

2017 Awardee



Life Time Achievement Award

Dr. Vinay Kumar Mehrotra

Vinay Mehrotra, Id No. 1378, Batch 1963, completed his B.Sc. Honors in Agriculture & A.H. in 1966, with merit, at G.B. Pant University of Agriculture & Technology. He has a Master's in Food Technology from FAO's International Food Technological Training Centre, CFTRI, Mysore, where he represented Uttar Pradesh and was among the 12 Indians admitted to the program; he specialized in Cereal Technology. In 1971, he was awarded Canadian Commonwealth Scholarship for Ph.D. at the University of Manitoba, where he majored in Food Sciences and worked under Dr. Walter Bushuk, publishing research on Free and Bound water using Differential Thermal Analysis technique.

Dr. Mehrotra began his career in 1968, at Tata Oil Mills Co. Ghaziabad in their food processing plant. He subsequently joined the commissioning team at Modern Bakeries (India) Ltd, and had the privilege of starting industrial bakeries under the Colombo Plan, in Hyderabad and Kanpur. In 1974, he joined the R&D department of Britannia Biscuit Co. Mumbai and soon after, headed Modern Bakeries Technical Division, where he developed product specifications, streamlined production operations, and commissioned new production lines in Chandigarh and Delhi units.

In 1978, Dr. Mehrotra joined Saudi Oberoi Co. as Factory Manager and was soon promoted to General Manager, responsible for commissioning the first automated industrial bakery in Saudi Arabia, capable of producing Arabic Bread, Sliced bread, Buns and Rolls for the commercial market. This bakery was the first to be approved by ARAMCO for meeting American quality and standards. Under Dr. Mehrotra's leadership, Riyadh Bakery also became the first supplier of industrial bakery products to QSRs including, KFC, Burger King, McDonald's, Subways. He spearheaded the production of buns for the first McDonald's in Mid East in 1993 and remained the leading producer in the industry. As Director of Bakeries, he successfully introduced several new products including Tortilla and McArabia bread, and led the international expansion of QSR bakery products to Singapore, Indonesia, Malaysia, Thailand, Afghanistan, Egypt and Middle Eastern countries, for over 25 years till he retired at age 65. During his 32 outstanding years in the Middle East, he effectively established and managed several Industrial Bakeries in Hofuf, Yanbu, Riyadh, Boraida, Jeddah and Rabeg in Saudi Arabia and one in Dubai as well. Considering his unparalleled contributions to innovation, quality & safety standards in the bakery industry, Dr. Mehrotra and the bakeries under his leadership, received numerous awards by QSRs including McDonald's, KFC and Burger King. He was also granted the prestigious Hind Ratan in India on 26th January 2011 for his contributions to Indian Diaspora in Saudi Arabia and for promoting business from India.

Dr. Mehrotra lives in Canada with his wife and as an International Bakery Consultant continues to guide companies implement food safety and security requirements, grow their business and expand into new markets.