

Kannauj perfume industry holds growth potential in domestic & global market: DM Shubhrrant Kumar Shukl

The District Magistrate highlighted how the state's Ease of Doing Business initiatives are fostering growth and attracting investment within the industry. He underscored the crucial role of InvestUP, along with investor-friendly policies and the Nivesh Mitra portal, in promoting and facilitating sustainable investment in Uttar Pradesh.



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The Uttar Pradesh government has embraced the mantra of 'Reform, Perform, and Transform,' as envisioned by the Prime Minister Narendra Modi and under the leadership of UP Chief Minister Yogi Adityanath, to develop Kannauj into a global hub

for attar (perfume) and essential oils, said Kannauj District Magistrate Shubhrrant Kumar Shukl on August 18.

He emphasized Kannauj's potential as a key hub for attar (perfume) and essential oil production during a groundbreaking workshop organized by the Essential Oil Association of India (EOAI). The event brought together industry leaders, government officials, and experts to discuss the future of attar and essential oils, explore market potential, and address regulatory concerns.

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Noting that Kannauj, renowned for its rich tradition in attar and essential oil production, currently exports perfumes and essential oils worth Rs. 55-60 crore and has a domestic market worth Rs 600 crore, the district magistrate encouraged the pharma, food, and beverage industries to utilize the essence facilities available in the district.

He noted that the proposed industrial corridor along the Agra Expressway in Kannauj would further boost the local perfume industry.

He called upon industry stakeholders to seize the opportunity and invest in the Perfume Park in Kannauj, developed by Uttar Pradesh State Industrial Development Authority, reinforcing the district's standing in the global market. He mentioned the presence of 350 to 500 perfume units in Kannauj and expressed the district's ambition to attract new global partners.

Kannauj's Attar & Perfumers Association Chairman Akhilesh Pathak welcomed attendees and emphasized Kannauj's significant legacy in the essential oils industry. "We aim to foster innovation and explore new avenues for growth within this sector," he said.

Ashish Jhunjhunwala from AFF Aromatics, Kolkata, addressed the "Attar in Global Context," emphasizing Kannauj's unique position due to its traditional craftsmanship and heritage.

Dr. Tanweer Alam, Additional Director of Indian Institute of Packaging (IIP) Delhi, discussed "Regulation & Compliance for Packaging of Attars & Essential Oils," and highlighted the importance of regulatory adherence to ensure product safety and quality, which will facilitate international trade.

Pradeep Jain, Secretary, Essential Oil Association of India (EOAI), Sanjay Varshney, President of EOAI Noida, S.V. Shukla, Director of the Fragrance & Flavour Development Centre (FFDC) Kannauj, and Yogesh Dubey, Immediate Past President of EOAI also spoke at the event.

Anurag Katiyar, Vice President of EOAI Noida, discussed the "Market Potential & Export of Attars and Essential Oils". He noted that global demand is increasing and Kannauj is well-positioned to capitalize on this trend by exploring new markets and enhancing export strategies.