



Mr Swarn Singh, R&D Director - Kellanova South Asia spoke on 'Balancing Nutrition in Modern Lifestyles: Trends, Challenges, and Everyday Solutions'.

He discussed the various aspects of nutrition and consumer behaviour in India, highlighting challenges and trends. He gave an overview of Indian eating habits, noting that busy lifestyles and a lack of exercise contribute to poor dietary choices. Mr Singh emphasized the dual issues of undernutrition and overnutrition in India, where problems of adolescents experience hidden hunger, and populations suffering from protein deficiency persist. He pointed out key nutrition trends, such as the growing demand for locally sourced ingredients, fortified products, and low/no sugar alternatives as consumers are increasingly interested in healthy eating, with a focus on millet and oats, and are willing to pay more for sustainable food options. He highlighted the importance of meal planning and education in combating misinformation about nutrition, suggesting that individuals should follow reputable sources and stay informed about dietary choices. Mr Singh concluded his talk with Kellanova's commitment to sustainability and reducing environmental impact through various initiatives.

