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Monthly E-Newsletter of All India Food Processors' Association



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Inauguration of Kattamanchi Balakrishna Reddy Mango Bhawan at Chittoor



Sh. K. Narayanaswamy Garu, Hon'ble Dy. Chief Minister, Govt. of A.P. and Dr. Peddi Reddy Ramachandra Reddy Garu, Hon'ble Minister for Energy, Mines & Geology, Govt. of A.P. along with Dr. Raghav Jadli, President, AIFPA and Mr. K. Goverdhana Bobby, South Zone Chairman, AIFPA inaugurated the “**Kattamanchi Balakrishna Reddy Mango Bhawan**” on **5th November, 2022 at Chittoor** in the presence of the dignitaries from State Government & Industry.

It was also a great opportunity for the Industry to pay regard to Sh. Balakrishna Reddy Garu on receiving the '**YSR Achievement State Award**'.

The KBR Mango Bhawan is established by Chittoor District Fruit Processing Federation also the associated Association of AIFPA.

This could have been possible due to dedicated efforts of Office Bearer of Chittoor Federation & AIFPA South Zone, Chairman, Sh Bobby Reddy Ji.



The Embassy of Japan invited AIFPA

to the 'India-Japan Food & Agriculture Symposium' on November 24, 2022



The Embassy of Japan, India contacted AIFPA to promote interaction between the food industries in India and counterparts in Japan. A discussion was held on different possibilities of collaborative industry and trade prospects. AIFPA assured them of full support in promoting the interaction.

The Embassy organized a Symposium in Delhi and invited AIFPA for the same. **Mr. Amit Dhanuka, Former President, AIFPA and CEO, Kejriwal Bee Care India Pvt. Ltd.** joined the conference on behalf of AIFPA which was held at Le Meridian, New Delhi on Nov. 24, 2022, jointly organized by the Ministry of Agriculture, Forestry & Fisheries (MAFF) and the Embassy of Japan, India for celebrating their 70th anniversary of the establishment of diplomatic relations between Japan and India.

The conference presented an opportunity for sharing of information and matching business interests among the executives of both government authorities and business associations. An exhibition of products and technologies offered by various Japanese public and private companies was also displayed.

Other AIFPA members who participated in the conference were, Mr. Gokul Patnaik (Chairman, Global AgriSystem); Mr. Prakash Kejriwal (Managing Director, Kejriwal Bee Care India Pvt. Ltd.); Mr. Aditya Jadli, Business Executive and Mr. Amit Sharma, Senior Export Manager from the Jadli Foods (India) Pvt. Ltd.; Mr. Vinod Kaul (CEO, Mariental India Pvt. Ltd.); Mr. Harsh Hiroo Gursahani (Partner – Food Law, PLR Chambers); Dr. Prem Kumar Jaiswal (Chairman, Scientific Panel, Member S.C., FSSAI); Ms. Minakshi Sarma Dabas (Partner, Corporate Law Group) and Ms. Pritha Tripathi (Deputy General Manager-Training and Capacity Building, Food Industry Capacity & Skill Initiative (FICSI)).

AIFPA members were requested to send us their suggestions for further interaction and collaborative work with the Japanese companies.

Frequently Asked Questions (“FAQs”) related to E-Invoice System

Govt. of India has mandated Invoicing through E-Invoice System in respect of supply of goods or services or both to a registered person whose aggregate turnover in a financial year exceeds one hundred crore rupees.

The E-Invoice System is for GST registered person for uploading all the B2B invoices to the Invoice Registration Portal (IRP). The IRP generates and returns a unique Invoice Reference Number (IRN), digitally signed e-invoice and QR code to the user.

In this context, new Frequently Asked Questions (“FAQs”) related to e-Invoicing have been released by the Goods and Services Tax E-Invoice System. For detailed FAQs, kindly visit: <https://einvoice1.gst.gov.in/Others/Faqs>

International Year of Millets (IYoM)-2023

Millets are a rich source of Protein, Fiber, Minerals, Iron, Calcium and have a low glycemic index. India is a major producer of Millets, accounting for 80% of Asia's production and 20% of global production. India's average yield of Millets (1239 kg/hectare) is also higher than Global average yield of 1229 kg/haq. Major Millets crops grown in India and their percentage share of production are Pearl Millet (Bajra) – 61% share, Jowar (Sorghum) – 27%, and Finger Millet (Mandua/Ragi) – 10%.

At the initiative of Prime Minister Shri Narendra Modi, the Government of India had proposed to the United Nations for declaring 2023 as International Year of Millets (IYoM). The proposal of India was supported by 72 countries and United Nations General Assembly (UNGA) declared 2023 as International Year of Millets (IYO) in March, 2021. The Government of India has planned activities for grand celebrations of IYoM- 2023. The action plan of IYO-2023 focuses on strategies to enhance production, consumption, export, branding etc.

As part of the Prime Minister's announcement of Aatmanirbhar Bharat Abhiyan, the Ministry of Food Processing Industries (MoFPI) has proposed to encourage the use of Millets in RTC/RTE products and incentivising them under the Product Linked Incentive (PLI) Scheme to increase usage of Millets in food products..

The primary objectives of this scheme include promotion of food products having more than 15% millet content by weight/volume and encourage its value addition and their sale in domestic and export markets.

The Government has evolved the 'Seven Sutras' (themes) in the run-up to the IYO, which will be rolled out by the concerned Ministry/Departments - Enhancement of Production/Productivity(DA&FW/DARE), Nutrition & Health benefits (Ministry of Health/FSSAI), Value Addition, Processing & Recipe Development (Ministries of Food Processing Industries & Tourism), Entrepreneurship/Startup/Collective Development (Commerce and DA&FW), Awareness creation including Branding Labelling & Promotion (All Ministries), International Outreach (Commerce & Ministry of External Affairs) and Policy Interventions for Mainstreaming (Dept. of Food & Public Distribution and DA&FW).

OBITUARY



The food industry is extremely saddened to learn of the untimely demise of Sh. A.P. Khambatta, Founder & Chairman of Rasna Group of food industries on 19th November, 2022.

Sh. Khambatta was one of the few stalwarts who had pioneered the Indian Food Industry, starting from its infancy, immediately in the post-independence era, and guided his heir apparent, to establish 'Rasna' as a remarkable global brand of food and beverage products as a renowned B2C supplier from India.

Sh. Khambatta was honoured with the National Citizen's Award for outstanding contribution in the field of commerce, by the Hon'ble President of India, Dr. Shankar Dayal Sharma. He was also awarded the President of India's Home Guard & Civil Defence Medal as well as the Paschimi Star, Samarseva & Sangram Medals. He was also chosen as the "First Outstanding Parsi" of Ahmedabad.

Sh. Khambatta was the Chairman of Areez Khambatta Benevolent Trust and Rasna Foundation, which is involved in various projects in the sectors of healthcare, education, scholarships, etc. from which thousands of people have benefited.

He contributed immensely to the growth of Indian food industry, business and most importantly societal development through social service. He was also the Commandant of Ahmedabad Home Guards & Civil Defence for 20 years.

Sh. Khambatta was the Founding Chairman of the World Alliance of Parsi Irani Zarthoshtis (WAPIZ). He was the Past President of Ahmedabad Parsi Panchayat, Vice President of the Federation of Parsi Zoroastrian Anjumans of India and various other social organisations.

AIFPA prays that the noble soul of Sh. A.P. Khambatta may rest in peace and tranquillity and on behalf of all its members, we convey our heartfelt condolences to the bereaved family & all members of the Rasna organisation.



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For stall booking, kindly contact:
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Regulatory & Food Safety Issues

Government allocates export quota of 60 LMT to all sugar mills



As another measure to balance the price stability of sugar in the country and the financial positions of sugar mills in the country, based on initial estimates of sugarcane production, Government of India has allowed export of sugar upto 60 LMT during the sugar season 2022-23. DGFT has already notified to extend the inclusion of sugar exports under 'Restricted' category up to October 31, 2023.

The Central Government has prioritised availability of about 275 Lakh Metric Tonne (LMT) sugar for domestic consumption, about 50 LMT sugar for diversion to ethanol production and to have closing balance of about 60 LMT as on Sept 30, 2023. Balance quantity of sugar produced by sugar mills in the country would be allowed for exports. Since at the beginning of sugar season 2022-23, initial estimates of sugarcane production are available, it has been decided to allow export of 60 LMT sugar. The sugarcane production in the country will be reviewed periodically and based on the latest available estimates, quantity of sugar exports to be allowed could be reconsidered.

During SS 2021-22, India exported 110 LMT sugar and became second-largest exporter of sugar in the world and earned about Rs 40,000 crore worth of foreign exchange for the country. Timely payment and low carrying cost of stocks for sugar mills also resulted in early clearance of cane arrears of farmers. As on Oct 31, 2022, more than 96% of cane dues of farmers for SS 2021-22 were already cleared despite record procurement of sugarcane of more than Rs 1.18 lakh crore.

In the sugar export policy for SS 2022-23, Government has announced sugar mill wise export quota for all sugar mills in the country with an objective system based on average production of sugar mills in last three years and average sugar production of the country in last 3 years. Further, to expedite the sugar exports and to ensure flexibility to sugar mills in execution of the export quota, mills may decide to surrender the quota partially or fully within 60 days of the date of issue of order or they can swap the export quota with domestic quota within 60 days.

This system would ensure lesser burden on logistics system of the country as swapping system would reduce the need to transport the sugar from distant locations to the ports for exports and movement of sugar across the length and breadth of the country for domestic consumption.

Further, swapping would ensure liquidation of sugar stocks of all mills as mills which are not able to export could swap their export quota with domestic quota of sugar mills which are able to export more, mainly due to their vicinity to ports. At the end of Sugar Season 2022-23, it is expected that most of sugar mills will be able to sell their production either in domestic market or in international market through exports and will clear the cane dues of farmers in time. Thus, the policy has created a win-win situation for sugar mills in the country.

The sugar export policy is an indication of focus of Government on ensuring price stability in sugar sector in interest of domestic consumers. By restricting the sugar exports, domestic prices will remain under control and no major inflationary trends will arise in domestic market. Indian sugar market has already seen very nominal price increase which is in tune with increase in FRP of sugarcane for farmers.

Another focus area is production of ethanol in the country which is a priority area for the country to reduce dependence on fuel imports and to move towards green energy. Higher ethanol prices for producers have already encouraged distilleries to divert more sugar towards ethanol. The sugar export policy is another mechanism to ensure availability of sufficient sugarcane/sugar/molasses for ethanol production. Diversion of sugar towards ethanol production during ESY 2022-23 is expected to be 45-50 LMT.

By allowing sugar exports, Government has also protected the interest of cane farmers and sugar mills as mills will be able to take benefits of favourable international sugar price scenario and achieve better prices of sugar so that cane dues of farmers in current sugar season 2022-23 may also be paid timely and working capital costs of mills may reduce due to optimum level of sugar stocks with them.

In last six years, Government has taken multiple and timely initiatives in sugar sector enabling sugar mills to stand on their own and become a self-sufficient sector. During SS 2022-23, sugar mills were not given any subsidy for sugar production/marketing and even in current season, sugar sector of the country is expected to perform well with no financial support from Government of India.

Facilitating diversion of sugar to ethanol production and export of surplus sugar as per availability, Government of India has taken care of interest of about 5 crore sugarcane farmer families as well as 5 lakh sugar mills workers along with a whole ecosystem of sugar sector including ethanol distilleries taking them on growth trajectory.

FSSAI clarifies, Hop Pellets should conform to copper limit by it, EFSA



The FSSAI has issued a clarification with respect to 'Hop Pellets', used in manufacturing of beer, and stated that 'Hop Pellets' should conform to the copper limit specified by it as well as the European Food Safety Authority (EFSA).

FSSAI has said that the prescribed limit of copper in 'Hop Pellets' has been fixed at max 1000ppm. FSSAI's statement reads, "It is clarified that the European Food Safety Authority (EFSA) has specified the limits for copper in Hops (dried), including Hop Pellets and unconcentrated powder max at 1000ppm. Therefore, the imported product 'Hops Pellet' shall conform to the copper limit specified by the EFSA as well as all the other FSSAI standards,"

In this regard, the Trade and International Cooperation Division, FSSAI, has issued the order after various stakeholders sought clarification on the subject wherein 'Hop Pellets' imported to India were tested for copper under the 'Food Not Specified' category.

According to FSSAI, the food authority was in receipt of representations wherein 'Hop Pellets' imported to India, meant for use as an ingredient in the manufacturing of beer and not for direct human consumption, were tested for copper as per limits prescribed under 'food not specified' category as per the FSS (Contaminants, Toxins & Residue) Regulations.

MoFPI issues list of projects approved under Sampada Yojana



The Ministry of Food Processing Industries (MoFPI) has issued an updated list of projects approved and sanctioned under the scheme of creation/expansion of food processing and preservation capacities under Pradhan Mantri Kisan Sampada Yojna.

A total of 317 units were approved wherein Maharashtra has the highest number of units approved, followed by Gujarat, Uttar Pradesh and Tamil Nadu. A total of 41 units were approved in Maharashtra while Gujarat has 31 units approved, followed by Uttar Pradesh with 26 and Tamil Nadu with 24 units. Among hill states, Himachal Pradesh has 22 approved units, followed by Assam with 21 units and Uttarakhand with 10 units.

The Central sector scheme of PM Kissan SAMPADA Yojna was introduced by the Union Government through MoFPI for development of food processing and allied sectors in the country aiming at creation of modern infrastructure with efficient supply chain management from farm to retail. According to the MoFPI, the scheme focuses on mega parks, integrated cold chain, expansion of processing and preservation, agro processing clusters, backward & forward linkages, food safety and quality assurance, human resources and Operation Greens.

FSSAI caps penalties for returns to 5 times the annual fees



The FSSAI has decided to cap penalties incurred by food businesses due to delay in submission of Annual Returns by fixing the maximum limit from fiscal 2021-22. The food authority has ordered that the maximum limit to which the penalties can go shall not exceed '5 times the annual fees'. The FSSAI in this regard has also decided to amend the FSS (Licensing and Registration of Food Business) Regulations, 2011.

According to the statement issued by the FSSAI, 'in order to reduce the burden on the food businesses owing to accumulated penalties, the Food Authority has decided to substitute the clause 2.1.13 (3) of the FSS (Licensing and Registration of Food Businesses) Regulations, 2011, with the below stated clause

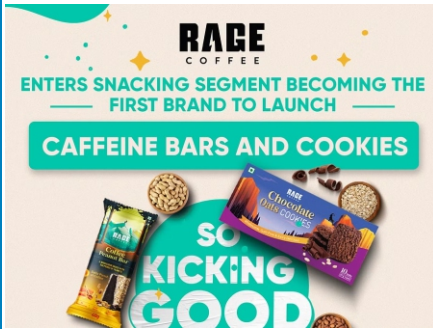
“Any delay in filing return beyond 31st May of each year shall attract a penalty of Rs. 100 per day of delay”

The maximum penalty that can be levied shall not exceed 5 times the annual fees. Ms. Inoshi Sharma, Executive Director, Compliance, FSSAI, has stated that this will come into effect from FY 2021-22 onward for which the extended last date of return was June 30, 2022.

Further, the amount of penalty levied due to delay in submission of Annual Return with effect from FY 2021-22 (subject to maximum penalty levied shall not exceed 5 times the annual licence fee) shall be required to be paid by the food businesses before applying for renewal of their licences.

Clause 2.1.13 of Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011, specifies the condition for submission of Annual Returns by Manufacturers and Importers by May 31 of every year. Further, it specifies the penalty for delay in submission of Annual Return as Rs. 100 per day beyond May 31.

Rage Coffee enters snacking segment, launches caffeine bars and cookies



Rage Coffee, a Delhi-based caffeine innovation FMCG company that manufactures, markets, and distributes innovative packaged caffeine related products, has announced the launch of three exciting new snacks – Coffee Peanut Bars, Caffeine Almond Bars, and Chocolate Oats Cookies. These munchables provide consumers with apt options in the healthy snacking category as all of them are gluten-free and crafted with natural premium ingredients and contain no preservatives or colourants. These snacks are very handy and have been created for the fitness age where they can be consumed on-the-go. The brand will continue to be on the march within the healthy snacking market and introduce a diverse range of snacks.

The Coffee Peanut Bars are a flavourful delight with heavy nutty goodness packed to the brim with delectable coffee flavour. Its satiatingly gluten-free bite is enough to keep the consumer fuelled for the long run. The scrumptiously nutty bar is priced at Rs 99 for the single pack and Rs 495 for a 200 gm bundled pack of five.

The Caffeine Almond Bars come with 90 grams of caffeine, high-quality almonds and peanuts and wrapped in a rich nougat base. This snack with an irresistible caffeine kick comes at Rs 99 for the single pack and Rs 495 for a 150 gm bundled pack of five.

A delight for the health enthusiasts and for anyone craving for quality snacking options, the Chocolate Oats Cookies come a-brim with the flavoursome chocolate and healthy oats. These craft cookies are artisanal in every bite with a gluten-free character fuelled with antioxidants, minerals, and fibres. It provides the ultimate guilt-free indulgence. The heartily delectable taste of chocolate and oats mashed into a crisp cookie is available in a 100 gram pack priced at Rs 199.

Mr. Bharat Sethi, founder and CEO, Rage Coffee, stated, “Rage Coffee's core identity has always been to be recognised as a consumer feedback-driven caffeine innovation brand.

With the introduction of these three super healthy snacks, we are entering the snacking category with the promise of providing the absolute best to millions of our consumers, who are called as Ragers. We have received an overwhelming response to all our products till now, and we hope to keep creating a revolutionary rack of snacks that are purpose-built for health-conscious consumers.”

Sunpure edible oil brand launches 'Makes Your Food Special' campaign to reiterate the value of purity and trust



South India's largest edible oil brand, Sunpure by MK Agrotech Group, announces the launch of its latest marketing campaign – 'Makes Your Food Special'. The year-long, multilingual campaign has been planned across traditional and digital media and aims to reiterate the brand's core values of purity, trust, care, and honesty.

Last year it had appointed actor and philanthropist Sonu Sood as its brand ambassador. The current campaign is looking at further strengthening the deep connect the brand has developed with customers across Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, Goa, Maharashtra, and Kerala.

The evocative ad campaign – in Kannada, Tamil, and Telugu – shines a light on the strong emotional influence that food has in our lives. Food plays a special role in our relationships. When you cook for your loved ones with India's only physically refined sunflower oil, you show that you care. For them, their health, their well-being.

Mr. Gokaran Pawar Singh, General Manager, Sales & Operations, M.K. Agrotech Pvt. Ltd., said, Sunpure's latest ad campaign drives home the purity of our product through a simple, yet powerful message that food cooked with Sunpure Sunflower Oil is special. The campaign will be amplified through varied platforms like TV commercials, digital, performance marketing, and outdoor media.

Apart from being India's only physically refined sunflower oil, it is free from harmful preservatives, like tertiary butylhydroquinone (TBHQ) commonly used in food products. It is also enriched with Vitamins A, D, and E.

Sunpure's unique selling proposition (USP) is its purity, powered by the perfect blend of technology with tradition. Moreover, the manufacturing process is eco-friendly using RO-treated water whereas other players use mineral oils for heating.

The company uses 100% green electricity generated by windmills, producing eight times more power than it consumes, said the company.

Kikkoman to boost supplies of soy sauce to meet expected surge in demand



Soy sauce is not only used in Japanese or Asian dishes but also in over 200 cuisines around the world. Perhaps less well-known is the fact that it is a key ingredient in processed food. According to a recent Innova Database report which covered information about new products and ingredients from 90 countries, soy sauce as an ingredient is used in nearly 90% of all processed food categories in around 70 countries.

These food product categories include 'Sauces & Seasonings', 'Meat, Fish & Eggs', 'Ready to Eat' and, perhaps more surprisingly, the "Snacks", "Bakery", "Confectionary", "Dessert" and "Ice Cream" categories as well. According to a recent Euromonitor report, one of the key trends in the food industry globally is 'convenience'. Consumers have

moved towards more 'ready to eat' products. In 2021, the Ready Meal market in India showed an increase of 16%, reaching a market size of Rs 13.1 billion. In 2026, this figure is expected to surpass Rs 24.2 billion.

As the world's leading producer of naturally brewed soy sauce, Kikkoman is currently meeting the needs of the food processing industry globally. As the awareness and demand for soy sauce grow in the Indian food manufacturing industry, Kikkoman India will make efforts so that the Indian food processing industry becomes more aware of the value and necessity of using its soy sauce as an all-purpose seasoning.

The soy sauce's versatility has made it a key ingredient in many food categories – it can be used as a cooking ingredient, marinade sauce, base seasoning for vegan products, natural flavour enhancer for soups, salads, frozen pizza, spreads, ready meals for children and even to make vanilla ice cream more delicious.

To this end, the company has created a dedicated sales team so that food manufacturer embracing this new trend can use the soy sauce in their products, secure in the knowledge that their ready meals and other processed foods will be more natural and delicious.

Kraft Heinz brings for the first-time plant-based cheese slices



Kraft Heinz's is going all in on plant-based alternatives and now along with NotCo is launching NotCheese, a plant-based version of the iconic Kraft American cheese, said its CEO. Mr. Miguel Patricio. NotCheese will be rolled out next year.

This is the first product from the joint venture between the CPG giant and the artificial-intelligence-powered company that creates plant-based alternatives. While Kraft Heinz has a massive portfolio, it has historically had a relatively small presence in the plant-based alternatives segment.

According to Patricio, Kraft NotCheese is incredible and tastes like cheese, it smells like cheese and melts like cheese. It is very different from everything that is in the market. The main ingredients are water, coconut oil, modified corn starch and chickpea protein. They will come in American, provolone and cheddar varieties. Plant-based cheese is a slowly growing category, though most of the players are startups that only make plant-based cheeses.

Kraft Heinz has been supporting food tech to change the cheese market for years. The CPG's venture arm, Evolv Ventures, has twice invested in New Culture, a startup making animal-free casein in order to create plant-based cheese with its signature stretch.

Marico brings yummy soya snack for small hunger – Saffola Soya Bhurji



Marico has launched Saffola Soya Bhurji, and is hence expanding its plant-based protein portfolio with the— a delicious, protein rich snack which can be prepared in just 5 minutes. With this launch Marico's plans to strengthen its base in both healthy foods and ready-to-cook segment in India with products that cater to the needs of consumers today.

There is a huge demand for healthy yet tasty snackable items and that is why the company launched a first-of-its-kind, soya-based tasty, instant snack. Previously, the Company had launched Saffola Meal maker Soya Chunks marking its entry into the plant protein category. Saffola Soya Bhurji is the result of Marico's drive to constantly innovate,

keeping in mind the ever-changing consumer trends.

Saffola Soya Bhurji has been launched in the versatile Magic Masala flavour. It packs an immense 12.6 gm protein per serving— giving 2X protein as compared to any other popular packaged snacks, making it a power-packed snack for any occasion. It comes in a 35-gm pouch priced at Rs. 15. It has been launched in West Bengal, Delhi, and Mumbai across general trade. The product will be available across the country in a phased manner. The pack also comes with an easy marker for water, which can be used to prepare the Bhurji. It is also available across modern trade and major e-commerce platforms.

PepsiCo's Frito-Lay debuts bite-sized versions of its popular snacks



Frito-Lay has introduced bite-sized versions of its popular Doritos, Cheetos, and SunChips snacks. The PepsiCo division's Frito-Lay Minis are packaged in easy-to-pour canisters. The company said the packaging makes the snacks more conducive to sharing with friends or eating on the go.

Mini versions of snacks and sodas have become a popular way for shoppers to consume an indulgent product they enjoy while watching their intake of out-of-favor ingredients like sugar and salt.

The new Minis of Doritos, Cheetos, and SunChips are smaller versions of the snacks in a canister. The resealable packaging is portable and easy to close if it's not consumed in one sitting. It also allows people to have smaller versions of their favourite treats, an attractive proposition if they are looking to watch how much they eat when they want something salty.

Even with Frito-Lay's commanding presence in salty snacks, the PepsiCo division is looking for innovative ways to retain its market-leading position. While the segment can grow through launching a new brand or making an acquisition, oftentimes it comes from tweaking an existing product.

The new bite-sized snacks come in a variety of flavours and options: Doritos in Nacho Cheese and Cool Ranch; Cheetos in Cheddar and Flamin' Hot; and SunChips in Harvest Cheddar and Garden Salsa.

Smaller serving sizes for sodas and snacks have been popular for years, but they have seen a surge in innovation recently as shoppers look to eat healthier. For food and beverage makers, the tiny portions help keep people engaged with the brand and benefit the company's bottom line through fatter profit margins.

All India Food Processors' Association

Tariff for Advertisement in AIFPA Monthly E-Newsletter 'Food Pro'

AIFPA brings out a **Monthly E-Newsletter 'Food Pro'** to provide information about current industry happenings, Govt. policy & schemes, events, new technology/product developments, regulatory matters, exports, global news, expositions, company news etc. in the food processing sector. The Newsletter is widely circulated free of cost to all related segments throughout the country, as well as to Foreign Embassies, Indian Missions Abroad, International Chambers and Institutions. **Your advertisement in the Newsletter will give you very high wide-angle visibility. All advertisements are in color as per details below.**

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