

Retailer

Needs Supermarket: Moving into Delhi and other NCR markets after Gurgaon

Page 30

Online Grocery

VeggyKart and PepperTap: Going big and betting on hyper-local delivery

Page 36

Festive Focus

New market initiatives by retailers, suppliers, manufacturers and brands

Page 64

PROGRESSIVE GROCCER

August 2015 • Volume 9 Number 8 • Rs 100 • www.indiaretailing.com

**OBSESSIVE
FOCUS ON
CONSUMER
BEHAVIOUR**

**"We don't participate
in a slowdown"**

– **Devendra Chawla**
Group President – Food & FMCG and Brands, Future Group



Editor in Chief: **Amitabh Taneja**
 Editorial Director: **R S Roy**
 Publisher: **S P Taneja**
 Chief Operating Officer: **Bhavesh H Pitroda**

Editorial

Editor in charge: **Sanjay Kumar**
 Associate Editor: **Sanjeev Bhar**
 Correspondent: **Roshna Chandran**

Conference Content: **Nakul Jain**
Mohua Roy

Contributing Editors: **Zainab S Kazi**
Namita Bhagat

Creatives

Art Director: **Pawan Kumar Verma**
 Dy. Art Director: **Deepak Verma**
 Sr. Layout Designer: **Naresh Kumar**
 Sr. Photographer: **Vipin Kardam**

Production

General Manager: **Manish Kadam**
 Sr. Executive: **Ramesh Gupta**

Support

General Manager - Administration: **Rajeev Mehandru**

Subscription

Asst. Manager-Subscriptions: **Kiran Rawat**

ADVERTISING

Business Head

Rakesh Gambhir, Vice President
 E: rakeshgambhir@imagesgroup.in M: +91 9910001375

DELHI	Ekta Roy , Manager Devpriya , Asst. Manager
MUMBAI	Waseem Ahmad , Vice President & Branch Head Monark J. Barot , Sr. Executive
BENGALURU	Suvir Jaggi , Vice President & Branch Head Rajni Kant , Asst. Manager
KOLKATA	Piyali Oberoi , Vice President & Branch Head Neha Bhatt Mehta , Manager

FOR ADVERTISING QUERIES, PLEASE WRITE TO salesfood@imagesgroup.in

PRIVILEGE MEMBERSHIP/CONSUMER CONNECT

Anil Nagar, Vice President anilnagar@imagesgroup.in Mob.: +91 9811333099	Hemant Wadhawan, General Manager hemantwadhawan@imagesgroup.in Mob.: +91 9810424668
---	--

Membership Team: **Nabina Bala Lahiri** **Sarika Gautam**
Priti Kapil **Rajiv Kumar Palta**

PROGRESSIVE
GROCCER
AHEAD OF WHAT'S NEXT

VP/Group Publisher	Jeffrey Friedman
Editor-in-Chief	Meg Major
Senior Editor	James Dudlicek
Managing Editor	Bridget Goldschmidt
Director of Integrated Content/ Technology Editor	Joseph Tarnowski
Creative Director	Theodore Hahn
Contributing Editors	David Diamond, Bob Gatty, Bob Ingram, David Litwak, Tammy Mastroberte and Jennifer Strailey

Stagnito
 BUSINESS INFORMATION

President & CEO	Harry Stagnito
Chief Operating Officer	Kollin Stagnito
Vice President & CFO	Kyle Stagnito
Senior Vice President, Partner	Ned Bardic
Vice President/Custom Media Division	Pierce Hollingsworth
HR/Production Manager	Anngail Norris
Corporate Marketing Director	Robert Kuwada
Promotion and Marketing Manager	Ashley Cristman
Director, Conferences & eLearning	Amy Walsh
Manager, eMedia Strategy & Development	Mehgan Recker
Audience Development Director	Cindy Cardinal

Thank God for small mercies. The monsoon rains, the lifeline of India's agriculture, have been kind and merciful so far. The spell of recent rains has galvanized farmers' mood and spurred the sowing season in progress. By God's will, and if His mercies prevail, the proverbial "tickle the earth with a hoe and she laughs with a harvest" might come true.

So if that's how the cookie crumbles, it is sure to breathe life back into an economy starved of glad tidings. Consumer and investor confidence can buck up considerably, business climate turn brighter, corporates would ramp up their capital expenditure, and banks would lend more liberally and at softer rates. In short, there could be the long-awaited resumption of the virtuous economic cycle of increased productivity, rising profits, more investment and consumer spending and newer and superior products in the marketplace. And could there be a better time for enterprises to let their juices flow again, for consumers to loosen their purse-strings than the approaching festive season?

Quite naturally, a billion hopes and bucks will be riding on how the festive months ahead pan out for companies and their business. As a magazine for the modern trade, we have tried to put together in pages of this issue the distilled essence of their plans and preparations.

There's nothing a retailer or a manufacturer likes more than a consumer happily soaking herself in retail therapy. Hopefully, there will be wonderful opportunities for it as retailers, brands and manufacturers pull out all stops in bringing out newer products and promotions, and laying out the special festive spread for consumers.

So here is to a prolific monsoon, wonderful festival season and great celebrations ahead.


Amitabh Taneja
 Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

All material printed in this publication is the sole property of Stagnito Media, 111 Town Square Place, Suite 400 Jersey City, or Images Multimedia Pvt. Ltd. or both, and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase -1, New Delhi 110028 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi.110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Progressive Grocer does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: subscription@imagesgroup.in
 For feedback/editorial queries, email to: letterzeditor@imagesgroup.in
 visit us at www.imagesgroup.in

Images Multimedia Pvt. Ltd. (CIN:- U22122DL2003PTC120097)

Registered Office: S 21, Okhla Industrial Area, Phase II, New Delhi 110020,
Ph: +91-11-40525000, **Fax:** +91-11-40525001

Email: info@imagesgroup.in, **Web:** www.imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai - 400 059,
Ph: +91-22-28508070 / 71, **Fax:** +91-22-28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, **Ph:** +91-80-41255172/41750595/96, **Fax:** +91-80-41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029, **Ph:** +91-33-40080480, **Fax:** +91-33-40080440

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 focussing 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 produce 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



82

"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"

DIAT 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



Aiming big

Ajay Dhar, Director, Needs Supermarket, talks to Sanjay Kumar of his chain's unrivalled presence in Gurgaon and his plans to move to bigger format stores in NCR

How many Needs stores are there currently?

We have 22 stores running currently, all of them in Gurgaon, and spread across three formats: big stores but not necessarily hypermarkets, some medium-sized stores and some small stores as well, which are located in some of the prime condominiums in Gurgaon.

From one store in 2000 to running 22 stores within a span of 15 years. Gurgaon has been a happy hunting ground for you.

We had, in fact, 28 stores until sometime back but we closed down a few of them.

When did the first Needs store come up?

We started in October 2000 and opened our first store in Gurgaon. At that time, we were literally the first modern grocery trade outlet to come up in Gurgaon. It came up in DLF phase IV, and the store is still running. On average, the store sales then was not more than Rs. 2000 per day, as there were very few families staying around in the vicinity of the store. On weekends, we used to see higher sales of

around Rs. 10,000-12,000 but that was that. The inspiration for us came from a store that went by the name of Nanz, which then used to run in Greater Kailash 1 in Delhi.

What is the size of your stores?

The size varies - we have medium and big stores ranging in size from 4,000 sq. ft to 6,000 sq. ft to 18,000 sq. ft. The sizes are in response to the market demand and we can put up a 50,000 sq. ft. store if we find the right market for it. The size of the small stores is anything between 400-1,000 sq. ft. Currently, we have 18 of them in the various condos. In the near future, we have plans to get out of the small stores. We will do only big stores.

Why do you want to move out of the small store format?

See, in the retail business the expenses are fixed - there are four or five expenses that account for over 90 per cent of your total expenditure. These are inclusive of your electricity expense, salaries, rentals, etc. The dynamic between rentals and your sales is very

important. Rentals keep increasing even while the sales of small stores are limited. Typically, if you are catering to five hundred families in an area, that number remains more or less the same for a store serving in a particular location. So if your store has a catchment of five hundred apartments, you will be lucky to service 50-60 per cent occupancies for those apartments. It will be never more than that. At the same time, your basic sales are limited to certain product categories like milk, eggs and bread. So in my personal opinion, it makes more sense for me doing bigger stores than the small ones. With over 15 years of business experience, during which we have created a brand name for ourselves by virtue of our presence across the prime condominiums in Gurgaon, I think the time has come for us to move to bigger projects. At the same time, 70 per cent of the turnover comes from our bigger stores.

You say all your stores are in Gurgaon. But there is another chain of Needs stores in NCR, located in places like Indirapuram and Vaishali in Ghaziabad.

They are using our name but they are not our stores. The “Needs” registered trademark is with us. I believe there are three stores - Lakshmi Nagar in Delhi and Vaishali and Indirapuram in Ghaziabad - using the Needs brand name and these stores don't belong to us. We are planning to send them a legal notice for using our registered trademark.

What is the ownership pattern for your stores?

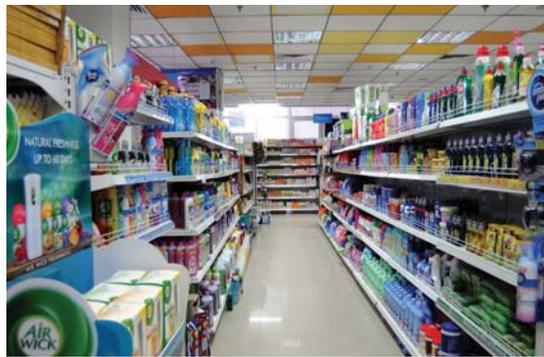
All our stores are leased. None of them runs on a profit or revenue-sharing basis because I don't want to get involved in that. I feel there is greater transparency operating under the lease model and you have greater control over operations.

What do you feel is the USP of your stores?

Primarily, it would be the location. Our stores are right in the middle of very high densely-populated areas. Secondly, would be the brand name because we have been the oldest among modern grocery stores to have struck roots in Gurgaon long before the likes of Big Bazaar or anybody else was here. Then there is the sense of trust, which our brand name evokes among the customers. The trust factor that we enjoy with customers is a very valuable asset, which has been built over a period of time and by doing the right thing. You cannot buy trust and that's for sure.

How would you describe your customer profile?

Initially, when we opened in Gurgaon, we used to see a lot of nuclear families come to our stores. As a result, our sales data showed that ready-to-eat products were very popular and the fastest moving among the product categories. Now, I feel that things have changed with the times. Today, we have a very mixed kind of a clientele. A lot of customers



today come along with their kids and there is a fair share of customers who are growing old in years. So if 15 years ago, about 70-80 percent of our clientele comprised nuclear families, today we see more of upper middle-class families visiting our stores. This could be perhaps due to the fact that we do not offer discounts at our stores, although there are quite a few schemes running round the year.

So do you feel that sale of ready-to-eat products have come down over the years?

Ready-to-eat products are still doing very well but I have observed that people have also taken to increasingly cooking at home these days. So from what I have observed, sales of frozen chappatis and breads are no longer as crazy as it used to be once.

Is not a tad late in the day to go online? Why not earlier?

Our online store has been there now for quite sometime though we have never advertised it. I still feel that customers want to come to a store, touch and feel the product before deciding to buy. It also works out better for us too because doing home delivery for me is a loss-making proposition. Of course, it is a more convenient way to buy as customers know what products to purchase and they can get the products sitting at home. But at the same time the chances of indulging in impulse purchase is more if customers actually visit the stores. Sellers get to sell more products so I would definitely prefer my customers to visit the stores than buy things online.

“For me Gurgaon is a better market and it is still growing. Unlike Delhi, where customers can be touchy about price, in Gurgaon convenience is king and if you have a store that offers choice, fair pricing, and convenience in a clean, hygienic environment, customers will not fail you

—Ajay Dhar
Director
Needs Supermarket





Profitable growth, positive performance

VeggyKart is taking small but steady steps to expand its reach to Delhi and Noida over the next two months. Talking to Progressive Grocer, Ravi Pahuja, Co-Founder and Chief Executive Officer, VeggyKart.com, shares his future plans for the company and how it wants to move forward to meet the expectations of its growing number of customers

When and how was VeggyKart conceived? What is so unique about its concept?

We began operations earlier this year and launched VeggyKart in June as a hyper-local online venture, which offers home delivery of fruits, vegetables, dairy and other grocery items packed in hygienic bags, backed with same-day delivery services to consumers. We have spent more than 10 months strengthening our sourcing channels/tie-ups, back-end infrastructure and delivery mechanism and have managed to lay an efficient delivery system.

In India, online grocery market is still evolving. What scope does it offer to you?

The online grocery retail market is growing at 35-40 per cent in the metros and other large cities in the country. Online services offer convenience, and we want to deliver that convenience complemented by hygiene and premiumness to customers.

Our aim is to deliver great products in realistic time frames. With perishables such as fresh produce, freshness and quality are paramount for consumers. At VeggyKart, we provide fresh and hand-picked products for health and quality-conscious buyers.

Tell us about VeggyKart's current phase of development? What are your expansion and growth plans?

Well, we currently have 1000-plus customers registered with us. We are looking to expand the reach of our format to Delhi and Noida over the next two months and at servicing 500 orders per day in Gurgaon itself very soon. We will also be establishing presence in the top 20 cities, including tier-2 and 3 markets, in about a year's time.

How you are going about achieving your marketing and promotional goals?

We, at present, are reaching out to customers through newspaper advertising and social media campaigns. Our communication highlights our quality and same-day delivery commitments. We are looking to implement loyalty programme along with deals and discounts to increase and retain our customer base.

Technology is integral to modern retail, more so for e-commerce. How are you leveraging technology at VeggyKart?

Technology is certainly helping e-commerce to make a compelling and convenient offer to the tech-savvy

FOOD BAZAAR

WHOLESALE PRICES



“Understand customers in the catchment and wow them with your assortment”

– Devendra Chawla

Group President – Food & FMCG and Brands
Future Group

Devendra Chawla, popularly known as DC, is currently Group President, Food & FMCG And Brands at Future Group. DC is a formidable storehouse of knowledge and experience. Thanks to his intimate knowledge of the retail eco-system and visionary leadership, Big Bazaar has won the “Most Admired Retailer of the Year – Private Label” award for three years in a row. In his earlier stints with companies such as Reliance Fresh, Coca Cola and Asian Paints, he has been known to introduce inspiring changes and meaningful interventions, which helped make the business more streamlined and efficient. DC became the youngest director of Coke at the age of 32 in India coke system. In a broad and sweeping interview to Progressive Grocer, DC dwells on various facets of the food and grocery business, the future of FMCG business, new consumption trends, and how India’s top retailer Future Group is ushering in transformative changes to modern grocery retail. From sussing out consumer behaviour and preferences to interpreting and analysing market research and big data, DC identifies the nuances that hold the key to success in today’s modern trade

As a marketer and modern trade operator, what are the key emerging consumer trends you have observed?

There is a heightened consumer awareness today thanks to the digital media proliferation. Even kids today are opinionated, aware, tech-savvy, fast learners and adventurous. The 16 to 35 age group is where the penetration of digital is at its highest. This group makes well-informed decisions and is more avid in seeking deals, features and new products.

Consumers today are exposed to multiple digital & emotional touchpoints and are used to handling varied groups of peers, family and friends, at the same time on social media. With the ever increasing reach of the Web, today’s youngsters are far more adept at internalising and managing multiple cultures, ethnicity and diverse ideas. This generation is clearly more secure and focused. With these indicators, it will be really worthwhile observing how long the SEC classification will hold in regular consumer research.

What is your take on the current dynamics in the F&G business across India? Any striking regional difference that you may want to point out between the different regions?

The F&G business in India today stands at a very exciting and interesting crossroad. As more organised players start entering this trade, the realisation of an India that changes its colour, language and food every 200 km sets in deeply. While there are clear regional preferences in the variety of rice, wheat, edible oil/cooking medium, types of ghee (cow or buffalo), even within a city like Mumbai, food preferences vary widely.

Imagine the pockets of Borivali and Matunga. Borivali is a Gujarati stronghold and a walk through the lanes and bylanes will reveal a plethora of staples favoured by that community – telia toor, bharuchi

peanuts, surti kolam rice, jowar & bajra from around Kutch and other areas in Gujarat being stocked at the provision stores. The sweet shops in and around that area sell favourites like khaman, dhokla, hawdwoh, lilva kachori, fafda, ganthia, daal dhokli, etc, in snacks and basundi, keri no ras, ghevar, halvasan, sutarfeni, etc. in sweets and a lot of dry fruits too.

Drive out 30 km towards south and you reach Matunga. The shops there do not carry any Borivali hangover. In fact the assortment of food and grocery items in Matunga will bear little or no resemblance to its neighbour Dadar, which is three kilometre away. The preferred staples in Matunga are millets, ponni rice, red matta rice, urad dal, toor dal, tamarinds, etc. The sweet shops are stacked with mysore pak, murukkus, halwa, pongal and karanji kai.

The key to succeed in organised trade is to identify these nuances in consumer preferences and manage the finer assortment in stores. The store in each location must reflect the local community. The community could be as singular as Borivali or Matunga or as heterogenous as, say, an Andheri or Lower Parel. And I am talking of only one city here.

Consumers have always been receptive to the idea of the local store offering her favourite food – just like “back from home”. The more these threads are built-in while designing the product assortment in stores, more the chances of a loyal customer sticking to the store



FESTIVE SEASON AND GIFTING FRENZY

Every year, the festive season comes laden with the promise of bringing happiness and prosperity. In anticipation of the good times, businesses start planning for the months ahead – finetuning their marketing and product strategy, allocating budgets, firming up the priorities and looking at how to make the bucks count. We take a look at what retailers and brands have on their minds and how they are planning to make a splash during the festive months ahead

By **Sanjay Kumar**

The festive season is about to come upon us in all its gaiety and abandon. Rakhi and Janmashtami celebrations in the latter half of August act as the perfect springboard to the festive months ahead, which culminate with Christmas and New Year. As the festive mood and fever looks set to spread and roll on merrily in the days to come, it is time for businesses to set their house in order to brace up for the shopping action ahead. After all, if the festive season has come, can the gifting fervour be far behind?

In fact, gifts have come to occupy an important part and place in our lives, especially during the festive season. “The outpouring of love and sublime

emotions finds ready expression during the festive months. And could there be a better way to show love to our near and dear ones than to shower and pamper them with gifts,” asks chocolate expert Nitin Chordia. “Gifting builds human relationship. In this fast-paced life we occasionally get time to meet and greet our friends, relatives or business associates. Festive season, through the medium of gifting, establishes connect and this is a theme present across all product categories. This trend helps brands to create buzz by launching new products in the market,” says Vikram Agarwal, Director, Green Dot Health Foods.

Trends in gifting

According to Madhulika Tiwary of Technopak, the gifting industry in India has registered a strong growth over the past decade thanks to the rising income levels and aspirations. Also, aiding this growth are such factors as (on the demand side) the widening of the customer base, and (on the supply side) the offering of innovative products at attractive prices. The gifting market's size is estimated at USD 42 billion, with many industry players reporting annual growth in the range of 20-40 per cent during the festive months.

With gifting being an indispensable part of the festive season, the category has traditionally been dominated by sweets, dried fruits and chocolates. However, in recent years, the gifting segment has grown and expanded considerably and now includes



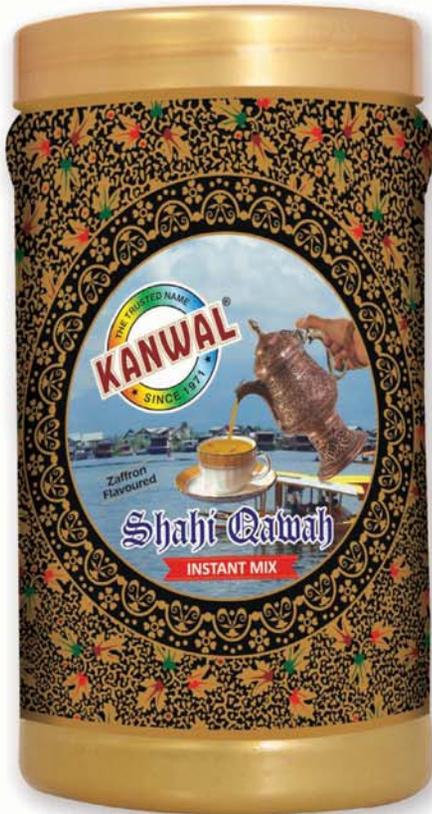
Adding Kashmiri Flavours to Global Cuisine



Saffroni

Shahi Qawah

کشمیری شاہی قہوہ



“Just add 1 teaspoonful (7g) Qawah
Instant Mix to 1 cup of boiling water, ready in

2 Minutes.

Proprietary Food : Category Instant Shahi Qawah Mix
100% Natural Ingredients

Refresh yourself with Kashmir's heavenly flavours; sweet spices blended with natural green tea & saffron to create a feeling of bliss; every cup inebriating.

Marketed By :

KANWAL FOODS & SPICES (INDIA) PVT. LTD.

Khanabal Anantnag Kashmir-192101 E-mail : sales@kanwalfoods.com

Branch Office : 7-H, Big Jos's Tower, NSP Pitampura, New Delhi-110034 (India)

Ph. : +91-11-42470590, 42470460

E-mail : info@kanwalfoods.com Visit us : www.kanwalfoods.com

Toll Free Customer Care No. : 1800 180 7085





For a healthy growing India

Introducing

Fortune[®] Basmati Rice

*Extra delicious biryani made with
extra long grain*

*Your art of cooking and our diligence in
selecting the perfect grains ensure that
you cook perfect looking delicious biryani
every time with Extra Long Grains of
Fortune Biryani Special Basmati Rice.*



Available at stores near you.