

Special Feature



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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



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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

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ORGANICZ4U

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

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SANGAM FAMILY BAZAAR

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



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BIKANO

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

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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

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SOULFULL

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



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HECTOR BEVERAGES

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

Food & Grocery



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INDUSTRY INSIGHTS: E-COMMERCE

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

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MERCHANDISING: FRONT-END

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

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CROSS MERCHANDISING

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

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MARKETING

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

Product Watch



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DISPOSABLE WIPES

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

Products



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SPICES & SEASONINGS

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

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SNACKS

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

Regulars

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MARKET UPDATE

What's new in the F&G market



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EXPERT SPEAK

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

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CATEGORY MANAGEMENT

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



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EQUIPMENT & DESIGN

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

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BUSINESS OPPORTUNITIES

Fresh avenues to expand and grow with Suppliers and Retailers