



An Overview of Maggi Noodles on and off The Shelves in India.

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ABSTRACT

Maggi noodles first appeared on Indian market in 1983. In India maggi instant noodles were very popular. Maggi become the 'third staple' of Indian food after wheat and rice. Maggi specifically formulated to serve vegetarians. In May 2015, food safety regulations from barabanki, utttarpradesh, India reported the samples of magi 2 minutes noodles had unexpectedly high level of monosodium glutamate as well as up to 17 times the permissible limit of lead. FSSAI ordered a recall of all nine approved variants of maggi instant noodles and oats masala from India. Many states of India banned maggi after the FSSAI decision. June, 2015 the central government of India banned nationwide sale of maggi products. The nationwide ban was struck down by the Bombay high court. All the samples of the maggi have been cleared with led much below permissible limit. Maggi come back to the shelves in India from November 2015 after the high court order to nestle to manufacture and sell the newly manufactured products.

KEYWORDS

Introduction:

The Swiss brand MAGGI owned by Nestle makes a variety of products, including bouillon cubes, various Asian-type sauces, and powdered soups, but in India the word is essentially synonymous with "2-Minute Noodles." Maggi noodles first appeared on the market here in 1983, and over the next 25 years, they enjoyed a 90% of the instant noodle market. It became, as Mumbai-based advertising expert Kiran Khalap said in an interview with Afaqs, an online resource for Indian marketing and advertising firms, the "third staple" of Indian food after wheat and rice. Today, India is by far Maggi's largest market for instant noodles.

History of MAGGI:

Maggi products were first invented in the mid-19th century in Switzerland by a guy called Julius Maggi. According to Maggi's official account of its own corporate history.

"In 1863 Maggi created a recipe of flavours to bring added taste to meals. Known for his nutrition-oriented approach, the Swiss Government asked Julius Maggi to create a product that would be quick to prepare yet nutritious as more and more women were working outside the home. The results were a success-two instant pea soups and an instant bean soup."

MAGGI in India:

Maggi's target audience in early 1980s India was much the same. In its first ads, the brand popularized the image of the "Maggi Mom": she cared for her children as much as the more-traditional Indian mother, but, as a modern working woman, didn't have the time to make time-consuming curries. Kids loved Maggi; moms loved making Maggi. It took only "two Minutes" It was purportedly healthy. Maggi released flavors specially tailored to the Indian market.

Today Maggi relies on nostalgia to keep ahead of the growing instant noodle competition. In 2008, Maggi introduced a new ad campaign for the brand's 25th anniversary in India. Titled "Me and Meri Maggi" - "Me and My Maggi", the campaign solicited personal stories from Maggi eaters and re-created them for a series of ads aired across the country. The campaign is treacle-sweet sentimentality of the first order: there's a bride eating a bowl of Maggi in her wedding dress and a

kid eating it on a camping trip and a guy soaked to the bone carrying bowls of the stuff to people stranded in their cars during the 2005 Mumbai floods.

Noodle stories

But the "Meri Maggi" ads also tap into something essential about Maggi's peculiar place in India's collective consciousness: everyone in India has his or her own Maggi story, Maggi memory, and Maggi recipe. Maggi noodles may just be the closest thing that the modern nation-state of India has to a tangible, unifying reality. According to the communications team over at India's Maggi Headquarters in Delhi, the annual Brand Equity Survey ranked Maggi the most trusted food brand in India in 2014, while WPP's Millward Brown Survey ranked it the most powerful brand in India. In India, Maggi instant noodles were very popular; Maggi noodles are specifically formulated to serve vegetarians, and carry the green dot. The product in other countries is not vegetarian, unless imported from India.

2015 - Story of Maggi:

In May 2015, Food Safety Regulators from Barabanki, a district of Uttar Pradesh, India reported that samples of Maggi 2 Minute Noodles had unexpectedly high levels of monosodium glutamate, as well as up to 17 times the permissible limit of lead : On 3rd June 2015, the New Delhi Government banned the sale of Maggi in New Delhi stores for 15 days due to these findings.

On 4th June 2015, the Gujarat FDA banned the noodles for 30 days after 27 out of 39 samples were detected with objectionable levels of metallic lead, among other things. Assam had banned sale, distribution and storage of Maggi's "extra delicious chicken noodles" variety for 30 days since 4th June 2015 after tests carried out at the state public health laboratory concluded the particular variety to contain added MSG and excessively high lead content. Some of India's biggest retailers like Future Group which includes Big Bazaar, Easyday and Nilgiris have imposed a nationwide ban on Maggi. Thereafter multiple state authorities in India found an unacceptable amount of lead and it has been banned in more than 5 other states in India. On 4th June 2015 the government of Tamil Nadu also banned maggi due to unacceptable amount of lead

and other components. On 5th June the Andhra Pradesh Government Banned Maggi. Maggi will not be banned in Karnataka for now, declared minister for health and family welfare U T Khader during a press meet on 26 June.

On 5th June 2015, Food Safety and Standards Authority of India (FSSAI) ordered a recall of all nine approved variants of Maggi instant noodles and oats masala noodles from India, suggesting them unsafe and hazardous for human consumption. On 6th June 2015 the Central Government of India banned nationwide sale of Maggi noodles for an indefinite period. In June 2015, it was reported in India that tests had found high amounts of lead and MSG in Maggi noodles, and FSSAI ordered country-wide withdraw and recall for all 9 variants of Maggi Instant Noodles and Oats Masala Noodles.

After ban:

Maggi has always insisted that its noodles are safe. Maggi had to pull stock worth nearly Rs 320 crore from the shelves and had to pay 20 crores to a cement factory to burn the product. In addition Corporate Affairs Ministry imposed a Rs 640 crore fine on Nestle India, for finding MSG and lead beyond the permissible limit.

In August, tests performed by the US health regulator FDA showed no dangerous lead levels in the products. On 13 August 2015, the nationwide ban was struck down by the Bombay high court. The court stated that proper procedure was not followed in issuing the ban and called into question the test results, as the samples were not tested at authorized laboratories accredited to the National Accreditation Board for Testing and Calibration Laboratories (NABL).

Received test results from all three laboratories mandated by the Hon'ble Bombay High Court to test MAGGI Noodles samples. All the 90 samples, covering 6 variants, tested by these laboratories are clear with lead much below the permissible limits.

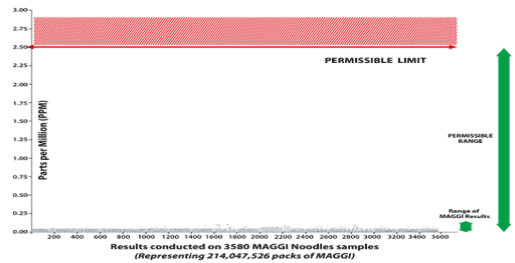
Nestlé India has always maintained that MAGGI Noodles are safe. Nestlé India has conducted over 3500 tests representing over 200 million packs in both national as well as international accredited laboratories and all reports are clear. In addition to these, various countries including USA, UK, Singapore, Australia and others have found MAGGI Noodles manufactured in India safe for consumption.

Nestlé will continue to collaborate with the FSSAI, the apex food regulator and other stakeholders. In compliance with the orders of the Hon'ble Bombay High Court, Nestle now commence manufacture and will start selling only after the newly manufactured products are also cleared by the designated three laboratories. Nestle committed to reintroduce our beloved MAGGI Noodles at the earliest.

Nestle received results from all three NABL (National Accreditation Board for Testing and Calibration Laboratories) accredited laboratories mandated by the Hon'ble Bombay High Court to test newly manufactured MAGGI Noodles samples. All the samples of the MAGGI Noodles Masala have been cleared with lead much below permissible limits.

Tests done by Nestlé India

Nestlé India has conducted more than 3,500 product samples of Maggi noodles, in both national and international accredited laboratories. These tests, representing more than 200 million packets of noodles in total, have found Maggi noodles safe for consumption



Bombay High Court have been complied with, Nestle make our best endeavor to commence the sale of MAGGI Noodles Masala within this month as well as continue engaging with States where permissions are needed or specific directions may be necessary. Presently MAGGI Noodles is manufacturing at three of our locations, at Nanjangud, Karnataka, Moga, Punjab and Bicholim, Goa and for the other two locations at Tahlival and Pantnagar, Nestlé India engaging with the relevant authorities in Himachal Pradesh and Uttarakhand to obtain directions for commencing manufacture of MAGGI Noodles.

Nestlé India is committed to collaborate and work proactively with FSSAI, the apex food regulator, FDA authorities in States and other stakeholders. Nestlé India maintains the highest standards of food quality and safety in the manufacture of all its products and consumer trust is of paramount importance to us.

Back on the shelves of MAGGI:

Maggi came back to the shelves in India in November 2015. Nestle has also been running a campaign to win back trust of members of the Indian community. Nestle in India resumed production of maggi in all five plants that is Nanjangud, Karnataka, Moga, Punjab Bicholim, Goa and Tahlival and Pantnagar in Himachal Pradesh on 30 November 2015.

Popular instant noodles Maggi is back on the shelves in select markets from Monday, five months after it was banned for allegedly containing lead beyond the permissible limit, with Nestle India preparing a staggered roll out except in eight states where it is still not allowed.

The company, which has suffered a damage of 70-85 million Swiss Francs nearly Rs 530 crore due to the ban, has also not ruled out a suit against food safety regulator, FSSAI. Maggi has been relaunched in 100 towns through 300-odd distributors and will be rolled out in many more areas in the coming days

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