

FSSAI License Process – Food Product Exports

Acquire No-Objection Certificate

The application exporter must next get a No Objection Certificate from FSSAI confirming the food quality and compliance with rules;

Obtain Approval

The exporter must now request and receive government authorisation

Export Food License

The Central Licensing Authority will thereafter award an FSSAI License to the application exporter.



Export Potential- Food Products

- ✓ The worldwide food processing business is valued at \$1.7 trillion, according to KPMG's May 2021
- ✓ The \$263 billion Indian food processing market is anticipated to reach \$535 billion by 2025.
- ✓ With barely 2% of the worldwide export of food goods, India is now the 14th largest exporter in the world. India has a lot of room for growth in the top 10 biggest international markets.
- ✓ Most of India's exports are low-value-added foods (raw or semi-processed), accounting for 69% of all exports, compared to 50% for Mexico, 48% for China, 28% for Germany, and 28% for the Netherlands (41 percent).



Export Potential- Food Products

The six significant sub-segments of the Indian food processing sector are dairy, meat and seafood, cereals, grains and oilseeds, fruits and vegetables, non-alcoholic drinks, and packaged foods.

In terms of worldwide exports, the market for processed food is expanding significantly more quickly than unprocessed food; secondary and higher processed food exports have increased by 5-6%, while unprocessed and primary exports have increased by 1-3% CAGR.



Export Potential- Food Products

Due to growing urbanization, more disposable incomes, the growth of nuclear families, and preferences for convenience foods, there is an increased demand for processed food items.

Additionally, selling food in a processed form allows for a higher price to be demanded and a more excellent economic value to be realized.



“The best entrepreneurs are not the best visionaries. The greatest entrepreneurs are incredible salespeople. They know how to tell an amazing story that will convince the customers, talent and investors to join in on the journey.”



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