



India & Nuts

Ravindra Mehta

+91-9971494771

India's retail growth



Financial Year	Value (In billion USD)
2014	534
2016	641
2017	795
2018	850
2020	883
2021	1200

ABOUT INDIA



POPULATION

- 1.39 Billion
- It is the world's [fifth-largest](#) economy by [nominal GDP](#) and the [third-largest by purchasing power parity \(PPP\)](#)



ECONOMY

- India Gross Domestic Product (GDP) per Capita reached 2,321.104 USD in Mar 2022, compared with 1,968.163 USD in Mar 2021
- What is the GDP of India in 2022 in USD?
- \$3.469 trillion (nominal; 2022 est.) \$11.665 trillion (PPP; 2022 est.)
- India's Per Capita Income stands @ 1850 \$ or about Rs.1,50,000 as against USA'S 62200.00, EU 32,900, JAPAN 36200, China 11800 and ME 50348

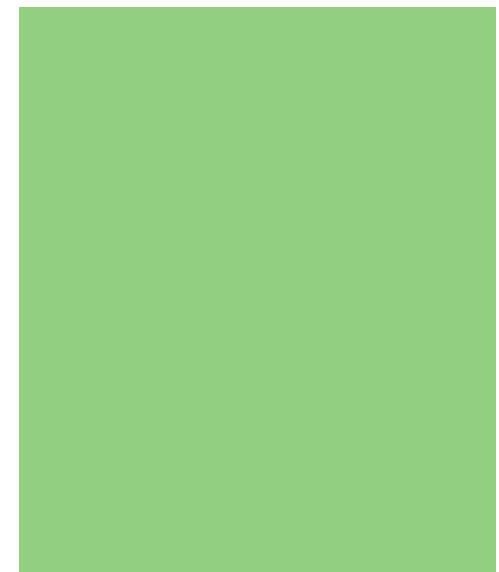
RETAIL SECTOR

- India's retail sector is worth \$836 billion in FY 2022, with an 81.5 percent contribution from traditional retail, organised brick-and-mortar retail makes up 12 percent of the overall retail market, followed by online sales channels at 6.5 percent.



DEMAND CYCLE

- India's consumption pattern for Dry Fruits & Nuts is highest between August 15 and January 26th...
 - Weather – Turn Colder which in turn encourages higher consumption
 - Festivals- over 90% of the festivals are in winter season which are reason for higher sales.
 - Marriages- Another big factor for higher sales.
 - Holiday's- Winter holidays in North India is a factor for higher sales by HORECA segment



REASONS FOR THE GROWTH OF THE FOOD INDUSTRY

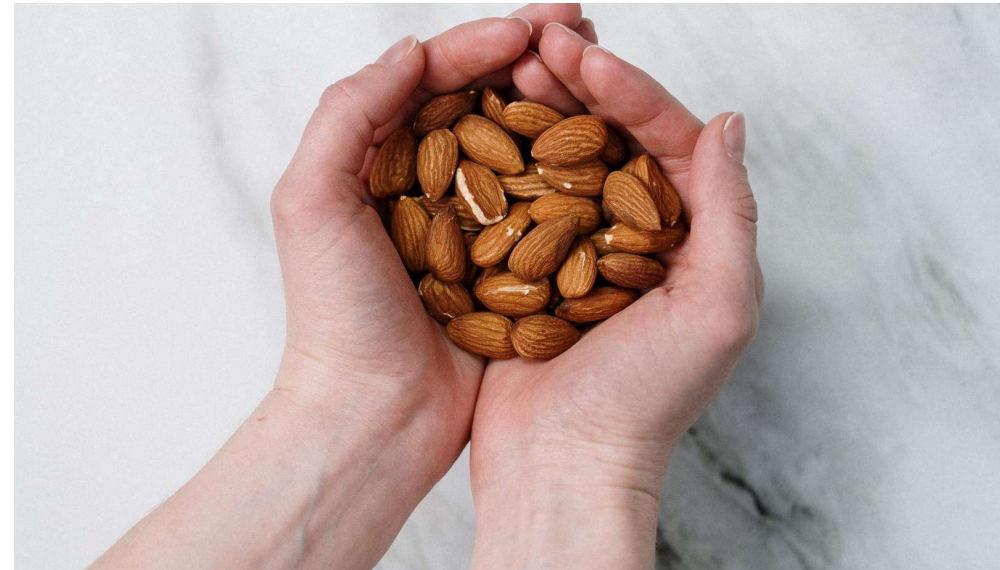
- Increased urbanization in the country has given a boost to the food industry in India. The majority of the women in the country are working because families have extra income, which they are spending on buying food.
- The standard of living in the country has improved as a result of which there has been an increased demand for food.
- Supermarkets and malls have opened all over the country, and this has helped in making shopping for food is a pleasurable experience.
- The online food delivery players such as FoodPanda, Zomato, TinyOwl and Swiggy build scale through partnerships as the organised food business has a vast potential and a promising future. In 2016, the online food delivery industry thrived at 150% year-on-year with an estimated Gross Merchandise Value (GMV) of US\$ 300 million.
- The consumers can select, inspect and pick up food items that they like in a comfortable ambience. This, too, has helped to boost the sale of food products in the country.



TARGET MARKET

HEALTH & IMMUNITY- THE NEW TAG LINES

- Dry Fruits & Nuts are consumed in straight form upholding traditional and cultural values.
- Value addition i.e. Roasting/Salting/Flavouring , derivatives (Almond & Walnut Milk)– Largely a new concept still in nascent stage.
- Ingredient's- FMCG & HORECA segment probably the largest contributor to sales especially for Cashews, Almonds and Pistachio Kernels.
- Cosmetics- An upcoming segment especially with Almond Oil and various beauty creams.
- Medicines –Ayurveda a potential customer for various Dry Fruits.



Nuts & Dry Fruits Basket

- **Main Nuts :**

- Cashews
- Almonds
- Pistachios
- Walnuts
- Pine
- Hazel
- Macadamia



- **Dry Fruits:**

- Raisins
- Figs
- Apricots
- Prunes
- Dry Dates
- Wet Dates

Markets and Products

Market Segmentation

- Sweets & Confectionary
- Biscuits
- Ice Creams
- Savory & Snack
- HORECA
- Wholesale
- Retail

Product Focus

- Cashews
- Almonds (California, Australia, Iran)
- Pistachios
- Raisins
- Walnuts
- Macadamias
- Sugar
- Spices
- Cocoa
- Coffee

INDIA

- India has a niche market where in the target customer has incremental disposable income to spend on quality Dry Fruits or Super foods as called
- Most of the nuts imported into India are table snacks (Almonds, Pine Nuts, Walnuts & Pistachios)
- Cashews, Over 70% are consumed as an ingredient in India.
- Consumers pay higher premiums for top quality

Main Commodity List	Apprx. Volume (MT)	Apprx Value (In Rs\ Tonne)	Apprx Market Size (In Rs Crore)	US\$ Million	GST Tax Rate%
Cashew Kernels	3,25,000	6,25,000	20,313	254	5%
Almonds & Its Kernels	2,00,000	6,25,000	12,500	156	12%
Raisins	1,75,000	2,00,000	3,500	44	5%
Pistachios & Kernels	35,000	9,00,000	3,150	39	12%
Dry Dates	1,10,000	1,55,000	1,705	21	5%
Walnut Inshells & Kernels	40,000	5,50,000	2,200	28	5%
Others	52,000	4,50,000	2,340	29	12%
Total	9,37,000		45,707.50	571	
Average Price of Dry Fruits		5,00,714			8%

Pistachios as an Ingredient

USAGE

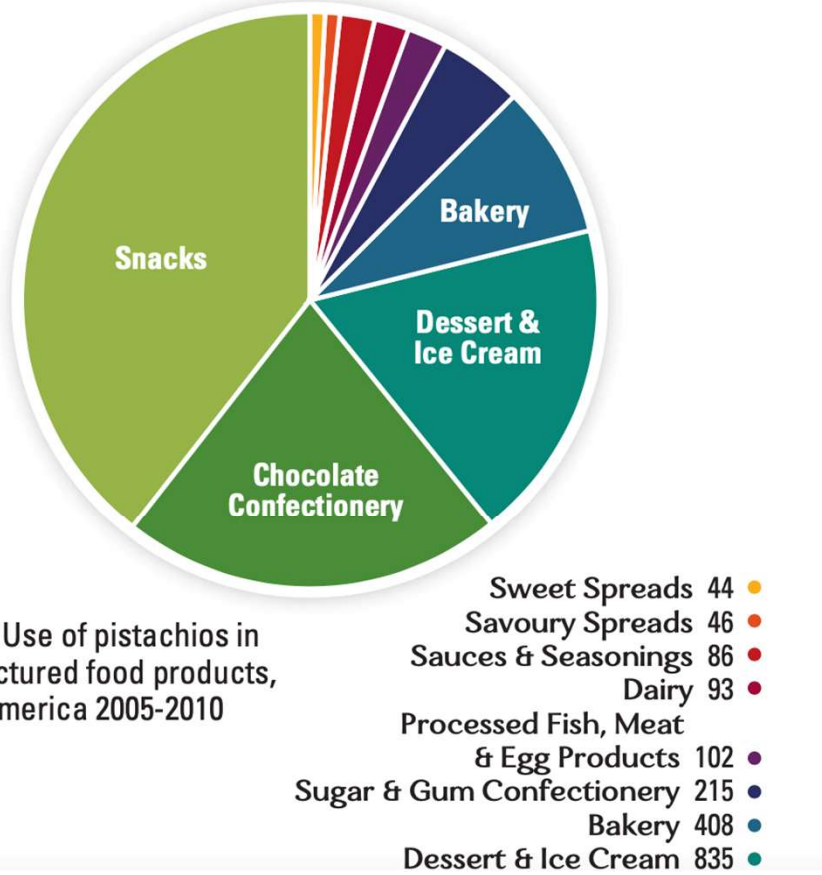
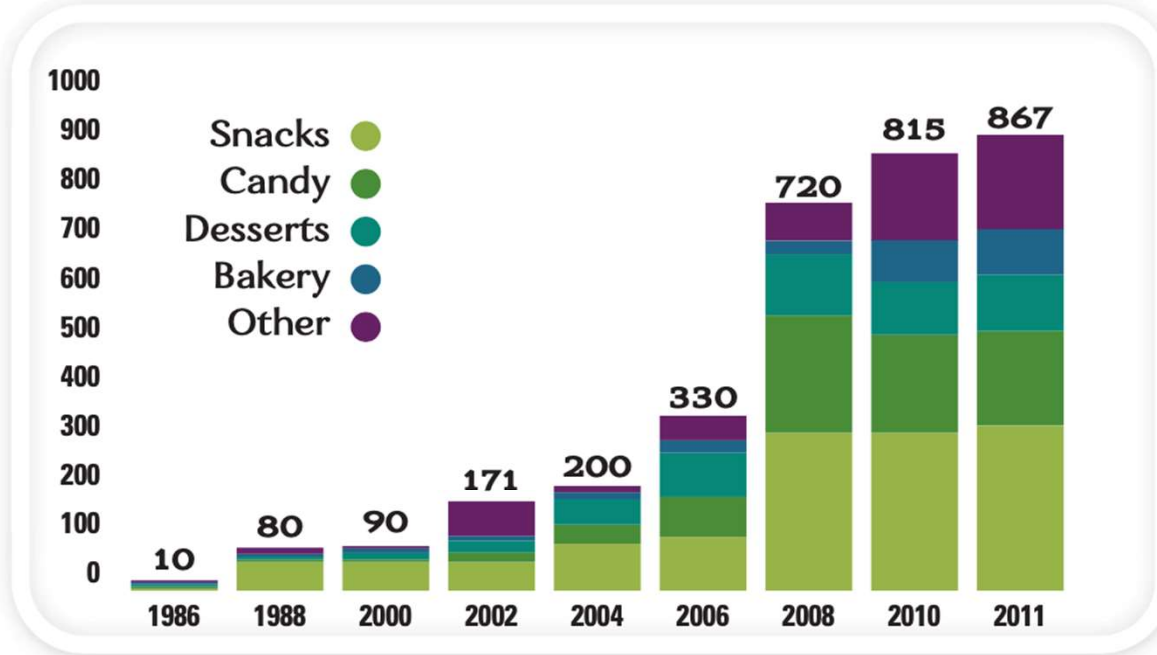


CHART: Use of pistachios in manufactured food products, North America 2005-2010

NEW PRODUCTS CONTAINING PISTACHIOS



GRAPH: Increase in new products worldwide including pistachio ingredients (up to June 2011)

Panel Discussions

Q & A