

Ajinomoto to focus on MSG safety in India

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Through the social media, the company would launch series of cookery videos and shows on Indian recipes besides an awareness campaign.

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The Thailand factory produces 64,000 tonnes of aji-no-moto per year which also serves the Indian market. Ajinomoto is the brand name and the product name is the Mono Sodium Glutamate (MSG) made from Tapioca starch and Sugarcane molasses through fermentation process.

According to Ajinomoto India, as part of boosting demand in Indian market, the company, would adopt various methodologies towards addressing consumers on safety,

Stating that consumers having high blood pressure are advised to restrict or resist consuming sodium normally contained in common salt, the company highlighted that the use of MSG reduces 35 per cent of sodium in-take, without compromising on the palatability of the foods.