

## India Bets Big On ‘Eating Right’

E-commerce food aggregators and delivery platforms need to be more vigilant and work assiduously towards complying with the guidelines listed by FSSAI.



**01** September, 2018

by Anil Talreja

The ‘eating out’ culture in India has grown over years and has flourished as a viable business option, thanks to a fast-food intensive market, growing QSRs and food e-tailing options present.

With this, there is a simultaneous inclination towards healthy alternatives that have taken precedence, especially amongst the millennials.

A more responsible and nutritive food regime is the new India’s first choice. This can work wonders for businesses, if they buck up soon and align their product offerings with this growing consumer demand. Important that businesses reinforce trust and show that they care for a consumer’s wellbeing.

The above trend, further brings another insight – Today’s consumers is a much more informed person who has increased focus on the quality of ingredients and hygiene plays a key role in his/her choice of products as well as consumption pattern.

In view of this, India has seen a series of food outlets shut shop, trying to keep pace with the increasing demands for quality and food safety. A number of quick service restaurants (QSRs) and makers of beverages are still struggling to stay in the game and retain customer. It is apparent that safety and quality of food has emerged as the prime concerns amongst

consumers, with the rise in complaints by consumers in relation to substandard food being delivered to them.

A welcome step, in this regard by the FSSAI is to de-list unlicensed eateries and outlets and to push food companies to become more transparent. E-commerce food aggregators and delivery platforms need to be more vigilant and work assiduously towards complying with the guidelines listed by FSSAI.

### **India's new tech-savvy consumer 'watches out' what it consumes**

Consumers today are increasingly demonstrating an inclination for being in control of what they are consuming. FSSAI's Eat Right Movement has emerged at the right time to nudge individuals towards making healthier choices. Now the onus is on the online food platforms to fill the trust deficit by giving serious consideration to aligning themselves with regulatory measures. Compliance plans need to be put in place to expedite the process of de-listing non-registered sellers of goods.