

## **PRESS RELEASE**

### **Hon'ble Governor of Tamil Nadu, Thiru Banwarilal Purohit inaugurated the 8<sup>th</sup> Indian Ice Cream Congress and Expo 2018**

Thiru. Banwarilal Purohit, Hon'ble Governor of Tamil Nadu inaugurated the 8<sup>th</sup> Indian Ice Cream Congress and Expo 2018 organised by IICMA and AIM Events at Chennai Trade Centre, Nandambakkam, Chennai today (08.10.2018).

Hon'ble Governor said, "I am happy to be here today to participate in Ice Cream Congress and Expo 2018 being organised by the Indian Ice Cream Manufacturer Association at the Chennai Trade Centre, Nandambakkam.

The Indian Ice-Cream Manufacturers' Association is a professional non-profit organization dedicated to the education and communication of responsible and ethical practices in the Ice Cream industry. It strives to promote & enhance the quality, image for safe ice cream manufacturing, networking and guidance to ensure the future success of the Ice Cream industry.

Ice Cream is consumed by people of all age groups. But it is particularly preferred by children. Ice cream consists of milk protein, fats, milk solids, sweeteners etc which fulfill the requirements of human body in terms of proteins and fats. It is a rich source of vitamins. It has high nutritional value and is an outstanding source of energy. It contains carbohydrate, fats and proteins which are essential for energy. It is a rich source of minerals like calcium, besides helping in building and maintaining stronger bones and avoiding bone related diseases, Researchers have also found that calcium reduces the chance of kidney stone.

The Ice-cream and Frozen Dessert market in India was estimated at approximately Rs. 15,000 crore in 2016-17. Growing at approximately 15 per cent, it is expected to cross Rs.20,000 crore by 2020. The branded market is estimated at approximately Rs. 10,000 crore and a large part of the market comprises of unorganised small and medium players. Increasing incomes, a burgeoning middle class, buoyant economy and widening of

outlook has contribute towards making ice-cream more acceptable among Indian masses, thus resulting in increased consumption. Due to its mass appeal, Ice creams are sold in every nook and corner of the country.

The Ice Cream Industry is a major source of employment. It gives Employment to more than 15 Lakhs people in the country. There are 15 lakh push cart vendors in the industry who owe their employment to ice creams. More than 25 lakh outlets, shops and parlours which sell ice creams are also employing salesmen and this is an added source of employment that can be attributed to the ice cream industry.

Milk is the main raw material for ice creams, over a span of three decades, India has been transformed from a country of acute milk shortage to the world's leading milk producer, with production exceeding 100 million tonnes in 2006. This phenomenal success is attributed to a Government initiative known as Operation Flood and its intense focus on dairy development activities. In that initiative, rural milk shed areas were linked to urban markets through the development of a network of village cooperatives for procuring and marketing milk. And milk production and productivity were enhanced by ensuring the availability of veterinary services, feed and farmers education. The investment paid off, promoting production gains of 4-5 percent per annum, making India the largest producer of milk in the world. With the copious availability of milk the main raw material for the ice cream industry is readily available.

The Demand for dairy products in India is likely to grow significantly in the coming years, driven by more consumers, higher incomes and greater interest in nutrition. Consumption of processed and packaged dairy products is increasing in urban areas. Because of the increasing returns from the sale of dairy products, several national and international brands have also entered the market. All this augurs well for the Ice cream industry. At the same time the ice cream industry should ensure that the rules and regulations are strictly followed.

The Food Safety and Standards Authority of India (FSSAI) is an autonomous body regulates the food safety standards, lays down the regulations in order to promote and protect public health and regulates the

manufacture, distribution and import of food in India. It is important for all ice cream manufacturers to observe the highest standards of food safety so that public health is protected.

Normal ice cream should have the composition of Fat 10%, Milk solid non fat 11%, Sugar 15%, Emulsifier and stabilizer 0.5% and Water 63.5%. This must be followed and no adulteration permitted. Food safety and Standards act 2006 also lays down that every dealer in ice-cream or mixed ice-cream who in the street or other place of public resort, sells or offers or exposes for sale, ice-cream or ice-candy, shall have his name and address along with the name and address of the manufacturer, legibly and conspicuously 'displayed' on the stall, vehicle or container as the case may be. Every package of ice-cream, kulfi, kulfa and chocolate ice-cream containing starch shall have a declaration on a label.

I congratulate the Indian Ice Cream Manufacturer Association for having taken effort to organize Ice Cream Congress and Expo 2018.

This has definitely enlarged the interest in ice creams among the general public. The choice of Chennai for the conference is most appropriate. As the important metropolis of the Southern Region which accounts for a large share of the consumption of ice creams, the city of Chennai has been duly recognized for the importance that it has for the ice cream industry. I wish the Indian Ice Cream Manufacturer Association success in all their endeavors and wish that they should spread their wings overseas as well. My best wishes to all ice cream lovers on this special occasion.”

On this occasion, Thiru.Hyung Tae KIM, Consulate General, Republic of Korea, Thiru. G. Chandramohan, Chairman and Managing Director, Hatsun Agro Pvt. Ltd., Thiru. Rajesh Gandhi, President, Indian Ice-Cream Congress, Thiru. Vijaylal Jain, Chairman, Scope Group, Thiru.Sudhir Shah, Secretary, Indian Ice-cream Congress, Thiru Firoz H Naqvi, Managing Director, AIM Events and other dignitaries participated.

---

Raj Bhavan, Chennai-22

Sd/-

Date : 08.10.2018

Joint Director (PR)