



**PHD CHAMBER**  
OF COMMERCE AND INDUSTRY  
VOICE OF INDUSTRY AND TRADE

**WORLD**  
**FOOD INDIA**  
2024 19<sup>th</sup> to 22<sup>nd</sup> September  
Processing for Prosperity  
PRAGATI MAIDAN, NEW DELHI

# FMCG

## FAST FACTS MEET

**Unpacking the Export Potential of  
Consumer Packaged Goods**

May 21, 2024  
PHD House, New Delhi



# India's FMCG Industry: Reaching an Unprecedented Growth

The FMCG industry is the fourth largest sector in the Indian economy. The government initiatives such as 51% foreign direct investment (FDI) in multi-brand retail and 100% FDI in food processing have further propelled the growth of the sector. This has made it easier for players in the sector to make and sell products, create jobs, and make people notice their brands. The FMCG market in India is projected to grow at a CAGR of 14.9% to US\$ 220 billion by the next couple of years while the packaged food market in India is anticipated to grow twofold to US\$ 70 billion in the next few years.

## FMCG Harsh Facts:

- ❖ Fragmented Indian FMCG Sector
- ❖ Parallel & Counterfeit trade
- ❖ Seasonality and Demand Variability
- ❖ Product Shelf Life and Fragility
- ❖ Challenge to adhere to Sustainable practices for field service in FMCG
- ❖ Regulatory ambiguity
- ❖ Erosion of brand value
- ❖ Unfair competition
- ❖ Supply Chain disruptions
- ❖ Warranty and Support Concerns
- ❖ Consumer Protection laws
- ❖ Tax evasion, and revenue loss

## Methods Shifting is the need of the Hour:

The shift from traditional to immersive is driving growth in the retail FMCG industry. In order to meet consumer demand, the FMCG industry has always been dedicated to innovation and adaptation. FMCG buyers today base their decisions on a variety of criteria, including package type, personal health, package size, environmentally friendly packaging, and more. These trends will become the new standard in years to come, and FMCG companies need to adapt quickly to gain the upper hand. Consumer preferences and purchasing patterns are being steadily transformed by new immersive experiences and a method shifting approach is the need of the hour.

## Competing on a Global Scale Needs:

- ❖ Reinventing the Demand Model
- ❖ Comprehensive Omni-Channel Strategy
- ❖ Effective Data Management
- ❖ Digital End-to-End Capabilities
- ❖ Elevating the Operating Model
- ❖ Data-Driven Demand Forecasting for Success
- ❖ Optimizing the Sales Scenario
- ❖ Proper Retail Execution
- ❖ Quality Control Measures for Ensured Excellence
- ❖ Efficient Stock Control and Optimization
- ❖ Space Utilization and Layout Planning
- ❖ Order Fulfillment with Precision and Speed



## About the Conference

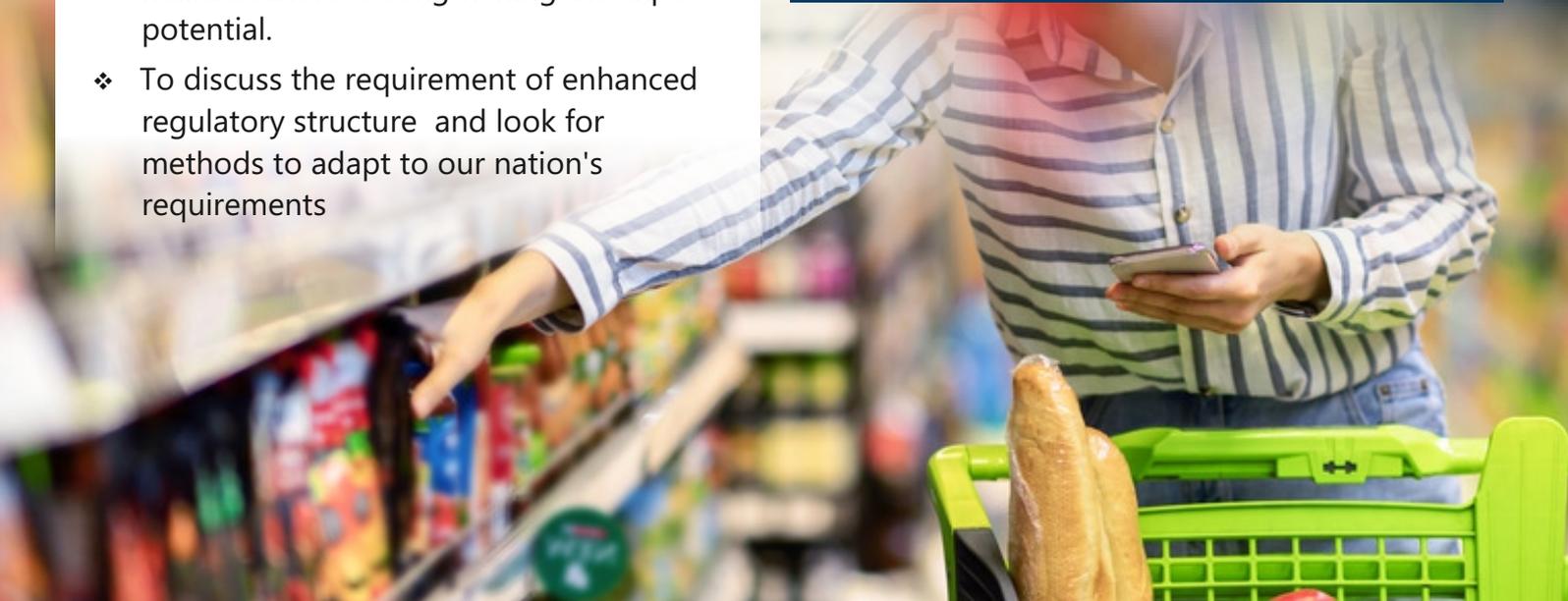
The Food Processing Committee of PHD Chamber of Commerce and Industry is organizing a Round Table Conference to address the pressing issue of parallel export challenges faced by Indian FMCG sector. Through this conference, we seek to convene industry experts, government officials, and stakeholders to engage in insightful discussions, share experiences, and propose actionable strategies to combat parallel exports effectively. By fostering collaboration and knowledge exchange, we aim to identify innovative solutions and policy interventions that can mitigate the adverse impact of parallel exports on the Indian FMCG sector.

### OBJECTIVES

- ❖ To raise awareness about the challenges faced by Indian FMCG companies due to parallel exports.
- ❖ To discuss potential solutions and recommendations for government intervention.
- ❖ To foster collaboration among stakeholders, including government officials, industry representatives, and consumer advocacy groups.
- ❖ To facilitate knowledge sharing and best practices exchange in combating parallel exports in the FMCG sector.
- ❖ To understand and adhere to the regulations governing FMCG parallel exports.
- ❖ To explore the opportunities for the Indian FMCG sector to expand into new International markets.
- ❖ To analyze the importance of bringing the unorganized FMCG sector into the mainstream for strengthening the export potential.
- ❖ To discuss the requirement of enhanced regulatory structure and look for methods to adapt to our nation's requirements

### KEY SESSIONS FOR THE CONFERENCE:

- ❖ Unlocking India's FMCG Powerhouse Potential
- ❖ Analysis of current export trends in the FMCG sector
- ❖ Challenges and Opportunities in FMCG Export
- ❖ Future Outlook and Growth Strategies for Indian FMCG Export
- ❖ Regulatory Reforms for Indian FMCG Parallel Exports
- ❖ Industry Perspectives on Parallel Export Challenges
- ❖ Standardization of Manufacturer verification procedures across different FMCG sectors
- ❖ Technologies and platforms facilitating real-time communication
- ❖ Enforcement mechanisms for ensuring compliance with penalties
- ❖ Engagement with Government and Regulatory Bodies
- ❖ Consumer Awareness and Education Programs





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## ABOUT US PHDCCI

PHDCCI has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 119 years. It is a forward looking, proactive and dynamic Pan-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

With a large membership base of 1,50,000 direct and indirect members consisting of large, medium and small industries, from across multiple sectors, PHDCCI is the "Voice of Industry & Trade". At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

PHDCCI's Agribusiness Committee aims to promote agriculture and business in India and across the globe. Organizes various Agri & Food Conferences, Seminars, Summits, Webinars and Workshops in close cooperation with the Ministry of Agriculture and MoFPI, Government of India and Various State Governments.



**For Partnership Opportunities please contact:**

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