

### Special Feature



38

#### **BASKET OF OPPORTUNITIES**

Kerala is emerging as a front-running consumer state; it offers several advantages for potential investors that include readily available raw materials, skilled and trained manpower, water and power, an active local market, chain of retail stores chains, successful track record of existing players, and a very large expatriate community that ensures a captive market abroad

### Interface



18

#### **MORE**

Aditya Birla Retail embarked on its retail journey about seven years ago with its 'More' retail chain. Hailed as one of the catalyst to modern trade, ABRL is today among the top three value retail players in India with a strong national presence

22

#### **ORGANICZ4U**

Managing partner, Parvez Mulla, discusses the company's passion to provide and promote a healthier lifestyle through consumption of organically produced products

24

#### **SANGAM FAMILY BAZAAR**

Udit Tekriwal, Founder and Director, says it is time FMCG majors visited Gorakhpur to unearth its potential



30

#### **BIKANO**

Executive VP at Bikano, Deepta Gupta shares his experiences as a marketer

32

#### **THE COCA-COLA COMPANY**

Coca-Cola India eyes reaching the target audience and build on its market share in the non-alcoholic ready to drink beverage segment

34

**SOULFULL**

A start-up company promoted by Bangalore-based Kottaram Agro Foods, Soulfull is scaling new peaks, says Prashant Paramewaran, MD



36

**HECTOR BEVERAGES**

Neeraj Kakkar, Founder and CEO, discusses the company's growth in the functional beverage sector

**Food & Grocery**



50

**INDUSTRY INSIGHTS: E-COMMERCE**

Retailers need to create an e-shop that is usable and customer friendly

54

**MERCHANDISING: FRONT-END**

The shared goal is protecting impulse purchases, but there are many factors to consider

56

**CROSS MERCHANDISING**

Cross-merchandising creates shopper solutions, and hopefully stronger store loyalty

60

**MARKETING**

Exploring the interplay between sales and promotions, and art of skillfull retailing

**Product Watch**



62

**DISPOSABLE WIPES**

Value added products such as disposable wipes, considered luxury items, are seeing increasing demand

**Products**



68

**SPICES & SEASONINGS**

Sam Allen analyses the evolution of the Indian spice market in the face of global trends

70

**SNACKS**

Manufacturers offer strategies for what works best when it comes to raising the profile, and profits, of better-for-you snacks

**Regulars**

08

**MARKET UPDATE**

What's new in the F&G market



14

**EXPERT SPEAK**

Can we re-invent the model of distribution in India with the drive-through grocery pick up concept?

74

**CATEGORY MANAGEMENT**

Retailers need to stay ahead of trends, merchandise innovatively, and partner with suppliers to drive sales of candy and snacks



78

**EQUIPMENT & DESIGN**

Today's POP solutions are working harder than ever to entice customers — and electronic offerings may not be too far off

80

**BUSINESS OPPORTUNITIES**

Fresh avenues to expand and grow with Suppliers and Retailers