

### Ready to Eat/Cook



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#### **BREAKAWAY STAR: BURNING BRIGHT?**

Thanks to the rapid strides in food processing and packaging technology, the ready-to-eat food category is witnessing a surge in consumer popularity and acceptance. However, the category is largely export-driven as it is yet to establish a firm footing in the Indian retail market. What are the factors holding back its potential and what is its future outlook?

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#### **CATEGORY MANAGEMENT: DELIVERING SOLUTIONS**

Reaching across aisles to satisfy shopper need states is the way to boost center store

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#### **SUPPLY CHAIN & LOGISTICS:**

New players in logistics like the movers are acting as a direct pipe for distributors, wholesalers, retailers, and work according to an on-demand model



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#### **ONLINE GROCERY: APPS MAKE SHOPPING A SNAP**

The Momoe team has put in place a snappy payment app, targeted at the F&B and grocery retail industry

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#### **FRESH FOOD: PLOTTING THE FUTURE**

Branded items, breakfast offerings are poised to play bigger roles among fresh prepared foods

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#### **TIGHTLY POSITIONED SPECIALTY FORMATS WILL GROW FASTER THAN THE OTHERS**

Mohit Khattar of Godrej Nature's Basket on why gourmet stores stand a better chance of doing well than other formats, factors that will drive the growth, and how his company is making use of both offline and online channels to bring more customers into its fold





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### FOOD SAFETY: TIME TO RETHINK, RE-EVALUATE AND RESOLVE ISSUES

Ways to make the regulatory framework more streamlined and how food operators can avoid tripping up on safety guidelines

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### SUPPLIER: WHAT'S THE BEEF?

Maharashtra's decision to ban beef is causing untold distress to traders, suppliers and retailers of the meat product

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### "WE WILL INVEST TO MAKE SAFE AND AFFORDABLE FROZEN POULTRY PRODUCTS ACROSS CITIES"

Arabind Das of Godrej Tyson Ltd on his company's consumer outreach strategy, strides in product development and initiatives on new products

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### "WE INTRODUCE NEW PRODUCT CATEGORIES, NOT ME-TOO LINE OF PRODUCTS"

Sundeeep C. Kurian, Business Head, Amalgam Frozen Foods, on how his company is regularly introducing new products and sub categories



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### SIMPLY OPEN THE BOX AND CONSUME

How Soulfull, a brand of Kottaram Agro Foods, is aiming for a turnover of Rs.100 crore over the next four years

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### "BRAND POSITIONING HELPS A NEW BRAND TO CONNECT WITH THE AUDIENCE AND BUILD LOYALTY"

Saumil Thanawala, Director Marketing and Co-founder of All that's Good, reveals his retail strategy for taking the new snacking brand across the country



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### SETTING THE BAR FOR HEALTHY SNACKING

How Naturell's RiteBite range is helping to grow and expand the market for nutrition bars in the country

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### "WE FOCUS ON TASTE, WHOLESOMENESS, AND PACKAGING"

Anil Chandhok, CEO & President, Chenab Impex Pvt. Ltd, shares his thoughts on the trends in the ready-to-eat food category and the market opportunities ahead

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### "WE PLAY THE ROLE OF TRUE CATEGORY PARTNER WITH RETAILERS"

Sougata Basu, head of the marketing function of Innovative Foods Limited (Brand Sumeru), speaks about about the need for brands and retailers to collaborate more



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### BUSINESS OPPORTUNITIES

Fresh avenues to expand and grow with suppliers and retailers