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**OILS AND FATS-  
TECHNOLOGICAL  
BENEFITS**

**AAK KAMANI**

## Changing trends in Indian Consumer behavior

- Change in the purchasing behaviour of Indian consumer due to penetration of Internet and Social media
- Higher disposable income, Nuclear families, Urbanization, changing lifestyle
- Convenience – Quick service, Ready to eat food
- Health conscious – Move towards nutritious & healthy food

Knowing who your customers are  
.....is great, but knowing how  
they behave..... is even better  
- Jon Miller

## Vegetable oils ....more than a cooking medium

- Consumption of edible oils is increasing - @ 3% growth rate
- Current per capita consumption levels are higher than previous years (at about 14 Kg/year) [global average - 24 kg/year]
- Oil is not just a cooking medium .....it is also looked upon as a medium for lifestyle correction due to rising health concerns
- Feel good factor - Consumer is prioritizing health but is not ready to compromise on taste
- **Food has to deliver - HEALTH & TASTE**



# Importance of vegetable oil in our diet

- ◆ Major Source of Energy
- ◆ Carrier of essential nutrients which are vital for growth and metabolism
- ◆ Enhancing Food Flavor, adding Mouth-Feel, Structure ie making Baked Products Crispier,



# TECHNOLOGY

● Affordability

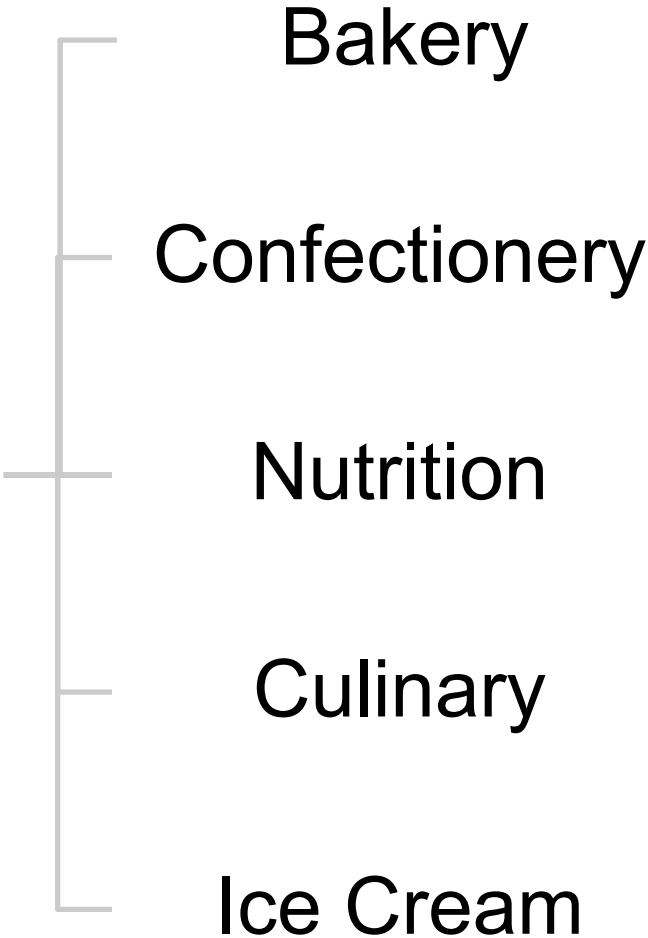
● Taste

● Health

*Helping Spread the Joy of  
Taste <sup>and</sup> ~~or~~ Health*

Vegetable Oils add value to the entire food chain

Applications of Vegetable oils and fats



## Bakery

Fats used in biscuits, cookies, puffs, cakes etc that deliver health benefits

- ◆ Trans free/Zero trans shortenings & margarines (non hydrogenated)
- ◆ Fortified fats – with phytonutrients, omega 3 fas, MCT, vitamins, minerals
- ◆ Low saturated / High Mufa fats

# Confectionery

- ◆ Chocolates contain 20-30% fat
- ◆ Cocoa Butter - Limited availability, high price  
premium chocolates, not for the masses
- ◆ Development of Cocoa butter Alternatives / specialty fats – cheaper than Cocoa butter chocolates for the masses
- ◆ 3 types of Speciality Fats  
CBS : Cocoa butter substitutes  
CBR : Cocoa butter replacers  
CBE : Cocoa butter equivalents





# Nutrition

## Nutrition

**Infant Nutrition** – Human milk fat replacer, MCT, Omega 3 DHA (veg source)

**Geriatric Nutrition** – Omega 3 (ALA, EPA, DHA), Coconut oil, GLA

**Sports Nutrition** – MCT, CLA

**Animal Nutrition** – Rumen protection fat

# Culinary

- ◆ Fortified oils with vitamins, Phytonutrients, natural antioxidants
- ◆ Specialty culinary Oil Blends – providing health benefits / high shelf life
- ◆ Butter / Ghee replacement – Trans free & Cholesterol free





# Icecream / Frozen desserts

- ◆ Dairy Fat analogues – Trans free & Cholesterol free, convenient to store at room temp – Economical & Nutritious
- ◆ Ice-creams/FD fortified with
  - Omega 3
  - Vitamins, Minerals (calcium)
- ◆ Ice-cream/FD for diabetics (artificial sweeteners)
- ◆ Ice-cream/FD with probiotics
- ◆ Low Saturate Coverture Fat

# Sustainability

- ◆ With the alarming rate of environmental degradation, it has become imperative to adopt sustainable practices
- ◆ Improving environmental and social performance ultimately benefits the society as a whole
- ◆ Improve productivity and reduce environmental impact
  - ◆ Effective raw material consumption and waste management
  - ◆ Effective effluent water discharge
  - ◆ Controlled carbon emissions and toxicity



# Emerging New Technologies

- Oils with Low/No 3-MCPD & glycidyl esters
- Fat Powders/Flakes- Convenience - For dried ready to eat foods and dietary supplements.
- Nanotechnology in oil processing – Improves oil yield, saves water
- Vegetarian source of EPA/DHA (Algal source)
- Oils as lipid excipients in pharmaceuticals – injections, oral suspensions, vaccines, dermatological preparations, etc

# Changes in the Offing ?.....

- ◆ Targeted Nutrition – as per physiological needs
- ◆ Customized products for smaller groups
- ◆ “Make in India” / Good knowledge base – Reduce reliability on imports, opportunity to small businesses, start-ups

# Learning from the Best in the World



**‘Lots of Companies do not succeed over time.  
What do they fundamentally do wrong?  
They usually miss the Future.’**

**- Larry Page**



Thank You

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