

Study of Marketing Function in Bakery Industry in India

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Abstract – India is the second-biggest maker of food products close to China and is having the capability of being the greatest with its food and rural area. The bakery business in India is perhaps the greatest supporter of the nation's handled food industry. Bakery products which incorporate bread and rolls represent more than 82 percent of the absolute bakery products created in the nation. The bakery segment in India can be named three expansive segments of bread, scones and cakes. Composed bakery part in India produces about 1.3 million tons of products and the rest is created by the disorderly area and little scope nearby makers. Regardless of whether there are numerous programmed and self-loader bread and scone fabricating units accessible in India, the vast majority of us favor new bread and different products from the nearby bakery. In any case, with the coming of MNCs selling pizzas and burgers, individuals are changing their preferences as well. Numerous local and worldwide players have taken the market and the opposition has expanded.

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OVERVIEW

Bakery items are food things which for the most part incorporate rolls, cakes, baked goods, level bread, tortilla, chapatti, bun, croissant, and so on. These items are quickly picking up prominence attributable to their wonderful taste and medical advantages as they are produced using an assortment of grains, for example, rye, maize, wheat, and oats among others. Different fixings utilized for heating incorporate water, eggs, preparing pop and powder, nuts, and added substances. As bakery items give both comfort and moderateness to the customers, their utilization level has seen an ascent in the previous barely any years. As indicated by the most recent report by IMARC Group, named "Indian Bakery Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2020-2025", the Indian bakery market arrived at an estimation of around US\$ 8 Billion out of 2019.

As breads and rolls are quick moving shopper merchandise (FMCG), they are devoured consistently by the purchasers which build the deals of these items in India. Likewise, development in the inexpensive food chains further animates the interest for breads as they are utilized in sandwiches, burgers, soups, snacks, and so on. In addition, presentation of significant worth included bakery items is giving an impulse to the market development. Aside from this, bustling ways of life,

changing dietary patterns and western impact has reflected in a solid interest for bakery items in India. Looking forward, IMARC Group expects the Indian bakery market to display moderate development during 2020-2025.

The Bakery industry and India is encountering vigorous development over 9% as indicated by an ongoing report. It's an immense industry utilizing countless individuals. Truth be told with over a million a sorted out little scope pastry kitchens and in excess of 2000 composed or semi sorted out bread shops. The Bakery division is the biggest of all the segment of India's food handling part. Report delivered by driving statistical surveying organization IMARC in March 2019 began that the Indian Bakery markets arrive at an estimation of dollars 7.22 billion out of 2018. The market esteem is extended to surpass dollar 12 billion inside the following long term extending at a compound yearly development of 9.3 % during 2019-2014. An enormous aspect of this market almost 80% is caught by bread and scones which are things of mass utilization. Indeed India is second just to the US regarding roll creation. As breads and rolls are quick moving buyer merchandise (FMCG), they are expended consistently by the buyers, which is principle explanation behind increments in deals of these products in India. Moreover, development in the inexpensive food chains further animates the interest for breads as they are utilized for

sandwiches, burgers, snacks, and so forth. In addition, presentation of significant worth included bakery products is giving a lift to the market development. Aside from this, bustling ways of life, changing dietary patterns and western impact has reflected in a solid interest for bakery products in India, it included.

Bakery products, because of high supplement worth and moderateness, are a thing of gigantic utilization. Because of the fast populace rise, the rising unfamiliar impact, the development of a female working populace and the fluctuating dietary patterns of individuals, they have picked up prevalence among individuals, contributing fundamentally to the development direction of the bakery business. Bakery holds a significant spot in food preparing industry and is a customary action. With respect to bakery products, purchasers are requesting fresher choices, and the business has been encountering stronghold of bakery products so as to satisfy the prospering craving of the wellbeing cognizant Indian. Various sound products have been dispatched in the bakery segment, and are picking up notoriety at a high rate. The mounting presence of bakery chains has additionally set off the development in the segment.

INDIAN SITUATION

India is the world's second biggest maker of food close to China, and has the capability of being the greatest with its food and farming area. The Indian bakery industry is perhaps the greatest segment in the nation's prepared food industry. Bakery products, which incorporate bread and rolls, structure the major prepared foods representing more than 82 percent of the absolute bakery products created in the nation. It appreciates a near preferred position in assembling, with a plentiful flexibility of essential fixings required by the business, and is the third-biggest bread producing nation (after the United States and China). The bakery segment in India can be characterized into the three expansive segments of bread, rolls and cakes. India's composed bakery segment produces about 1.3 millions ton of bakery products (out of 3,000,000 tons) while the equalization is delivered by chaotic, little scope neighborhood makers. Regardless of the way that there are numerous programmed and self-loader bread and scone fabricating units in India, numerous individuals actually lean toward new bread and different products from the neighborhood bakery. Since the coming of worldwide organizations (MNC) selling pizzas and burgers in the nation, individuals are changing their preferences moreover. Today, they are not confined to bread, cakes and rolls, yet to other bakery products too. With new dispatches by a couple of organizations like Britannia, Bisk farm and Morish, rivalry has expanded. Additionally, the Indian market is watching the foundation of bakery bistro chains as Barista, Café Coffee Day and Monginis. The well known bread variations in India are glucose

rolls, Marie, cream scones, wafers, stomach related bread rolls, treats and milk rolls. Taking everything into account, the portions of the marked and sorted out segment and the unbranded and chaotic parts are 60 percent and 40 percent separately. Indian bakery products, particularly rolls, are in incredible interest in creating nations.

Significant parts in this segment, as Parle, Britannia and ITC Foods, have caught the business sectors generally, with Britannia holding the administration position. As far as worth, Britannia and Parle represent around 38 percent share every one of the all out volume of marked rolls showcased in India. Britannia Industries, with a normal retail esteem portion of nine percent of the heated products classification, end up being the best part in 2013. Prepared merchandise are relied upon to develop by consistent incentive at a compound yearly development rate (CAGR) of two percent over the conjecture time frame. The metropolitan areas of India saw quick development and extension of present day retail outlets in 2013. Nonetheless, current retail outlets, for example, hypermarkets and general stores, kept on staying low, contrasted with the general retail situation in India. A portion of these cutting edge retail outlets additionally had devoted areas to bakery products. Composed and sloppy bread players contribute around 45 percent and 55 percent of the absolute bread creation, separately. The sorted out part includes around 1,800 little scope bread fabricates around India, 25 medium-scale producers and two enormous scope businesses. The marked bundled segment in this segment was assessed to be worth Rs 17,000 crore in 2012, and is required to develop at 13-15 percent in the following three to four years. Three or four huge measured players (specifically, Britannia, Parle, ITC and Cadbury's) comprise 75 percent of the market. The bread and cake market is substantially more divided, with various territorial and neighborhood players. The significant parts in the bread segment are Britannia and Modern Industries Ltd, who hold around 90 percent of the piece of the pie incorporates Britannia and Modern Industries Ltd. Aside from these two, there are a couple of huge territorial players, for example, Spencer's in South India, Kitty and Bonn in Punjab and Harvest Gold and Perfect in Delhi and the National Capital Region (NCR).

Bakery items become a normal food in most aspect of the world and are fundamental wares today. There is a high potential for business development in selling bakery items. In the business world, Small-Medium Enterprises (SMEs) are basically occupied with the bakery business, yet can't rival the marked bakery industry. The SMEs in Malaysia are endeavoring hard to accomplish development in the matter of bakery items. The current contextual investigation manages the issues looked by SMEs and gave some legitimate suggestions to determine the current issues in the bakery

business. The case investigation and its findings uncover that SMEs have unstructured showcasing techniques and necessities upgrades in the zones of bundling, esteem add to the bakery items, center around advancement and proper publicizing methodologies. Further, the investigation uncovers that more inclusion of selling focuses for bakery items, the expanded number of dispersion focuses and legitimate motivations to the operators may definitely improve the showcasing of bakery items.

Woman Entrepreneurs in Bakery Sector

The bakery business has given an edge to the enterprising abilities of the ladies in India. Ladies from places like Gurgaon, Chandigarh and south Indian states are going into the Bakery business and the number is seen ascending from a year ago. There are likewise government activities to oblige the lady enterprise and make business open doors for them. Offices like The National Skill Development Corporation (NSDC) are giving quality preparing to ladies in heating, processing and food innovation areas. They are focusing on new understudies, incompetent laborers, hopeful business people and business visionaries without formal preparing to give point by point preparing.

Trends in Indian Bakeries

One clear pattern that has come up in the bakery business is the inclination for lighter and more advantageous foods. Presently one can have multigrain bread, earthy colored bread, sweet bread or even without gluten bread in the event that somebody is bigoted to this group of proteins found in grains like wheat, rye, and so on. Furthermore, these products are not restricted to a couple of metropolitan urban areas. They have spread over the length and expansiveness of the nation. Also, it isn't just breads which have gotten more advantageous. The equivalent can be said of scones, cakes, baked goods and numerous different things. The ascent of diabetes in the nation has likewise prompted an ascent in the interest for sugar free and solid bakery products. In general, this pattern towards more advantageous things has been driven by expanding wellbeing mindfulness. So the opportunity currently has wanted organizations like food foods which recently presented carefully assembled granola that is sans gluten, stuffed with nuts and seeds and improved with privately sourced natural nectar to prosper. The pattern towards more advantageous bakery things has developed so solid that it isn't simply new pastry kitchens that are investigated with lighter things. Indeed, even customary bread shops are presently acquiring new products to take into account the developing interest for more beneficial foods.

Difficulties Facing Indian Bakeries

The development of an industry likewise brings its own difficulties and the most significant of them being expanding adequate ability to fulfill the new age needs. For instance, to fulfill the need for more beneficial food, bakery store or shop need to put resources into making the offices more sterile and furthermore employing new individuals with information on such products. Making offices sterile likewise requires that there ought to be satisfactory number of toilets, hand-washing offices and changing spaces for the laborers. As per Guidance Document on Food Safety Management System" delivered by Food Safety and Standards Authority of India (FSSAI), it is significant for food creation offices to have wash bowls, drying offices (fabric towel ought not be utilized), cleanser, dustbin, tap and reasonable temperature controlled water gracefully. It additionally requires the offices to have adequate number and separate cleanly planned toilets with appropriate flushing offices for male and female representatives.

The toilets will not open legitimately to the food creation territory and will be kept up in slick and clean condition. Getting the correct individuals is another test. This is on the grounds that, generally the business has not put a lot of consideration on granting preparing on different aspects of the business to prepare the workforce future. It is not necessarily the case that the preparation establishments in the nation are not prepared to confer appropriate preparing. Yet, there seems, by all accounts, to be a requirement for the business to construct a culture of standard preparing and furthermore offer accentuation to youthful hopeful cooks that putting resources into training to become familiar with the subtleties of the bakery business merits their time and cash. The expansion popular for braced things which incorporate fiber, cancer prevention agents, omega-3 oils, and nutrient and mineral fortresses additionally present new difficulties for the business. "The expansion of incorporations to prepared products expects adjustments to the first item recipe, subsequently making another item from a current one. Such alterations can be trying to pastry specialists as changes in plan may bring about the requirement for changes to hardware, cycles and fixing costs," expresses the FSSAI archive. "The segment reports a solid requirement for additionally preparing establishments which can deliver gifted laborers who are proficient about the exchange as well as skilled in executing the food security and cleanliness necessities endorsed in the nation's food laws," record says. Enhancing new products is another enormous test for industry considering expanding rivalry in the market. There is additionally need to build mindfulness about the advanced innovations and comforts of web-based media stages that can help bread shops in the chaotic segment arrive at a more extensive market.

REVIEW OF LITERATURE

As indicated by the Fi India Conference, "Every year, the Fi India Gathering unites the most powerful Indian and Worldwide speakers to address key themes within the food fixings industry. Composed in co-activity with the Protein Foods and Nutrition Development Association of India (PFNDAI) the meeting gives a urgent understanding into the basic issues in the current atmosphere and hopes to feature new products and arrangements all through the business. It's an absolute necessity go to for those keen on the eventual fate of food industry in India, in addition to gives an imperative chance to organizing and increasing a brief look at significant up and coming industry patterns."

As per www.bakeryindia.com, "The historical backdrop of bread what's more, cake begins with Neolithic cooks and walks through time as per fixing accessibility, propels in innovation, financial conditions, socio-social impacts, legitimate rights (Medieval societies) and developing taste. The soonest breads were unleavened. Variety in grain, thickness, shape and surface fluctuated from culture to culture.

Renko et al. (2011) recommended possible intends to improve maintainable contending bene□its for one of the Croatian little bakery industry and the outcomes proposed to define reasonable showcasing techniques to accomplish tentative arrangement of activities.

Constantin (2009) referenced the significance of deals advancement of bakery items and gave the showcasing procedure format. Aisha Food Industry Sdn. Bhd. (AFISB) built up in 19 October 1992 and is one of SMEs in Malaysia. The Industry began as a privately-run company and later transformed from the customary method to present day business, hence a little privately-owned company changed over to medium venture industry. The development zone of the plant of AFISB is around 8000 square feet and the approved capital of the organization is US\$150,000 with the settled up capital is US\$135,000. AFISB sells new day by day heated bread, cakes and treats in Malaysia with the all out deals every month is around US\$60,000. The significant clients of AFISB are government medical clinics, government jails and inns in Malaysia. Around 28 representatives are working in AFISB to run the tasks and routine exercises. The primary reason for this contextual analysis is to decide how to improve the advertising methodologies and deals for AFISB specifically and for those SMEs associated with this business all in all. In the clients judgment, AFISB utilizes level-B fixings (items with marginally inferior quality) since their selling cost is low contrasted with the standard bakery businesses

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the Croatian small bakery industry and the results suggested to formulate a suitable marketing strategies to achieve future plan of actions. Constantin (2009) mentioned the importance of sales promotion of bakery products and provided the marketing strategy layout. Aisha Food Industry Sdn. Bhd. (AFISB) established in 19 October 1992 and is one of SMEs in Malaysia. The Industry started as a family business and later changed from the traditional way to modern business, thus a small family business converted to medium enterprise industry. The buildup area of the plant of AFISB is about 8000 square feet and the authorized capital of the company is US\$150,000 with the paid up capital is US\$135,000. AFISB sells fresh daily-baked bread, cakes and cookies in Malaysia with the total sales per month is around US\$60,000. The major customers of AFISB are government hospitals, government prisons and hostels in Malaysia. About 28 employees are working in AFISB to run the operations and routine activities. The main purpose of this case study is to determine how to improve the marketing strategies and sales for AFISB in particular and for those SMEs involved in this business in general. In the customers judgment, AFISB uses level-B ingredients (products with slightly low quality) since their selling price is low compared to the standard bakery industries

As indicated by K.T. Achaya, "Naan is a roti of fine white maida, raised, turned out oval fit as a fiddle, sprinkled with nigella (kalonji) seeds and prepared in an oven or common broiler. Little, mud put stoves intently looking like present-day ovens have been unearthed at kalibangan and Indus valley site. In about AD 1300, Amir Khusrau notes nann-e-tanuk (light bread) and naan-e-tanuri (cooked in an oven stove) at the royal court in Delhi. Naan was in Mughal times a famous breakfast food, joined by kheema or kabab of the humbler Muslims. It is today connected with pujnabis furthermore, is a typical caf e thing instead of home-made one, all finished India."As per Irum Khan , "At the background of the US economy heading downturn, India actually has motivation to grin with the segments like IT, fabricating, food preparing and such others outfitting to detonate in the coming years. The market is sparkling with positive thinking as at no other time."

The review of literature with respect to the historical backdrop of bakery products, creation cycle of bakery products has been produced using the diverse web sites. In the wake of contemplating the perspectives on various famous specialists it has been reasoned that the bakery business is going from the progressive age in the field of delivering different products. With the improvement of new innovations underway measures, the nature of completed products is improving step by step furthermore; it will set up the new measurements with the progression of time.

Innovation

With the serious desire for expanded socialization, Indian buyers are constraining the interest for more hang-out alternatives. The segment's advancement has controlled the ascent of fresher bistro designs like bakery bistros, which invert the idea of bistros by expanding existing bread kitchens and chocolate retailers to offer corresponding drink things. Hence, not at all like a normal bistro, a bakery bistro is, at the center, a supplier of prepared food, with the refreshment segment just a supplement to the menu. A regular bakery bistro menu incorporates a wide choice of breads, including such fascinating variations as wheat, rye, five-grain, multigrain, split wheat, woodwind, loaves and crusty bread, and other prepared treats like brioches, croissants, treats, biscuits, cakes, scones, strudels, brownies, pies and puffs. The menu may likewise include soups, servings of mixed greens, and different dishes, made utilizing healthy, privately sourced fixings, cooked and served new. These can remember eggs for different symbols, newly made sandwiches, moves, wraps and heated beans on toast. The idea of pastry kitchens and bakery bistros, in spite of the fact that it has picked up foothold as of late, isn't new to India. Prior, pastry shops were set up because of the British impact. Ideas like Wenger's in New Delhi given a special recommendation around then, which set the tone for the development of bread shops and bakery bistros in the post-Independence time. Regardless of whether they are an augmentation of existing bread shops, or a menu-wise development of a bistro, bakery bistros have gotten famous as a novel method of managing the exemplary predicament for any bistro design, for example step by step instructions to drive deals at the entire hours of the day. Customarily, bistros, because of their solid drink center, used to see a break in the guest check during lunch and supper time. The option of a food part not just aided these bistros understand extra incomes by taking into account customarily non-top periods, yet additionally offered their clients one more diner to visit at eating times. Consistent item development is a significant test for a bakery bistro. Given that huge numbers of the food products offered at bakery bistros are best delighted in totally new, proficient creation and stock administration is an absolute necessity tackle challenge. Regardless of the difficulties looked by bakery bistros, the idea has a solid balance in the market today, and looks set to develop in a few urban communities, adding different brands to its crease. The bakery business would appreciate more imaginative thoughts and ideas, and is required to develop with the developing mindfulness and a thriving financial condition.

Trends in the industry

- 1) E-retailing of bakery products-for instance, online flower specialist and blessing conveyance locales like Florist Xpress have gone into bakery things,

- 2) Expanding traction for instance, Florist Xpress has container India presence not at all like numerous physical bakery shops,
- 3) Improved bundling for instance, similar to specialists at Florist Xpress has brought customization and personalization to an unheard of level, and
- 4) Innovation in elements for instance, architects cakes, photograph cakes, just as, eggless cakes are raised by Florist Xpress to take into account the client's needs.

Challenges and opportunities

- Cooks additionally face a couple of difficulties, for example,
- Government guidelines;
- Request flexibly chain;
- Rising costs of flour (maida), the significant fixing, and other crude materials, for example, oil, fat and eggs, and
- The value affectability of the market

Difficulties Facing Indian Bakeries

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Making offices clean likewise requires that there ought to be satisfactory number of latrines, hand-washing offices and changing spaces for the laborers. As indicated by Guidance Document on Food Safety Management System" delivered by Food Safety and Standards Authority of India (FSSAI), it is significant for food creation offices to have wash bowls, drying offices (material towel ought not be utilized), cleanser, dustbin, tap and reasonable temperature controlled water flexibly. It likewise requires the offices to have adequate number and separate cleanly planned latrines with legitimate flushing offices for male and female representatives.

The latrines will not open straightforwardly to the food creation zone and will be kept up in perfect and clean condition. Getting the opportune individuals is another test. This is on the grounds that, customarily the business has not put a lot of consideration on granting preparing on different features of the business to prepare the workforce future. It is not necessarily the case that the

preparation organizations in the nation are not prepared to grant legitimate preparing. In any case, there seems, by all accounts, to be a requirement for the business to construct a culture of standard preparing and furthermore offer accentuation to youthful hopeful dough punchers that putting resources into training to get familiar with the subtleties of the bakery business merits their time and cash. The expansion sought after for sustained things which incorporate fiber, cancer prevention agents, omega-3 oils, and nutrient and mineral fortresses likewise present new difficulties for the business. "The expansion of incorporations to heated items expects alterations to the first item equation, accordingly making another item from a current one. Such adjustments can be trying to bread cooks as changes in detailing may bring about the requirement for changes to gear, cycles and fixing costs," expresses the FSSAI archive. "The segment reports a solid requirement for additionally preparing organizations which can deliver talented specialists who are learned about the exchange as well as equipped in actualizing the food safety and hygiene prerequisites endorsed in the nation's food laws," record says. Developing new items is another huge test for industry taking into account expanding rivalry in the market. There is likewise need to expand mindfulness about the computerized advances and accommodation of online media stages that can help pastry shops in the sloppy segment arrive at a more extensive market.

Current research on the retail bakery industry

The bakery business in India today has a significant spot in the mechanical guide of the nation. Pushing forward, the area is relied upon to see more worldwide brands entering the Indian market. On the off chance that the reports are to be accepted, the bakery business has accomplished third situation in creating income among the prepared food part. The market size for the business was pegged at \$4.7 billion of every 2010, and is relied upon to reach \$7.6 billion by 2015. The report additionally referenced that the sparkling star of the part remains the roll fragment, which is relied upon to outflank the development of the division generally. While the figures are without a doubt empowering, there is a flip side to this story. As the business and the business flourishes, the difficulties collecting out of it are likewise developing at a quick movement. As a matter of fact, the Indian bakery industry isn't generally outfitted to confront the overwhelming assignment that lies ahead, which is of finding some kind of harmony. In the same way as other enterprises, retail bread kitchens see increasing expenses in fuel, medical care and different consumption cut into their main concerns and increment the expenses of working together. In any case, there has been an uptick sought after, including patterns, for example, cupcake stores and sans gluten prepared products. Driven by the developing impression of bakery items in India and

the changing purchaser inclinations, the Indian bakery industry would contact levels of Rs 483 billion in the following five years.

CONCLUSION

The Indian bakery industry is overwhelmed by the little scope area with an expected 50,000 little and medium-size makers, alongside 15 units in the sorted out part. Aside from the idea of the business, which inclines toward the business sectors and takes into account the nearby tastes, the business is broadly scattered additionally because of the booking approaches (identifying with the little scope ventures) of the administration. Scones and bread which are viewed as the significant bakery item and they represent 82% of all bakery creation. The chaotic area represents about portion of the all out bread creation assessed at 1.5 million tons. It additionally represents 85% of the complete bread creation and around 90% of the other bakery products assessed at 0.6 million tons. The last incorporates baked goods, cakes, buns, rusks and others. Bread rolls are assessed to appreciate around 37% offer by volume and 75% by share by estimation of the bakery business. The sorted out area obliges the medium and premium segments, which are moderately less value touchy. The composed division can't contend at the lower value run because of the extract advantage appreciated by the casual area. The sorted out segment in scones has seen a consistent development of about 7.5%, adjusting comprehensively to the development pace of GDP. Scones comprise about 7% of the Rs 478 billion FMCG markets in India. During 2003-04 bread rolls market developed at twofold digit (about 11%) contrasted with a development of 1.4% for the FMCG business in general, and 4.4% normal development over most recent five years (1999-2003).

In India the yearly per capita utilization of marked candy parlor is as yet under 100 gms. Hard-bubbled candy is saved for the little scope area. There are around 5,000 units obliging the nearby business sectors. The large players have utilized a blend of establishment courses of action (with little units) and item definitions to escape the booking mode. The absolute commitment of the sugar bubbled ice cream parlor market in the sorted out division, contain plain, hard-bubbled confections, toffees, éclairs and gums is around Rs. 20 billion. Add to this the sloppy part and the market for a wide range of ice cream parlor is Rs. 50 billion. Be that as it may, as far as worth the sorted out part orders 60% of the piece of the pie. With the exit of MNCs and other built up sorted out players from extremely low valued (25 paise) class, the sloppy part has become quick. MNCs and powerful promoting help substitute products like biting and air pocket gums. With Rs. 3,250 million pieces of the overall industry, the gum and mint market is developing at a rate 10 to 15% every year.

Products of the soil rolls being advertised by organizations with sound techniques are proceeding quickly.

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