### **CONTENTS**



August 2015, Volume 9, Issue 8

18

### **SUPPLY CHAIN & LOGISTICS: DIFFERENT MARKETS, SAME PROBLEMS**

Modern retail getting influenced by evolution of consumers and spread of technology

### **Supplier**

20

### **"WE ARE A TOTAL INTEGRATED COMPANY FOR STEVIA CULTIVATION, PROCESSING AND FORMULATIONS**"

Bengaluru-based Stevia World Agro Tech focusing on popularising Stevia and Stevia-based products

24

### FRENCH CONNECTION, **CHEESY STYLE**

Mango Hill Cheese emerges as an attractive brand for authentic French cheeses

### Retailer



28

### "DEMAND FOR ITALIAN FOODS IS ON THE RISE"

Agosh Malik of Delhi-based Morning Store chain on his expansion plan

30

#### **AIMING BIG**

Ajay Dhar, Director, Needs Supermarket talks about the chain's unrivalled presence in Gurgaon

### **Online Grocery**

36

### **PROFITABLE GROWTH, POSITIVE PERFORMANCE**

VeggyKart to expand in Delhi and Noida to meet demands

### **Cover Story**



### 44 **"UNDERSTAND CUSTOMERS IN THE** CATCHMENT AND WOW THEM WITH YOUR ASSORTMENT'

Devendra Chawla, Group President, Food & FMCG and Brands at Future Group shares his knowledge and experience about introducing changes and meaningful interventions that has brought success for the group in today's organised trade

38

### "HYPERLOCAL TREND IS A WIN-WIN PROPOSITION FOR BOTH **BUYERS AND PHYSICAL RETAILERS"**

Navneet Singh, Co-Founder, PepperTap aims at becoming the foremost hyperlocal e-commerce player

40

### **GUEST PERSPECTIVES: THE PERCEPTION GAP**

A guide for grocers to use data effectively

42

### **NONFOODS: STORM CELLS**

Consumers look at grocery retailers even for batteries and flashlights



62

### **BEVERAGE: SAVOURING SPANISH FULL-FLAVOURED BEER**

Outside Spain, Mahou San Miguel chose India for its first fully-owned subsidiary to produc beer locally

### **Festive Focus**

64

### **FESTIVE SEASON AND** GIFTING FRENZY

A perspective about brands, manufacturers and retailers packaging the festive season ahead with innovative gift packs to lure customers and to market brands and elevate company image

66

### "RANGE AND VARIETY IS OUR STRONG SUIT"

HyperCITY Retail sharpens its focus on the gifting category by offering better choices

70

### **SWEET SUCCESS**

Mumbai's Brijwasi Sweets innovate with both products and packaging to stay ahead of the curve



74

### **"WE EXPECT CUSTOMERS** TO EXPERIENCE OUR EXOTIC **COLLECTION**"

VKC Nuts identifies the scope to tap the gifting market for clocking higher sales

76

### **CHOCOLICIOUS TREATS**

Acclaimed chocolate expert Nitin Chordia outlines the right choice of chocolates

### **CONTENTS**

### PROGRESSIVE GROCER

August 2015, Volume 9, Issue 8



# "WE HAVE THE RIGHT PRODUCTS TO STAND OUT IN THE CATEGORY"

Dhruv International is launching a new range of international chocolates to coincide with the festive season

# 84 "WE ARE READY FOR THE EXCESS DEMAND!"

Earth Loaf Artisan and Raw presents chocolates with healthy quotient for people to indulge more beyond using it for gifting purpose



# 86 "WE CATER TO CUSTOMERS LOOKING FOR SOMETHING DIFFERENT AND UNIQUE"

Puducherry-based 'Eat my Cake' has plans to launch bakery retail during the festive months ahead

# 88 AN OBSESSION FOR EVOLVING TASTE BUDS

Standalone patisserie La Folie addresses customers' needs with an eye on gifting season

92

### THINK GIFTS. THINK HOME-MADE GOODNESS

i2cook products creates and retails organic products and is upbeat about business prospects during the festive season 94

# "GIFTING OUR PRODUCTS IS GIFTING GOOD HEALTH TO ONE ANOTHER"

PEE PEE Group is launching new gift packs with varieties for the coming festive season



96

### "80% OF SAFFRON BUSINESS IS GENERATED FROM GIFTING"

India Global Saffron Co. views gifting saffron makes for a unique and novel concept

98

# "OUR STRATEGY IS TO BE UNIQUE IN PACKAGING AND PRODUCT SELECTION"

GreenDot Health Foods has a new range of products for the festive season

100

### "WE'VE CREATED TEA GIFT BOXES THAT CATER TO VARIOUS PRICE POINTS"

Madhu Jayanti International feels exotic tea is emerging as a gifting trend and is favoured by the new generation

102

### **BLEND WITH THE BEST**

Newby Teas India is upbeat about capitalising on the growing opportunity of tea gifting

104

### THE 'REAL' HAPPINESS OF GIFTING!

Dabur Real Greetings is confident of repeating the success achieved last year for its gifting range





106

### "EVEN NORMAL PEOPLE LOVE OUR SUGAR-LESS PRODUCTS"

DIÄT FOODS (INDIA) offers a wide range of sugar-less products, perfect for the festive season

### **Technology**

108

### THE DIGITAL LINK

Up-and-coming technology can help streamline the supply chain for a new era of retailing

110

### **GETTING STARTED NOW**

What's the best type of service for online grocery?

122

### COLUMN: THE PERFECT LAUNCHPAD FOR BRANDS

Why marketers should launch brands with modern trade?



10

### **MARKET UPDATE**

What's new in the food business

114

#### **WHAT'S NEXT**

New products on the shelves

116

#### **BUSINESS OPPORTUNITIES**

Fresh avenues to expand and grow with suppliers and retailers