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BL Agro launches Nourish Pulses at World Food India

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BL Agro, a leading name in India’s FMCG sector, made an impactful start to World Food India 2024 with the grand inauguration of its pavilion by Chirag Paswan, Minister of the Ministry of Food Processing Industries (MOFPI), as the chief guest. The first day of the event, held at Bharat Mandapam in New Delhi, saw an enthusiastic response. Industry leaders and attendees engaged in the interactive and immersive experience that the pavilion offered.

The inauguration was a resounding success. Visitors showed keen interest in BL Agro’s journey from humble beginnings in Uttar Pradesh to becoming one of India’s top FMCG brands was particularly appreciated.

The highlight of the day was the launch of Nourish Pulses, the latest addition to BL Agro’s growing portfolio. The company also unveiled a new television commercial showcasing the revamped image of the ‘Nourish’ brand which is more dedicated to delivering high-quality, nutritious, and hygienic products to Indian households, reinforcing the company’s commitment to health and wellness.

BL Agro has lined up exciting developments for the rest of the event. On Day 2, BL Agro’s subsidiary, B.L. Kamdhenu Farms Limited, will sign a significant Memorandum of Understanding (MoU) with Sweden-based M/s De Laval. This MoU will promote a zero-waste economy and sustainable practices in cattle breeding and dairy technology, including innovative solutions like embryo technology and cattle IVF.

On Day 3, Leads Connect Services Private Limited, BL Agro’s agritech arm, will sign an MoU with Poland-based Arya Capital, aimed at enhancing India’s agricultural value chain through cutting-edge technology and sustainable practices. The MoU sighing will be happening in the presence of the chief guest Dr Arun Kumar Minister of State, Uttar Pradesh.

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