

COVER STORY

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Devyani Jaipuria
MD, Jmart

“We deliver products faster to our customers than any other format.”

Jmart Pvt. Ltd. is a chain of convenience stores in Delhi-NCR promoted by Alisha Retail Private Limited, a part of RJ Corp – the largest bottler for Pepsico – with diversified interests in beverages, food, beer, milk, ice-cream, stem-cell, real estate and education. One of its associate companies is Devyani International Limited, which runs the popular south Indian QSR chain Vaango and is the largest franchisee for Pizza Hut, KFC and Costa Coffee in India.

50 ENERGY DRINK

Switch to New Energy

A growing consumer focus on fitness and health has propelled energy drinks from being a niche product to one of the fastest growing products in the global drinks market



10 PACKAGING

Aseptic packages best for dairy, beverage products

Aseptic liquid packaging allows a liquid product to remain sterile and free from micro-organisms for a longer period of time without refrigeration.



46 TEA TRENDS

Tea can be positioned as 'mental well-being' beverage

There is a need of brands to educate consumers about the benefits of tea, and how new tea infusions claim to improve mental well-being.

56 INDUSTRY TALK

How will GST cookie crumble for retail?

Industry stalwarts share their views on how the retail industry will perform in the aftermath of GST roll-out and how the industry is gearing to face the initial hiccups arising from its implementation.

58 AGRI-TECH

Supersizing nutrition with superfoods

CFTRI has developed a number of innovations that augment the consumers' health and wellness. One such example is developing agro-technologies for superfoods such as chia, quinoa and teff to grow in Indian conditions.

20 CATEGORY WATCH: BEVERAGE

Cool refreshments to beat the heat

A decline in carbonated soft drink consumption is helping other beverage categories – like juices and dairy drinks – to grow and innovate. Most beverage manufacturers say that the larger trend is to produce functional beverages that can become part of a consumer's daily lifestyle.

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Food, Beverage & Non-food Products

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Clear the air on FDI in retail



Corrigendum

In the May issue of Progressive Grocer, the article titled 'Food Additives and Regulations' by Manish Veeramani mentioned his designation as Asst. Manager - Quality, Taste'L Fine Food. It should have been Lead Auditor & Technical Reviewer - Food, Bureau Veritas India Pvt Ltd.