

SUMMER FANCY FOOD SHOW 2024 *New York*



**23-25
JUNE
2024**

Culinary innovation meets business opportunities in the **Big Apple!**





68th **SUMMER** **FANCY** **FOOD SHOW**

One of the industry's tentpole events.

The SFA is the not-for-profit trade association of the \$207-billion specialty food industry. Founded in 1952 and representing more than 3,800 businesses, SFA's membership program facilitates and champions industry participation and success for a diverse community of food makers, buyers, importers, distributors, and service providers from all over the world and all walks of life.





Bhagwant Mann
Chief Minister - Punjab

I extend my heartfelt best wishes to all the participants promoting Punjab foods globally. Punjab has played a pivotal role in ushering in the Green Revolution in India, transforming into a surplus state for food grains and contributing significantly to the central pool to feed our nation. However, this progress has come at a significant cost, with the depletion of groundwater and deterioration of soil health being major concerns.

There is immense scope to boost the exports of Punjab foods, particularly products like Verka, Sohna, and Five Rivers, produced by Milkfed, Markfed, and Punjab Agro, respectively.

Considering extensive experience in agriculture, food processing, and exports, I have tasked Mr. Bal Mukand Sharma with enhancing the global presence of Punjab Foods and attracting investments in food processing, alongside his responsibilities as Chairman of the Punjab State Food Commission.

Punjab Mart is an idea, a thought, brought to me with a broader vision & mission to take "Made in Punjab" food and agriculture produce globally, aiming to showcase & promote rich culinary heritage on an international platform is really appreciable. This will create an opportunity for local farmers and producers, enhance visibility of Punjabi food & products.

As the Summer Fancy Food Show in New York approaches, I extend my warmest wishes to all the talented representatives from Punjab. I am confident that your dedication and passion will leave a lasting impression.

May this event bring you success and new opportunities. Best of luck in all your endeavours!



(Bhagwant Mann)



**Message by Chairman - Punjab State Food Commission
Bal Mukand Sharma**

Hon. CM Punjab Sh. Bhagwant Mann Jee while appointing me as Chairman Food Commission, Punjab also directed me to accelerate global presence of Punjab Foods especially Verka, Sohna and Five Rivers by Milkfed, Markfed and Punjab Agro respectively.

Punjab is blessed with large number of small self help groups (SHG's) , FPO's and Cooperatives which are adding value to agri produce of the state with technical knowledge from PAU. I requested APEDA for hand holding these bodies to export their products.

We need to develop our own big umbrella brand , ' Punjab Mart' with focus on aggregating all food products of high quality at reasonable price ensuring better prices to farmers . After developing a pilot store both on line and off line , we intend to go global on franchise model world wide.

I am grateful to exporters for participating in Summer Fancy Food Show at New York from 23 to 25 June , 2024. Also we are indebted to APEDA for their help and our media partners Jus Punjabi team .

Looking forward to meet all of you in New York.





OUR **LEADERSHIP.**

Stronger than ever



**Kanchan
Sharma**



**Chair
Person**



**Pawan
Manchanda**



**Executive
Director**



**Himank
Sharma**



**Chief Learning
Officer (CLO)**



Pawan Manchanda

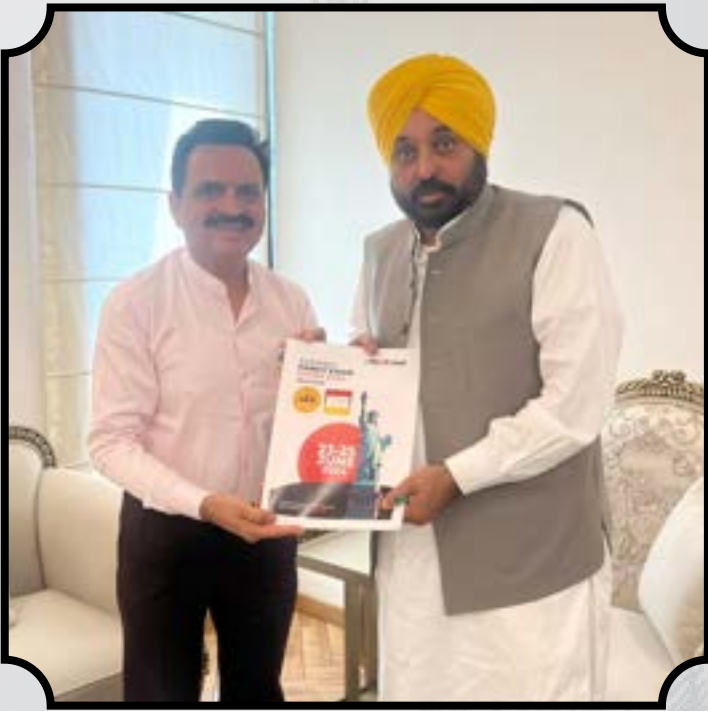
Pawan Manchanda is a proud global citizen of India, hailing from Chandigarh, the first modern city of independent India in North India. As the Executive Director of The V Consul, a subsidiary of Virgo Projects Pvt Ltd, my vision and mission are centered around providing unparalleled information, authenticity, due diligence, and solutions to our esteemed clients and partners, facilitating the realization of their entrepreneurial dreams.

Within The V Consul, my responsibilities encompass:

- Overseeing business growth and global expansion
- Cultivating new markets and client relationships
- Formulating business and governmental policies
- Facilitating impact investments
- Orchestrating events and expos
- Fostering joint ventures
- Facilitating mergers and acquisitions
- Driving innovation in new technologies
- Securing funding
- Orchestrating media entertainment and film ventures
- Managing film festivals
- Orchestrating political campaigns for both parties and individuals
- Fostering bilateral trade and delegations

Through these diverse initiatives, we aim to create a dynamic and interconnected global business environment that supports innovation and growth.





CM Punjab Sh. Bhagwant Mann Ji releasing a souvenir to express his best wishes to Mr. Bal Mukand Sharma ,Chairman Food Commission , Punjab leading a delegation of Punjab Food Exporters to participate in Summer Fancy Food Show being held in New York from 23 to 25 June. Also present on the occasion are Sh. VK Singh IAS, Special Chief Secretary CM Punjab, Sh. Gaurav Yadav IPS, DGP , Punjab and Mr. Himanshu Jain IAS, APSCM.





Mr. Ramesh Aggarwal
Managing Director
Chandigarh Sweets



With a visionary zeal and an unwavering commitment to excellence, Mr. Ramesh Aggarwal stands at the helm of Chandigarh Sweets Limited, leading the company on a transformative journey that spans nearly three decades. As the driving force behind the company's success, his entrepreneurial spirit and dedication have propelled Chandigarh Sweets Limited to remarkable heights, establishing it as a beacon of quality and innovation in the confectionery industry.

Driven by a passion for excellence and a relentless pursuit of perfection, Mr. Aggarwal's journey is far from over. With Chandigarh Sweets Limited poised for continued growth and expansion, he remains steadfast in his commitment to pushing boundaries, exploring new horizons, and delivering unparalleled quality to customers around the world.

In Mr. Ramesh Aggarwal, we find not just a founder and managing director, but a visionary leader whose relentless pursuit of excellence continues to shape the future of Chandigarh Sweets Limited and inspire generations to come.





**Sahil
Aggarwal**



Mr. Sahil Aggarwal represents the 2nd generation of Chandigarh Sweets Ltd Founder family and successfully handling it's client and distribution in North America. He is based out of Canada where he has been for last few years ,first completed his graduation and now understanding the nuances of Canadian & American Markets and enhancing CSL's business there . He is spearheading the Client Relationship system of Chandigarh Sweets Ltd. in North America.

Along with handling the Chandigarh Sweets Ltd operations, He is also running a restaurant called Masala Boulevard in Toranto. Masala Boulevard is an interesting project and experiment which has been successfully modelled on the concept of Chef less Kitchen. A "chef-less kitchen" is a kitchen equipped with smart appliances, automated cooking systems, and advanced technology that can handle food preparation and cooking tasks without the need for a trained chef. This could include devices like smart ovens and automated food processors that can follow recipes, adjust cooking times, and ensure consistent results.



PRESS NOTE

Punjab to accelerate the Export of Foods.

Dated Chandigarh the 18th June, 2024.

68th Summer Fancy Food Show-2024, is being held at New York from 23 to 25 June, 2024 where the best food companies from all countries of the world will participate. A delegation of known food companies of Punjab will also participate in this mega food festival. Hon'ble C.M. Sh. Bhagwant Mann, alongwith Sh. V.K. Singh, IAS, Special Chief Secretary Chief Minister, Punjab, Sh. Gaurav Yadav, IPS, DGP, Punjab, released a Souvenir wishing good luck to the team of food exporters of Punjab.

Sh. Bal Mukand Sharma, Chairman, Food Commission, is leading this delegation to New York. Sh. Mann expressed that Punjab has played a pivotal role in ushering in the Green Revolution in India, transforming into a surplus state for food grains and contributing significantly to the central pool to feed our nation. However, this progress has come at a significant cost, with the depletion of groundwater and deterioration of soil health being major concerns. He further added accelerating agricultural diversification through high-value crops such as fruits and vegetables is imperative. This shift has the potential to raise farm incomes, ensure sustainability, and provide livelihood security while also boosting foreign revenue. For small and marginal farmers, cultivating vegetables and flowers offers a promising opportunity to enhance their income. Basmati cultivation has positioned Punjab on the global stage through its extensive exports. The government, through the Department of Agriculture and Punjab Agricultural University (PAU), in collaboration with basmati exporters, is continuously educating farmers to control residual pesticide levels in accordance with international standards. There is immense scope to boost the exports of Punjab foods, particularly products like Verka, Sohna, and Five Rivers, produced by Milkfed, Markfed, and Punjab Agro, respectively. Considering extensive experience in agriculture, food processing, and exports, Mr. Bal Mukand Sharma has been assigned the duty of enhancing the global presence of Punjab Foods and attracting investments in food processing, alongside his responsibilities as Chairman of the Punjab State Food Commission. *Punjab Mart* is an initiative conceived with a broad vision and mission to take "Made in Punjab" food and agricultural produce to the global stage. Aiming to showcase and promote our rich culinary heritage internationally is truly commendable. This initiative will create opportunities for local farmers and producers and enhance the visibility of Punjabi food and products.

Sh. Bal Mukand Sharma, Chairman, Food Commission, added that specially design souvenir dedicated to Summer Fancy Food Show-2024, carries a message from Hon'ble CM Punjab, Sh. Bhagwant Mann ji, Sh. Gurmeet Singh Khudian, Agriculture & Food Processing Minister, Punjab, Sh. Lal Chand Kataruchak, Food & Civil Supply Minister and Sh. Chetan Singh Jauramajra, Horticulture Minister, Punjab extending their best wishes to food exporters.

Vice Chancellor, PAU, Dr. Satbir Singh Gosal, Chairmen of Mandi Board, Markfed, Milkfed and Punjab Agro, have also expressed their views.

Mr. Pawan Manchanda, from the team of Mr. Bal Mukand Sharma played a significant role in designing and bringing this souvenir, in a record time.



Kashish Aggarwal
Executive Director
Chandigarh Sweets



Indian cuisine is celebrated around the world and the mithai amongst them is the favourite one. With the vision to bring Indian snack cuisine to the world on the scale that it deserves, Chandigarh Sweets was established in the year 1992. Under the leadership of Kashish Aggarwal, they want to produce the best quality product as well as the mithai makers get enough opportunity to craft their products. The company is on the endeavour to unify and industrialise the Indian sweet and savouries industry.

Kashish Aggarwa, Executive, Director, Chandigarh Sweets, comes from a family that is deeply rooted in Indian tradition and Indian Traditional Food. That is why he decided to pursue a Bachelor of Technology focused on Food Science and Technology. After becoming a Food Technologist, he felt that he is more equipped and trained to help the business and charter a new course for himself & his company which is based on both traditional craft and modern technology. With his knowledge and hard work, he has brought various laurels to his company as an Executive Director.





Chandigarh Sweets Limited

Invites you to visit us at



on June 23-25, 2024

Booth No :- 5388, 5487

Javtis Center, NYC

Contact : Export Queries
+91 7419971078

Website : www.chandigarhsweets.com
Email.com : info@chandigarhsweets.com



Honorary Consulate of the Czech Republic In Chandigarh

For the State of Punjab, Haryana, Himachal Pradesh, UT of Chandigarh & UT of Jammu and Kashmir



Dear Sh. Bal Mukund Sharma,

I would like to express the sincere appreciation of the Consulate of the Czech Republic for the remarkable contributions made by the state of Punjab in the production of food materials and processed food products. Punjab's dedication to agricultural excellence and its pivotal role in ensuring food security for our nation are truly commendable.

The innovative farming techniques, the resilience of the farmers, and the unwavering commitment to producing high-quality food products have set a benchmark in the agricultural sector. Punjab's rich agricultural heritage and continuous advancements in this field have not only catered to the domestic market but have also significantly contributed to the export sector.

We recognize the hard work and efforts put forth by the farmers, agronomists, the Punjab state government and the entire agricultural community in Punjab. Their dedication and perseverance have ensured that our food supplies remain robust and reliable, even in challenging times. I am confident that under the leadership of the Hon'ble Chief Minister Sh. Bhagwant Mann ji and efforts taken by Mr. Bal Mukund Sharma, Chairman, Food Commission Punjab, the food products will be exported to different countries of the world and Punjab will be the leading player in the global food production and export dynamic.

Thank you for your invaluable contributions to the agricultural sector.

We look forward to seeing continued excellence and innovation from Punjab in the years to come in the continent of Europe and the Czech Republic in particular.

Guneet Chaudhary
Hony Consul of the Czech Republic for the State of
Punjab, Haryana, Himachal Pradesh and Union Territory of
Jammu and Kashmir and Chandigarh



Punjab*mart*

www.Punjabmart.co.in

Punjab Mart is an idea, a thought, and a vision with a mission to take "Made in Punjab" food and agriculture produce globally.

This initiative aims to showcase and promote the rich culinary heritage and high-quality agricultural products of Punjab on an international platform. By doing so, Punjab Mart seeks to create opportunities for local farmers and producers, enhance the visibility of Punjabi food products, and establish a global market presence for these authentic offerings. Through strategic collaborations and participation in international events, such as the Summer Fancy Food Show, Punjab Mart endeavors to connect with global buyers and consumers, thereby driving economic growth and cultural exchange.



Gurmeet Singh Khuddian **Agriculture Minister**

O/o Agriculture & Farmers Welfare, Animal Husbandry, Fisheries & Dairy
Development and Food Processing Minister, Punjab

MESSAGE

I am very happy to know that you are contributing towards export of Punjab Foods in addition to duties of Chairman State Food Commission. Participation of Punjab food companies at Summer Fancy Food Show, New York from 23 to 25 June is a matter of privilege for Punjab Farmers, food processing companies and Punjab Government. I also appreciate your efforts for organizing buyer-seller meet at New York in association with APEDA.

In fact, future of Punjab demands investments in food processing sector and promoting Agri exports for which your experience and network of more than 3 decades will help the State. Our Hon'ble CM Bhagwant Mann Jee always inspire us to ensure quality food for consumers and right price to farmers who actually produce food for us.

It is a matter of proud for the country that Punjab food agencies in very short span of time procure and lift paddy and wheat brought by farmers in Mandis, make quick payments to farmers and contribute maximum to central pool. I will be glad if more investors are brought to the State to process our Agri produce, add value to our crops and enhance the income of our farmers.

I wish you and your team a grand success in your mission which you are carrying forward as a passion to benefit of Punjab as a Statesman.



Mr. Sukhninder Singh
President, Indian Grocery Outlet
Fresno, CA

I am thrilled to announce our participation in the Summer Fancy Food Show in New York, USA, where we will proudly represent Punjab's rich culinary heritage. Our involvement in this prestigious event underscores our commitment to bringing authentic Punjabi food products to the global stage.

We are deeply grateful to Mr. Bal Mukand Sharma, Chairman of the Punjab State Food Commission, for his vision and leadership in organizing this event. His efforts, along with the support of APEDA, have provided us with this remarkable opportunity to showcase our products and connect with international buyers.

We extend our heartfelt thanks to Mr. Sharma and APEDA for this incredible opportunity and wish them great success at the Summer Fancy Food Show.





**Mr. Jaspreet Singh
Amarbeer Singh
Cheema - Director**



**Mr. Amarbeer
Singh Cheema**

We are writing to share our excitement about upcoming participation in the Summer Fancy Food Show in New York. This event presents a unique opportunity for us to connect with buyers and sellers from around the world, and I am eager to engage in fruitful discussions and explore potential collaborations.

One of the aspects that fill us with enthusiasm is the chance to introduce and expand the flavors of Punjabi cuisine on an international platform. We take great pride in our rich culinary heritage, and showcasing authentic Indian tastes to a global audience is both an honor and a thrilling prospect. The Summer Fancy Food Show is renowned for bringing together industry leaders, experts, and enthusiasts, making it an ideal setting to share our passion for Indian food and explore new market opportunities.

We are confident that under the Mr. Bal Mukand Sharma [Chairman Food Commission Punjab] guidance, the Summer Fancy Food Show will be a resounding success, fostering meaningful exchanges and advancing the global appreciation for Indian cuisine. Your commitment to excellence is an inspiration to us and other, and We eagerly anticipate the positive outcomes that will emerge from this event.





MESSAGE

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I wish you and your team a grand success in your mission which you are carrying forward as a passion to benefit of Punjab as a Statesman.


(Lal Chand Kataruchak)
Food, Civil Supplies & Consumer Affairs,
Forests & Wild Life Minister, Punjab



The V Consul is a distinguished business management consulting firm, dedicated to empowering enterprises worldwide to achieve their goals and make informed decisions. With a focus on delivering expert guidance and assistance, we specialize in a wide array of services spanning various domains.

Vision

At The V Consul, we're committed to spearheading a transformative era in global business consultancy. Our vision champions innovation, collaboration, and inclusivity as paramount values, with The V Consul Club leading the charge.

Mission

Our mission is to forge a legacy that transcends generations, driven by excellence. We strive for a more equitable world, abundant opportunities for all, and the stewardship of a sustainable planet.



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e-mail : vc@pau.edu

ਪੰਜਾਬ ਖੇਤੀਬਾੜੀ ਯੂਨੀਵਰਸਿਟੀ

ਲੁਧਿਆਣਾ-141004

PUNJAB AGRICULTURAL UNIVERSITY

LUDHIANA, PUNJAB - 141004 (INDIA)

ਡਾ. ਸਤਬੀਰ ਸਿੰਘ ਗੋਸਲ
ਉਪ ਕੁਲਪਤੀ

Dr Satbir Singh Gosal
Vice Chancellor

The VConsul
WWW.THEVCONSUL.COM



Message

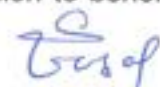
I am delighted to learn about Punjab's participation in the Summer Fancy Food Show, scheduled in New York from June 23 to 25, 2024. I wholeheartedly commend the relentless efforts of Mr. Bal Mukand Sharma, Chairman of the State Food Commission, Punjab. His dedication, in collaboration with APEDA, is instrumental in elevating Punjab Foods to the global stage.

Punjab's horticulture sector boasts a rich variety of produce with significant export potential. Our litchis from Pathankot and kinnows from Abohar and Hoshiarpur are internationally sought-after. Additionally, our processed and frozen winter vegetables have vast opportunities overseas. We eagerly anticipate the influx of investors to Punjab, especially with the interest shown by prominent strawberry companies from the US. The collaboration prospects are immense. Floriculture, particularly seed production, also holds substantial export promise for Punjab.

Your extensive association with Markfed and international exposure in the food sector are invaluable to Punjab's horticulture. Under Honorable CM Bhagwant Mann Ji's dynamic leadership, fruit, vegetable, potato, and chilli processing are thriving. His inspiration ensures quality food and fair prices for farmers. Punjab's swift procurement and payment for paddy and wheat highlight our commitment to supporting farmers and contributing to the central pool, promising a bright future for our food exports.

Punjab food companies' participation in the Summer Fancy Food Show showcases the dedication of our farmers, food processors, and government. Organizing a buyer-seller meet with APEDA in New York is commendable. Investments in food processing and agri-exports are crucial for Punjab's future. Leveraging your vast expertise and network will bring investors, enrich our produce, and uplift farmer earnings.

Best wishes to you and your team for a successful mission, driven by your passion to benefit Punjab.


(Satbir Singh Gosal)

Chetan Singh Jouramajra

Tel. No. 0172-2740788 (O)



D.O. No. S/FF&DSWM/2024/54

Information & Public Relations,
Freedom Fighters, Defence Services Welfare,
Horticulture, Mines & Geology,
Conservation of Land & Water and
Water Resources Minister, Punjab.

Date: 14-06-2024

(Message)

I am happy to know that Punjab is participating in Summer Fancy Food Show being held at New York from 23 to 25 June, 2024. As a Cabinet Minister of Horticulture, Government of Punjab, I appreciate efforts of Mr. Bal Mukand Sharma Chairman State Food Commission, Punjab in making Punjab Foods global in association with APEDA. Horticulture produce of Punjab has immense scope of exports as there is good demand of our litchi from Pathankot, kinnows from Abohar and Hoshiarpur. Moreover our winter vegetables after processing and freezing have a huge scope overseas. We will be glad if more and more investors are brought to Punjab.

I learn that big Strawberry companies of US are interested to enter Punjab. We will be glad to associate. Floriculture especially its seed production has immense scope of exports from Punjab.

Your long association with Markfed and international exposure in food sector will certainly add value to Horticulture produce of the state. Processing of fruits, vegetables, potatoes, chillies are shaping well in Punjab under vibrant leadership of our Hon. CM Bhagwant Mann Jee. We look forward a bright future for export of our fresh as well as processed foods from Punjab.

With best wishes

(Chetan Singh Jouramajra)



Sh. Narinder Singh Shergill
Chairman, Milkfed Punjab

Chairman Milkfed Punjab's Message

Milkfed (Verka), The State Milk Cooperative of Punjab, is one of major leading dairy brands in India and is committed to strengthen operations of cooperatives and increasing income of dairy farmers. Milkfed aims to strengthen & diversify into the product portfolios, which have more value addition. Punjab has the highest per capita milk availability in the country and contributes more than 6% to the country's milk production. Dairy sector in Punjab plays an important role in the socio-economic development of dairy farmers and constitute an important segment of our rural economy. Milkfed's strength lies in procuring the purest and best quality milk adhering to quality norms, which helps it in producing top quality milk products. This has resulted in instilling trust in the minds of its consumers for its products and enhancing brand image. Milkfed has undertaken an ambi-

tious program to enhance milk handling capacity, add new production units having ultra-modern technology which will lead to increase in production capacity and product quality. Milkfed, in a quest to extend assurance for safe delivery of product, has already set up state of art NABL accredited central lab at Verka Mohali Dairy with an investment of Rs. 8 crores, where samples from all over Punjab and adjoining states can be brought for testing reasons. The newly set up lab is equipped with high tech Gas Chromatography machine. Gas chromatography is a method used to assess the origin of milk to detect foreign fats. In order to execute its corporate social responsibility towards industry and society, Milkfed, in assistance with Guru Angad Dev Veterinary & Science University Ludhiana has set up a Dairy Product Innovation & Entrepreneurial Training Centre, a state of art fermented dairy with an initial handling capacity of 25000 Liters & extendable up to 50000 Liters, with an investment of Rs.13.36 Crores. The facility is providing opportunity to students of university try their hands at the actual manufacturing & quality practices at the installed facility. Milkfed develops and launches new value added products round the year as the needs and demands of the consumer. Launch of Haldi Milk, Dairy Whitener, Natural Fruit Ice Creams, Amour Ice Cream, Choco Delight & Cookie Delight. This innovation is not settled up to launch of milk products but is extended up to development of value added animal nutrition for keeping the animal healthy and increase the milk yield. Milkfed has launched specialized cattle feed supplements like Pregnancy feed, Calf starter, calf growth meal, Panjiri feed & summer feed etc. This initiative has evoked good response among the dairy farming community. The reassuring presence of Verka during all times for all good purposes of dairying & delivery of cost effective products for consumer's delight, has resulted in further strengthening its bond with the Dairy farmers and the consumers and has resulted into increase of turnover of Rs.5600 Crores in FY 2023-2024 from 5389 Crores in FY 2022-2023.



60 Years of
Legacy

verka®
Har Din Da, Har Dil Da

Bringing to
You
THE PUNJAB'S
LEGACY

Punjab's
No.1
Dairy Brand



HARCHAND SINGH BARSAT
Chairman



Punjab Mandi Board

Punjab Mandi Bhawan, Sector 65 A,
Sahibzada Ajit Singh Nagar,
Ph.: 0172-5101604, 2210135

No. 41 Date 17/6/24

Massage

I am very pleased to know that delegation of Punjab food exporters is going to participate in prestigious international festival of food in New York known as 'Fancy Summer Food Show' from 23 to 25 June, 2024. It is an appreciable initiative of my friend Mr. Bal Mukand Sharma, Chairman State Food Commission, Punjab.

Exports of agri produce of Punjab need momentum and such efforts are required more frequently. Farmers Income can be enhanced if value addition and processing of our produce is undertaken at international standards and exported to all parts of the world. Punjabis are known for their hard work and our NRI brothers every where in general and in US and Canada in particular are eager to help Punjab in this sector.

Punjab under the dynamic and vibrant leadership of our popular CM Sh. Bhagwant Mann Jee is becoming a hub of agriculture exports especially in Basmati and honey. Mandi Board provided all the required infrastructure to farmers, commission agents and procuring agencies for smooth marketing of agricultural produce of the state.

We are determined to continue our support to farmers and look forward to better future for Punjab Agriculture. We wish Mr. Sharma and his team a grand success at Buyer - Seller Meet at New York.

with best wishes

(Harchand Singh Barsat)

Serving the Global Business Landscape



Launch Assistance

V Counsel offers a comprehensive "Business Set-Up" service designed to facilitate the establishment of enterprises across the globe with ease and efficiency.



Funding : Equity & Debt

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Joint Ventures

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The V Consul offers a premium service in creating podcasts for clients in their state-of-the-art studio.



IT Solutions & Web Presence

The V Consul delivers comprehensive IT solutions and web presence services, catering to the digital needs of businesses across various industries.

Serving the **Global** Business Landscape



Celebrity Endorsement

The V Consul offers a specialized service in celebrity endorsement, leveraging the power of celebrity influence to enhance brand visibility and credibility.



Bilateral Trade & Delegation

The V Consul offers a comprehensive service in Bilateral Trade & Delegation, facilitating mutually beneficial partnerships and connections between businesses, organizations, and governments worldwide.



Association with Worldwide Chambers of Commerce & Business

The V Consul prides itself on its invaluable service of forging connections and associations with worldwide Chambers of Commerce and Business entities.



Innovation , R &D, Start up Fund

We support the trailblazers who dare to dream as for us imagination is more important than knowledge. We look forward for ideas , think tank , innovation , impact investment to make this planet live in harmony , R & d , Angel fund & seed fund. We provide you the platform for expansion and growth.



Film Startup Fund

We at The V Consul launching first and exclusive Film Start up Fund – where we will be supporting & assisting the film makers a complete film set up & package. We invite Artists, Directors, Producers, Channels and OTT to pitch their plan on every last Saturday of the month



Merger & Aquisitions

The V Consul offers a specialized service in mergers and acquisitions, serving as a strategic advisor to businesses navigating complex transactions.



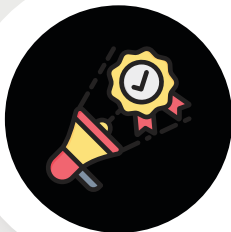
Government Liason & Networking

The V Consul offers an invaluable service in government liaison and networking, serving as a strategic partner for businesses seeking to navigate the complexities of governmental relations.



Event Management & Expo

The V Consul offers a comprehensive service in event management and expo coordination, providing clients with seamless solutions to bring their visions to life.



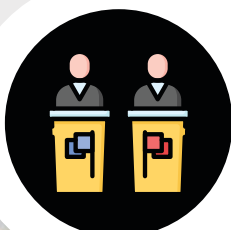
Designing, Planning & Execution of Brand Campaign

The V Consul offers a dynamic and comprehensive service in brand campaigning, dedicated to elevating clients' brands through strategic and innovative marketing initiatives.



Setting up Stockist, Distribution & retail network

The V Consul specializes in setting up distribution chains, offering tailored solutions to businesses looking to establish efficient and effective distribution networks.



Designing Political Campaign for Party & Individual

The V Consul specializes in political campaigning, offering comprehensive services tailored to the unique needs of candidates and political parties.



PUNJAB AGRO

Ref no - 07 - 15/06/2024

MANGAL SINGH
Chairman

ਮੰਗਲ ਸਿੰਘ
ਚੇਅਰਮੈਨ



Dear Sh. Bal Mukand Sharma Jee,

We appreciate your efforts in making Punjab Foods global and setting up Punjab Pavilion 'at Summer Fancy Food Show on 23-25 June 2024, at New York.

We have a range of certified organic foods from Punjab which are awaited by Punjabi Diaspora in US and Canada. Consumer all over the world especially in North America appreciate traceability of food products and we have achieved this for all our products. Organic Basmati from Punjab has strong demand in US and Canada, and we look forward to develop a supply chain for export of our 'Five Rivers' products with pride.

Thousands of farmers from Punjab are associated with us since years and we have developed a mutual trust to give best food to consumers at a reasonable price.


Mangal Singh
Chairman
Punjab Agri Export Corp. Ltd.
Plot No.2A, Sector 28-A,
Madhya Marg, Chandigarh

PUNJAB AGRICULTURE EXPORT CORPORATION LIMITED

(A Punjab Government Undertaking)

Plot No 2 A, Sector 28A, Madhya Marg, Chandigarh - 160 002 (India)

CIN : U51909CH1997SGC019321



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www.fiveriverspb.com

Message



Dear Shri Bal Mukand Sharma Jee,

It gives me an immense pleasure to know that Mr. Bal Mukand Sharma, Chairman Food Commission Punjab is taking a delegation to represent foods of Punjab at a global stage during Summer Fancy Food Show, New York, USA. Markfed is into exports of processed foods and Sohna Basmati rice since 4 decades. It is hearting to know that buyer sellers meet will take place at Punjab Mart being show cased at Punjab Pavilion in association with APEDA.

Hon'ble CM Punjab S. Bhagwant Singh Mann Jee has mandated us to accelerate the exports of Punjab Foods and attract investments in food processing in Punjab. Presence of strong Punjabi diaspora in North America especially in US and Canada always encourages us to make available taste of Punjab especially 'Sarson Ka Saag' from Punjab which is a flag product of Markfed.

I wish Mr. Sharma and his team a grand success.

(Amandeep Singh Mohie)

Our Advisory Board



Dr. Baldev Singh Dhillon

Former Vice Chancellor - PAU
Punjab Agriculture University



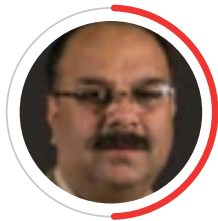
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Chairman - Pagro Foods



Taranjeet Singh Bhamra

Founder & CEO - Agnext



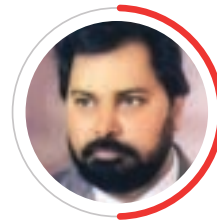
Gurbinder Singh Gill

Director - Agribusiness
Associates Inc.



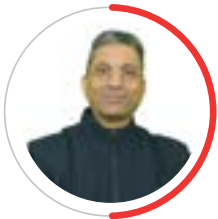
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Former Vice Chairman
UNDP projects of the
Dept. of Industries & Commerce



Jarnail Ghumaan

Independent Director



Sukhdev Singh

Hamburg
Germany



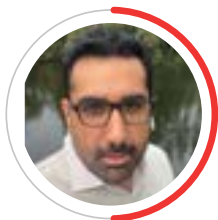
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Director - ADAKS Tiles
Parague, Czech Republic



Kashneet Singh

Director - ADAKS Tiles
Parague, Czech Republic



Dilip Singh Mandher

Founder - AFT
Italy



Ramesh Aggarwal

MD - Chandigarh Sweets Ltd.



Barjinder Sodhi

President, GOPIO
Berlin, Germany



Our Advisory Board



Amit Sawhney

MD - Group of Companies
Madrid Spain



M.S. Aujla

Advisor, Pb CSR Authority



Parveen Sharma

Travel Consultant, Events, Marketing,
Destination Management Services
Madrid, Spain



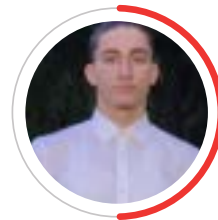
Kuljeet Sandhu

Founder
Nalwa Aero



S. Manjit

Founder - API Energie
France



Manvir Singh Josan



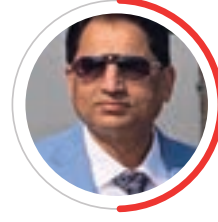
Shiv Kumar

Legal Advisor

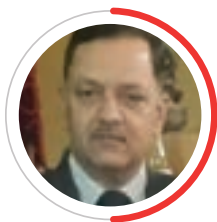


Ramesh

Legal Advisor



Harjinder Singh Hayer



CA Vinay Mittal



Aksaydeep Punj

Founder - Akki Studio



Ankita Gupta

Creative Director





Mr. Rajiv Goyal
Shakti API foods Pvt Ltd.
Malerkotla , Punjab , india

We are leading manufacturer and exporter of premium-quality edible oils, committed to delivering health and well-being through our products. With a focus on quality, innovation, and sustainability, we strive to exceed customer expectations and contribute positively to the global food industry.

Mission:

Our mission is to promote health and wellness by providing consumers with superior quality edible oils derived from the finest natural ingredients. We aim to be recognized globally as a trusted brand synonymous with purity, nutrition, and sustainability.





Mr. Amit Sawhney
Managing Director
Nippon Group of Companies

A versatile business leader with proven abilities across all levels of organizational management and a significant background in international business. Astute talent in developing partnerships, overseeing personnel and developing tactical plans to meet strategic goals. Proven leader and mentor with exceptional ability to always inspire his team to exceed their potential.

President – European Chamber of TPCI

Founder member - India Spanish chamber of commerce in Madrid

Hosted Speaker at many international business forums, latest being G20 Conclave and CII India Nordic Baltic Business Conclave





Mr. Dilip Singh Mandher
Managing Director
AFT Italy

Being partners of one of the largest Millers & Exporters of Premium Quality of Basmati Rice from India, we at AFTEUROPE serve to more than 500 clients in Europe. Having opened a facility in Europe in 2003, we ensure to give quality and service to our clients and deliver goods as per European standards. Our Khushboo brand is one of the leading brands for Basmati Rice in Europe with presence in major multiple chains, helping us to increase volumes and our presence in the European market.





Mr. Rahul Mittal
CEO - Bhagwati Lacto Vegetarian
Exports Pvt. Ltd.



JUS Broadcasting LEADERSHIP



Penny K. Sandhu
President & CEO



Gurinder Pal Singh Sandhu
Country Head - India



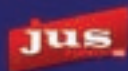
Vijay Kumar
Vice President - Sales



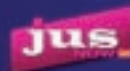
Aashmeeta Sandhu
Director - Programming
& Marketing

NEWS UPDATE & UNLIMITED ENTERTAINMENT

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Jus Hindi



Jus Now



Jus Punjabi



Jus Punjabi Canada



Jus One



Jus Radio

OUR CLIENT





Himank sharma
Chief Learning Officer

Punjab Mart is more than an initiative; it is a visionary mission to elevate "Made in Punjab" food and agricultural products onto the global stage.

Our goal is to spotlight Punjab's rich culinary heritage and exceptional agricultural produce, creating a robust international presence for these authentic offerings. By empowering local farmers and producers, we aim to enhance the visibility and appreciation of Punjabi food products worldwide.

Through strategic collaborations and participation in prestigious international events, such as the Summer Fancy Food Show, Punjab Mart seeks to forge meaningful connections with global buyers and consumers. This endeavor not only drives economic growth but also fosters cultural exchange, bringing the flavors and traditions of Punjab to the world. Join us in making Punjab's bounty a global sensation.





The V Consul Club

The V Consul Club comprises 50 individuals from diverse corners of the world, tasked with shaping tomorrow's future. Annually, the club convenes at premier global destinations, inviting its members to present their initiatives and strategies concerning impact investment. These presentations outline how their proposals aim to enhance today's world for future generations. Following a seven-day gathering of the 50 members, the jury of The V Consul Club deliberates to determine which projects warrant funding through a collaborative decision-making process. We are open for nominations and recommendations for the chain makers of the world.



Universal **Pledge**

A Visionary Campaign and project conceived by Pawan Manchanda to make this Planet Poverty Free by 2030.



ONE PLANET



ONE SKY



ONE WORLD

#Each1Donate1

A Project conceived by Pawan Manchanda

UNIVERSAL PLEDGE

#each1donate1

By Pawan Manchanda

Mobile :- +919417011869



PROJECT DESCRIPTION

A unique way to consolidate the segregated web of philanthropy by giving on a common universal platform; A global campaign to kick start from India with love to rest of the world. A permanent remedy of poverty to ensure Education for all, Food for all , Medication for all, Employment for all , Home & Shelter for all with basic amenities like clean water , electricity and toilets.

PROBLEM STATEMENT

Poverty is the root cause of all diseases such as Illiteracy, crime, hunger , unemployment. About 6 % population of India live under poverty which can be easily taken care by rest of the 94 % by donating just 1 rupee/ month and vice versa 9.2% can be taken care by 90.8 % worldwide.

The global impact investment market surpassed \$715 billion in assets under management

PROPOSED SOLUTION

To design a campaign in a unique way , strategic alliance and partnerships with right people and platform, CSO for scalability, Evidence to Policy, PPP with governments, Media partnerships, road shows, Digital media, print , radio and electronic media alliances, donors and sponsors. The most important to have a UPI platform for digital fundraise.

BENEFITS OF THE PROJECT

- Nations free of poverty
- Food & shelter for all
- Employment for all
- Medication for all
- Part of ESG & SDG

BUSINESS AND COMMERCIALS

- Capex & Opex 1st 6 month
- after Launch revenue 1'st year Pan India \$200 MUSD , Globally After Launch \$ 7 B USD / Year

CITY PILOT PROJECT INDIA -CDF- CITY DEVELOPMENT FUND

- City- Chandigarh
- Population - 12 Lakh
- Pledge @ Rs 5 / month
- INR 60,00,000/Month
- INR 7,20,00,000/year

ACTION PLAN

To approach right people & platform CSO for strategic alliance & Partnership with the stake holders in philanthropy in education, skill development, poverty action labs, donors, VC's , celebrity endorsements , media partners (Print , electronic , Radio & digital) , Press conferences , debates , documentaries , street plays , A war room need to be created for brain storming sessions to launch a Pilot project based in a city keeping in mind mission and vision.

As a wise man said – collaborations & partnerships are essential for a strong foundation to scale up an idea which can bring the change, as the magnitude of issues are far beyond the reach of individual actors.



**Mr. Gurjit
Grewal**

Your trusted partner for all things natural and conventional herbal products. We are excited to introduce our company to trade partners who are passionate about providing high-quality products to their customers.

Garry N Sun Organics was established in 2021. We firmly embrace the innate potential of nature to provide nourishment and promote healing, which is why we have dedicated ourselves to manufacturing and sourcing exceptional herbal products that meet the highest standards of quality and purity.

As an ISO 9001:2000 certified company with HACCP, ISO 22000, and FSSAI certifications for our quality management system, we pride ourselves on delivering products that adhere to stringent guidelines. Along with these certifications, Garry N Sun Organics is NPOP, NOP, and Ayush certified.





**Mr. Gurbinder
Singh Gill
Agribusiness Associates Inc.**

Gurbinder Singh Gill is an experienced and innovative Agribusiness Specialist, working in International Agri Business Development and Strategy, both with the Private Sector & Development Sector since the last 25 years. Gill's primary body of work has focused on developing the Agribusiness Sector, building enterprise and capacity for management of small and medium Agribusinesses. He has both managed and delivered on cross-functional initiatives at the local and global level at leadership level with companies like Monsanto, Delta & Pine Land, ITC Ltd, PepsiCo. Work Experience in India, North America, Africa, and Southeast Asia.



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