



COVER STORY 34

“WE EXPECT TO INCREASE OUR RETAIL SPACE TO 6 LAKH SQ.FT. FROM 3.5 LAKH SQ.FT. IN THE NEXT 3 YEARS”

Dharmender Matai, COO, Heritage Retail and Bakery Division, speaks about the steps and measures that his company is putting in place to achieve its Vision 2020 targets

SPECIAL FEATURE

SPICES & CONDIMENTS

A look at some of the top companies in this category, their products and future plans.



64 Our guiding principle is “quality is the best recipe”

– Oliver Mirza, MD, Dr. Oetker India Pvt Ltd.

68 “Consumption is increasing with more trust coming to branded spices”

– Sudeep Goenka, Director, Goldiee Group

72 “The backbone of the company is our product quality”

– Nirmal Kumar Jain, MD, DNV Food Products Pvt Ltd

76 “We started off with a low base but sales have grown 500%”

– Utpal Kumar Ganguli, Chairman, Surji Agro Foods

78 “We have 30% market share of the hing market”

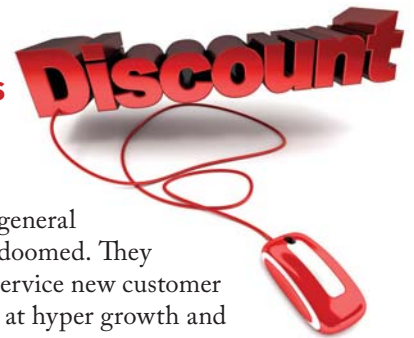
– Gaurav Gambhir, Owner, Shubh Food Products

80 “We have all types of spices in whole and ground form”

– Manish Murarka, CEO, Mayurank Foods

16 RETAIL INSIGHTS: LOOK TO CUSTOMERS, NOT INVESTORS

It is quite likely that most e-commerce start-ups being hatched in coffee shops of Bangalore – which are based on general merchandise retail – are already doomed. They need to search out new areas to service new customer needs if they want to have a shot at hyper growth and hyper valuations



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Distinctive breads and rolls make the department a true destination

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