

# Chile and India Creating a *Fruitful* Future



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# An Introduction



# ~4.5 billion US\$

Whoa! That's a big number.

*A non-government, and a not for profit entity that works primarily to enhance food and beverage business in India, via its innumerable outreach endeavours.*

## 1700 brands

And Counting!!!!

## 5,230 members

We are proud to be selective

## 137 countries

World thinks we are worth associating with.....

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## Indian Market

A Snapshot

The population is becoming more urban with **a third** of people living in towns and cities



Farming only accounts for **16%** of India's economic output, but it employs half the workforce



India is the **world's largest** producer of milk, tea, pulses and spices



India is the **second largest** producer of wheat, rice, fruit, vegetables, sugarcane, cotton and oilseeds



India's imports of consumer-oriented products, led by tree nuts, fresh fruits, prepared foods, and dairy products, are amongst the fastest growing segments of imported agricultural products.

India's **1.3 billion** population is expected to increase by **30%** by 2050



Top Exporters to India:  
China, United States,

Top Importers from India:  
USA, UAE, Hong Kong

India @ Global Forums  
G-20, WTO, WCO, BRICS, ASEAN, Common Wealth, and others

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## COVID 19: Commercial Impact on the Indian Agri, F&B Sector



# Select F&B Sub-Sector Profiles



# Fresh Category during Global Pandemic

## Growing Demand

## Changing Trends

- Proactive health minded buying
  - Increased home demand for perishables
  - Consumption of domestic top end perishables increased
- Changing purchase trends
  - Consumers willing to pay premium for hygiene and nutritional essential
  - Food key spending point
- Evolving shopping basket
  - Spike in use as ingredients
  - Increase in home fitness regime and diets

- Exporters from India venturing into domestic market
- Stringent food safety norms being followed
- Changing last mile delivery trends
- Increased role of influencers and social media platforms



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## India: Regulatory Environment

# India: Regulatory Landscape

Subject to Multiple Regulatory Authorities

- FSSAI
- Legal Metrology Department
- Animal Quarantine
- Plant Quarantine
- APEDA for Organic Food and Drinks

Single Window Integration for Facilitating Trade (SWIFT)

List of documents required for filing

- Invoice
- Packaging List
- Certificate of Origin
- Health Certificate
- Permits wherever applicable  
(plant or animal quarantine)
- Sanitary Certificate

# India: Changing Global Trade Outlook

- Shifting Geo-Political situation
- Evolving regulatory environment
  - Recent requirement on GM (Genetically Modification) declaration, impacting imports of apples and pears
  - Requirement of Bank Guarantee against imports from countries with PTA/ FTA
  - Multiple regulatory authorities like FSSAI, PQ etc.
- Changing trade outlook
  - Restriction on imports of fresh apples and pears from China
  - Retaliatory tariff on apples of the U.S. origin
  - European Countries emerging as suppliers
- Great focus on Self Reliant India (Atmanirbhar Bharat) Campaign

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## India: Chile Trade Relations

# India: International Fresh Fruit Trade

## The India Market Trends

- Second largest producer of fresh fruits and vegetables
- Imported edible fruit and nuts valued at US\$3,076 million.
- Average tariff ranging between 30 – 50 percent with few exceptions
- Limited value addition/ food processing
- Projected to be the fastest-growing market for fresh category

Market  
Segmentation

- **Fresh**
- Freshly Cut
- Convenience
- Canned
- Frozen
- Dried and Dehydrated

# India: Chile Trade

## India: Imports from Chile

HS Code	Commodity	Value US\$ Million	
		2018-19	2019-20
80440	Avocados Fresh or Dried	0	0.01
80610	Grapes Fresh	1.44	1.11
80810	Apples Fresh	56.95	43.44
80830	Pears Fresh	0.65	0.1
80921	Sour Cherries	0.08	0.24
80929	Other Cherries	1.03	1.39
80940	Soles, Fresh	0.57	0.34
81020	Raspberis,Blackbrs,Mul brs And Loganbrs,Frsh	0	0.01
81040	Cmnbery Bilbers And Othr Of Gnus Vcinum,Frsh	0.16	0.27
81050	Kiwi Fruit	14.2	12.68
81090	Other Fresh Fruits	0	0.03

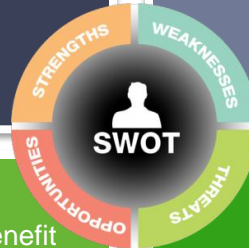
Growth  
Drivers

Changing lifestyles and preferences,  
Increased awareness,  
The growing health-conscious population,  
Higher disposable incomes,  
Growth of the middle-class,  
International goods are perceived as good quality

# SWOT: Brand Chile in India

- International competitiveness due to the Preferential Trade Agreement
- Brand Chile gaining recognition amongst the Indian businesses and consumers,

- Out of site out of mind
- Geographical distance
- No direct air connectivity



- Expand engagement under PTA to benefit both the countries,
- Chilean high quality fruits, nuts, and wines a value buy for Indian consumers,

- Competitors with huge marketing budgets,
- Age of global tariff wars,
- Delay in Phytosanitary permissions

# India Market: Market Entry Strategy

- Due diligence of business partners
- Ensure regulatory compliance (FSSAI, Legal Met, BIS, Animal and Plant Quarantine)
- Virtual Engagements (Visit when you can)
- Plan on promotions:
  - Retail program (e-commerce and retail channels)
  - Trade media / Social Media / Influencers
  - Trade Shows
  - Hospitality events
- Sustained efforts will be the key
- 3Es: Engage – Enter - Establish



# Thanks!

**Any questions?**

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