



GSRANALYTIX

FOOD & CULINARY MAGAZINE

FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026

INDIA

EDITION

01



LAND OF SPICES
TRADITION & DIVERSITY

FROM TIMELESS SPICES TO GLOBAL TABLES

Tradition • Innovation • Export Potential

INSIGHTS • DEBATES • OPPORTUNITIES

AUTHENTIC
INDIAN
FLAVOURS

INSIDE INDIA

A CONTINENT OF FLAVOURS, CULTURE & HERITAGE

From Himalayan valleys to tropical coasts, India offers one of the world's most diverse culinary landscapes. Ancient grain traditions, regional techniques and a living spice culture come together in food that is local, celebratory and globally influential.

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THE NORTH

Tandoor, wheat breads, rich gravies and festive sweets.

THE SOUTH

Rice, coconut, tamarind, lentils and fragrant curries.

COASTAL INDIA

Seafood, kokum, mustard, coconut and spice routes.

WORLD FAMOUS

BIRYANI Layered. Aromatic. Iconic.



INDIA

SOUTH ASIA



INDIA



A MOSAIC OF REGIONAL CUISINES

Indian cuisine is not one tradition but thousands: shaped by geography, faith, empire, migration, agriculture and family memory. Spices build aroma and balance rather than heat alone.

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- 03 FEATURED RECIPE
- 04 INGREDIENT HERITAGE
- 05 TRADE & EXPORT OUTLOOK

THREE FOUNDATIONS, ONE CUISINE

SPICE

Layered aroma

Cardamom, cumin, coriander and chilli create depth.

GRAIN

Rice, wheat & millet

Staples change with climate, harvest and community.

TECHNIQUE

Tandoor, tempering & slow cooking

Fire, fermentation and timing define flavour.



NORTH

Wheat, dairy, tandoor and slow-cooked gravies.

SOUTH

Rice, lentils, coconut, curry leaves and tamarind.

WEST

Millet, seafood, farsan, kokum and bold contrasts.

EAST

Rice, river fish, mustard, sweets and delicate spice.

ICONIC FOODS OF INDIA I

Dishes that carry history, memory and regional identity.

01

BIRYANI

Fragrant rice layered with spice, herbs and regional signatures.

02

BUTTER CHICKEN

Delhi's velvety tomato-butter classic.

03

MASALA DOSA

Crisp fermented crepe with spiced potato.

04

CHOLE BHATURE

Punjabi chickpeas with airy fried bread.

05

ROGAN JOSH

Kashmiri aromatic slow-cooked curry.

06

DHOKLA

Light, steamed and tangy Gujarati snack.

07

RASGULLA

Soft cheese dumplings in fragrant syrup.

"Every Indian dish belongs to a place - and every place adds a new voice."



ICONIC FOODS OF INDIA II

Dishes that carry history, memory and regional identity.

01

PANI PURI

Crisp shells filled with potato and tangy water.

02

IDLI SAMBAR

Steamed rice cakes with lentil-vegetable stew.

03

TANDOORI CHICKEN

Yogurt-marinated chicken roasted in clay heat.

04

PALAK PANEER

Paneer in a deeply savoury spinach sauce.

05

VADA PAV

Mumbai's spicy potato street-food sandwich.

06

HYDERABADI HALEEM

Slow-cooked grain, lentil and meat tradition.

07

JALEBI

Crisp spirals soaked in saffron syrup.

“Every Indian dish belongs to a place - and every place adds a new voice.”





FEATURED DISH: PANEER

PANEER BUTTER MASALA - A MODERN INDIAN CLASSIC



CREAMY • AROMATIC • COMFORTING

Paneer Butter Masala pairs tender Indian cottage cheese with a smooth tomato-cashew sauce, warm spices and a final touch of butter. It is restaurant-famous, vegetarian and globally accessible.

KEY INGREDIENTS

- Paneer
- Tomatoes
- Cashews
- Butter or ghee
- Ginger & garlic
- Garam masala
- Kashmiri chilli
- Kasuri methi

PERFECT PAIRINGS

Naan • Jeera rice • Cucumber raita
Fresh coriander • Pickled onion

WHY THE WORLD LOVES IT

FAMILIAR

Rich tomato comfort

VEGETARIAN

Protein-rich paneer

VERSATILE

Restaurant or home

EXPORTABLE

Spice blends & ready meals

Chef's tip: crush dried fenugreek between your palms just before finishing the sauce.





PANEER BUTTER MASALA RECIPE

A balanced, magazine-style home recipe • Serves 4

INGREDIENTS

- 400 g paneer, cubed
- 1 tsp cumin
- 2 tbsp butter or ghee
- 1 tsp garam masala
- 4 ripe tomatoes, chopped
- 1 tsp Kashmiri chilli
- 50 g cashews, soaked
- 1/2 tsp turmeric
- 1 onion, sliced
- 1 tsp crushed kasuri methi
- 1 tbsp ginger-garlic paste
- 100 ml cream; salt to taste



STEP-BY-STEP PREPARATION

01

BUILD THE BASE

Sauté onion, cumin, ginger and garlic in butter until aromatic.

02

COOK THE TOMATOES

Add tomatoes, cashews, chilli and turmeric; cook until soft.

03

BLEND SMOOTH

Cool slightly, blend to a silky purée and strain if desired.

04

SIMMER THE SAUCE

Return to the pan with water; simmer until glossy and balanced.

05

ADD THE PANEER

Fold in paneer, garam masala and crushed kasuri methi.

06

FINISH & SERVE

Add cream and a little butter. Serve hot with naan or jeera rice.

PERFECT PAIRING Garlic naan • Jeera rice • Mint raita • Mango pickle



INDIAN INGREDIENTS

NATURE, DIVERSITY AND HERITAGE

THE BUILDING BLOCKS
OF A GLOBAL CUISINE

BASMATI RICE

Aromatic long grain

PULSES

Protein and tradition

TURMERIC

Colour and earthiness

CARDAMOM

Floral warmth

MANGO

Fresh, dried and pickled

TEA

From Assam to Nilgiri

COCONUT

Coastal richness

MILLETS

Climate-smart grains

NATIVE SPICE CRAFT

Tempering • Dry-roasting • Grinding • Blooming in oil • Layering

TRADITIONAL BEVERAGES

Masala chai • Lassi • Filter coffee • Aam panna • Jaljeera





KEY STATISTICS & NUMBERS

A continental food economy with global reach

1.46 BN

Population, 2025 estimate

\$51.91 BN

Agricultural exports, 2024-25

\$27.90 BN

APEDA-monitored exports, 2024-25

\$4.72 BN

Spice exports, 2024-25

239.3 MT

Milk production, 2023-24

200+

Agri export destinations

GLOBAL LEADERSHIP

MILK

#1

Nearly one quarter of global output

SPICES

GLOBAL HUB

Unmatched product diversity

RICE

TOP TIER

Basmati and non-basmati reach

FRUIT & VEG

#2

Major global producer

EXPORT OPPORTUNITY MAP

MIDDLE EAST



EUROPE



NORTH AMERICA



SOUTH-EAST ASIA



AFRICA



Sources: APEDA, Spices Board India, PIB / Basic Animal Husbandry Statistics.





FOOD SECTOR AT A GLANCE

Scale, value addition and new consumer markets



\$51.91 BN

AGRI EXPORTS

2024-25

\$8.03 BN

PROCESSED FOOD EXPORTS

2025-26

\$4.43 BN

SPICE EXPORTS

2025-26

HIGH-POTENTIAL CATEGORIES

BASMATI & CEREALS



READY MEALS



PLANT-BASED FOODS



SPICES & BLENDS



PROCESSED FRUIT



TEA & BEVERAGES



WHY INDIA MATTERS

- ◆ Immense domestic market and diaspora demand
- ◆ Deep agricultural base across many climates
- ◆ Strong private brands and cooperative networks
- ◆ Growing cold-chain, processing and e-commerce capacity

◆ Global appetite for authentic, convenient Indian flavours



THE FLAVOURS OF INDIA

TRADITION THAT CONNECTS WORLDS

A LIVING FOOD CULTURE

Every state adds a distinct voice, yet shared rituals of hospitality, seasonality and spice connect the table.



A MELTING POT

Royal kitchens, street stalls, temple food and home recipes meet.

THE POWER OF SPICE

Aroma, preservation, wellness and identity in every blend.

GLOBAL MOMENTUM

Restaurants, retail, diaspora and ready meals drive demand.

OPPORTUNITY AREAS

Premium spice blends

Plant-based protein

Tea, coffee & wellness drinks

Cold-chain partnerships

Regional frozen meals

Millet snacks & cereals

Origin-led storytelling

Hospitality & culinary tourism

INDIA IS NOT ONE CUISINE - IT IS A WORLD OF CUISINES.





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GSR ANALYTIX: CONNECTING WORLDS

FROM INDIA TO THE WORLD



OUR MISSION

We connect businesses, markets and cultures through clear intelligence, practical insight and global visibility.

WHAT WE OFFER

- Country & sector intelligence
- Market entry and export insight
- Business networking & visibility
- Culinary and hospitality promotion

OUR GLOBAL NETWORK

120+

COUNTRIES

50,000+

PROFESSIONAL REACH

25+

SECTOR REPORTS

1,000+

BUSINESS CONNECTIONS

BE PART OF OUR GLOBAL JOURNEY

TOGETHER, WE FEED THE WORLD.

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Global Business Intelligence



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