

India Food, Beverage & Agriculture

Capability Statement for Principals, Manufacturers & Investors

Prologue is a cross-border advisory practice working with food and beverage principals, ingredient and processing firms, agribusinesses, and investors across India, Europe, North America, and Asia-Pacific. This statement sets out our capability to support sourcing, market entry, partnership, and transaction decisions across the India–global food, beverage, and agriculture value chain.

THE OPPORTUNITY — INDIA AS SOURCE AND MARKET

India is both a major agricultural and ingredient base and a large, fast-growing consumer market. Producers are moving into premium, processed, and specialty product; global principals are sourcing ingredients and entering the market; and capital is flowing into both. For firms on both sides, the question is how to position — which segment, which partner, which structure.

RAW MATERIAL & SCALE	PROCESSING & QUALITY	BRAND & IP	STANDARDS & TECH	CONSUMER MARKET
INDIA	RISING	GLOBAL	GLOBAL	INDIA

~\$60B food processing market (Prologue est.)	~3rd global agricultural producer	~\$10B specialty ingredients (Prologue est.)	~\$120B food processing by 2030 (Prologue est.)
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HOW WE SUPPORT — IN BOTH DIRECTIONS

- **Sourcing facilitation:** connecting principals to qualified Indian ingredient and processing suppliers
- **Market entry & partnership:** distribution, JV, and licensing pathways
- **Transaction support:** target screening, diligence, and acquisition / minority-stake advisory
- **Quality & qualification:** food-safety, certification, and compliance assessment

WHAT WE DELIVER

- Sub-segment economics, sourcing, and competitive intelligence
- Supplier and partner identification and qualification
- Sourcing, market-entry, and JV structuring support
- Transaction screening and acquisition / minority-stake advisory

EVIDENCE OF CAPABILITY

Prologue has produced a research suite on India's place in the global food, beverage, and agriculture value chain — a flagship assessment of structure, competitive dynamics, and partnership pathways — drawing on data from IBEF, APEDA, Invest India, and public disclosures. These demonstrate the depth and bilateral fluency we bring; commissioned mandates extend this with primary research, supplier qualification, and named target lists tailored to principal, manufacturer, and investor priorities.