INDIA: CELEBRATING TRADITIONS

Room 306-307 | December 7 2017
CEUs – New Process

Certified Crop Advisor (CCA)
- Sign in and out of each session you attend.
- Pickup verification sheet at conclusion of each session.
- Repeat this process for each session, and each day you wish to receive credits.

Pest Control Advisor (PCA), Qualified Applicator (QA), Private Applicator (PA)
- Pickup scantron at the start of the day at first session you attend; complete form.
- Sign in and out of each session you attend.
- Pickup verification sheet at conclusion of each session.
- Turn in your scantron at the end of the day at the last session you attend.

Sign in sheets and verification sheets are located at the back of each session room.
Agenda

1. India, The Growing Economic Powerhouse
   – Sudarshan Mazumdar, Regional Director, India Almond Board of California

2. The Changing Regulatory Landscape
   – Julie Adams, Vice President, Global Technical & Regulatory Affairs, Almond Board of California

3. Leveraging Ancient Wisdom
   – Dr. Swati Kalgaonkar, Senior Manager, Nutrition Research Program, Almond Board of California

4. Leveraging Traditions for Market Growth
   – Sudarshan Mazumdar, Regional Director, India Almond Board of California
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     Almond Board of California
India: Large Growing Economy With Strong Fundamentals

- India GDP at USD 2.3 tn, growing at 6.7% [1]. Expected to be the 3\textsuperscript{rd} largest economy by 2030 [2].
- 1.32 Billion population\textsuperscript{4}, growing at 1.2% [1]. 65% under the age of 35 [5].

Strong Economic Growth Fueling Retail Sector Growth

  - Organized Retail to grow from 8% (US$48 Bn) in 2015 to 24% (US$312 Bn) by 2020. [1]

### Indian Retail Market – Growth Rate [1]

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value (Billion USDs)</td>
<td>201</td>
<td>238</td>
<td>321</td>
<td>425</td>
<td>452</td>
<td>600</td>
<td>1300</td>
</tr>
</tbody>
</table>

**Significant rise in Organized Retail [1]**

- 2015: Organized Retail - 8%, Unorganized Retail - 92%
- 2020E: Organized Retail - 24%, Unorganized Retail - 76%

<table>
<thead>
<tr>
<th>Retail Category [1]</th>
<th>Category Share (% of Total Market Share)</th>
<th>Organized Retail Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>69-70</td>
<td>2-3</td>
</tr>
<tr>
<td>Clothing &amp; Textiles</td>
<td>11-13</td>
<td>17-20</td>
</tr>
<tr>
<td>Consumer Durables</td>
<td>4-5</td>
<td>15-20</td>
</tr>
<tr>
<td>Home Décor &amp; Furnishing</td>
<td>3</td>
<td>5-6</td>
</tr>
<tr>
<td>Beauty, Personal Care</td>
<td>8-11</td>
<td>6-10</td>
</tr>
<tr>
<td>Footwear</td>
<td>2</td>
<td>16-17</td>
</tr>
<tr>
<td>Others</td>
<td>3-4</td>
<td>9-30</td>
</tr>
</tbody>
</table>

Source: [1] IBEF
And This Growth Story is Expected Across Sectors

- **2.2X**
  - Foreign Tourist Arrivals, 0.7 Mn (2015) to 1.53 Mn (2025)

- **2.3X**
  - Growth in smartphones, 102.4 Mn (2016) to 231.5 Mn (2021)

- **1.9X**
  - Growth in M&E revenues, $19.7 Bn (2016) to $37.7 Bn (2019)

- **2.9X**
  - Growth in revenues, $139 Bn (2016) to $403 Bn (2025)

- **3X**
  - Growth in revenues, $32 Bn (2016) to $96 Bn (2026)

- **2.7X**
  - Growth in revenues, $154 Bn (2016) to $350 Bn (2025)

- **3.3X**
  - Growth in revenues, $32 Bn (2016) to $96 Bn (2026)

- **3X**
  - Growth in Passenger cars, 2.8 Mn (2016) to 9.4 Mn (2026)

Sources:
- [1] IBEF
- [3] KPMG
- [4] IBEF
- [5] Department of Heavy Industry
- [6] Nasscom
- [7] Central Government Auto Mission
Government Playing an Active Role in Growth

- **Strong Fiscal Discipline**: Fiscal deficit down from 6.6% (2009) to 3.5% (2016)\(^1\). Government resolved to meet 3.2% deficit target \(^2\).
- **Consumer Price Inflation**: Down from 13% (2009) to 3.6% (2017 October) \(^1\).
- **Tax Reform**: Goods and Services Tax introduced.
- **Crackdown on Black Money & Corruption**: Rs.500 and Rs.1000 notes demonetized \(^3\).

### Demonetization Facts

<table>
<thead>
<tr>
<th></th>
<th>India</th>
<th>UK</th>
<th>US</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Amount of Cash In Economy (USD Bn -2016)</td>
<td>270</td>
<td>94</td>
<td>1,480</td>
<td>N/A</td>
</tr>
<tr>
<td>GDP (2016)(USD bn)</td>
<td>2,251</td>
<td>2,650</td>
<td>18,562</td>
<td>11,392</td>
</tr>
<tr>
<td>% Share of Cash to GDP</td>
<td>12%</td>
<td>4%</td>
<td>8%</td>
<td>-</td>
</tr>
<tr>
<td>Share of Highest Denomination of Currency to Per Capita Income (2015)</td>
<td>1.07%</td>
<td>0.30%</td>
<td>0.18%</td>
<td>0.10%</td>
</tr>
</tbody>
</table>

**Source**: \(^1\) Business Line, Trading Economics, Community.data.gov, \(^2\) Economic Times \(^3\) Economist \(^4\) Hindu Business line
## Growing International Confidence in India

<table>
<thead>
<tr>
<th>Statement</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>“We believe that the country is for the medium and long-term on a growth track that is much more solid as a result of the structural reforms that have been conducted in the last couple of years”</td>
<td>IMF Chief, Lagarde</td>
</tr>
<tr>
<td>“India climbs to 8th spot on FDI confidence Index”</td>
<td>Kearney Foreign Direct Investment (FDI) Confidence Index</td>
</tr>
<tr>
<td>“We remain overweight on India as the medium term growth and reform story remains promising. Plans to invest $1 billion in India in 3-4 years”</td>
<td>Goldman Sachs</td>
</tr>
<tr>
<td>“India remains the fastest growing economy in the world – economic fundamentals are strong, and reform momentum continues”</td>
<td>World Bank</td>
</tr>
</tbody>
</table>
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Regulations and Reality – Not Always Predictable!

- Bulk Labelling
- No Objection Certificate (NOC)
- Goods & Services Tax (GST)
- Almond Standards

TODAY......

TOMORROW......
Are we **Finally Done** with Labelling??

- Confusion over “bulk” vs “pre-packaged” labeling requirements
- Clarified last year, but emerged again with new labeling regulations
- FSSAI confirmed in October that there is **no change**
- New Manual for Food Import Clearance System (FICS) has been developed to facilitate imports, reduce inconsistencies

**Status:**
- Continuing to build FSSAI relationship
- Capacity-building project under discussion to bring FSSAI health authorities to U.S.
GST – How are Almonds Positioned?

• *Multiple* GST rates for Almonds, other nuts
• Almonds rated 0% (“fresh”) and 12% (“dried”)
  – *But no definition of “fresh”*
• Previously, only three “nut” commodities (all grown in India) were listed at 5%
  – Peanuts
  – Cashews
  – Areca (Betel) nut
• Last GST Council meeting reduced Walnuts as well to 5% based on local industry request

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Commodity Description under GST</th>
<th>Tariff Heading</th>
<th>GST Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almonds</td>
<td>Other nuts, fresh(^2) such as Almonds, ………. whether or not shelled or peeled</td>
<td>0802</td>
<td>Nil</td>
</tr>
<tr>
<td></td>
<td>Other nuts, dried, whether or not shelled or peeled, such as Almonds, ……</td>
<td>0802</td>
<td>12%</td>
</tr>
<tr>
<td>Cashew nuts(^2)</td>
<td>Cashew nuts, whether or not shelled or peeled</td>
<td>0801</td>
<td>5(^%)(^4)</td>
</tr>
<tr>
<td>Coconuts</td>
<td>Coconuts, fresh or dried, whether or not shelled or peeled</td>
<td>0801</td>
<td>Nil</td>
</tr>
<tr>
<td>Brazil nuts</td>
<td>Brazil nuts, fresh, whether or not shelled or peeled</td>
<td>0801</td>
<td>Nil</td>
</tr>
<tr>
<td></td>
<td>Brazil nuts, dried, whether or not shelled or peeled</td>
<td>0801</td>
<td>12%</td>
</tr>
<tr>
<td>Hazelnuts or filberts (Corylus spp.)</td>
<td>Other nuts, fresh such as ………., Hazelnuts or filberts (Corylus spp.), ………. whether or not shelled or peeled</td>
<td>0802</td>
<td>Nil</td>
</tr>
<tr>
<td></td>
<td>Other nuts, dried, whether or not shelled or peeled, such as ………., Hazelnuts or filberts (Corylus spp.), ……….</td>
<td>0802</td>
<td>12%</td>
</tr>
<tr>
<td>Walnuts</td>
<td>Other nuts, fresh such as ………., walnuts, ………. whether or not shelled or peeled</td>
<td>0802</td>
<td>Nil</td>
</tr>
<tr>
<td></td>
<td>Other nuts, dried, whether or not shelled or peeled, such as ………., walnuts, ……….</td>
<td>0802</td>
<td>5(^%)(^5)</td>
</tr>
</tbody>
</table>

**Status:**
- Representations made to Indian authorities
- Trade implications, ease of doing business, food processing facilitation
NOC’s – Gone but Not Forgotten…..Or Not?

• Efforts to address NOC at government-to-government level unsuccessful

• NOC is a procedural requirement laid down by Customs in Nhava Sheva – not a requirement under any import regulations or Notices/Circulars from Central Board of Excise and Customs

• Legal requirement under Customs Act is that BOE shall be presented before end of next day following day of arrival of vessel

• Opportunity to find solution given focus on ease of doing business, regulatory reforms

Status:

- Representations made to Indian authorities
- Focus on administrative/procedural change versus change in law or regulation
Almond Standards – Up for Consideration

- FSSAI published draft standards for a number of commodities, including Almond Kernels this month (60 day public comment period)
- Standards largely based on U.S. and UN/ECE grades
- Nothing circulated/drafted related to inshell

### Status:
- Review underway; circulated to industry members for input
- Comments due mid-January

<table>
<thead>
<tr>
<th>S. no.</th>
<th>Characteristics</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i)</td>
<td>Moisture (m/m), %</td>
<td>Not more than 6.0</td>
</tr>
<tr>
<td>(ii)</td>
<td>Inshell almonds, shell or skin fragments, (m/m), %</td>
<td>Not more than 0.25</td>
</tr>
<tr>
<td>(iii)</td>
<td>Rancid, rotten and damaged by insects or other pests (m/m), %</td>
<td>Not more than 1.0</td>
</tr>
<tr>
<td>(iv)</td>
<td>Gummy and brown spot (m/m), %</td>
<td>Not more than 2.0</td>
</tr>
<tr>
<td>(v)</td>
<td>Blemishes and discoloration (m/m), %</td>
<td>Not more than 4.0</td>
</tr>
<tr>
<td>(vi)</td>
<td>Shrunken or shrivelled and not sufficiently developed kernels (m/m), %</td>
<td>Not more than 4.0</td>
</tr>
<tr>
<td>(vii)</td>
<td>Bitter almonds (m/m), %</td>
<td>Not more than 2.0</td>
</tr>
<tr>
<td>(viii)</td>
<td>Split, broken and halves (m/m), %</td>
<td>Not more than 5.0</td>
</tr>
<tr>
<td>(ix)</td>
<td>Chipped and scratched (m/m), %</td>
<td>Not more than 10.0</td>
</tr>
<tr>
<td>(x)</td>
<td>Doubles or twins (m/m), %</td>
<td>Not more than 10.0</td>
</tr>
<tr>
<td>(xi)</td>
<td>Acid insoluble ash in dil. HCl, %</td>
<td>Not more than 0.1</td>
</tr>
<tr>
<td>(xii)</td>
<td>Oil content (m/m), %</td>
<td>Not less than 45.0</td>
</tr>
</tbody>
</table>
We *Really Do* Have an Opportunity Moving Forward.....

- Good relationships established with key authorities
- Almond Board viewed as a **long-term partner** looking for solutions
- Broader government strategies/policies presents an environment that *can be leveraged*:
  - Department of Industrial Policy and Promotion (DIPP) recommendations for reforms on regulatory processes, policies, practices and procedures spread across different areas.
  - Opportunity to raise issues that impact **Ease of Doing Business**
  - Ministry of Food Processing focused on **Make in India** campaign
  - Adopting an **In India, For India** philosophy is KEY: finding the win-win!
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Leveraging Ancient Wisdom

Dr. Swati Kalgaonkar
Senior Manager, Nutrition Research Program

Agenda

• What is Ayurveda?
• Principles of Ayurveda
• Why Ayurveda?
• Ayurveda: Almond health benefits
What is Ayurveda?

Ayus + Veda
Life Science

Indus Valley/Bronze Age civilization (3300-1300 BCE)
Followed by Vedic Period (1500-500 BCE)

Flow of knowledge ~500 BCE

Charaka
Father of Medicine

Charaka Samhita

Susruta Samhita
Principles of Ayurveda

Cardinal Principle:

The macrocosm (loka) and microcosm (purusha) share common elements.
**Principles of Ayurveda**

*Ayurveda* recognizes 10 determinants that affect the health of a person:

1. **Dushya** (body tissues and excretory products)
2. **Desha** (place of residence and body)
3. **Bala** (strength: physical and mental)
4. **Kaala** (seasons)
5. **Anala** (digestion and metabolism)
6. **Prakriti** (genetic and phenetic constitution)
7. **Vaya** (age)
8. **Sattva** (determination)
9. **Satmya** (habituation)
10. **Ahara** (food)

*Prakriti*—Mind-body constitution determined at conception. Classification of a person on the basis of predominance of a *dosha*
Why Ayurveda?
Why Ayurveda?

Health Claims
Why Ayurveda?

Content Claims

Health Claims

Published & Recognized Ayurveda Health Claims

Product Claims

Communications

The Advertising Standards Council Of India

Department of AYUSH

Ayurveda

Ved & Naturopathy

Urnani

Sidhu

Homopathy
Ayurveda: Almond health benefits

Dr. Padma Venkatasubramanian
A report documenting and substantiating the findings of an exhaustive search of literature sources of Ayurveda, Unani and Siddha (AUS) related to documented use and health benefits of almonds.
Ayurveda: Almond health benefits

Ayurveda:

- Almond is generally referred to as ‘Vatada’ or ‘Badama’ or ‘Vatama’.
- It is also called ‘Suphala’ or the superior nut.

3.1.4 Functional properties as per Ayurveda:

- **Rasa (taste):** madhura^{9,13} (sweet)
- **Guna (properties):** snigdha^{9,12} (unctuous), guru^{12} (heavy to digest)
- **Virya (potency):** ushna^{12} (warm)
- **Vipaka (taste after digestion):** madhura^{26} (sweet)
- **Dosha Karma (action on doshas):** vata-pittahara (reduces vata and pitta doshas), Kaphakara (may increase kapha dosha). On excess consumption, in some individuals may aggravate of pitta dosha^{9,13,15,25}.
Ayurveda: Almond health benefits

3.1.5 Pharmacological actions:\(^9,10,13,20,25;\)

- **Poshaka:** tonic; supportive to all tissues
- **Brimhana:** enhances bulk of body
- **Balya:** enhances muscle strength
- **Vrshya:** aphrodisiac
- **Shukrakrd:** provides potency to reproductive tissue/function
- **Vatanadi balya:** provides nourishment to nerve tissue
- **Vatanadi uttejaka:** nervous system stimulant
- **Varnya:** enhances complexion, protects health of skin
**Ayurveda: Almond health benefits**

3.1.6 Therapeutic indications:

- **Kshata ksheena:** debility and weakness, occurring because of chronic illness especially, lung disorders
- **Shukra daurbalya:** infertility because of diseases of semen, like decreased sperm count, morphological problems of sperm cells
- **Shirasula:** headache
- **Pradara:** menorrhagia
- **Katishula:** low back ache

**Therapeutic usage**

**a) Internal administration:**

10-15g of almond seeds commonly prescribed in the treatment of following conditions:

- Weakness of brain and central nervous system, and senile sensory loss
- Paralysis, facial paralysis, palsy
- Chronic constipation
- Debility and weakness because of diabetes
- Burning micturition
- Chronic cough, general debility, weakness, weight loss, cachexia
- Male infertility, decreased sexual performance
- Dysmenorrhoea and menorrhagia

**b) External application**

- Almond seed paste application in discoloration of skin, itching and headache.
- Used as toothpaste in teeth and gum diseases.
Summary

1. Ayurveda holds a vital place in traditional Indian medicinal system and culture.
2. Almonds hold a vital place in Indian traditions and culture.
3. Investigating Ayurveda references to almond health benefits is vital.
4. Published Ayurveda references to almond health benefits have been reported.
5. Claims based on published references fall under purview of Ministry of AYUSH and recognized by FSSAI and ASCI.

Next Steps

1. Work with Ayurveda expert to obtain literature supported claim statements.
2. Provide researched output and claim statements for AYUSH review & approval.
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Almonds in India
Almonds in India are Primarily Sold Loose with only 5%[1] Being Sold in Packed Form

How Almonds are sold in India - Loose by Weight and Packaged Forms

In Shell Almonds: Cracked in India

Wholesale Market

Semi Wholesale

Mom n Pop Stores/ Specialized Dry Fruit Stores

Organized Retail

Private Labels

Packaged in India

Imported Packs

[1] Source: GMDA
Almond Consumption in India is Driven by Tradition

- Consumed raw, soaked & peeled or raw first thing in the morning.
- Given by mothers to children.
- Good for the brain.
- Provides energy that lasts through the day.
- Gifted during festivals and with wedding invitations.
- Integral part of prayer offerings.
- Usually eat 4-5 almonds per consumption occasion.
The Almond Opportunity
The Almond Opportunity in India

India’s per capita consumption of addressable population* is very low compared to other regions like Canada, USA & Germany. [1]

![Per Capita Consumption (Addressable Population) [1]](image)

Share of addressable population* growing with expansion of middle class. Middle class households to expand from 13.3 mn (2005) to 128 mn (2025 est.). [2]

<table>
<thead>
<tr>
<th>Country</th>
<th>2010 Addressable Population</th>
<th>% of Total Population</th>
<th>2021 (Projected) Addressable Population</th>
<th>% of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>303 mn</td>
<td>98%</td>
<td>334 mn</td>
<td>99%</td>
</tr>
<tr>
<td>China</td>
<td>938 mn</td>
<td>70%</td>
<td>1.16 bn</td>
<td>83%</td>
</tr>
<tr>
<td>India</td>
<td>505 mn</td>
<td>42%</td>
<td>774 mn</td>
<td>55%</td>
</tr>
<tr>
<td>Germany</td>
<td>79 mn</td>
<td>97%</td>
<td>79 mn</td>
<td>97%</td>
</tr>
<tr>
<td>France</td>
<td>61 mn</td>
<td>96%</td>
<td>65 mn</td>
<td>98%</td>
</tr>
<tr>
<td>U.K.</td>
<td>59 mn</td>
<td>95%</td>
<td>63 mn</td>
<td>96%</td>
</tr>
<tr>
<td>Canada</td>
<td>33 mn</td>
<td>97%</td>
<td>37 mn</td>
<td>98%</td>
</tr>
<tr>
<td>South Korea</td>
<td>47 mn</td>
<td>97%</td>
<td>49 mn</td>
<td>99%</td>
</tr>
</tbody>
</table>

*Addressable population: The percentage of total population that is conceivably a potential consumer of almonds based on the development and urbanization of a region.

Enhancing the Frequency of Consumption

Opportunity to increase frequency of consumption amongst people who eat almonds between several times a week to several times a month.

Opportunity to make Almonds a ‘year long’ consumption product.

<table>
<thead>
<tr>
<th>Frequency of Consumption</th>
<th>Almonds (2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a day or more</td>
<td>40%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>49%</td>
</tr>
<tr>
<td>Once a week</td>
<td>26%</td>
</tr>
<tr>
<td>Several times a month</td>
<td>11%</td>
</tr>
<tr>
<td>Once a month or less</td>
<td>12%</td>
</tr>
<tr>
<td>often/ Never</td>
<td>12%</td>
</tr>
</tbody>
</table>

Best Dry Fruit Described by Positioning and Personality Trait
(Total Sample n=1,986)

<table>
<thead>
<tr>
<th></th>
<th>Almonds</th>
<th>Cashews</th>
<th>Peanuts</th>
<th>Pistachios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is eaten throughout the year</td>
<td>60%</td>
<td>22%</td>
<td>12%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: AAU 2016
Harnessing the Opportunity
Till 2013-14, the India program was aimed at reinforcing existing traditions and beliefs to grow almond consumption and its gifting.

- **Primary audience**: Mother/ nurturer
- **Psychographic Orientation**: Stay at home moms taking care of family’s well being.
- **Primary Driver**: Success for the family

- **Key Benefits**: Mental Alertness + Energy Through the Day -> Long term success

In 2014, after a 4 stage research, we expanded the program to include Affluent Adults for the self consumption of almonds for the same benefits.

- **Primary audience**: Housewives, Working Men & Working Women
- **Psychographic Orientation**: Highly oriented towards healthy living.
- **Primary Driver**: Success both at home and at work.

- **Key Benefits**: Mental Alertness + Energy Through the Day -> Long term success

**Expanded Target: Family Consumption Campaign**

**Almonds: Their Partner to Success**

Mental Alertness + Energy Through The Day -> Productivity -> Success -> Prosperity
Family Consumption Campaign

**Proposition**

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

**Why this works**

- Reinforces daily consumption
- Permission to have more
- ‘Investment’ justifies premium price
- Focuses on the ‘long term’ benefits

**The Campaign Idea**

No matter what tomorrow has in store, you’re best prepared for success when you have your almonds today, everyday.

Tomorrow Begins Today
Mother Daughter Commercial
Family Consumption Campaign

**Proposition**

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**Why this works**

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- Focuses on the ‘long term’ benefits

**Tomorrow Begins Today**

Mother Daughter Commercial
Diwali Gifting: A Big Opportunity

- Diwali is a major festival in India. Exchange of Gifts is customary.

- Traditionally sweets, dry fruits clothes etc. are gifted. Food companies come out with specific gift packs during this period. However today many new categories compete for share of gifting wallet.

- Customary during Diwali: Offering Prayer to Lakshmi (the goddess of wealth), Buying new clothes, Cleaning homes, making of sweets for visitors, painting of the house etc.

- A time for bonding, for family members to get together, people visiting each others’ homes.

Almonds Share of Overall Gifting:
Among all people in our target who give gifts during festivals, 11.9%[2] gift dry fruits.

<table>
<thead>
<tr>
<th>% share[2] of Dry Fruits Among Gift Givers (During Festivals)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Audience (22-50, F, NCCS A, NW)</td>
</tr>
<tr>
<td>Non Target</td>
</tr>
<tr>
<td>Urban Universe (NCCS A/B/C, NW)</td>
</tr>
</tbody>
</table>

Diwali Gifting is About Portraying Your Feelings

Relationships define the type of gifting on Diwali
The more personal the relationship the higher and precious is the value of the gift.

Close Relationships

Popular gifts:
Dry fruits, jewelry (for spouse), toys (for children), chocolates (premium ones), electronics, clothes, bed sheets, other gifts customized as per receivers’ tastes or interests.

Distant Relationships

Popular gifts:
Smaller packs of dry fruits, Indian sweets, namkeen/juice boxes (hampers), chocolates, cookies.

Work Relationships

Popular gifts:
Dry fruits, sweets, namkeen, juices, show pieces, chocolates, biscuits.

Dry fruits as a category fits most of the gifting occasions across relationships
Strength of Almonds as a Gift

A Good Gift to Give

A healthy food
Says I care
A premium offering showing my status
Not adulterated
True to tradition
Easily customizable

A Good Gift to Receive

Feels cared for
Long shelf life, regular household consumption
Premium offering showing my status
Not adulterated
High acceptance because of tradition

Gifting of Almonds Honors Close Relationships
Final Diwali Broadcast Spots

The Campaign Idea: The most special relationships are those that are multi-faceted.

That special someone becomes a friend, a confidante, a guide and a whole lot more. Gifting of Almonds are a great way to honor those special relationships.

Film 1 – Best Friends Forever

Film 2 – My Aunt, My Bestie
Final Diwali Broadcast Spots

The Campaign Idea: The most special relationships are those that are multi-faceted.

That special someone becomes a friend, a confidante, a guide and a whole lot more. Gifting of Almonds are a great way to honor those special relationships.

Film 1 – Best Friends Forever

Film 2 – My Aunt, My Bestie
Trade: Reinforcing Confidence in Almond Potential

Trade Conference

45% increase in importers attending.
Program Impact
Gaining Strength in Consumer Minds

**Top of Mind (ToM)**
Almonds showed strong growth in awareness and further strengthened lead over all other dry-fruits.

**Increased Frequency of Consumption**
Strong increase in stated frequency across ‘consumption as a snack & as an ingredient’ and ‘Eaten several times per week or more’

<table>
<thead>
<tr>
<th>Top of Mind Awareness</th>
<th>Total (Overall)</th>
<th>Total (Snack)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Survey Year</strong></td>
<td>2014</td>
<td>2016</td>
</tr>
<tr>
<td>Almonds</td>
<td>52%</td>
<td>68%</td>
</tr>
<tr>
<td>Cashews</td>
<td>36%</td>
<td>18%</td>
</tr>
<tr>
<td>Dates</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Attributes**
Almonds out-scored all other dry fruits on all parameters of importance with a healthy lead over Cashews

<table>
<thead>
<tr>
<th>Importance</th>
<th>Importance</th>
<th>Almonds 2016</th>
<th>Lead over Cashews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides energy</td>
<td>46%</td>
<td>45%</td>
<td>22%</td>
</tr>
<tr>
<td>Best tasting dry fruit</td>
<td>45%</td>
<td>44%</td>
<td>20%</td>
</tr>
<tr>
<td>Good for my heart</td>
<td>45%</td>
<td>43%</td>
<td>16%</td>
</tr>
<tr>
<td>Good for brain / concentration</td>
<td>43%</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>Must eat in the morning</td>
<td>43%</td>
<td>47%</td>
<td>23%</td>
</tr>
<tr>
<td>Perfect dry fruit for gifting</td>
<td>43%</td>
<td>41%</td>
<td>18%</td>
</tr>
</tbody>
</table>
2016-17: Record Shipments to India

- With a 32% growth in shipments, India ended the year to become the 2nd largest export destination for California Almonds in 2016-17

Source: Position Report, July 2017
Key Highlights of the Year Gone By…
Thank You