



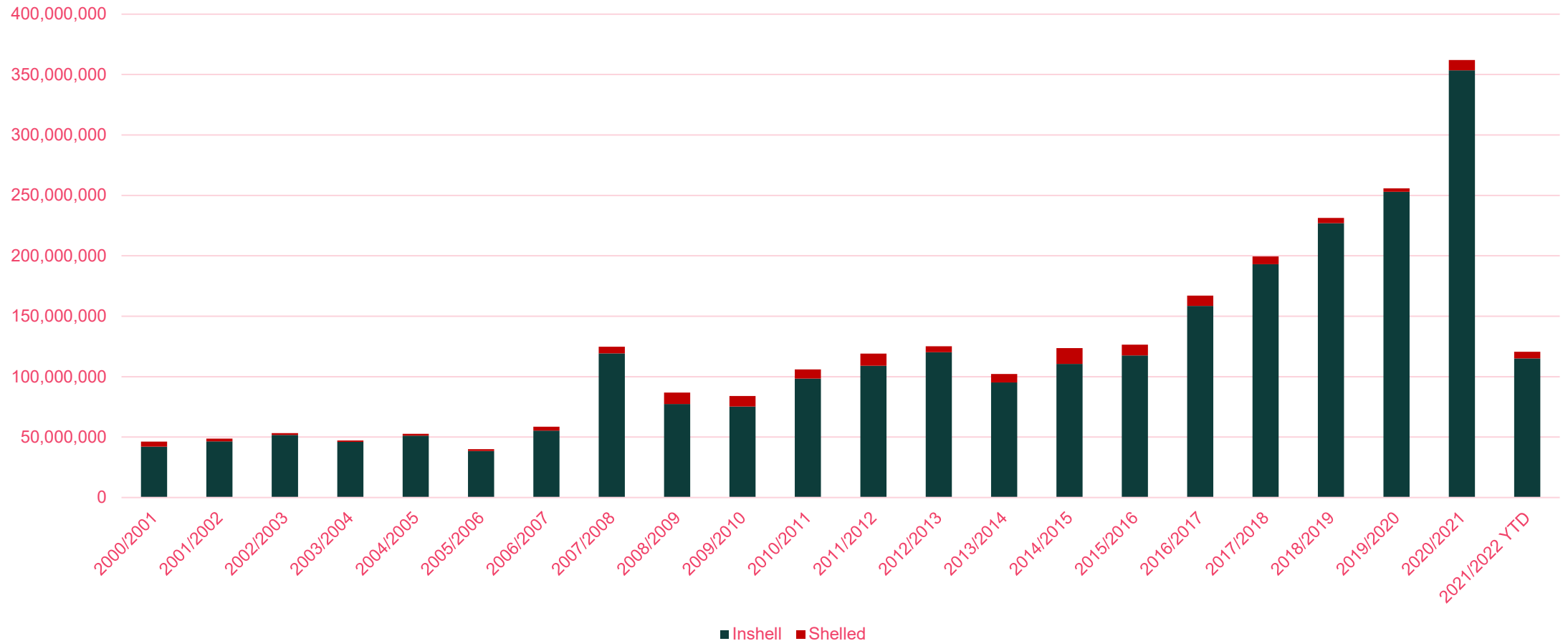
India

Exciting Growth in
Largest Export Market

DECEMBER 2021



India In-Shell Shipment Growth



Welcome



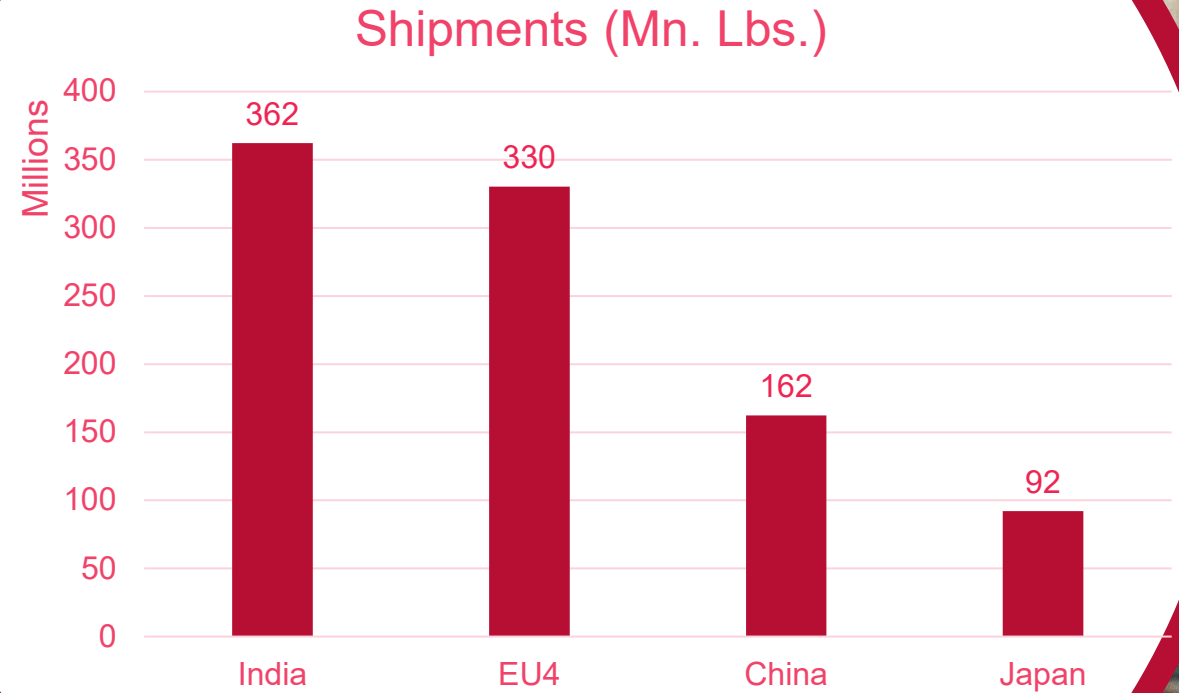
FY 19-20
255,772,032



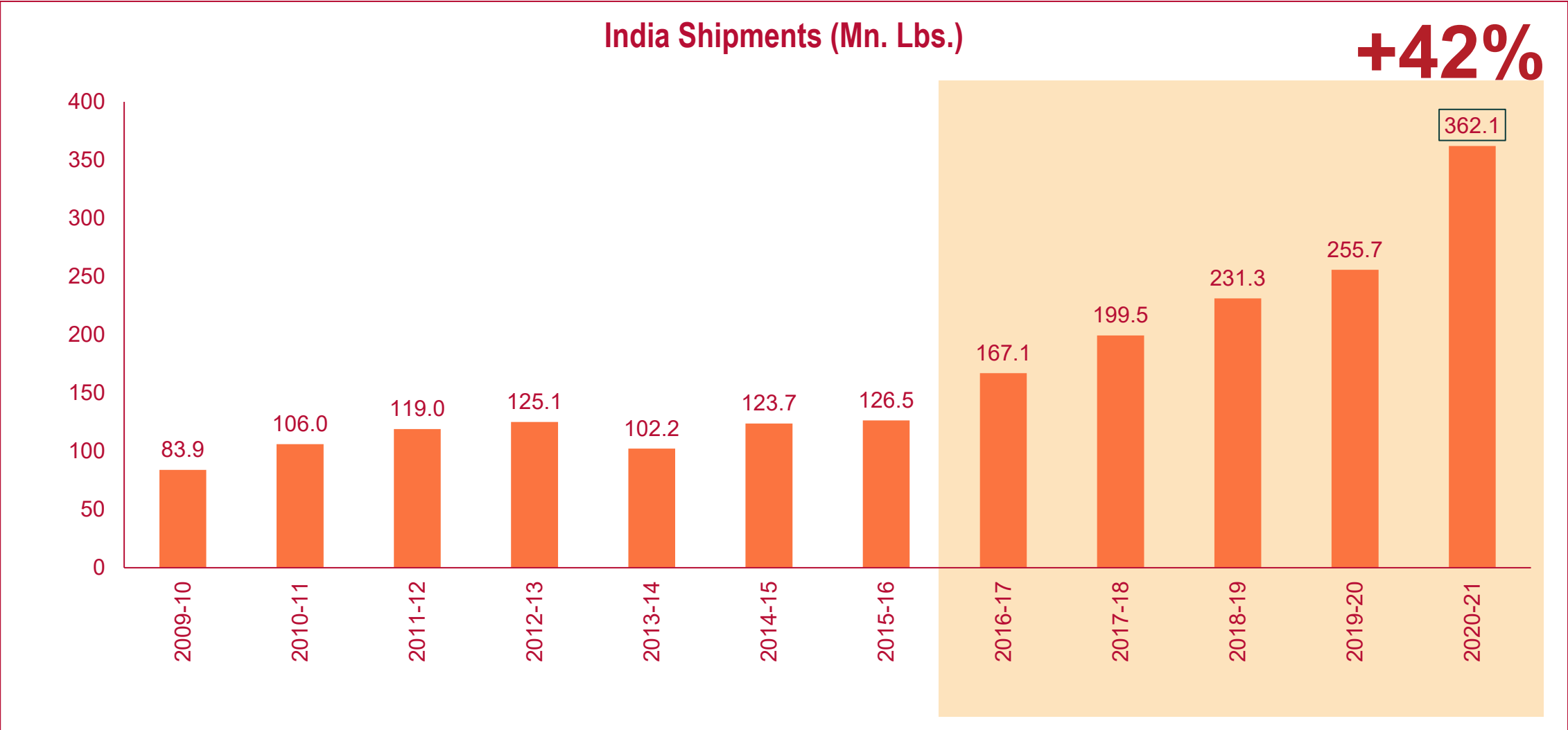
FY 20-21
362,066,700



**And has
risen to be
the largest
export
market for
the 3rd year**

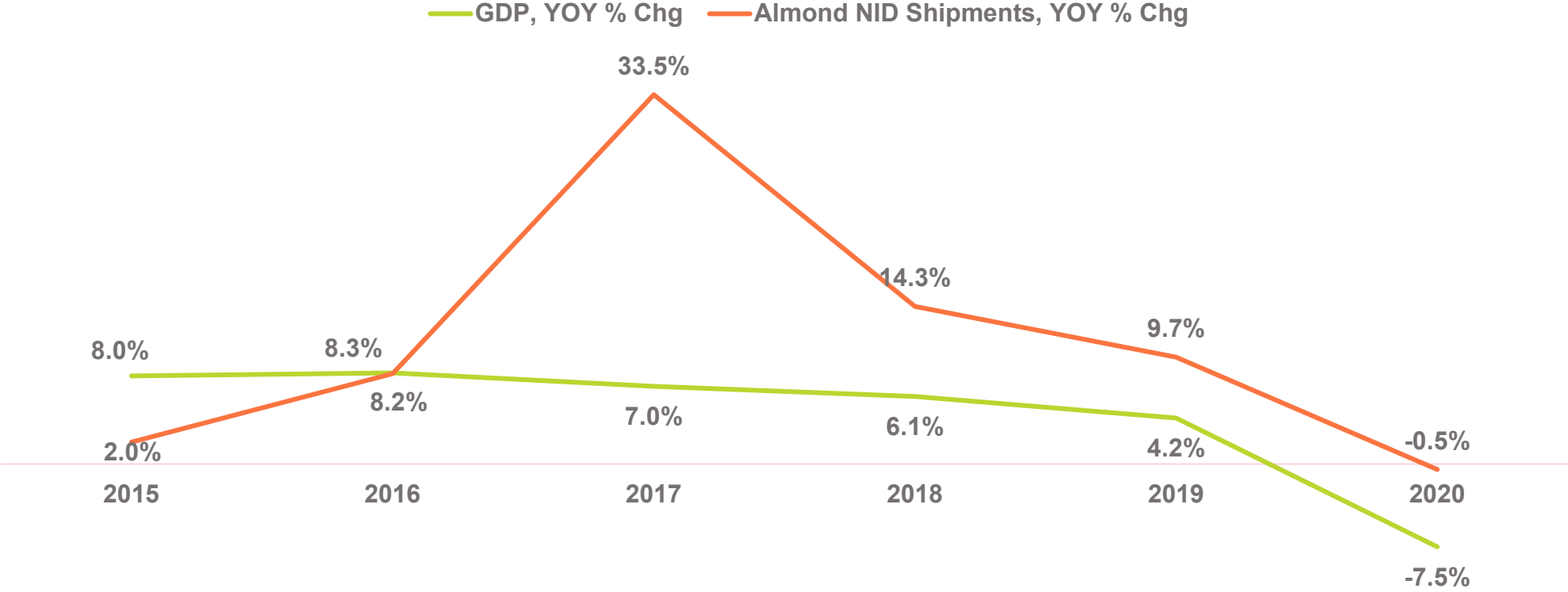


The last 5 years have been historic



Almond volume continues to easily outpace GDP growth in India

India: GDP YOY % Change versus Almond NID Shipments YOY % Change



Population has been increasing 1.1-1.2%

India Jugaad: The Quintessential Workaround

Almond Board of California

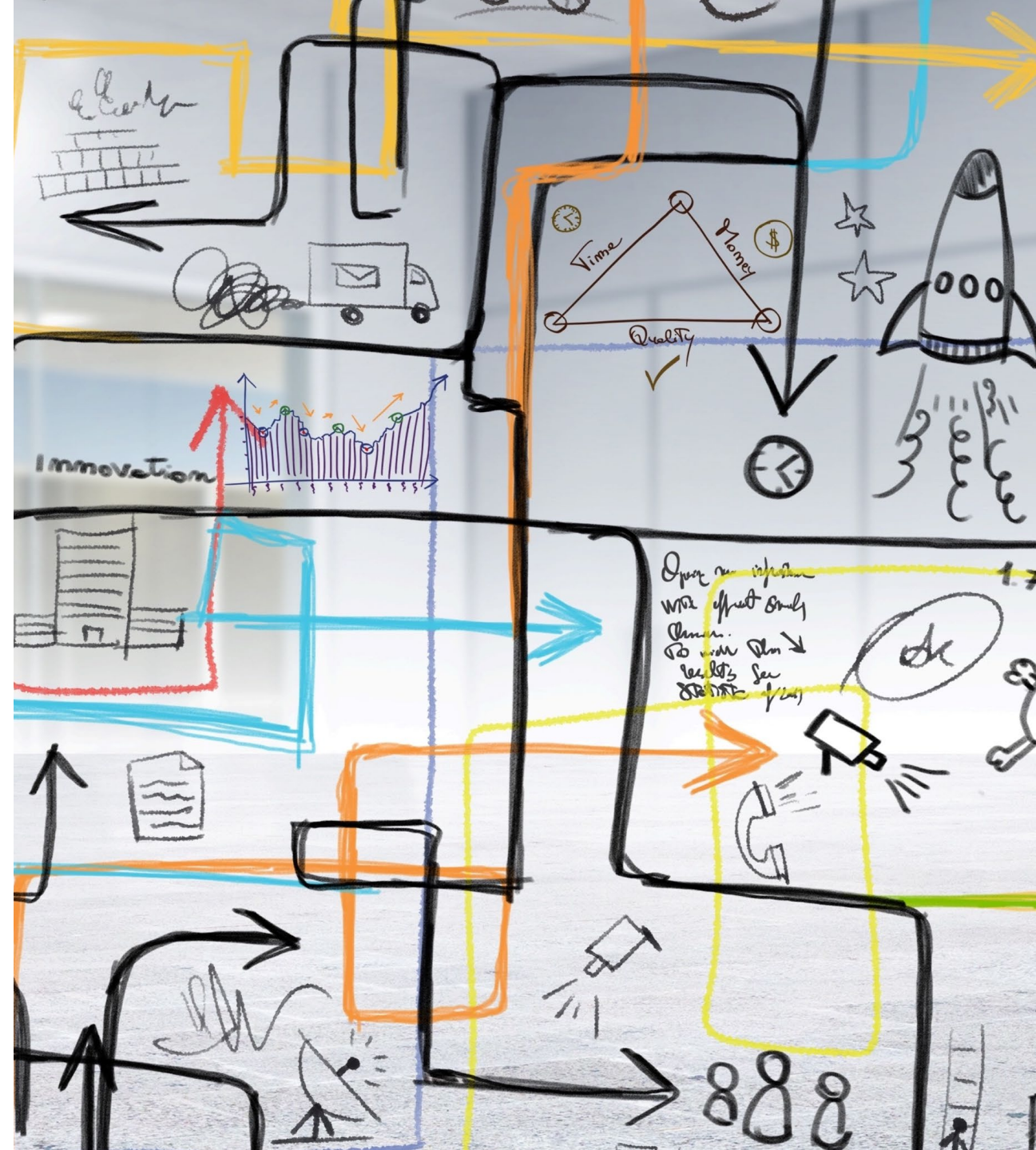
Julie Adams

Vice President, Global Technical &
Regulatory Affairs



ju-gaad /ˈjo̯ˈgɑːd/

- a colloquial Hindi word, which approximately translates as **‘quick fix’**, **‘workaround’** or **‘hack’**, expresses a quintessentially Indian concept
- Jugaad describes a mentality or approach that seeks solutions in adversity, describing how the world is negotiated by improvisation and ingenuity. The word refers to the practice of **bending rules and thinking laterally** to make something work
- a **flexible approach to problem-solving** that uses limited resources in an innovative way



What is “different” about the Indian regulatory environment?

Tariff/taxation approach

Regulatory application

Trade and Govt-to-Govt engagement



Applied vs Specific Duty

Retaliatory Tariffs

Goods and Services Tax (GST)

Tariff/taxation approach

Applied Duties: Almond	May 2018	Increase to bound rate (all origins)	Retaliatory Tariffs (U.S. only)
Inshell	35 rps/kg	35 rps/kg	41 rps/kg
Kernel	65 rps/kg	100 rps/kg	120 rps/kg

Commodity	Commodity Description under GST	Tariff Heading	GST Rates
Almonds Hazelnuts Macadamia Pistachios	Other nuts, fresh ¹ , whether or not shelled or peeled	0802	Nil
	Other nuts, dried , whether or not shelled or peeled	0802	12%
Brazil nuts	Brazil nuts, fresh , whether or not shelled or peeled	0801	Nil
	Brazil nuts, dried , whether or not shelled or peeled	0801	12%
Cashew ²	Cashew nuts, whether or not shelled or peeled	0801	5% ³
Walnuts	Other nuts, fresh , whether or not shelled or peeled	0802	Nil
	Other nuts, dried , whether or not shelled or peeled	0802	5% ⁴
Groundnuts ⁵	Ground-nuts, not roasted or otherwise cooked, whether or not shelled or broken, of seed quality .	1202	Nil
	Ground-nuts, not roasted or otherwise cooked, whether or not shelled or broken other than of seed quality .	1202	5%
Mixtures of nuts	Mixtures of nuts or dried fruits of Chapter 8	0813	12%
Preparations of Nuts, etc.	Vegetables, fruit, nuts and other edible parts of plants, prepared or preserved by vinegar or acetic acid	2001	12%
	Fruit, nuts and other edible parts of plants, otherwise prepared or preserved , not elsewhere specified or included; such as Ground- nuts, Cashew nut , roasted, salted or roasted and salted, Other roasted nuts and seeds	2008	12%

Inconsistent Interpretation

Limited Central Govt Guidance

Transparency of Regulatory Process

Regulatory application

India Fumigation

- NSPM 22 guidelines are for **local** accreditation
- Fumigation parameters agreed in 2006
- No advance communication between India PQ and USDA/APHIS

Non-Retail Labelling

- Guidance spans 2011, 2016 and 2020 regulations
- No clear guidance for application to bulk shipment
- Not aligned with Codex standards, definitions

Standards

- Kernel standards focused on quality parameters
- Comments, data to expert panels not considered
- Unclear how standards will be applied on-shelf vs at import

Food Facility Reg.

- New requirement for “high risk” foods
- Should *not* include almonds but unclear how “high risk” will be defined.....

Trade and Govt-to-Govt engagement

Trade Policy Forum

- Reestablished after 4 years. Opportunity to focus on regulatory and technical issues in a “non-political” meeting. USTR engaged on November 23.

Govt-to-Govt

- Difficult to obtain *written confirmation* from GOI
- Limited willingness to change decisions once made, despite existence of global standards or technical data
- Inconsistent implementation at local level

Local Industry

- Some representations have been submitted, but hesitancy to engage on trade issues – more reliance on “workarounds”
- Inclination is to *not question* local authority interpretation
- Need to find a better way to make these *India issues* – not just a U.S. complaint....



TOMORROW BEGINS TODAY

CONFERENCE

May 7, 2022

**Not only is India
important today...**

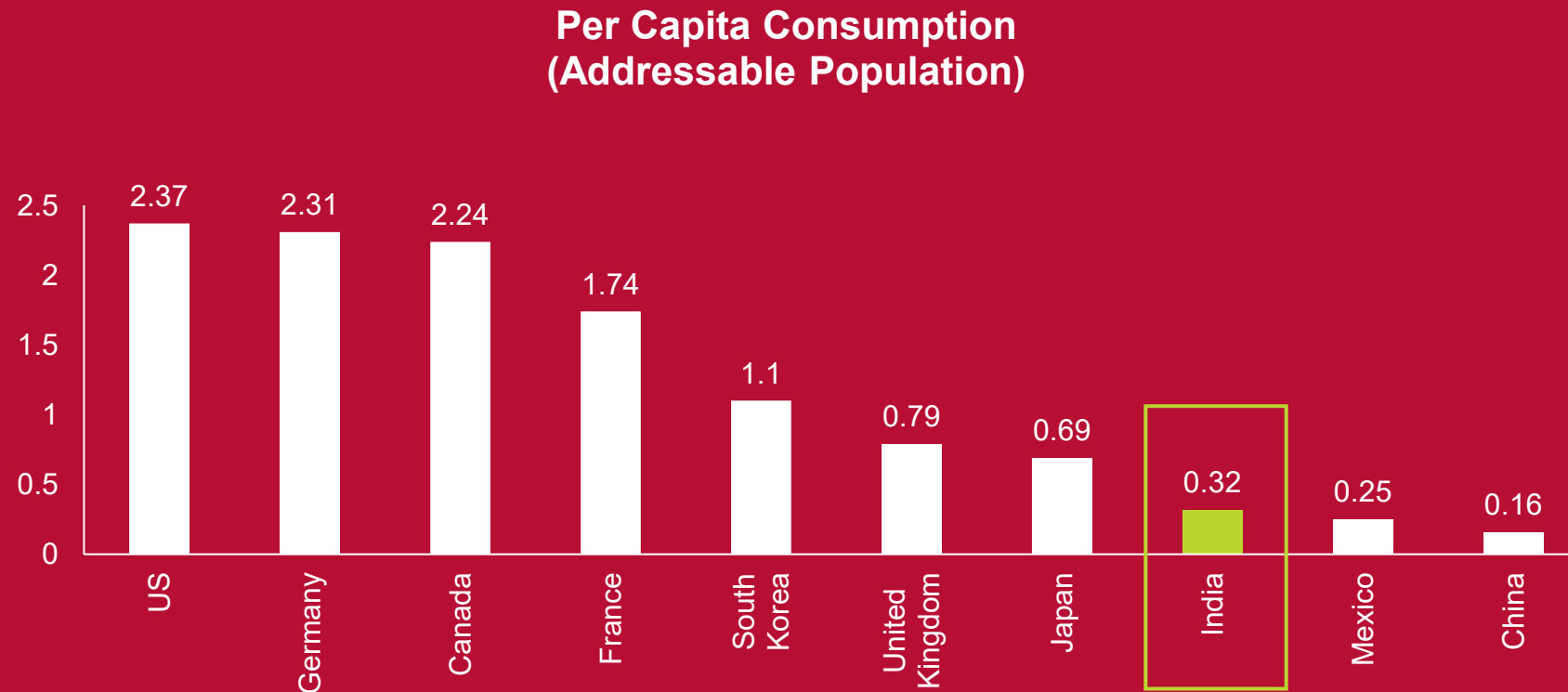


**but growth
indicators show
the opportunity
ahead**



Tremendous upside still exists

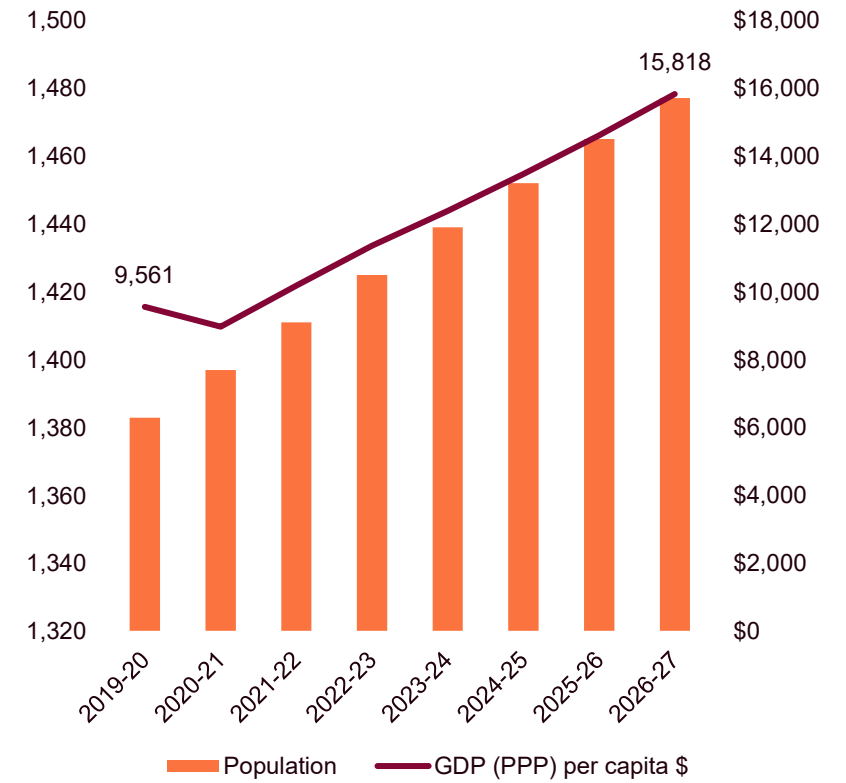
Per capita consumption 0.32 lbs very low compared to most other regions.



Growing Economy with Favorable Demographics

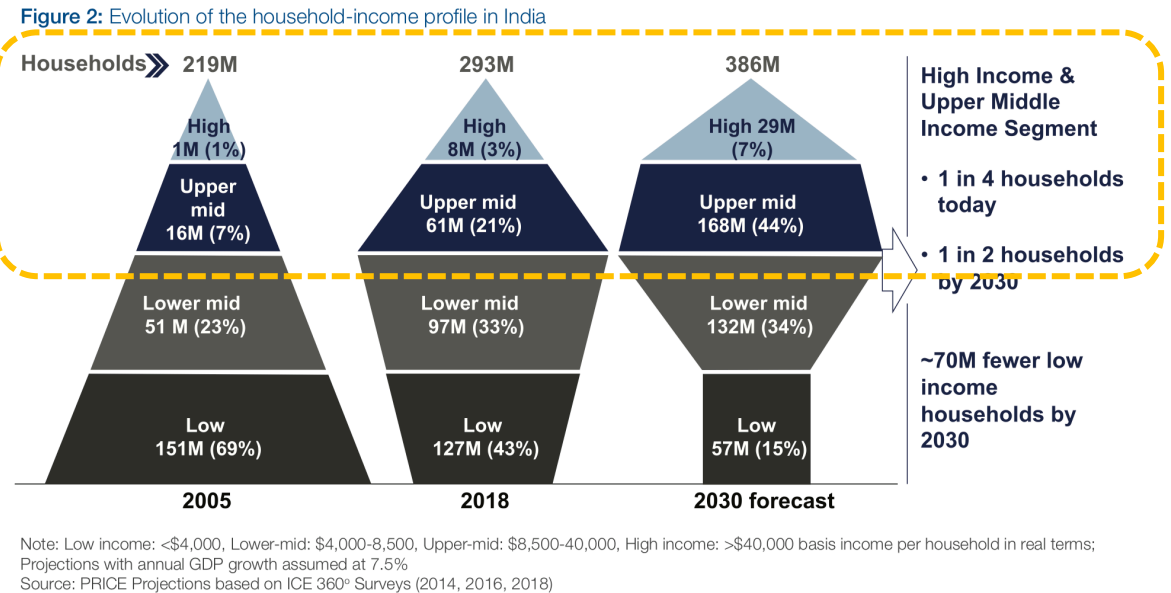
- 6th largest by nominal GDP
- Expected to be 3rd largest economy by 2031
- 3rd largest GDP by purchasing power parity in 2021
- Fastest growing GDP
- 8.5% in 2022, followed by China at 5.6%

Forecast Population and per capita GDP (PPP) \$



Favorable demographics

- Young nation
- Growing income
- Urbanization
- Growing middle class ...and spending



And Rising Consumption and Aspirations

Liberalization, consumerism, technology and globalization have
FAST TRACKED PROGRESS in India.

Category	Disposable Income		Consumer Expenditure		Average Household Size	
Unit	INR trillion		INR trillion		Number	
	Urban	Rural	Urban	Rural	Urban	Rural
2014	46,911	50,265	33,946	38,871	4.6	4.9
2015	51,381	54,903	38,201	43,529	4.6	4.9
2016	55,735	59,658	42,906	48,855	4.5	4.8
2017	60,831	65,530	47,381	54,139	4.5	4.8
2018	67,055	72,996	52,566	60,494	4.5	4.8
2019	71,879	79,238	56,658	65,785	4.4	4.7

Source: [World Economic Forum](#), Euromonitor

Democratization of success from privilege to potential

It doesn't matter where you are
coming from. All that matters is
where you are going.

Brian Tracy



quote fancy

However, in a nation of 1.39 billion people, with 65% below the age of 35 years, this is also creating hyper competition and the need to stand out & get ahead.



And these values are being instilled from a very young age. Mothers are working hard & pushing kids to build winners for today & tomorrow.

Neeraj Chopra is an Olympic champion! From humble beginnings in Panipat to Tokyo 2020 gold medal

Neeraj Chopra became only the 2nd Indian athlete after Abhinav Bindra to win an individual Gold medal at the Olympic Games.



Neeraj Chopra has given a billion-plus nation to celebrate his gold medal win at Tokyo 2020 (AP Photo)

Kareena Kapoor reveals Taimur's healthy Saturday breakfast: 'My Tim's plate is always full'

Kareena Kapoor's son Taimur Ali Khan enjoyed a healthy breakfast of assorted fresh fruits on Saturday morning. See the picture shared by her.



Kareena Kapoor poses with Saif Ali Khan and Taimur
Published on Jul 24, 2021 12:02 PM IST

Kareena Kapoor gave fans a glimpse of her 4-year-old son Taimur Ali Khan's healthy Saturday breakfast. She took to Instagram Stories to share a picture of a plate smoo with pieces of banana, papaya and melon.

Inculcating good eating habits in kids, is difficult: Maria Goretti

Topics
Hospitality Recreation

IANIS | New Delhi
Last Updated at May 14, 2018 14:05 IST



Remote workspace essentials
Remote collaboration made smoother with the

ALSO READ
Ranveer Brar planning a book on Lucknow
Curry chef found not guilty

Celebrity chef Maria Goretti says it is difficult to inculcate good eating habits in children for long term benefits, especially in an age when television and internet rules.

When you prepare your children to win nothing can stop them
We've heard it from all our mothers. And everyone else's. **Eat right. Sleep well. Exercise. Concentrate. Don't take short cuts.** The list goes on. That's the power of preparing right.
On the occasion of Mother's Day, Cadbury Bourrvita salutes all mothers who believe in the power of preparation.

Mohali: 8-year-old Ojaswini Saraswat shines in Indian Golf Union tour

Updated At: Oct 08, 2021 11:56 AM (IST)



Ojaswini

Make way for Indians spinning into the cryptocurrency metaverse!

Synopsis
CoinSwitch Kuber happens to be the largest crypto platform in India, has onboarded nearly 1 crore users since June 2020.



With the cricketing extravaganza of the Indian Premier League (IPL) nearing its fiery finale, the fight amongst the 8 strong teams for becoming the champions is on! And while you can catch all this amazing action live, there's another spectacle, happening right in front of your eyes you should not miss out on, and that's about the booming Indian crypto space!

And much like Delhi Capitals (DC), who have been ruling the table this IPL with 20 points,

Chef Rakhee Vaswani helps mothers triumph meal-time battles!

Press Trust of India | New Delhi
Last Updated at November 20, 2015 11:42 IST



Logitech
Remote workspace essentials

ALSO READ
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Art by masters from India, South Asia up for auction in London

Excessive fussing over food in childhood can lead to health and temperament related issues as adults, according to celebrity chef and culinary expert Rakhee Vaswani who addresses this challenge in a new book.

"Do you want your children to grow up and become an adult with a job and spouse but still fuss about food like a 10-year old?," asks the author who is also a TV food show host in her book "Picky Eaters and Other Meal Time Battles" (Random House India).

Vaswani, who attained her Cordon Bleu certificate in London, says that with a little thought and some smart moves in the kitchen, healthy eating habits and tastes can be instilled in children.

Healthy food habits to inculcate in your kids from an early age that will aid their health: Madhuri Ruia, Nutritionist and Pilates Expert



While India is moving ahead, traditions are only growing stronger.



Kumbh Mela



Ganesh Chaturthi



Diwali



Rath Yatra



Holi



Weddings

Tradition & modernity exists across all social classes.



A young man touching an elder man's feet as a sign of respect



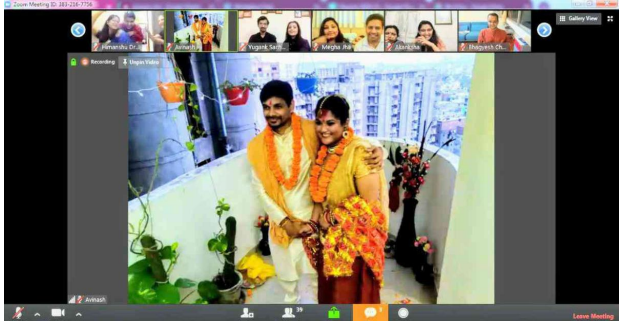
Modern Indian woman dressed in a traditional saree at work



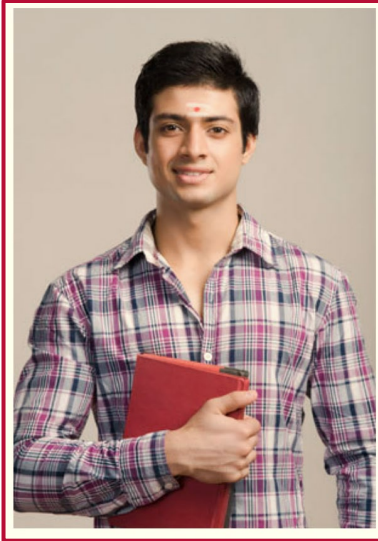
Indian woman dressed in a traditional saree riding a motorcycle.



Ceremonial breaking of a coconut for good luck on buying a new car



Online weddings with Indian rituals during pandemic



A young Indian man in a shirt with the traditional sacred ash (vibhuti) on his forehead



**All of these changes
are shifting health...**

Growing Health-Consciousness

- Consumers have become more health conscious
- Health and wellness goals are holistic
- Rise of health clubs and gyms
- Day-to-day life issues getting in the way: many believe it's "hard to live healthy"



Holistic health is the lifestyle mantra

“Health means being fit”





Increased Investment in Health

Physical health

- More gyms
- Aerobic Workouts apps and classes
- Meditation apps show growth

Mental health

- Increased awareness
- More resources – private and government

Ultimately health is about three key things:

Prevention

- immunity building
- antiaging

Protection

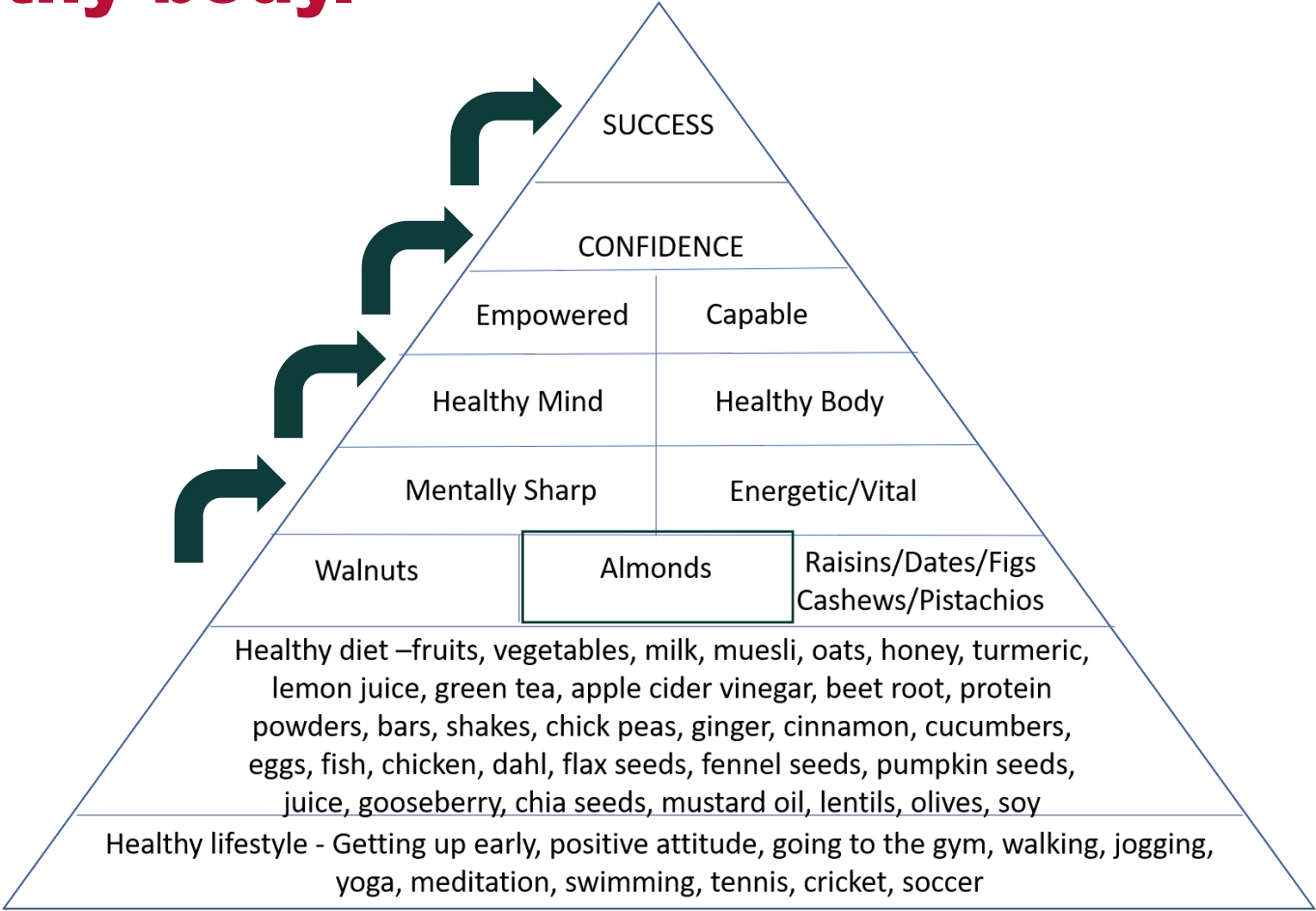
- absence of illness

Performance

- feeling energetic, active, and sharp



For almonds, core benefits ladder to confidence and success. The only dry fruit providing healthy mind and healthy body.



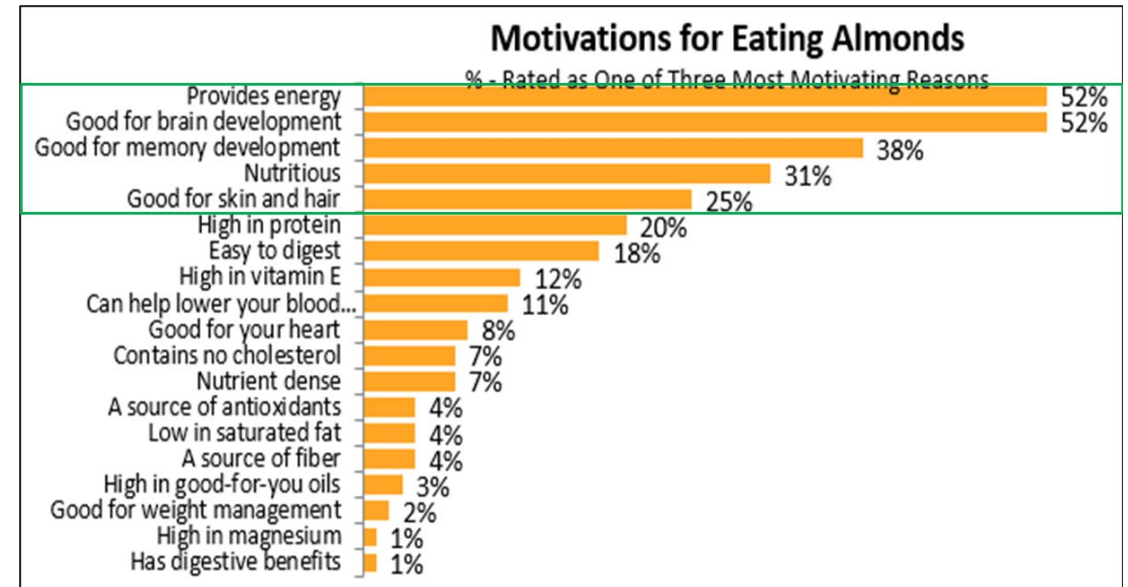
And some of almond benefits are linked to Ayurvedic medicine.
It still lives today and is growing as the need for the benefits are increasing.

Almonds = Mental Sharpness, Energy and Beauty all link.

LINK TO THE PAST



STRONG BELIEF TODAY



Government also promoting almonds for immunity.

BUILD IMMUNITY WITH
MAGNESIUM-RICH, PLANT-BASED FOODS

- RAGI
- JOWAR
- ALMONDS
- GREEN LEAFY VEGETABLES
- PULSES AND LEGUMES
- CASHEWS

SUPPLEMENT YOUR DIET WITH
IRON-RICH, PLANT-BASED FOODS FROM TODAY

- LENTILS
- GREEN LEAFY VEGETABLES
- NUTS AND RAISINS
- SOYABAN
- FORTIFIED RICE
- FORTIFIED WHEAT FLOUR

CONSUME
VITAMIN E-RICH, PLANT-BASED FOODS
TO MAINTAIN MUSCLE HEALTH AND A HEALTHY HEART

- SUNFLOWER SEEDS
- SPINACH
- COCONUT
- ALMONDS
- PEANUTS
- BROCCOLI

MyGovIndia @mygovindia · 18h

Are you looking for natural ways to boost your immunity? We've got you covered! Here's few general measures which you can follow to boost your immunity organically amidst #COVID19. #StayHomeStaySafe #IndiaFightsCorona

@MoHFW_INDIA
@MIB_India
@PIB_India

Suggested Diet To Boost Immunity Amidst COVID

General Measures (2/2)

- 5 servings of coloured fruits & vegetables to get adequate vitamins & minerals recommended
- Small amounts of dark chocolate with at least 70% cocoa to get rid of anxiety
- Take turmeric milk once a day to boost immunity
- Most COVID patients experience loss of smell and taste or difficulty in swallowing
 - It is important to eat soft foods at small intervals & to add anchorage in the food

General Measures (1/2)

- The main focus for COVID patients is to consume foods that would help rebuild muscle, immunity & energy levels
- Whole grains like ragi, oats and amaranth are advised
- Good sources of proteins such as chicken, fish, eggs, paneer, soy, nuts & seeds recommended
- Healthy fats like walnuts, almonds, olive oil, mustard oil recommended
- Regular physical activity (yoga) & breathing exercise advised (pranayam), as per tolerance

Suggested Diet To Boost Immunity Amidst COVID

A 5-Step Sample Meal Plan

- Start the day by consuming soaked almonds and raisins. Almonds are rich source of protein & raisins provide good amount of iron
- For breakfast, ragi dosa or a bowl of porridge is the best option
- Jaggery & ghee recommended during or post lunch or have this nutritious combination along with roti
- For dinner, have a simple khichdi as it includes all the essential nutrients, is light on the gut, and helps with good sleep
- It is most important to stay hydrated. Apart from water, you must include homemade lime juice & buttermilk in your daily routine



**And this focus on
health is also driving
how people eat**



Traditional Indian snacks

While traditional Indian snacks tend to be unhealthy, they are the predominant form of snacks consumed in India.



Beginning of Emergence of Healthy Snacking



New healthy snacking products



Raw: Cold Pressed Juices



Open Secret: Healthy Cookies, Chips, Spreads, Shakes, Nuts, Shake Mixes



Wingreens: Healthy Spreads, Muesli, Pasta, Chips



Snackible: Healthy Snacks (Foxnuts, Chips, Puffs), Energy Bars, Nut Butters, Nuts, Seeds & Berries



The Whole Truth: Protein Bars, Muesli



Too Yumm: Multigrain chips, Baked Snacks



Yoga Bar: Protein Bars, Muesli



Epigamia: Greek Yogurt, Ghee Spreads



Green Snack: Quinoa Puffs

Widening the opportunity for almonds

Retail in India has been evolving and almonds are available in all channels.

Wholesale Market



Semi Wholesale



Mom-n-Pop Stores (Kirana)/
Specialized Dry Fruit Stores



Organized Retail



E-Commerce



Loose sales, market introductions and use in modern retail and e-commerce show growth.

Traditionally Sold Loose



Loose by Weight

Growing Packaged Goods



Private Labels



Packaged in India




Imported Packs

Program focuses on driving both Morning and Snacking Consumption of almonds



Morning Consumption



Increasing beyond 4-5 kernels



Snacking Consumption



california almonds[®]
Almonds.in



Tomorrow Begins Today

Snacking on almonds also being driven through consumer education and beauty programs

All print advertorials talk about snacking on a handful of almonds.



A fitting answer.
For those of us not blessed with gym-sculpted bodies, the swirl of the weighing machine needle can be the most anxious sight in the world. You approach your wardrobe, imagining outfits that will not cling to the less flattering aspects of your anatomy. You hold your tummy in, just to hold an outfit up to the mirror, and then you start picturing the starters you'll be turning down. Though before you huff down that much trodden track, take a deep belly breath. Better still, get a snack, a handful of delicious almonds. But lest you wonder how that will help, do take a moment to read the next paragraph.

IF DINNER INVITATIONS MAKE YOU THINK OF WEIGHING MACHINES, HERE'S SOMETHING TO CHEW ON. ALMONDS NATURALLY.

According to Claire Berryman, PhD and lead researcher of a study published in the *Journal of American Heart Association*, subjects that replaced a high carbohydrate muffin with almonds, significantly reduced leg fat, abdominal fat and indeed waist size. "A handful of almonds may have satiating properties that promote feelings of fullness, which could keep hunger at bay between meals." In fact, almonds are a source of folate which contributes to the normal functioning of the immune system.



Tomorrow Begins Today

Heart-Healthy • Antioxidant Rich



Energy Packed • Anytime Snack

Your best foot forward.
It's hard to let your hair down, when you've always got your body on your mind. With the picture-clicking epidemic that cell phones bring to every occasion, it's no wonder, that invitations set you on the uphill path of fat diets and self-criticism.

Here's two kinder facts for the weight weary: 1. A low-calorie diet with almonds can be more effective for weight reduction than a low-calorie, low-fat diet without almonds. 2. With your weight in check, you discover a more beautiful, more confident you.

A weight off your mind.
Let's face it, where there are friends and family, there are bound to be sparking evenings. Add a hearty handful of almonds to your daily fitness mix today, so that the only thing on your mind at the next get-together is not the verdict of the weighing scale, but the memories you create as the best version of yourself.



Consumer PR program focuses on healthy snacking and snack recipes.

Snacking on almonds is good for your heart

Eating almonds instead of typical snacks may reduce the drop in heart rate variability (HRV) that occurs during mental stress, thereby improving cardiac function, a study says. Mental stress is among the psycho-social factors thought to contribute to cardiovascular disease risk, said researchers from King's College London, UK.

The finding was part of the Almonds Trial Targeting Dietary Intervention with Snacks (ATTIS) study, where participants with cardiovascular disease risk consumed a daily snack of almonds or a calorie-matched control snack that provided 20 per cent of their estimated daily

in which participants read coloured words to simulate a short period of mental stress. During acute mental stress, participants in the almond group showed better heart rate regulation compared to the control group, the researchers said. "Simple dietary strategy of swapping almonds for typical snacks may bolster resilience to the adverse cardiovascular effects of mental stress," said Wendy Hall, co-principal investigator from King's College London.



The Times of India

Almond top of the world



POPULAR CHEF MANISH MEHROTRA of Indian Accent fame is known for creative flavour combinations you might never pair together. Best peanut butter, anybody? Emailing us from Delhi, where he is hard at work on new menus for his restaurants in Delhi and New York, including a new line-up for the summer – the 47-year-old shares another nut-inspired recipe, this time with the goodness of almonds. And given we are all working on our summer bodies right now, we took the opportunity to ask the chef how to enhance the flavour of almonds while not compromising on their nutritional quotient.

Almond pesto and paneer tikka

INGREDIENTS

For paneer: Cottage cheese 250 gms | Almond flakes ¼ cup | Fresh coriander leaves ¼ cup | Basil 8-10 leaves | Chopped ginger 2 tsp | Chopped green chilli 1 tsp | Salt to taste | Grated parmesan cheese 2 tbsp | Chaat masala 1 tsp

For marinade: Fresh cream

हम ही ने हुए एक वर्ष के शुरुआती बरदान भारत के लोगों का परकीया स्नैक है. आर्टिफिशियल कलर और स्वाद को हटाने वाले ऑर्गेनिक तेलों से बनी स्नैक ऑर्गेनिक परबल करने हैं. हमने दिल्ली के बंगलू गार्ड और ओलास का सहारा लिया है. पकीया के लोग हमें स्नैक को लेकर ज्यादा विवशित नहीं हैं.

4,064 वरिष्ठ लोगों पर सर्वे भारतीयों का पसंदीदा स्नैक है बादाम

भारत और अरबराज के लोगों में इसका प्रेम और खुशी को लेकर हमारे पास है. अमरनाथ, कोकण, चेन्नई, और हैदराबाद के लोग कभी कभी ही स्नैक बनाने खरने ज्यादा परबल करते हैं. स्नैक के बारे में लोगों के मता हमें अलग-अलग हैं. हमें 4-5 साल के बच्चों में आना है. भारत के 11 राज्यों के 50 साल तक के कुल 4,064 लोगों को हमने सर्वे कराया. हमारे पास है. दिल्ली, मुंबई, कोकण, चेन्नई, और हैदराबाद के लोगों में हमारे सर्वे के बारे में हमें अलग-अलग मता मिली हैं. हमें 4-5 साल के बच्चों में आना है. भारत के 11 राज्यों के 50 साल तक के कुल 4,064 लोगों को हमने सर्वे कराया. हमारे पास है. दिल्ली, मुंबई, कोकण, चेन्नई, और हैदराबाद के लोगों में हमारे सर्वे के बारे में हमें अलग-अलग मता मिली हैं.



Navbharat Times

Green cardamom powder a pinch | Salt to taste | Refined oil 1 tsp

Method: Roast the almond flakes in a pre-heated oven at 180°C for four minutes and crush it to powder form once cooled.

Blend fresh basil, coriander leaves, chopped ginger, chopped green chilli, chaat masala, and salt to coarse paste.

In a bowl, take out the blended mix and add grated parmesan cheese, crushed almonds and mix it well. In a bowl, mix fresh cream, chopped fresh coriander roots, green cardamom powder and a pinch of turmeric powder to get a pale yellow colour. Adjust the seasoning with salt.

Put the paneer in 2x2 inches size with 1 inch of thickness. Slit paneer pieces from centre to fill it with pesto.

Fill pesto mix inside the slit. Coat the paneer with yellow marinate.

Heat refined oil in a pan, sear marinated paneer evenly on both sides to get golden brown colour. Once done, take off paneer from pan and serve hot with chutney.

— Sonali Shenoy



Manish Mehrotra

Perfect pairings

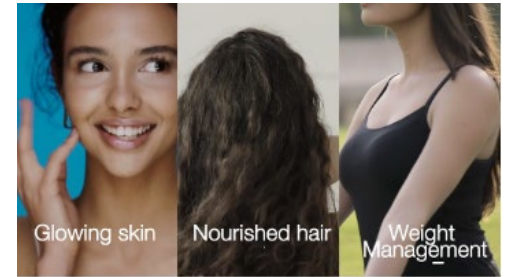
The chef tells us that when it comes to pairings with other ingredients to create healthy recipes, almonds make for a great choice, as they are easy and quick to flavour and go well with just about any Indian spice.

Almonds go well with cinnamon, so you can choose to use them in your apple pie; they go well with apricots as well. Summers are great for fresh paricots, so use them with salads or desserts.

Almonds are a wonderful taste enhancer; you can pair them well with asparagus too as they both have a nutty flavour.

Another delightful pairing is with chicken. You can add almonds to the grilled chicken, it turns bland chicken into rich flavourful meat.

Beauty program highlights how snacking on almonds could help with good skin, hair and weight management.



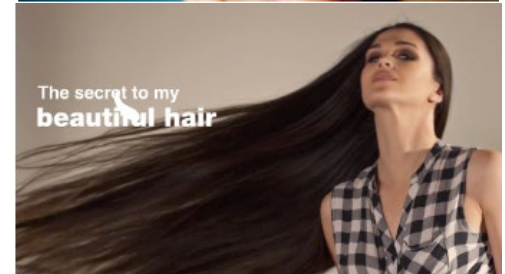
Glowing skin

Nourished hair

Weight Management



The secret to my beautiful hair



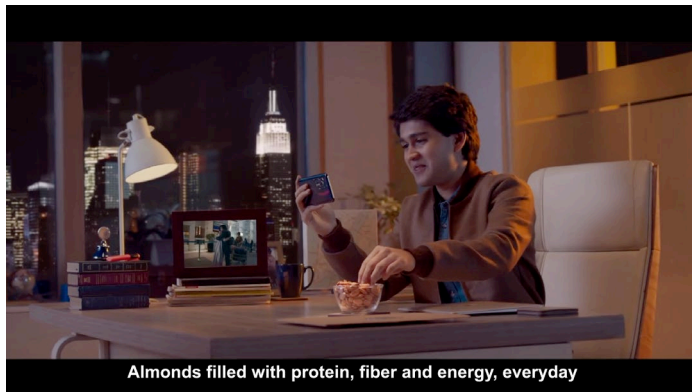
Increasing Frequency of Consumption Campaign

Positioning:

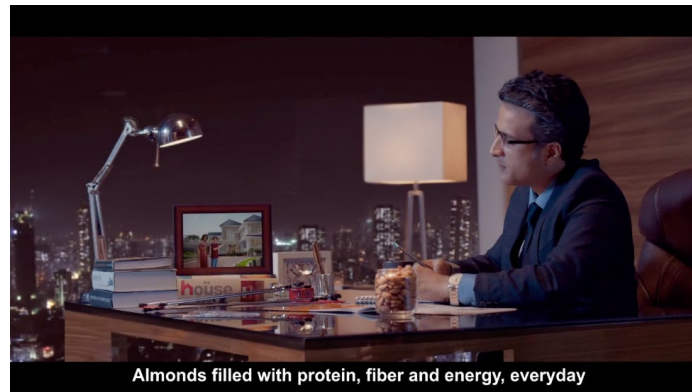
“Small investments today build into the big successes of tomorrow.
Almonds are a small investment into my and my family’s future.”

Campaign Idea:

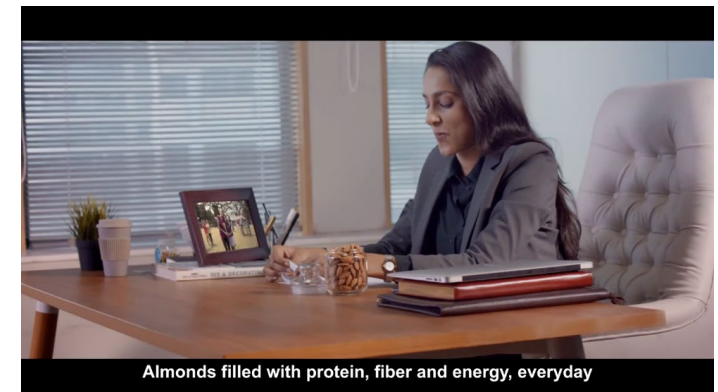
The best dreams are shared.
Nothing drives you harder than dreams that you share with your family.



Mother Child



Working Man



Working Woman

**And during the short gifting period,
advertising drives almond messages.**



**A Gift of Good Health That
Shows You Care**



Sharing of Happiness



Meet and Greet



Selection of the Gift



Big Opportunity

Increasing Gifting Campaign during Diwali

Positioning:

Gifting of almonds honors close relationships

Campaign Idea:

The most special relationships are those that are multifaceted



For a relationship of many relationships. This Diwali, give a gift of healthy almonds.

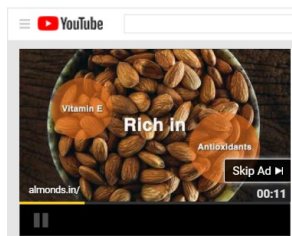
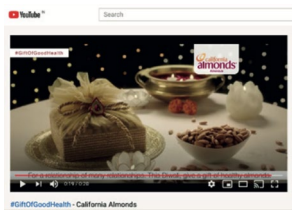
Gifting Outside Family



For a relationship of many relationships. This Diwali, give a gift of healthy almonds.

Gifting Within Family

Program surrounds the consumer with messages using key vehicles.



- Family Consumption Campaign
- Festive Campaign

- IDA Regional Meets

- Festive Digital Program
- Beauty Snacking Digital Program
- Younger Audience Snacking Digital Program

- Media Outreach
- Nutrition PR
- Discussion Over Almonds – Panel Discussions
- Spokespeople
- Print Advertorials

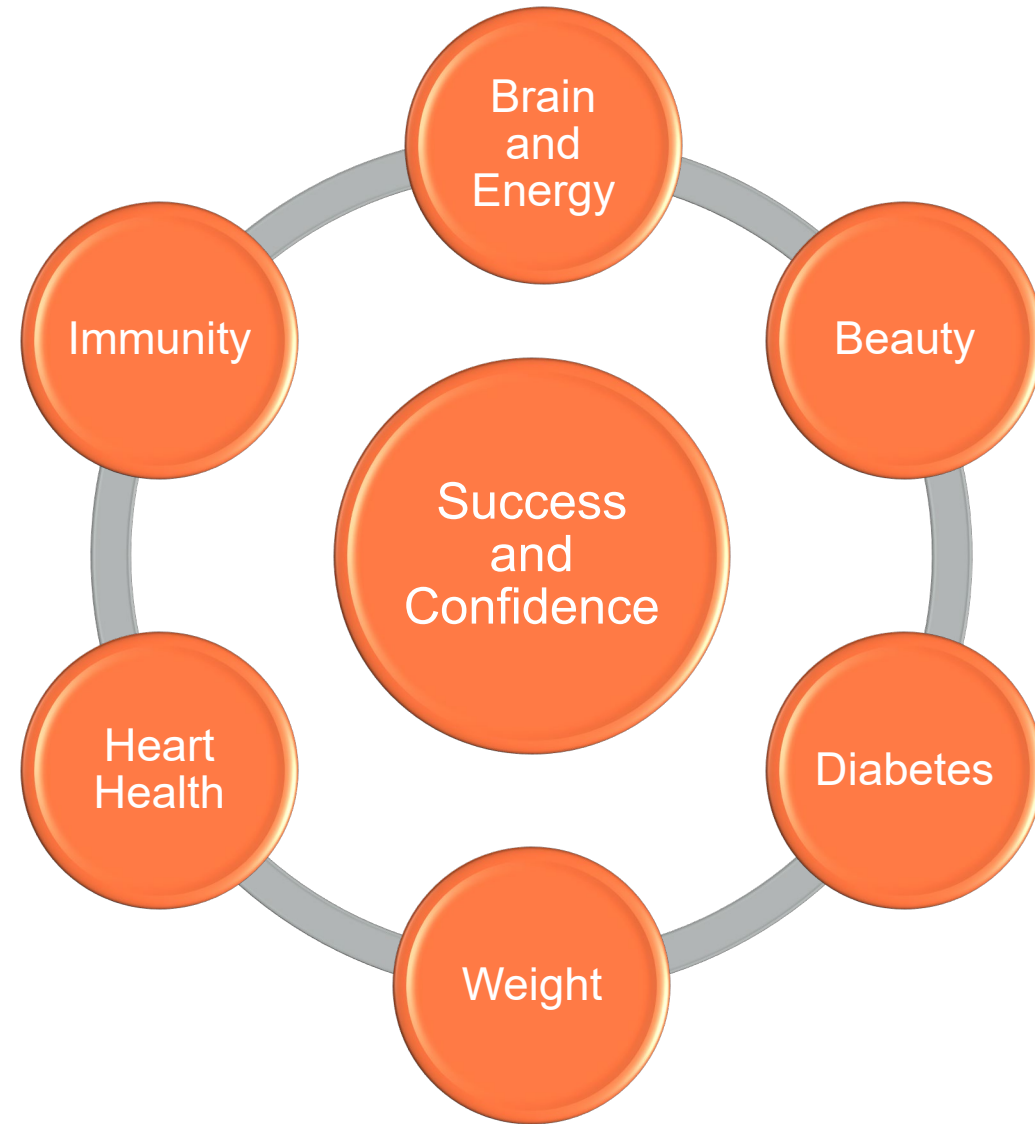




**The ABC program is
expanding to meet the
needs of today's and
tomorrow's consumers**

Almonds have many opportunities to drive health relevancy for now and in the future

Current focus includes:



Younger snacking digital campaign focused on snacking on almonds

85% use
YouTube

74.7%
use
Facebook

Launch Film





Video 2:
Skin Benefits



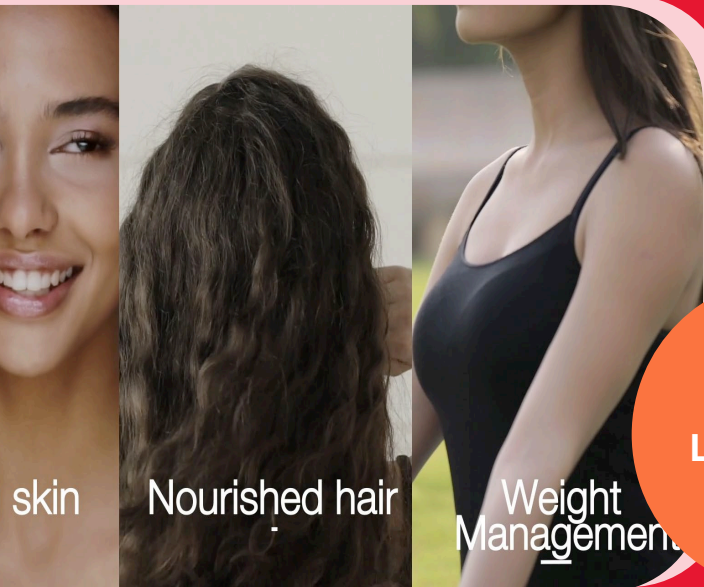
Video 3:
Hair Benefits

Beauty Digital Campaign will drive young women to increase benefits

Focused on the beauty benefits of almonds: Skin, Hair & Weight Management



Video 4:
Weight Management



Launch Film

skin

Nourished hair

Weight Management

Expanding Relevance of Almonds by Leveraging Influencers

Beauty influencers and experts

Leveraging **beauty influencers, celebrities,** and a **dermatologist** to generate awareness of almond beauty benefits.



Soha Ali Khan,
Eminent Bollywood
actress, author and
mother



Dr. Geetika Mittal Gupta,
An award-winning
Dermatologist



Mithila Palkar,
Indian TV actress

South celebrity

Engaging celebrity mother to drive almond health benefits on social media.



Priyanka Upendra,
Famous Kannada film
actress and mother

Expanding Relevance of Almonds by Leveraging Influencers

Lifestyle and fitness

Leveraging **health & wellness and fitness** influencers to generate awareness of almond beauty benefits.



Manish Mehrotra,
Award-winning
celebrity chef



Yasmin Karachiwala,
Fitness Expert and
Celebrity master
Instructor

Mommy bloggers

On-ground sessions for mommy and health bloggers, featuring celebrity, nutritionist(s) and a chef to generate awareness of almond health benefits.



Mansi Zaveri,
Mommy influencer and
author



Ritcha Verma,
Mommy influencer and
corporate employee

Leveraging Nutrition Research Done in India



"We are a carb country": Dr. Jagmeet Madan

Nuts are fatty. People skip nuts and nut based foods blindly, following the idea that nuts can lead to weight gain. Little do they know that all fats are not bad. There are certain healthy fats that we should consume and Dr. Jagmeet Madan, Nutritionist and National President of the Indian Dietetic Association, agrees.

for DIABETES

Dr. Jagmeet Madan mentioned about how Indians are different from the rest of the Caucasian population.

On 7th July 2021, the Almond Board of California (ABC) hosted a virtual conference and Dr. Jagmeet Madan, Nutritionist and National President of the Indian Dietetic Association, discussed the impact of almonds on our health. With eminent speaker Dr. Jagmeet Madan, the medical perspective was provided on 11/11/2021.

Hindustan Times

Almonds and prediabetes

Diabetes prevention: Can eating almonds help regulate sugar, blood pressure levels in people with pre-diabetes?

By: [HEALTHSHEA.COM](#) | [Viewed: Jul 13, 2021 08:00:10](#)

With both pre-diabetes and diabetes, there's an acute need of bringing in good lifestyle changes and dietary modifications which will help manage elevated blood sugar levels and control other flare-ups. Having said that, there are certain healthy fats that we should consume and Dr. Jagmeet Madan, Nutritionist and National President of the Indian Dietetic Association, agrees.

The Times of India

RESEARCH

Eating almonds twice a day can help improve glucose metabolism as well as keep cholesterol levels in check, suggests a study. The study, led by Jagmeet Madan, Professor and Principal at Sir Vithaldas Thackersey College of Home Science in Mumbai, showed that almond consumption can improve blood sugar levels at the pre-diabetes stage, which may help prevent or delay the development of diabetes. For the study, the team included 59 male and 216 female participants with impaired glucose metabolism (prediabetes). The almond group ate 56 grams of unroasted almonds every day for three months and the control group consumed a savory snack made using whole wheat flour, chickpea flour with...

The New Indian Express

Introduction of Health Professionals Program

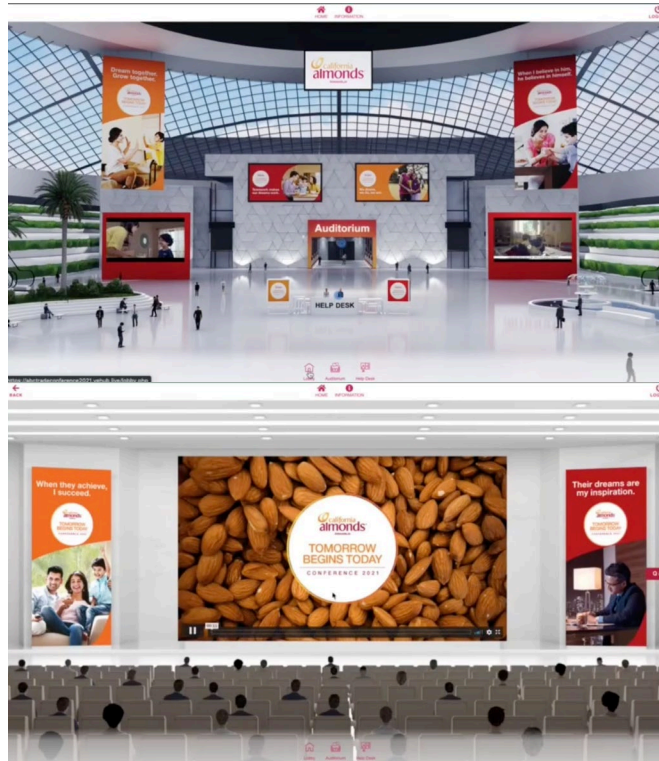
Educate health professionals on almond health benefits through a sponsored speakership opportunity at a national medical conference (CSICON or ESICON) and regional chapters of Indian Dietetic Association.



Endocrine Society of India
(ESI)

Reinforcing Almond Potential Amongst Trade

Trade Conference



Trade Newsletters

FESTIVE NEWSLETTER 2019-20

Diwali is all about friends and family celebrating these relationships with special gifts for the special ones in our lives. While there may be many choices when it comes to gifts, ranging from flowers to sweets and chocolates, almonds are always top of the list. Adding their own special, tasty and healthy touch to the season, almonds are what make Diwali truly special.

Television Advertising

A recent market research indicated that almonds have a huge opportunity to grow and become the first choice of gifts for healthy Indians. And what better occasion to leverage this insight than the Diwali season? A period where it is considered to be auspicious to gift almonds.

Diwali is all about the little gestures between loved ones. The Almond Board of California aired a campaign based around this insight, which positions almonds as a gift which honours close relationships. The first commercial portrayed two close friends, Meeti and Sarah. Their friendship was brought to life in the little things they did for each other. Come Diwali, the two friends exchange gifts of almonds. A gift that is healthy, thoughtful and in many ways, typical of their friendship.

In the second commercial, we have a maternal aunt, or maasi, and her nephew. We see how they are each other's friends, helping and lifting each other throughout their lives. When the boy is grown up and married, he comes to visit his maasi with his wife and a gift of almonds, honouring the effortless bond that they share.

Through these commercials, not only do we strengthen the credentials of almonds as a traditional gift, we also expand our traditional audience beyond the immediate family to explore the areas of friendship and the modern aunt-nephew relationship. The commercials were broadcast on several leading television channels like Star Plus, Sony TV, & TV, BTV, Alka Movies, 9X, Zee, Colors, Marathi and News 24.

WINTER NEWSLETTER 2020-21

Winters are crucial for almond consumption in India. To capitalise on this period, the Almond Board of California continued to communicate the benefits of almond consumption. This winter edition of the Almond Board Bulletin outlines our latest marketing efforts through television advertisements, print advertorials, digital advertising and consumer public relations.

Television Advertising

This year, the Almond Board of California continued showcasing the Family Consumption Campaign launched last year. The campaign consisted of three television commercials that carried our umbrella brand message of Tomorrow Begins Today. It was targeted towards mothers giving almonds to their children and working men and women consuming almonds themselves. The commercials revolved around the thought of how dreams are best when shared with your family and demonstrated how a handful of almonds could be a helpful investment for a brighter tomorrow.

The first commercial looked at a mother sharing her son's dreams and supporting him throughout his journey. The son, with his mother's support, excels both in academics and sports. His father helps him work on his batting technique and later we see he goes on to win a cricket match for his team. He concentrates on his studies and wins the Math Championship at school. At the end of the commercial, we see him getting an ideal job abroad. Throughout his journey, almonds played a crucial role.

The second commercial looked at an architect who is an ideal spouse, father and a high performing employee. The film opens on him drawing the dream home for his family while eating almonds at the breakfast table. He brings incredible joy and happiness to his wife and son by making his dream home into a reality. We see him excel at work and earn praise from his boss. In addition to his success at work, he also sees him being caring towards others. He gives up his space in an elevator for an elderly lady and takes the stairs instead. At last, we see him happily looking at his joyous family outside their dream home, while working at his office.

The third commercial looked at a young woman who is a wife, mother, and successful professional who manages her career and home, effortlessly. The film opens on the woman grabbing a handful of almonds and leaving for work when her team struggles to solve a problem, she takes the lead and solves the problem, winning appreciation from everyone at work. In addition to the fact that she excels at work, she also takes equal interest in her daughter's life. They practice jump rope at home before taking part in a school competition, which they finally win.

The commercials were broadcast on several leading channels, such as Star Plus, Sony Entertainment Television, Zee TV, UTV Movies, Bho Movies, 9X, Tattva, Zoom, Colors, Marathi, Sony Marathi, TFC, Discovery Channel, Anant Planet, MH One, ETV Telugu, Colors Tamil, Raj TV, Zee Bangla, Colors Bangla and Tarang Music.

The ads were aired more than **49,391** times across leading channels over ten weeks.

CPG Seminar



Confederation of Indian Industry

16th CII Food Safety Quality & Regulatory Digital Summit

Powering Food Safety, Quality and Regulatory Programs with Next Generation Tools Techniques and Technology



India is poised for growth



- **Strong alignment with multiple benefits – and growing**
- **Use is traditional morning occasion and snacking**
- **Strong marketing programs across audiences**



India

Exciting Growth in
Largest Export Market

DECEMBER 2021

