

COVER STORY

24 “Our vision is to be a National retail chain with ₹1,000 crore plus turnover by 2020”

With about 30 years in the food & grocery retail business, Hyderabad-based Ratnadeep Super Market has been able to carve a formidable reputation as a shopping destination that customers unfailingly identify with a rich and varied assortment of quality national and international products offered in a pleasant ambience and with customer friendly, reliable service.



CATEGORY SPOTLIGHT: HEALTH

32 NATURAL SWEETENERS

Brands need to adapt and react to the changes by partnering with suppliers that invest in sustainability and understanding regulatory and consumer concerns.

36 SUPPLEMENTS

Many international and local players to enter the nutraceutical segment whose percentage share of the overall health and wellness market is growing at a rapid clip.



18 STORE OF THE MONTH

Harvest Market Connects the Dots

New concept links consumers back to food makers.



54 TECHNOLOGY

Treasure Hunt

Understand customers by tracking their paths through the store.

IN EVERY ISSUE

52 COLUMN

New mantra for retail – social media, personalization...

56 WHAT NEXT

Food, Beverage & Non-food Products



40 ORGANIC

An increasing number of consumers are understanding the market proposition of organic products and buying into their health benefits.



48 FRESH FOOD

Fresh fruits and vegetables remain the biggest of all organic categories with sales growing every year.

10 RETAIL SOLUTIONS

How retailers can go cashless

For multi-chain retailers, managing day-to-day expenditure at the store-level is quite challenging.

12 SUPPLY CHAIN

Do's and Don'ts

Industry pros weigh in with tips for smarter logistics, warehouse efficiencies and more..

16 RETAILER

Honey Money Top Retails

With nine grocery stores in NCR, the store chain has been able to build a base of loyal customers on the strength of its quality product offerings at reasonable price and unmatched customer service.