

In Focus



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SWEET INDULGENCE

The last couple of years have seen a spate of product innovations, value-additions and new launches in the Indian confectionery market. According to industry experts, with young consumers looking for newer formats and flavours in confectionery, manufacturers were induced to cash in on the demand and expand their product range

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CITY FRESH

Mahesh Chaware, Director, speaks about his retail business



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KCN EXPORTS

Nikkhil Subhash Anand, Director, Marketing & Sales, talks about the company's growth in the domestic market

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ADITYAA MILK ICE CREAM

The Belgaum-based brand is targeting annual sales of Rs 100 crore through 10,000 outlets in the next three years



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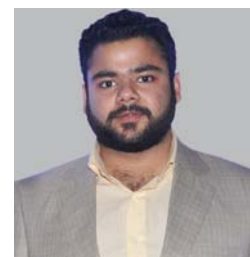
VAISHNODEVI DAIRY

Nandkishore Attal, Chairman and MD, shares the company's expansion plans

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SANJAY GODHAWAT GROUP

Shrenik Godhawat, Director, shares plans to position the brand strongly in the Indian market



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KRBL Ltd

Ayush Gupta, Director, shares the company's rice production capabilities and growth strategies



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India's Food Processing Industry contributes 1.5% of India's GDP and provides direct employment to 13 million people



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Consumers' push for protein provides opportunity for grocery retailers

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By tailoring the way they offer customers free tastes of new products, grocers can make such events even more profitable

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Evolution of Consumer Behaviour in India: from Offline to Online



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Retailers and manufacturers are gearing up for back-to-school season, with an emphasis on healthful products

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This festive season will pose challenges for wholesalers and retailers of Nuts & Dry Fruits

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Retailers and manufacturers balance competing consumer demands for the familiar and the extraordinary in seasonal candy

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Retailers source and promote locally grown fruit and vegetables with passion and panache



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