

# CONNECT@CBMe™

Issue: 3

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**INTERVIEW  
OF THE  
FORTNIGHT**



**EDITOR'S  
WORD**



**INDUSTRY  
VIEW POINT**



# WHAT'S IN IT

## INTERVIEW

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Nitin Chimnani

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## INDUSTRY VIEW POINT

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Varad Palan

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Dr. Anisa Shaikh

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Health Focus

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CHILDREN-BABY-MATERNITY EXPO

# INDIA VIRTUAL EXPO

9<sup>th</sup>-10<sup>th</sup> OCT, 2020

11:00 AM - 7:00 PM

## Child Baby & Maternity Virtual Expo



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# “ONE’S BET IS ON A HYBRID ENGAGEMENT”

## YOGESH MUDRAS

Managing Director, Informa Markets in India



The virtual world can offer the perfect solution by combining the best of brand experience with the digital engagement people crave, but one’s bet is on a hybrid engagement, with physical expos supplemented by digital engagements, elucidates **Yogesh Mudras, Informa Markets in India.**

Even as it promotes physical interface, the exhibitions industry has always had an intrinsic rapport with digital platforms. There is consensus that digital is the way to go for the obvious advantages they have, and to cater to the ever-expanding business needs of our customers. Therefore, some turnkey organisations were turning into early adopters with significant investments in digital expertise including products ranging from full online marketplace project, lead generation campaigns and webinars - always, though, as supplements to the much-revered face-to-face trade expos.

The **COVID-19** crisis has put global professional sourcing in disarray. Worldwide, the industry has seen a string of event cancellations and postponements amid the existing pandemic. Considering these disruptions, businesses across the globe turn to digital solutions to sustain productivity and organizing virtual exhibitions where one can virtually participate in an event at their own time wherever they may be. It is also anticipated that even after the situation stabilizes, a certain caution may still be maintained among exhibitors about travelling for participating in international trade fairs and exhibitions which are key while hosting large scale exhibitions.

Companies are working towards using all the technology available at disposal to ensure business stability and build the expertise to mitigate these challenges. Virtual conference platforms can analyze a lot about conference-goers, including Data on which sessions were attended the most and for how long, which booths had maximum interaction, and more. This kind of insight is invaluable for developing targeted content & for making your next virtual conference even more successful. The virtual world can offer the perfect solution by combining the best of brand experience with the digital engagement people crave.

Then again, it aids in attracting and tracking diverse exhibitors and attendees, creating massive online audiences for companies to share their innovations along with access to various forms of media to enhance the sales experience. Its ability to track leads, quantitatively measure event performance and gauge event ROI down to the most basic statistics is also extremely useful.

With most exhibitions organisers having joined in the inevitable transformation towards the virtual platform, the impactfulness of these platforms will really depend on the stage of preparedness & experience the organisations have had, from before **Covid-19**. Most significantly, the success also will be about how well we understand our customers’ requirements, pain points, their work from home dynamics and provide relevant solutions for their issues, based on how well engaged and connected we have been with them. Our being able to pin-point on their future short term and long-term requirements and their brand loyalty and trust for us have also been honed by deep professional relationships and human-to-human interactions, that got promoted by the face-to-face trade expos and engagements.

With almost half the world’s population under lock down, virtual platforms are helping us in a big way to stay connected and run businesses. The virtual trade shows are also likely to be leveraged even better to offer efficient, impressive, and state-of-the art digital solutions for a prosperous future of the market. Yet, one’s bet is on a hybrid engagement, with physical expos supplemented by digital engagements. This is a feedback we have also got from our customers, especially newly launched start-ups or SMEs, who might feel unnoticed in a virtual platform but use other means of brand advocacy in a ‘brick and mortar’ trade expo.

Besides, at the end of the day, all of us prefer face to face meeting, want to shake hands (better still, a namaste), exchange thoughts, and of course party together. It provides an environment of friendliness which, in turn, boosts the success of our relationships, whether they are personal or professional.



# STAYING TOUGH, ON A NEW TURF

## REEMA LOKESH

Consulting Editor, Connect@CBME



The post Covid-19 world is truly a new world order. This holds true for a wide range of businesses spanning across industries. The impact has been felt, socially, culturally, economically and emotionally. Like any other industry, the Children, Baby and Mothercare industry has faced it's rare of challenges. However, both the buyers and sellers in the space are clear of and voice a common sentiment that 'this too shall pass.' But with the positive sentiment also comes a word of caution and prudence that it is only the tough that will survive on the new turf. According to the industry, though the anti-China sentiments may translate in favour of India and the being vocal of going local may further resonate, the fact remains that India, needs to up her game in the R&D space and have the bandwidth and the confidence to offer quality products to the consumer and retailer. In this issue, this sentiment has been reiterated further.

Another important aspect is that business details with cash components are taking precedence and is reasonably preferred. The industry has to work as a team and connect more with each other during the challenging times. It is vital to build faith and stay commented to your clients and business associates. It is also the time to invest in innovative thinking and redesign and re-engineer one's practices and thoughts to meet the current and future crisis. According to few industry experts, they feel it is crucial to also take your staff in confidence and support them in the best possible way. The workforce should be considered as assets and not liabilities. Suppliers have also found new avenues to progress in terms of business and the online space is proving to be a fruitful alternative. However, the industry clearly feels that it is time to build confidence and it only the tough with a clear vision and strength who will survive and cross over the troubled waters with ease.





## Interview of the Fortnight “STORES NEED TO CHANGE THEIR BUYING PATTERNS & UNDERSTAND THE CONSUMER MOOD”

### NITIN CHIMNANI

Proprietor, Bubbles - Indore

Articulates about the future of business in the retail space & what are the future trends and temperaments. He tells Reema Lokesh, what are the possible dos and don'ts in this space.



#### Q What are the current issues and challenges the market is facing?

Currently the market after post lockdown specifically in the retail segment is as follows,

- Low Customer Footfall due to safety reasons,
- Shortage of goods as import being closed & also local production being closed for some time and now also working with half the capacity,
- Customer trying to postpone buying of luxury goods because of lack of social gatherings & avoidance of travel for vacation.
- Lots of unsold goods on the shelf which may go out of trend.

#### Q How would you describe the present situation?

Retailers have to work with a combination of offline and online sales for a long time ahead, with effective use of social media networking to connect with the customers. The importance of social media will be at this peak, which will be used to acquire new customers, inform availability and uses of the products being sold and also floating offers to attract an increase in sales. Our aim to ensure a safe environment within the store, which is as per the existing guidelines and inform the customer about the efforts being made by us. Stores need to change their buying patterns and need to understand the current buying mood of the customers, which is more oriented towards more basic and essential goods rather than high end luxury and travel based goods. A reduction in pricing of seasonal goods

and unsold inventory should also be adopted to increase the cash flow in the store and reduce the losses incurred because of the same. Reworking on the store expenses has to be done meticulously. It may involve renegotiating rents and salary, which may result into a lower operational cost. Expenses to reach out to the customers like newspaper ads, radio advertisements could be diverted to a lower cost module of social media marketing like facebook or instagram ads. More comfort for the customers like free home delivery, facilitating choice through Whatsapp and other medium has to be incorporated.

#### Q What's the long term perspective post the lockdown?

Any crisis or difficult times make one stronger and smarter. This will also translate in terms of business in the retail industry. Store owners will become more active in updating customers about new products, new offers, their efforts for customers safety. Retailers will now be more aggressive on social media and while in terms of brick and mortar, they will become leaner in terms of store operational cost. Buying also will become more faster and more customized and more digitalized. This will help the suppliers give a better pricing for their products as they can reduce their operational cost by cutting on grounds of costly rent of sales office and highly paid sales staff and substitute it with digital cataloguing and selling. Indian market is said to sentiment driven market, and festivals play a very major role in its working. These celebrations and festivals will help the market to overcome the



current sluggishness of the market. Indians have a tendency to overcome and forget past crisis and problems very fast, and festivals and social gathering gradually will help them in doing so. On a longer horizon market seems to bounce back in a good way and once again there will be good buying in the market. The new practices being learnt in this pandemic will remain with us and will help us operate our businesses in much better and smarter way.

Q

### How do you view trading from international markets?

Trading from international markets will gradually resume, but we have to be prepared for an increase in prices of imported goods. This may be caused because of increase in freight, new government policies and also increase in price from supplier (because of decrease in production worldwide). This will result a sizeable gap between the local and imported goods. Customers looking for imported goods have to now pay more from their pocket. Also some effect of the anti - China sentiment will also play a role in the market, which might be an entry point for other countries like Indonesia, Vietnam , Bangladesh and others.

Q

### How effective is the Government's appeal on being Vocal on Local?

This Appeal will add a new soft corner and an added advantage for local products in segments, which have a close competition between local and imported in terms of pricing and quality. Segments in which Indian manufacturing is far behind the international standards have to be supported thoroughly before they can compete with fellow imported goods, or else this appeal will be useless. Government should support the Indian manufacturing in acquiring latest technology, easy and reasonable finance, train the human resource, reduce government bureaucracy, to enable them to give a globally competitive product range and then only this appeal will reap some rewards. Else this appeal will have a very short lived effect.

Q

### How has your business changed and how have you adopted to the new post lockdown world?

Changes in post Lockdown and the things we have done are as follows,

- Reduced footfall in the store.
- To deal with this situation we have started to reach out to the customers, sharing information and availability of

the products through social media, & using Whatsapp and other tools like video calling to help the customers choose from the comfort of his home.

- Along with which we are adding free home delivery and providing loyalty points to retain our customers.
- Selling on multiple platforms like Amazon, Flip kart And Face book Market, has also being started in products, which are a specialty with us.
- Have Created a safe environment for the customers as per the prevalent guidelines (mask, thermo scanner, sanitizer, etc.) and communicated regarding the same to our customers and through social media to other people connected.
- To manage with the possible shortage or increase in price of supplies, we have started increasing the inventory level of our fast moving and goods usually required for the season ahead, like blanket and pre winter clothes for new borns and toddlers.
- Special Attention to slow moving goods being made by reconsidering the pricing & floating offers, which will help in increasing cash flow & creating productive space on the shelves.
- A new Website for us is also under construction which will eventually have a e-commerce face to it.



**Bubbles, is a retail store located in the heart of city in Indore, Madhya Pradesh, India. The store specializes in keeping an entire range of products from baby food, maternity wear, imported diapers and infant clothes for new born till the age of 6 years. It is a 'one stop shop' store for expecting mothers, providing them with complete solutions through well trained and updated information and also with a team of well trained staff providing solutions. Their Our range of baby food, maternity wear, imported diapers & infant clothes is unmatched in the entire region.**

**Seller View Point**

**"CHALTA HAI!" AB NAHIN CHALEGA  
– “INDIA NEEDS TO CHANGE  
THE APPROACH TOWARDS  
INNOVATION AND R&D”**



**SNEHA VISARI**

**Director, Falcon- Prazision Deep Draw Pvt. Ltd.**

feels upbeat about the future, she tells Reema Lokesh that the current situation clearly speaks of a patient wait and watch.

**Q As a supplier in the CBME space, how do you visualise the current scenario? What are the solutions that you foresee?**

The consumer is still reluctant to come out and spend. The demand has fallen due to many reasons like cash flow problems, job security issues, over piling expenses etc. The purchase power of the end consumer is now conservative. Thus demand is slow. Till demand doesn't pick up markets cannot run. Wait for the right time and hope wait for the wave to pick up. Patience is the answer. Curb unwanted expenses and just survive. Sail in the white ocean. This time will pass and all will be new normal in due time.

**Q What's your future vision in your area of business?**

The long term perspective is highly positive. With the growing negative sentiments for China, we have a better edge (psychologically) over world supply. But the point is will be able to build the capacity and capabilities needed for the World? For now it looks difficult, but yes a new era will begin where India will have a strong position due to its stable macro economy and huge internal consumption.

**What's the temperament of the international market with respect to this space?**

This year, trading is jeopardized due to:

1. Blocked shipments on the ports, which might take quite long to clear.
2. Volatile market demand & dollar price.
3. War like situations around. Till the year end international trade will show a downward trend.

**Is the Government's appeal on being Vocal on Local, work well for the India?**

It's a great tagline and initiative by Modi. Local has always been a choice for ever customer/buyer always but local products have failed against their imported counterparts due to lack of quality, heavy price, low supplies etc. The major reason for this is the out-dated technology, infrastructure and system around. From local to global, holistic growth from all fronts will be needed. Starting from capital support to policy matters to supply chain. To add to it, we Indians will have to also change our approach towards innovation and R&D. "Chalta hai!" Ab nahin chalega.

**Q How has the Covid world, changed the business working & how has your company adapted to the new unforeseen change?**

Not many things have changed in our industry (Stainless steel consumer products) overall. Currently we are facing challenges of deliverables as majority of our skilled work force has left the town. They have gone with so much of hard ship that they may not come back so soon. Also their families out of fear may stop them from coming back to the city where cases are increasing day in and day out. Other problem is that local means of transportation for staff is unavailable so most of them are stuck at home. Our industry cannot run on computers, it needs workforce on floor.

We at Falcon have adopted many measures for hygiene, sanitization and safety of our staff like social distancing, masks, gloves, sanitization hourly, making our employees drink warm water etc. So we are lucky to resume work with good enough labour. But yet routine is still slow. Online business has grown sky high in these last few weeks and currently we are vouching on the same for coming few months.



## Perspective “MARK IT, BEFORE ENTERING THE MARKET”

### VARAD PALAN

Founder, Snap Ventures

Articulates about the present and future business scenario.



Covid-19, has hit the world, socially, psychologically, medically and definitely financially. The world business scenario and the temperament has taken a whole new turn and meaning. Our industry is no different. As we stand today, I clearly see business deals operating more on cash basis (buying & selling both) to ensure liquidity. Cash is like blood, which keeps the body going get habituated so as to avoid future obligations.

Cash is the best tool to avoid dumping. People tend to over buy when goods are available on credit. It will keep your inventory in check. Take benefit of cash discounts and pass it on to your buyers. Competitive edge in pricing works wonders. I feel, it is also prudent for us to not pressurise for old payments and one must realize small portions in small instalments. (80 - 20 ratio). It is important to encourage local vendors to provide raw material/job worked goods. Try and avoid imports. Quality can be matched at a reasonably satisfactory level if asked for. Have faith in the local, regional and national market. Use this slowdown time, to reconnect with detached contacts. It is important to stay connected with the market and the industry and build your network. Keeping in touch with your associates works wonders and you never know when you dig out gold from the past. This also works well as a good way of sourcing. This works as the best time to change the game and turn the tables. In a price driven market offer at least one of the following element in your product: namely Hygiene, Quality, Education, Nutrition, Creativity (and underline the USP).



Do not sack the employees, they are your assets not liability. Do try and hire local people. If manufacturing units hire local manpower and local resources they can improve the supply . Business is the way you see it.

During the tough times, product innovation is the key and one needs to think a step ahead. There is no doubt that we are all facing challenging times, but this is not the time to work on your strengths. Though procuring goods from the manufacturers in the said time frame can be a challenge, but one needs to work around it. Sales is encouraging. Organisations with controlled overheads will be able to sustain the testing times. Though, that's unavoidable, is that we are not self-sufficient as of now. However business is booming and we are dealing with more disciplined customers. The buying patterns have also changed, with a rather time bound and no nonsense buying pattern.



# OBESITY WATCH- A GROWING CONCERN AMIDST CHILDREN AND TEENS.



## DR. SAMEERA GUPTA

Physio-occupational therapist,  
Specialist in sports medicine & weight management.

It's truly a call to action. It's truly a wake-up call. Obesity amidst the younger brigade is a growing concern the world over with India being no exception. The time has come to step the clock right, before we have generation of unhealthy adults, with life style disorders at an alarmingly early age. Picking the right food in the market, using the right ingredients and ordering the right kind of ready to eat food, is not an option but an obligation for both the caregiver and the target audience.

Statistics reveal that over 38 million children under the age of 5 were overweight or obese in 2019. Over 340 million children and adolescents aged 5-19 were overweight or obese in 2016. Obesity is Preventable so that's something which needs to be kept in mind. Parents often complain that my child is always hungry, but in that case Emotional hunger needs to be ruled out, which means eating to deal with feelings. Physical hunger is the body's signal that it needs energy and nutrients. Do not be afraid to let your child feel either type of hunger once in a while. With hormonal changes and growth spurts children experience greater hunger, too.

**There are a lot of complications of childhood obesity and some of them are mentioned below,**

- 1) Type 2 Diabetes.
- 2) High blood pressure and elevated blood cholesterol.
- 3) Bone and joint problems.
- 4) Respiratory problems such as asthma.
- 5) Earlier than normal puberty or menstruation.
- 6) Eating disorders such as anorexia or bulimia.



Incase your child is overweight which, defined as a BMI at or above the 95<sup>th</sup> percentile for children and teens of the same age and sex, for example, a 10-year-old boy of average height (56 inches) who weighs 102 pounds would have a BMI of 22.9 kg/m<sup>2</sup>, work out a fitness & a diet regime for the child with immediate effect.



### HERE ARE FEW KEY WAYS YOU CAN HELP YOUR CHILD MAINTAIN A HEALTHY WEIGHT:

- Be a good role model.
- Encourage 60 minutes, and up to several hours, of physical activity a day.
- Keep to child-sized portions.
- Eat healthy meals, drinks and snacks.
- Less screen time and more sleep.
- Periodically move around in your seat.
- Stand while talking or eating lunch.
- Have organised breaks in between class time.
- Drink 3 litres of water.
- Avoid junk food.
- Regular meal timings should be followed.
- Balanced meals with green leafy vegetables,
- Avoid large gaps between meals.

## TIPS FROM AN EXPERT - PART 1

## DENTAL CARE AND HYGIENE FOR KIDS DURING THE LOCKDOWN



## DR. ANISA SHAIKH

Owner/founder, Ansh Dental, kids dentist, speaker, story teller.

Due to the Covid19 pandemic, kids' daily routine has gone for a toss and especially when it comes to their eating habits. As sitting at home, leads to more food cravings giving kids an access to indulge in eating cookies; chocolates; homemade cakes; candies; biscuits throughout the day.... Isn't it? So, Parents how are you all taking care of your kids oral habits? Are kids brushing their teeth twice a day? What measures are you taking to ensure this doesn't lead to dental issues? Oral health care is extremely important for children as they are at a growing stage. If proper care isn't taken, it can lead to a problem which will last a lifetime. Hence, taking care of children's teeth at an early age is very crucial! This includes oral hygiene routine and regular visits to the kids dentist.

### Q What is the right way of brushing babies and toddler's teeth?

Dental hygiene should begin when your child is a baby. Initially you can use a finger brush. Start using a soft child-size toothbrush around the age of 1 or 2. You should brush your child's teeth with water at least twice a day. You also can add a small dab of toothpaste that doesn't have fluoride in it. This type of toothpaste is safe for your child to swallow. Once your child is old enough to spit out the toothpaste, you can switch to one that has fluoride. Only use a small amount. Teach your child to spread it among their teeth, gums, and tongue. Always stand slightly behind the child to gain visibility and access to the teeth, rather than directly in front of the child while brushing. Your child likely will need help brushing their teeth until they are 7 or 8 years old. Around this time, they can start using a larger sized toothbrush. You should switch out toothbrushes every 3 to 6 months or when the bristles look worn. Children should brush their teeth for 2 minutes. Flossing is another key part of your child's oral care routine. Teach your child to floss at least once a day. You can buy



floss that comes with a handle to make it easier. You should also teach your child to brush his or her tongue. This helps reduce the amount of bacteria in the mouth. Be sure that your child knows to brush his or her teeth before bed, after all eating and drinking (except water) is done.

### Q What are the ways to encourage kids to brush their teeth twice a day and make dental hygiene fun?

Healthy teeth are important to your child's overall health. They help your child eat and talk. Strong oral care helps set good dental habits as your child grows. Poor oral care can lead to infection, disease, or other teeth problems. Help make dental hygiene fun with these tips: Let children help choose their own toothbrush. They can pick one that has a favourite colour or character. Let children help choose toothpaste. They can pick their favourite flavour. Read books or watch videos that talk about dental hygiene. Use a timer to make sure kids brush their teeth for 2 minutes. Or play their favourite song to help keep track of time. Engage them with their favourite Rhyme or Story so that they brush for the full 2 mins. Reward children for good oral care. We generally ask them to fill a tooth brushing chart and put a star sticker there, for every time they brush. Always remember, for a child Dad's the hero and mum's the world, and so if you are a good role model for them, they will watch you and would want to brush too!





## How to protect child's tooth especially if they have a sweet tooth?

Believe it or not, sugar does not cause cavities. The belief that sugar exposure is the direct cause of tooth decay is one of the most widely held myths in dentistry. The truth is, sugar exposure only causes tooth decay when the mouth has an abundance of cavity causing bacteria that can process that sugar into enamel demineralizing acids and/or sugar is consumed in large amounts frequently throughout the day. Individuals that do not have a high bacterial challenge or a high quantity of cavity causing bacteria on their teeth are at lower risk for sugar consumption causing cavities

## TIPS FOR PREVENTING CAVITIES WITH SUGAR:

- Space out the sweets. Indulge with meals instead of snacking throughout the day, especially before bed.
- Hydrate wisely. Resist the urge to sip sugary beverages between meals (they're usually acidic).
- Swish your mouth with plain water after snacking and wait about 30 min to brush your teeth.
- Chew some sugar free gum (only for older kids) to reduce cavity-causing bacteria.
- Neutralize acidity in your mouth with a good mouth wash.

## ABOUT DR. ANISHA

Dr. Anisa completed her Bachelor's Degree from (Nair Hospital Dental College) and was awarded a gold medal for being a University topper.

She has done her masters from DBM academy UK. She is an active member of the IAPD (International Association of Pediatric Dentistry). She is a certified 'Story Teller' and applies her story telling techniques in the treatment of children as kid's dentistry remains her passion.

### SHE WAS AWARDED AS:

"The most passionate Dentist - Pedodontics" at the Indian Diva Awards in 2018.

The International Dental Excellence Award - Jury Recommended (Paediatric Dentistry) the same year.

She is also a "Keynote Speaker" at various national and international dental conferences.



## Health Focus - #IMMUNITY BEGINS IN THE KITCHEN.

We are all dealing with a novel virus and the ones who are vulnerable in society are children, expecting mothers, those just delivered a baby, senior citizens and those with comorbidities. We are all dealing with COVID-19 pandemic, which till date has no defined cure or vaccine. According to experts, wearing a mask, frequent sanitization, social distancing and boosting your immunity are the only ways to deal with COVID-19. The terrible pandemic awakened the fact that our food systems are vulnerable, we have all heard the saying that 'food is medicine,' due to their inherent medicinal and healing properties. The Indian kitchen is a hub of ingredients like cereals, vegetables, fruits, herbs and spices, edible oils etc, which are a source of vital nutrients like carbohydrates, proteins, fats, minerals, vitamins and antioxidants. This has been established by studies conducted over a period of time. When these ingredients are used effectively in small quantities in a dish, they help improve the health and well-being besides strengthening the immune system. When we cook the food ourselves, we can be sure of the ingredients being used in the dishes, how they are cooked and what can be the possible outcome on our health and immunity. Nutritionists and Wellness experts highlight the importance of strengthening immunity to live a healthy life.

As the coronavirus spreads across the country and the world, you might be wondering how to stop the virus. While there aren't foods that can prevent you from contracting the coronavirus, there are ways to make viral symptoms less painful. You can also protect your body from coughing and sniffles by loading up on immune-boosting ingredients in food. According Dr. Lahari Surapaneni PhD (USA) Nutritionist & Wellness consultant, Hyderabad, "Strong immune system is the

key to a healthy life. For this a Strong Immune System we need nutrients like proteins, Iron, Zinc, Selenium, Vitamins A, C, D & E. We can get most of the nutritious food from dairy products, fruits & vegetables, meats, leafy vegetables, Pulses, grains. To ensure that our immune system is performing optimally we need to know the nutritious home-cooked meals & the right ingredients for the required vitamins." Adding to this, P Chandra Shekhara Reddy, Vice President Sales & Marketing, Freedom Healthy Cooking Oils said, "COVID-19 infection can be prevented by sanitizing your hands, using mask, maintaining social distancing, and eating healthy food to boost immunity. Kitchen is a hub for many ingredients that have a proven record for providing the required carbohydrates, minerals, vitamins, anti-oxidants etc to help us stay healthy and boost immunity. However, we strongly recommend people to use quality brands for all your ingredients to enjoy maximum nutritional benefits. These Brands ensure that the best quality product is packaged in a completely sanitized & hygienic environment - safe for your consumption. Please stay safe and use standard Brands for kitchen spices, pulses, Edible Oils, etc to get the best quality product for your consumption." Freedom Healthy Cooking Oils, are doing an awareness through a campaign 'Immunity Begins in the Kitchen' to identify the ingredients that help improve the immunity and encourage their use in daily food. To boost your immune system, the best way is to manage a balanced lifestyle that involves nutritious eating habits, yoga and meditation, deep sleep and a positive outlook towards life. Eating the right food helps in healthy and disease-free body. To tide over the COVID-19 let's all resolve to cook using these immuno-boosting ingredients as #Immunity begins in the Kitchen.





# BUILD IMMUNITY WITH SPICES AND CONDIMENTS.

## GARLIC

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## TURMERIC

Prevents infections and inflammation.



## CUMIN

Improves immunity and digestion.



## CINNAMON

Powerful antioxidant.



## GINGER

Anti-inflammatory helps fight flu and infections.



## THE JEWEL IN YOUR KITCHEN

**TURMERIC** : Filled with antioxidants an anti-inflammatory where it can fight a range of diseases like cancer, diabetes and illness.

**GINGER & TULSI:** Are stapled with many nutritional benefits and helps to fight flu and infections.

**HONEY** : The traditional medicine to soothe the symptoms of cough and cold and helps fighting infections.

**ALOEVERA** : Very rich in antioxidants

**AMLA** : A powerhouse of Vitamin C that helps you to fight coughs and cold.

**GARLIC** : Full of essential nutrients and a super-food

**CUMIN** : Improves Immunity and Digestion

**CINNAMON** : Powerful antioxidant



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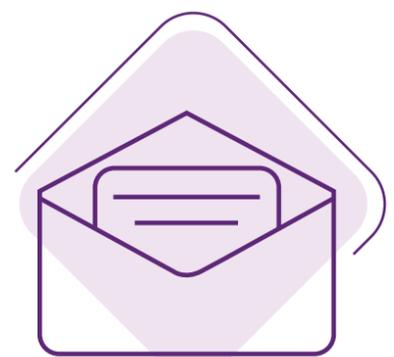
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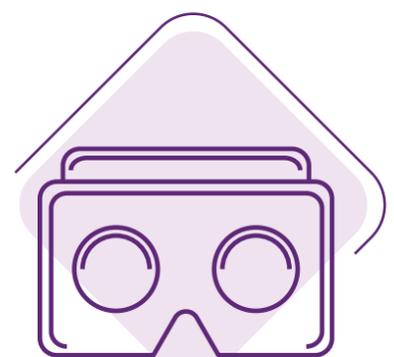
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**Virtual Expo**

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