



High Commission of India
Kuala Lumpur



Virtual Buyer Seller Meet on Indian Millets and Millet Products

The High Commission of India in Kuala Lumpur in partnership with the APEDA (Agricultural and Processed Food Products Export Development Authority) organized a Virtual Buyer Seller Meet for Promotion of Indian Millet and Millet Products on 22 December 2022.

High Commissioner, H.E. Mr. B.N. Reddy and Director, APEDA, Dr. Tarun Bajaj, inaugurated the Virtual Meet and released the e-Catalogue. APEDA screened a short film on Millets, their nutritional and health significance and India's contribution.

High Commissioner highlighted that Millets have a long history in India and several other countries. They are currently in use in more than 130 countries and half of a billion population in the world are consuming Millet and Millet product. This aptly reflects in the support received from 74 countries to celebrate the year 2023 as the International Year of Millets. Millets should be promoted in such a way that it would be beneficial not only at an individual level for the health and nutritional reasons but also for the environment due to the more sustainable nature of millet cultivation. They consume less water with higher yield.

Director, APEDA, Dr. Tarun Bajaj addressed the Meet and outlined the numerous initiatives undertaken by the Government of India to promote the Millets He further highlighted the medicinal properties of Millets for people with celiac disease or diabetes, preventing hyperlipidaemia and risk of CVD, to assist in weight reduction, BMI and high blood pressure. He also shared that a large variety of Millet products can be used in day-to-day life through the numerous choices available.

Mr. Kandaruppan V.K. Kirisnan, Member of Malaysian Associated Indian Chambers of Commerce and Industry (MAICCI) spoke about why the Millets and Millet value added products should be promoted in Malaysia and how this can help in improving the life style. He believed that with right promotion, there is large scope for millets in Malaysia. Mr. Radhey Shyam Agarwal, Vice President of Consortium of Indian Industries Malaysia's (CIIM) emphasized on the health benefits of millets for modern day ailments and that right marketing tools to be used to increase awareness and market size.

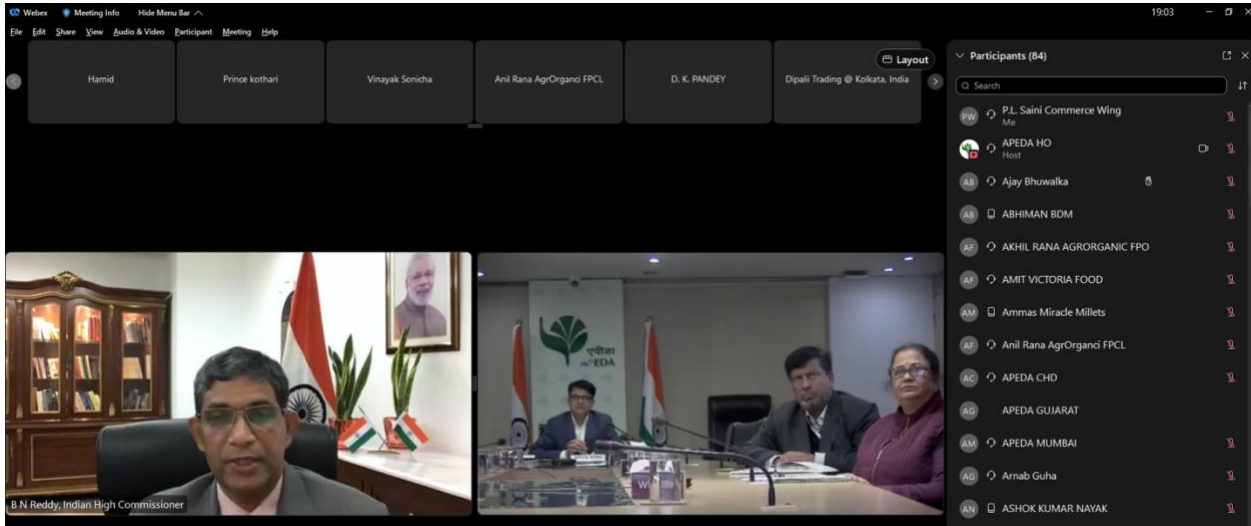
Over more than 120 Indian producers/exporter and Malaysian importers/traders have been participated in this event. Leading super market chains and grocery stores in Malaysia such as Lulu, Mydin, Aeon Big, Aeon, Econsave Cash & Carry, Value Bazaar, Modern Stores, Gemini Flour Mills etc. took part. They saw great potential for millets and millet products in Malaysia. Over 80 Indian millets producers and exporters presented the wide variety of their millet products.

High Commissioner welcomed the numerous suggestions that came out during the Meet including promoting Millets and their nutritional benefits in partnership with the Government of Malaysia and taking up a wide variety of outreach activities. HC welcomed APEDA and Indian exporters to organise physical Expos and Roadshows in Malaysia. High Commission and APEDA will continue to undertake promotional activities in partnership with the Super Market Chains and Stores in Malaysia.

23rd December 2022

Kuala Lumpur

High Commissioner, H.E.Mr. B.N.Reddy, and the APEDA team headed by its Director Dr. Tarun Bajaj.



Representatives of Malaysian Super Market and Grocery Chains and Indian Millet Producers participating in the Meet

