

Minutes of the Meeting on Scaling up Edible Oil Fortification & Partnering for a Nationwide Joint Marketing Campaign

11th Aug 2017

India International Centre, New Delhi

A meeting on scaling up Edible Oil Fortification was held on 11 Aug 2017 at India International Centre, New Delhi with key partners of edible oil industry, partners from the development sector and premix suppliers under the Chairmanship of Chief Executive Officer, FSSAI. The meeting was organised under the aegis of GAIN and TATA Trusts. The list of participants is annexed.

The primary purpose of the meeting was to get industry alignment and commitment to partnering in a nationwide joint marketing campaign for edible oil fortification along with FSSAI.

Summary of Discussions:

Mr. Pawan Agarwal, CEO FSSAI welcomed all the participants, which was followed by a round of updates on the status of oil fortification by the FBOs. It was heartening to note that most of the oil companies had either already started fortification or were in the process of launching soon. Current fortification of edible oil in the organised market stands at 40%.

Adani Wilmar Ltd, Marico Ltd, Cargill India Pvt Ltd, Mother Dairy Fruit & Veg Pvt Ltd, BL Agro, ADM Agro Pvt Ltd, and AAK Kamani Pvt Ltd have taken the lead on fortification and are fortifying as per notified standards, and their brands are available in open market.

Taking forward a recommendation made at the first Meeting on Scaling up Edible Oil Fortification held on January 4, 2017 at FSSAI –

- (viii)* A nation-wide campaign on need and importance of fortified edible oil should be launched across entire India. Premix suppliers and the oil producers / processors / packers to co-fund this nation-wide campaign and develop communication materials, including short films for wider dissemination.

The key agenda item for today's meeting was to present to the oil industry a marketing campaign to promote edible oil fortification, and get their buy-in and commitment to partnering in it – financially and operationally.

A marketing agency Soul Works presented a comprehensive campaign on edible oil fortification, along with a proposed media budget. The campaign would be run in two phases - 1) Pehchan i.e. Identification – where the concept of fortification would be introduced and the identity of + F logo would be established and 2) Farz i.e. Responsibility – where all key stakeholders – consumers, shopkeepers, producers, take the responsibility of using only fortified oil for the health of their family / consumers. A new logo unit for fortified oil was presented in the shape of an oil drop with the +F logo within it, which would be used across all media.

A comprehensive media outreach campaign covering print media, social media, digital media, TV ads, radio spots, outdoor media, cinema and mall radio etc. was shared along with a suggested budget of Rs. 40 crores for a nationwide campaign over 2 months.

It was suggested by CEO FSSAI to start with a small budget of Rs. 5 crores with contributions from all oil producers. Slabs would be finalised by size of company i.e. Small / Medium / Large and contributions made accordingly. This was well received by all companies present, and they willingly committed to participating and partnering in the joint campaign. As messaging from the government carries credibility and there would be no FBO branding in the first phase of ads, there was consensus that it would be very well received by consumers as a health message and not as a corporate marketing pitch. The oil companies would get a campaign reach far in excess of their financial contribution.

The campaign would be implemented in 3 phases, as follows –

Phase 1 - Exclusive Government / FSSAI communication. Budget of Rs. 5 crores, with resources pooled from across key producers, and covering high impact media vehicles including social media, short films, print ads and radio spots.

Phase 2 - Same communication with space for corporate branding and communication. At the cost of the manufacturer.

Phase 3 - All communications of brand to carry fortified logo and communication as per brand guidelines.

Gaps areas were identified and addressed. Innovative ways need to be used to reach the last mile consumer in rural areas. PR outreach needs to be incorporated as well as CSO engagement. Doctors and nutritionists also need to be engaged in the awareness outreach and behaviour change communication.

Deliberations were also made on issues and challenges in loose oil and trans fats where the concerns of the industry were addressed.

The key decisions of the meeting are as under:

1. FSSAI to finalize the slabs based on turnover of industries, for contributions to the joint marketing campaign, and rollout the joint marketing campaign thereafter.
2. Industries like Kaleesuwari Refineries, Patanjali, Bunge, Khandelia, Borges, Noble, Ruchi Soya Industries, Ajanta Soya and Louis Dreyfus to start complying with FSSAI standards within the next three months.
3. The permission for use of old inventory may be sought by individual industries from FSSAI.
4. The oil industries present were directed to fill the +F logo form as available on FFRC website for use on their packs
5. FSSAI to prepare a Consumer Guidance Note on Vitamin Degradation in cooking and frying of food.
6. The oil industry to provide the current status of trans fats in all their edible oil variants to FSSAI up and share a time frame to reduce the trans content from 5 to 3, 2, 1 and 0%.

List of Participants

FSSAI Officials

- 1 Mr Pawan Agarwal, Chief Executive Officer
- 2 Ms Madhavi Das, Chief Management Services Officer
- 3 Mr P. Karthikeyan, Assistant Director, Regulations
- 4 Ms Aiman Zaidi, Technical Officer
- 5 Ms Smita Mankad, Principal Lead, FFRC
- 6 Ms Shakun Sharma, Project Lead, FFRC
- 7 Ms Rohini Saran, Project Lead, FFRC
- 8 Ms Nidhi Agarwal, Project Lead, FFRC

Industry Partners

- 9 Mr Milind Acharya, Head Marketing, Bunge
- 10 Mr Jagadeesan Kannan, Head, R & D, Bunge
- 11 Mr R P Singh, Head, Operations, Khandelia Oil & Gen Mills Pvt Ltd
- 12 Mr Rishabh Gambhir, Sr. Manager Marketing, AAK Kamani
- 13 Mr Pankaj Saxena, GM, Quality Control, Khandelwal Edible Oils Ltd
- 14 Mr Shivank Khandelwal, Director, Khandelwal Edible Oils Ltd
- 15 Mr Digambar Gurav, Head, Quality, ADM Agro Pvt Ltd
- 16 Mr Subhash Bansal, National Manager, Marketing, ADM Agro Pvt Ltd
- 18 Mr Atul Joshi, General Manager, Quality & Legal Compliance, Patanjali
- 19 Mr Rahul Singh, Deputy Manager, Ruchi Soya
- 20 Mr MK Vaid, Business Head North, Ruchi Soya
- 21 Mr Jayant M Joshi, Head - Sales & Marketing, Noble Natural Resources
- 22 Mr Arun Sood, Head, Corporate Affairs, Louis Dreyfus Company India Pvt Ltd
- 23 Mr Kamal Kumar, Country Head, Sales & Distribution, Louis Dreyfus Company India Pvt Ltd
- 24 Mr Rohit Narayanan, Brand Manager, Marico Ltd
- 25 Mr Prem Babu Sharma, Manager, Marketing, B.L Agro Pvt Ltd
- 26 Mr Ashok K, Director, Kaleesuwari Refineries Pvt Ltd
- 27 Mr Ganesh Kulkarni, Head, Technical Services, Cargill India Pvt Ltd
- 28 Mr Akshat Dwivedi, Category Manager, Cargill India Pvt Ltd
- 30 Mr Ashish Agarwal, AGM, Vijay Solvex Ltd, Alwar
- 31 Mr Mukesh Sharma, AGM, Data Oils, Alwar
- 32 Mr Devdutt Gupta, Quality Manager, Deepak Vegpro Pvt Ltd, Alwar
- 33 Mr A.C Mathur, AGM, Ajanta Soya Pvt Ltd
- 34 Ms Tulika Sinha, Deputy Manager, Mother Dairy Fruit & Veg Pvt Ltd

Premix Suppliers

- 35 Mr Govind Sood, Marketing Manager, PD Navekar Biochem Pvt Ltd
- 36 Mr Shailendra Kumar, Plant Head, AQC Chemicals
- 37 Mr Ashok Sharma, Zonal Manager, Piramal Enterprises Ltd
- 38 Ms Aakanksha Nayyar, DSM Nutritional Products India Pvt Ltd
- 39 Ms Shruti Kambla, Senior Nutritionist, Pristine Organics Pvt Ltd

Development Sector Partners

- 40 Mr Vivek Arora, Senior Advisor, Tata Trusts
- 41 Ms Nishita Panwar, Associate, TINl
- 42 Mr Tarun Vij, Country Director, GAIN India
- 43 Ms Deepti Gulati, Head Programs, GAIN India
- 44 Mr Ishank Gorla, Deputy Manager, GAIN India
- 45 Ms Deepali Khanna, Finance and Accounts Officer, GAIN India
- 46 Mr Peter, Consultant, GAIN India
- 47 Dr Arijit, Project Manager, GAIN India

Soulworks

- 48 Mr Gaurav Chibbar, Chief Soul worker, Soulworks