Analogue barfi in your mawa peda? 40,500kg stock worth ₹60.8L seized

'1,380 Sacks Had No Expiry Date And No Batch Number'

TIMES NEWS NETWORK

Ahmedabad: First, we had to worry about analogue paneer that contained no dairy; then came the sauce with no tomatoes. Now, just days before Diwali, Ahmedabad's sweet trade has thrown up another worrying question: is your mawa peda actually made of 'analogue barfi'?

Ahmedabad Municipal Corporation's health and food department seized around 40,500kg of a suspected mawa substitute, which the AMC has called 'barfi', found at a cold storage facility in Gomtipur on Wednesday. The stock, estimated at Rs 60.8 lakh, was packed in 1,380 sacks weighing 30kg each.

"To make cheap sweets in the city, products like analogue barfi, similar to analogue paneer, are being used instead of mawa, and they are sold as mawa too. For consumers, that could mean paying the price of a traditional mawa sweet without it containing mawa at all," a senior health department official said.

Under FSSAI standards, mawa is defined as a product obtained by partially removing water from milk in a controlled process. "A prepared sweet or barfi-like product is different and may contain sugar and other ingredients depending on how it is made," the official said.

Diwali is the city's biggest sweet-buying season, as people not only consume sweets themselves but also gift them to family and friends.

As demand for pedas, gift boxes, and bulk sweet orders rises sharply during the festive season, a cheaper substitute entering the supply chain could affect not only the ingredients but also the taste, texture, sweetness, and shelf life of the sweets sold to consumers.

To prevent adulteration, the civic body has decided to check the quality of mawa being used in sweets produced in the city. As part of this initiative, health department teams are carrying out raids and inspections at units that store, manufacture, and sell food items across the city.

MAWA MYSTERY

An AMC official said the team conducted a check in the Gomtipur area and found about 1,02,000kg of mawa stored by around 60 vendors.

"Of this, nearly 80% of the stock belonged to 15 big vendors," said the official, adding: "Six samples were collected to test the quality of mawa from Hasmukhbhai Mawawala, Tulsi Mawa Centre, Rajwadi Sweet (Bajrangi), Indian Dessert (Nilkanth), Purohit Mawawala and S K Mawawala."

These samples were sent to the public health laboratory to determine what the material actually is and whether it meets food-safety standards.

The official said, "The maximum stock in this cold storage belonged to a company named Radhika Food Products. The company had stored 40,500kg of mawa under the names of Rajwadi Sweet and Indian Dessert. None of these sacks mentioned a batch number or expiry date. Hence, we stopped the suspicious stock from being sold."

He added, "Since samples have to be taken in the presence of the respective vendors, the sampling for the remaining vendors will be carried out in their presence."

"According to FSSAI standards, barfi cannot be sold as or used in place of mawa. Marketing a sweet as a 'mawa peda' without actual mawa misleads consumers. This is fraud against consumers, which is why we halted the sale," the official noted.

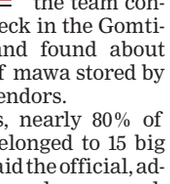
If test results do not prove the product's authenticity, the stock will be destroyed and action will be taken against the company, said the official.

BEYOND PANEER: DAIRY THAT ISN'T

WHAT IS AN ANALOGUE DAIRY PRODUCT? FSSAI uses the term for products in which non-dairy ingredients partly or wholly replace milk constituents, while the finished product is made to look, taste or behave like a conventional dairy product

WHERE ELSE IS DAIRY BEING REPLACED?

CHEESE
Vegetable oils, starch, emulsifiers and sometimes milk proteins are used to mimic processed cheese. It may not melt or stretch like real cheese



GHEE
Non-milk fats are engineered to replicate ghee's aroma, colour and cooking properties. The substitution matters because ghee is a premium product sold largely on perceptions of purity



CREAM
Vegetable-fat-based creamers can substitute for dairy cream. These products can be legally sold when clearly identified as non-dairy; the issue arises when they are passed off as fresh cream



KHOYA
Non-milk fats and other ingredients recreate khoya's dense, crumbly texture. Once incorporated into barfi, peda or gulab jamun, substitution can be difficult to detect



CHHENA
Non-dairy fats and proteins can be used to mimic chhena for sweets such as rasgulla and sandesh, where cooking can mask differences in texture



THE FIVE-TIER PANEER MARKET

- **₹340/kg** — Pure full-cream 'malai' paneer: Supplier-described as entirely milk-based; the premium variety
- **₹250/kg** — Skimmed milk + vegetable fat: Uses palm/vegetable fat to lower costs while retaining a fatty texture
- **₹200/kg** — Skimmed milk + milk powder
- **₹200/kg** — Soy + dairy hybrid: Roughly 50% soy and 50% dairy ingredients
- **₹120–150/kg** — 'Flavour soya'/'tikki': Cheapest variety, described as predominantly soy-based, with about 10% milk. Sold in compressed blocks

WHAT THE RULES SAY

1. Regular full-fat paneer must contain at least 50% milk fat on a dry-matter basis and can be sold loose
2. Medium-fat and low-fat paneer must be sealed and labelled, with the applicable fat category declared
3. Products using vegetable oil in place of milk fat cannot be sold as paneer and must clearly disclose the substitution

Applicable FSSAI provisions

- Under Sections 26(1) and 26(2)(ii) of the Food Safety and Standards Act, 2006, food business operators must ensure that food under their control complies with applicable food laws and regulations. Substandard food that contains extraneous matter or is presented misleadingly cannot be sold.
- Sections 3(1)(zl) and 52 deal with mislabelled food. If a product is sold under a false or misleading name, description or presentation, it may be treated as mislabelled, depending on the circumstances, and attract penalties under Section 52.
- Section 50 may also apply if the food supplied to a consumer differs in nature, substance or quality from what was demanded or represented at the time of sale.

'Barfi contains sugar, other ingredients'

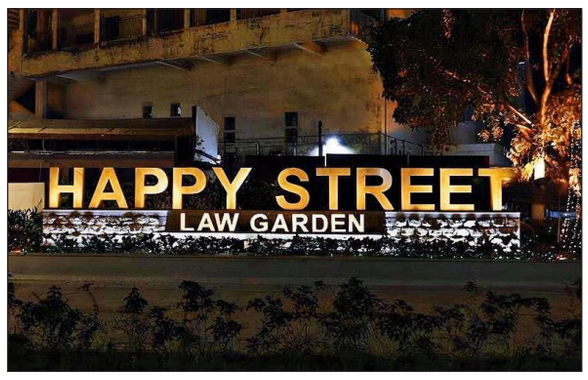
An official from the AMC's health and food department said, "Mawa, or khoya, is made from milk by partially removing its water content in a controlled process. The product being used as mawa — prepared barfi or another sweet — is a ready-to-eat item. It may contain sugar and other ingredients, depending on the recipe, so it is not the same as mawa."

Under FSSAI standards, mawa is defined as a product obtained by partially removing water from milk. "Using prepared barfi or a barfi-like sweet instead of mawa to make pedas or other sweets, reportedly to cut costs, can change their ingredients, sweetness, and taste," the official said.

He added, "Khoya-based sweets are listed under Food Category 18.1.1.1 in the FSSAI guidelines for Indian sweets. However, this classification does not automatically permit using prepared barfi as a substitute for mawa. If mawa has not been used, labelling the product as 'mawa peda' or a 'mawa sweet' may mislead consumers about its identity and ingredients."

8 yrs after eviction, Khau Gali vendors back in HC

TIMES NEWS NETWORK



Seventeen of the evicted vendors have sought high court directions to AMC to allot them stalls at Happy Street

Ahmedabad: Eight years after vendors were evicted from Khau Gali near Law Garden, the dispute has returned to Gujarat High Court, which on Wednesday orally asked Ahmedabad Municipal Corporation (AMC) not to proceed with a tender for allotment of 24 stalls at the site, rechristened as Happy Street.

Seventeen of the evicted vendors have approached the HC, seeking directions to AMC to allot them stalls at Happy Street. They submitted that the tender prices were prohibitively high and they could not afford to participate. Their counsel argued that 36 other vendors evicted along with them in 2018 had subsequently been accommodated at the same location.

All the vendors had initially approached HC, but their petitions were dismissed. Subsequently, 36 vendors filed an appeal, following which HC directed their accommodation under the Street Vendors Act. AMC initially decided to allot them space near Gujarat College but later accommodated them near Law Garden, at the very site from which they had been evicted, the petitioners submitted.

Seeking parity, the 17 petitioners urged the court to extend similar treatment to them, arguing that they deserved the same consideration as the 36 vendors who had approached the division bench.

During the hearing, AMC's counsel submitted that the court had been misled and sought time to file an affidavit explaining why the present petitioners could not be equated with the other vendors. AMC sought time until Tuesday (Nov 3) to respond. Justice Nikhil Kariel directed the civic body not to proceed with the tender process until then.

On a lighter note during the hearing, Justice Kariel remarked that AMC had "prejudiced" the court by renaming Khau Gali as Happy Street. "It was one of the most iconic places of Ahmedabad. Anybody coming to the city from outside wanted to go to two places – Manek Chowk and to this place. You have completely destroyed it since 2018. What AMC wanted to achieve by doing this?"

NSUI locks IITRAM gate over campus parking dispute

TIMES NEWS NETWORK



Ahmedabad: A parking dispute at the Institute of Infrastructure, Technology, Research and Management (IITRAM) in Khokhra escalated on Tuesday, with NSUI members locking the institute's main gate after repeated representations to the authorities allegedly failed to resolve the issue.

The protest follows growing resentment among students over the institute's alleged refusal to allow them to park their vehicles inside the campus.

Students, including hostel residents, claimed they were being forced to park outside the gate, causing inconvenience and raising safety concerns.

According to students, they had approached the institute's head seeking a resolution, but the situation remained unchanged.

NSUI members began demonstrations two days ago, urging the authorities to intervene.

With no resolution forthcoming, they brought a chain and locked the main gate on Tuesday, triggering a commotion on the campus.

They warned that the lockout would continue every day until the parking issue was resolved.

Meanwhile, NSUI submitted a representation to the higher education department in Gandhinagar, seeking an inquiry into the land allocated for the institute's hostel and the use of the premises.

The organisation has demanded scrutiny of the building's no-objection certificates (NOCs), approved building plans and construction.

It has also sought action against officials if discrepancies are found between sanctioned plans and actual construction.

20 days on, candle march held for girl who fell into sewer

Ahmedabad: Narol residents held a candle march on Wednesday, demanding justice for 10-year-old Manisha Salat, who fell into an open sewer on the Narol-Vishala highway on Oct 10. Even after 20 days, she remains untraced, with only small fragments recovered.

Manisha's family and residents marched from Narol Circle, demanding the resumption of the search and action against negligent officials.

Congress leader Rajesh Soni, who led the march, slammed the Ahmedabad Municipal Corporation (AMC), questioning how an Rs 18,000-crore civic body failed to locate the child after allegedly stopping the search within 10 days. The incident occurred when the girl's mother briefly let go of her hand to pay an autorickshaw fare. Soni warned of intensified protests and court action if demands are unmet. TNN


Manisha's parents and family members joined the march

No green nets, 11 sites sealed

Ahmedabad: AMC's estate department (North West Zone) on Wednesday sealed 11 construction sites for not installing green nets.

The sites include Kaliram Hostel and Eklavya School in Chandlodia besides The Signature, Akshar Evira, Nityam Glory and Soundarya Alina in Gota. In Thaltej, sites Kala Montana, Sun Setu Sky, Aditya Two and Sola Sparsh were sealed apart from the Dev X site in Bodakdev. A 2023 circular by AMC's town development department makes installing green nets at building sites mandatory to reduce pollution. TNN

Is Buying Gold Enough to Build The Future You Want?

The Economic Times brings you a practical workshop with **Sanjay Kathuria** to learn how to evaluate mutual funds and ETFs and build a structured approach to long-term wealth creation.



What You'll Learn

- Screen Funds And ETFs With A Clear Filter Checklist
- Build International Exposure The Structured Way
- Map Every Investment To A Specific Goal
- Use Gold And Silver As Portfolio Balance

Limited Seats! Enrol For Free

SCAN TO REGISTER

For Queries:
Aszad Khan
+91 83830 27460
money@economictimes.com

A TIMES INTERNET PRODUCT

FLIPPED IT by THE TIMES OF INDIA

Need a practice round? We've got you covered.

Flip a word for a similar one or an opposite & you've nailed it! No mind twisters. Just a clever flip is all it takes.

D _ _ _ E _ _

FLIP THIS: ALIVE START

Now that you've got a hang of it, just scan the QR code on Page 1 or 2 and take on the 60-second challenge.

Play daily. Win prizes* and get featured in The Times of India.

Answer: DEAD END

*T&C Apply

Call 1800 1200 004 or visit subscribe.timesofindia.com and get started with your copy of The Times of India.

THE TIMES OF INDIA CHANGE Begins Here

HDFC BANK

Head Office: HDFC Bank House, Senapati Bapat Marg, Lower Parel (West), Mumbai - 400 013
Regional Office: HDFC Bank Ltd., Department For Special Operations, at 3 rd Floor, C-Wing, Sheetal West Park Imperia, Vastrapur Lake, Ahmedabad -380054.

E-AUCTION SALE NOTICE

PUBLIC NOTICE FOR E-AUCTION FOR SALE OF IMMOVABLE PROPERTIES BY PUBLIC AUCTION

E-Auction Sale Notice for Sale of immovable property mortgaged to Bank under Securitization and Reconstruction of Financial assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8(6) of the Security Interest (Enforcement) Rule, 2002.

Notice is hereby given to the public in general and in particular to the Borrower(s)/Mortgagor(s)/Guarantor(s) that, the Authorized Officer(s) of HDFC BANK LTD. had taken physical possession of the following property/ies mentioned, pursuant to demand raised vide notice(s) issued under Sec 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 in the following loan accounts with right to sell the same on "AS IS WHERE IS, AS IS WHAT IS, WHATEVER IS THERE IS AND WITHOUT RECOURSE BASIS" for realization of Bank's dues plus interest as detailed hereunder and whereas consequent upon failure to repay the dues, the undersigned in exercise of power conferred under Section 13(4) of the said Act read with Rule 8 of the said Rules proposes to realize the Bank's dues by sale of the said property/ies. The sale of the below-mentioned Properties shall be conducted by way of E-Auction through Web Portal: https://www.bankeauctions.com • **Name of the Branch & Account :** HDFC Bank Ltd. Branch- Paldi A/c No. 04612790000050, 85346315, 8182848 • **Mortgagor :** Hiren Textile, Ekta Synthetics, Ankura Fabrics, Mrs. Ratanben Shah, **Guarantors :** 1. Mr. Vikrambhai L Shah 2. Mrs. Ratanben Shah 3. Mr. Niraksh V Shah 4. Mr. Rakshitbhai V Shah/Rishit Shah, 5. Mrs. Miloni Rishit Shah 6. Mrs Aradhi Niraksh Shah 7. Vikrambhai L. Shah HUF 8. Lalchand Rajmal Shah, 9 Ankura Fabrics 10. Ekta Synthetics 11. Hiren Textile 12. Mr. Bharat Shah 13. Mr. Vikram L Shah Legal reprsentative 14. Mr. Bharat L Shah Legal reprsentative.

Details of Collateral Property	Amount & Demand Notice Date	Inspection Date & Time	Reserve Price EMD, Bid Amt .
Unit No. 301 admeasuring 2660 sq f tie 272.75 sq mts. On ground floor constructed onl and bearing Final Plot no 11 of TPS No 30 (old S No. 559, 558561, 524 paiki) admeasuring 18980 Sq. Mts. Situate lying and being at mouje asarva taluka city in registration district of Ahmedabad and sub district of Ahmedabad 6 (Naroda) owned by Hiren Textile Proprietorship Concern.	Rs. 6,13,99,986.57/- Demand Notice dated 26.01.2023	3rd Nov 2026 from 02.00 PM To 04.00 PM	Rs. 99,00,000/- Rs. 9,90,000/- Rs. 50,000/-
Unit No. 204 admeasuring 219 sq mtrs. On ground floor constructed on land bearing Final Plot no 11 of T.P.S. No.30 (old S.No. 559, 558, 561, 524 paiki) admeasuring 18980 Sq. Mts. Situate lying and being at mouje asarva taluka city in registration district of Ahmedabad and sub district of Ahmedabad 6 (Naroda) owned by M/s Ekta Synthetics Proprietorship Concern.			Rs. 66,00,000/- Rs. 6,60,000/- Rs. 50,000/-

Date/Time of E Auction: 16th Nov 2026 from 2.00 PM To 3.00 PM • Last Date of Receipt of Bids along with EMD: 9th Nov 2026 upto 4.00 PM • Name of Authorised Officer/Phone No/Email id : Anil Sankhla/09512999191/9375263149/anil.sankhla@hdfc.bank.in

TERMS & CONDITIONS: 1. The e-Auction is being held on **"AS IS WHERE IS, AS IS WHAT IS, WHATEVER IS THERE IS AND WITHOUT RECOURSE BASIS" 2.** The interested bidders shall submit their EMD details and documents through Web Portal: https://www.bankeauctions.com (the user ID & Password can be obtained free of cost by registering name with https://www.bankeauctions.com) through Login ID & Password. The EMD shall be payable EITHER through NEFT / RTGS in the following Account: **57500000904261,** Name of the Account: DFSO Transitory account, Name of the Beneficiary: HDFC BANK LTD., IFSC Code: HDFC0000240. Please note that the Cheques / Demand Drafts shall not be accepted as EMD amount. **3.** To the best of knowledge and information of the Authorized Officer, there is no encumbrance i.e. statutory dues like property taxes, society dues etc as per Banks's record on the property other than the one mentioned in detailed terms and conditions. The Bank however shall not be responsible for any present/past/future outstanding non-statutory dues /statutory dues/encumbrances/tax arrears/litigations, if any. The intending bidders should make their own independent inquiries regarding the encumbrances, title of property/ies & to inspect & satisfy themselves. **Property can be inspected strictly on the above mentioned date and time. 4.** The intended bidders who have deposited the EMD and require assistance in creating Login ID & Password, uploading data, submitting bid, training on e-bidding process etc., may contact our service provider **M/s. C1 India Pvt. Ltd., 3rd Floor, Plot No 68, Sector-44, Gurgaon, Haryana-122003. Support Mobile Number:-7291981124/1125/1126, Mr. Bhavik Pandya-08866682937,** E-mail ID: support@bankeauctions.com/gujarat@c1india.com. For any property related query, may contact the Authorized officer as mentioned above in office hours during the working days. (10:00 AM to 5:00 PM). Hard copy of Tender Form be submitted along with Bid and EMD, strictly on the above-mentioned date and time at above address of Authorised Officer. **5.** If the Sale Price is more than Rs.50,00,000/- (Rupees Fifty Lakh Only) then the auction purchaser/successful bidder has to deduct 1% of the Sale Price as TDS in the name of the owner of the property & remit it to Income Tax Department as per section 194 IA of Income Tax Act and only 99% of the Sale Price has to be remitted to the Bank. The Sale Certificate will be issued only on receipt of Form 26QB & Challan for having remitted the TDS. **6.** The highest bid shall be subject to approval of HDFC Bank Limited. Authorized Officer reserves the right to accept/ reject all or any of the offers/ bids so received, or cancel the auction/sale without assigning any reasons whatsoever. His decision shall be final & binding. **7. (FOR DETAILED TERM AND CONDITIONS PLEASE REFER TO OUR WEBSITE www.hdfcbank.com and www.bankeauctions.com)**

STATUTORY 15 DAYS SALE NOTICE UNDER RULE 9(1) OF THE SARFAESI ACT, 2002

This may also be treated as notice Rule 9(1) of Security Interest (Enforcement) Rules, 2002 to borrowers/ and Guarantors of the above said loan about the holding of E-Auction Sale on the abovementioned date. The borrower/ guarantors/mortgagors are hereby notified to pay the sum as mentioned above along with upto dated interest and ancillary expenses before 15 days of this notice/the date of Auction, failing which the property will be auctioned/ sold and balance dues, if any, will be recovered with interest and cost.

Date: 29/10/2026
Place: Ahmedabad

Authorised Officer,
Anil Sankhla, HDFC BANK LIMITED