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Stories of Startups, Strength of Scale

World Food India 2025 Redefines India's Role in Global Food Processing

When **Devinder Singh** started **Dilli Creamery** in a small corner of **Vikasपुरी, Delhi** in **2024**, his goal was simple but deeply personal, to bring back the authentic Punjabi household taste of **paneer and dairy sweets** that he had grown up with. With **just 20 liters of milk a day and handmade batches of paneer**, Singh built his venture around purity and tradition. **Registering with FSSAI** and supported by schemes aimed at small food processors, he slowly expanded his production. Dilli Creamery now produces **300-350 litres of milk, 20-25 kilograms of paneer and 40-50 kilograms of sweets and dairy products every day**. For him, **World Food India 2025** became **more than just an exhibition**. It was the stage where his **homegrown brand** stood shoulder to shoulder with **global names**, attracting buyers from across the world while staying true to its roots. His stall, in the **Ministry of Animal Husbandry and Dairying pavilion** and decorated with the familiar aroma of fresh dairy, **drew curious international retailers** who saw in Dilli Creamery a story of tradition meeting opportunity.



This year's edition of **World Food India**, held from **September 25 to 28, 2025** in **New Delhi**, focused strongly on **empowering startups and small food enterprises to scale globally**. By showcasing India's strength not just as the **world's largest producer of milk, onions, and pulses**, but also as a rising player in **processed food exports worth 49.4 billion dollars in 2024-25**, WFI created opportunities for small enterprises to expand their global footprint. **Partner and Focus Country pavilions**, including **New Zealand, Saudi Arabia, Germany, Japan, and Russia**, provided startups with targeted B2B interactions.



From the fields of the **Darbhanga-Mithila region**, where **makhana** has been nurtured for generations, came another remarkable journey. In **December 2019**, engineer-turned-entrepreneur **Shravan K. Roy** set up a small processing and packaging unit in Darbhanga with little more than determination and faith. At the time, he could handle only 100-150 kilograms a month, selling mostly in local markets. Resources were scarce, awareness was low, and every step felt like a struggle, but Roy believed that makhana from his homeland **deserved recognition as a global superfood**. Support from **Startup India, Startup Bihar, and B-HUB incubation** gave him **mentorship**, while **MSME subsidies eased machinery costs** and **APEDA's export schemes opened doors abroad**. **GST reforms further helped his brand move beyond Bihar into metros like Delhi,**

Mumbai, and Bangalore. Each scheme became a stepping stone, transforming a local dream into a growing national

movement. Today, his venture, **FT-MBA Makhana Wala**, processes **4–6 tonnes every month**, offering roasted, flavored, and premium-quality exports. As a **G.I. (Geographical Indicator) Authorized User**, the brand proudly carries the heritage of Mithila to the world. At **World Food India 2025**, Roy stood before global buyers not just as an entrepreneur but as the representative of thousands of farmers from his region, his brand a symbol of heritage, health, and hope.

Nadi Food, a **German exhibitor** at WFI, shared a highly positive experience at the event. According to their salesperson, the company has attended WFI as visitors since its inaugural edition, and **this year the owner chose to participate as an exhibitor**. They praised the Government of India for efficiently organizing the event on such a large scale and attracting a significant number of visitors. The representative noted that the **strong interest from Indian businesses has encouraged them to explore opportunities and plan the commencement of operations in the country**.



As the curtains came down on September 28, World Food India 2025 had clearly delivered on its promise. It was not just a showcase but a **platform that catalyzed startup growth, strengthened international business networks, and offered avenues for scaling Indian food enterprises globally**. Over the course of 4 days, **26** leading domestic and global companies signed **MoUs worth ₹1,02,046.89 crore**, one of the **largest investment announcements in India's food processing sector**, expected to generate **over 64,000 direct jobs** and **benefit more than 10 lakh people indirectly**. The agreements, involving major names like **Reliance, Coca-Cola, Amul, Nestlé, and Tata Consumer Products**, cover diverse segments including dairy, beverages, packaged foods, and ready-to-eat products, with **investments spread across 18 states**. **Invest India** facilitated the MoU signings, supporting the government's vision of making India a global hub for food processing.

Over 10,500 B2B meetings, 261 government-to-government sessions, and 18,000 reverse buyer-seller meetings offered a **structured environment for young and emerging businesses to explore partnerships, export opportunities, and joint ventures**. The event's dedicated zones, such as the Great Indian Food Street and innovation corners, enabled startups to showcase regional products, new flavours, and technology-driven solutions for packaging, cold storage, and food preservation, helping them attract investors and global collaborators.

References

Ministry of Food Processing Industries

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