

COLUMN: Shaking up the atta market

Markets & Movers



- **Dabon International:** From France, with love!
- 12 **Lovely Bake Studio:** 'Sweet' Success Story
- 14 Veeba Food Services: Tangy Sauces that Tingle Taste Buds
- 16 Marya Day Agro Foods: Brand Promise: Customer Delight
- 18 Suresh Kumar & Co.: Get More for Less
- 20 Rakesh Group: Pepping up the spice industry!
- 22 **Vezlay Foods:** How about some healthy snacking!
- 24 KSMD Impex (India): Italian legacy to woo Indian palates!
- 26 Cremica Food Industries: Spicing up Horeca & retail industry
- 28 Aussee Oats: Taking a swing at the breakfast market



Cover Story



34 **ASKME GROCERY:** "We are the largest online grocery player in the country today"



30 **PROFILE IN PROGRESS:** Supermarket of the Future



42**NONFOODS:** Packed With Power

Breakfast Foods



- 44 **Pagariya Food Products:** "Hot cereals will drive growth of breakfast category"
- 48 MTR Foods: "We are the leader in the Indian breakfast market with a 33% share"
- 50 **Maiyas Beverages & Foods:** "Our founder is known as Father of Ready-to-Eat Food in India"
- 52 WestCoast Group: "Our Frish fries, masala wedges and Kawan parathas are bestsellers"
- 54 Artisanal Gouri's: "Our products cater to the luxury dietary-restricted segment"



58 **RETAILER / A & S DRY FRUITS:** Dry fruits specialist straddling both retail and wholesale

IN EVERY ISSUE

- 60 WHAT'S NEXT New products on the shelves
- 62 **COLUMN: RETAIL GUIDE**