



October 16, 2013

## 100,000 servings of instant noodles donated to cyclone-hit Odisha, India

Indo Nissin Foods Limited and World Instant Noodles Association (WINA) have supplied some 100,000 servings of instant noodles as emergency ration to the eastern coast of India stricken by Cyclone Phailin. In order to respond swiftly to the food shortage of the affected people, Indo Nissin Foods offered to supply their 100,000 servings of instant noodles to Relief Coordination Centre, Bhubaneswar, in a joint relief effort with WINA. Top Ramen, the company's main products, will be delivered to the affected people through Ganjam district distribution point.

Indo Nissin Foods Limited (MD: Mr. Yuji Tabeta), incorporated in India in 1988 as a subsidiary of Nissin Food Holdings Co., Ltd. is a member of WINA based in India.



### **<About Indo Nissin Foods>**

Indo Nissin Foods Limited is one of the oldest Japanese food manufacturers which entered Indian market. Thanks to continuous support by consumers and retailers, Indo Nissin has successfully built best in class distribution network within Japanese companies in India. Top Ramen is loved by children and their mothers across the country and it is especially popular in Odisha. Almost all\* children and thier mothers enjoyed Top Ramen on regular basis in last 3 month.(\*Shown in the research conducted in Odisha by Indo Nissin Foods Limited in September 2013.)

<http://www.topramen.in/>

### **<About Nissin Foods Holdings>**

Nissin Foods Holdings has 7,822 employees and net sales of 381 billion Japanese Yen. It operates in 18 countries with 75 production facilities. The company is widely known in the world, for its leading brands of instant noodle and ramen products including Cup Noodles and Top Ramen.

In 1958, Momofuku Ando, the founder of Nissin Foods, invented instant noodles as quality convenient food products that are ready to eat just by adding some hot water. It was an invention motivated by his intense desire to help feed the masses suffering from the food shortages in the post war Japan.

In 1971 we came up with another revolutionary product: cup-type noodles. This is a combination of soup, toppings and noodles, all contained in a single container that can be used for storage, cooking utensils and servings.

Our instant noodles have become part of people's daily lives throughout the world. And the instant noodles industry is foraying into ever-newer markets with resounding success.

<http://www.nissinfoods-holdings.co.jp/english/>

### **<About WINA>**

World Instant Noodles Association (WINA) was founded in 1997, for the purpose to improve the quality of instant noodle products, to promote the consumption increase and the industry's development, and to contribute to a diet for people all over the world. WINA is a world-wide industry association comprising 173 companies/organizations from 25 different countries. At the 6<sup>th</sup> World Instant

Noodles Summit Osaka in 2008, the association established "WINA Disaster Relief Fund" using donation from Momofuku Ando (the first Chairman of WINA). WINA has been actively engaged in food relief efforts in tandem with its member companies from around the world.

<http://instantnoodles.org/noodles/disaster-relief.html>

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