

PROGRESSIVE GROCCER

MARCH 2013

AHEAD OF WHAT'S NEXT

VOLUME 7 NUMBER 3 Rs 100

INDIA EDITION

PROGRESSIVE VIEWS • 18
Filling The Gaps

INTERFACE - RETAILER • 24
Wholesome Retail



EAST INDIA • 30
Small Towns Big Boys

PRODUCT WATCH • 74
Tea with Benefits



EQUIPMENT & DESIGN • 82
The Right Stuff



Look for
Fresh
Business
Opportunities
Pg 92



TRENDS 2013

What industry professionals
have to say...

Page 40



PROGRESSIVE GROCER INDIA

AHEAD OF WHAT'S NEXT

Editor in Chief Amitabh Taneja
Editorial Director R S Roy
Publisher S P Taneja

Editorial

Editor in charge Seema Gupta (Assoc. Editor)
Chief of Bureau (Mumbai) Nivedita J Pawar (Sr. Assoc. Editor)
Chief of Bureau (Bangalore) Rajeev Kumar (Assoc. Editor)
Copy Editor Shipra Sehgal
Senior Correspondent (Mumbai) Shanti Padukone
Correspondents (Delhi) Juhi Sharma, Annie Johnny
Correspondent (Kolkata) Shubhra Saini
Correspondent (Bangalore) Roshna Chandran

Creatives

Art Director Pawan Kumar Verma
Asst. Art Director Mohd. Shakeel
Sr. Photographer Vipin Kardam

Circulation & Support

Assoc. VP - Consumer Connect Anil Nagar
General Manager - Administration Hemant Wadhawan
Sr. Manager - Circulation R P Singh
Dy. Manager - Operations Rajesh Kumar
Sr. Executive - Subscriptions Kiran Rawat

Production

General Manager Manish Kadam
Sr. Executive Ramesh Gupta

Advertising

Rakesh Gambhir, Vice President
(Food & Grocery)
E: rakeshgambhir@imagesgroup.in
M: +91 9910001375

DELHI

Devpriya Bhardwaj, Sales Exec.
(Food & Grocery)
E: devpriya@imagesgroup.in
M: +91 8285817502

Richa Arora, Sr. Exec. Sales
(Food & Grocery)
E: richaarora@imagesgroup.in
M: +91 9654323159

MUMBAI

Vikas Kumar, Sales Exec. (Food)
E: vikaskumar1@imagesgroup.in
M: +91 9619547087

KOLKATA

Piyali Oberoi, Assoc. Vice President
E: piyalioberoi@imagesgroup.in
M: +91 9831171388

Anirban Sarkar, Manager (Food)
E: anirbansarkar@imagesgroup.in
M: +91 9830007920

BANGALORE

Suvir Jaggi, Assoc. Vice President
E: suvirjaggi@imagesgroup.in
M: +91 9611127470

Ashraf Alom, Assistant Manager (F&G)
E: ashrafalom@imagesgroup.in
M: +91 9980965890

AHMEDABAD

Pankaj Vyas, Manager
E: pankajvyas@imagesgroup.in
M: +91 9909977088

LUDHIANA

Hemant Gupta, Associate
E: hemantgupta77@gmail.com
M: +91 9814019745

CHENNAI

S. Venkatarahaman, Associate
E: thulsis53@gmail.com
M: +91 9444021128

PROGRESSIVE GROCER INDIA

AHEAD OF WHAT'S NEXT

VP/Group Publisher Jeffrey Friedman
Editor-in-Chief Meg Major
Senior Editor James Dudlicek
Managing Editor Bridget Goldschmidt
Director of Integrated Content/
Technology Editor Joseph Tarnowski
Creative Director Theodore Hahn
Contributing Editors David Diamond, Bob Gatty,
Bob Ingram, David Litwak, Tammy
Mastroberte and Jennifer Straley

Stagnito MEDIA

President & CEO Harry Stagnito
Chief Operating Officer Kollin Stagnito
Vice President & CFO Kyle Stagnito
Senior Vice President, Partner Ned Bardic
Vice President/Custom Media Division Pierce Hollingsworth
HR/Production Manager Anggail Norris
Corporate Marketing Director Robert Kuwada
Promotion and Marketing Manager Ashley Cristman
Director, Conferences & eLearning Amy Walsh
Manager, eMedia Strategy & Development Meghan Recker
Audience Development Director Cindy Cardinal

The game changers in 2013

As we enter a new fiscal year, we look back and note that India's fledgling (organised) food and grocery retail is indeed shaping up. If we attempt to gauge the change through the experience and insights gained at the yearly FGFI forums of the past six editions, then we will observe that the initial speculation on "whether food and grocery retail would grow" gradually changed to the more recent "how fast can it grow". Currently, discussions are veering around "what more will it bring to consumer's table".

According to India Retail Report 2013 by Images, the F&G retail market which been growing at a CAGR of 14% is estimated to reach 17% per annum by 2015. Modern trade which is 1.4% of the total market grew by 23% and is projected to grow at a CAGR of 30% to achieve share of contribution of around 11% of total modern retail by 2015.

While West and South India have been early witnesses to food and grocery trade becoming organised, it is anticipated that it will be the North which will undergo a faster pace of modernisation and growth. But though the East is still perceived as somewhat low in potential, the region's local brands are growing in stature.

As the organised food retail market matures, there would be an increased need for retailers, suppliers and marketers to differentiate through innovation in product offerings, through enhanced customer service, and through enabling a good shopping environment that brings customers back. So retailers are expected to deploy better display units and fixtures, specialised lighting, and technological tools that will improve their efficiencies. In fact, many progressive grocers are now looking beyond the mandatory POS and CCTV camera to smart phones, electronic shelf display systems and even e-commerce, and are getting their shops fitted out by professionals.

Pending reforms like GST (believed to be a major game changer) are likely to go through a fresh round of debates. Greater clarity in FDI will also be sought by the industry. Our readers would also want to know which food products will emerge as hot favourites? Will more international brands enter our markets? Will we see improvements in supply chain and logistics? The answers lie in our cover story as professionals in the industry share their insights for the new year and beyond.



Amitabh Taneja
Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

All material printed in this publication is the sole property of Stagnito Media, 111 Town Square Place, Suite 400 Jersey City, or Images Multimedia Pvt. Ltd. or both, and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase -1, New Delhi 110028 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi. 110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Progressive Grocer does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: subscription@imagesgroup.in
For feedback/editorial queries, email to: letter2editor@imagesgroup.in
visit us at www.imagesgroup.in

Images Multimedia Pvt. Ltd.

Delhi: S 21, Okhla Industrial Area, Phase II, New Delhi 110020, Ph: +91-11-40525000, Fax: +91-11-40525001

Mumbai: 1st Floor, Bharat Tin Works, Opp. Borosil Glass Works, Off. Military Road, Marol Maroshi, Andheri(E), Mumbai 400 059, Ph: +91-22-42567000, 29200043/46, Fax: +91-22-42567022

Bangalore: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bangalore 560 075, Ph: +91-80-41255172/41750595/96, Fax: +91-80-41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029, Ph: + 91-33-40080480, Fax: +91-33-40080440

PROGRESSIVE GROCER



COVER STORY

40 Trends 2013

Experts in the food and grocery industry identify and analyse upcoming trends that will drive consumption in 2013 and beyond

FEATURES

18 Progressive Views

India's food processing industry is brewing exciting opportunities

22 Interface - Company

Pramatha Nath Manna, Chairman of MPS Group, discusses the strengths of their food business arm MPS Food Products

24 Interface - Retailer

Savemax Founder & Director Vaibhav Singhal shares the challenges of establishing the first-of-its-kind wholesale club

28 Retailing Trends



Value-added dairy products boost retailers' bottomlines and shoppers' choices

30 East India's Regional Brands

As East India's regional companies come into their own, they are weighing options for further growth and expansion

FOOD & GROCERY BUSINESS

50 Trends - MINTEL & EUI

Many emerging markets are providing growth opportunities for FMCG businesses

54 10 Food Trends For 2013

By food industry expert Phil Lempert

56 Trends - International

Kids' meals, rising stars of retail, store formats, top flavours, what's in, what's out, what's perennial

62 Store of the Month

Society Stores, Santacruz, Mumbai

PRODUCTS

68 Grain Gains

New promotions and products at retail point up the primacy of rice and pasta

72 Appetite for Success

Frozen snacks and appetisers build sales in a mature category

74 Tea With Benefits

The ubiquitous tea now comes in a variety of flavours, and is steeped with the goodness of health

81 Category Insights

Tea - MINTEL

DEPARTMENTS

6 Market Update

What's new in the F&G market

14 Industry Speak

Giving new meaning to fruit snacks

16 Round Up

National and international company updates

82 Equipment & Design

Retail foodservice equipment is keeping pace with increased consumer demand and expanded menu options

84 Category Management

Placing fewer, bigger bets in selecting strategic partners

88 What's Next

New products in the market

92 Business Opportunities

Fresh avenues to expand and grow



■ The first wholesale club opened in Kalkaji, New Delhi, is spread across 40,000 sqft

Wholesome Retail

From hypermarket to wholesale club retail concept, Savemax Founder & Director Vaibhav Singhal shares the challenges of establishing the first-of-its-kind retail model

By Payal Kapoor

How did the concept of Savemax develop?

I had moved to Canada to pursue higher studies and there I worked on various retail research projects, and undertook a firsthand experience with an international F&B retail giant. After signing a couple of business deals with retailers in the US, I got inspired to open my own FMCG retail chain. My vision is to establish Savemax as a leading FMCG retail chain in India and offer a first-of-its-kind wholesale club retail model.

I started with a team of four people and launched the first store in December 2011 at Sector 11, Dwarka in New Delhi. It was a small outlet measuring only 2,300 sqft. It received tremendous footfall and a mixed customer feedback. Following this, we launched our

second outlet spread across 12,000 sqft at Pinnacle Mall, again in Dwarka, in April 2012.

With the first two stores we experimented with a hypermarket format to understand the Indian market. Later we moved to the wholesale club model, which allows consumers to buy commodities at wholesale prices as the purchase is in bulk.

Our first wholesale club opened in Kalkaji, New Delhi. Spread across 40,000 sqft, the store provides a wide range of food items such as fruits, vegetables and groceries. It also offers personal and home care products, home furnishings, sports items, and cookware, among others. Various facilities are also available such as a restaurant, a live bakery counter, large aisle spaces, ample parking area, and a pleasant ambiance.



■ Vaibhav Singhal

How do you select your location?

Our location strategy depends on how the model evolves. We are not shying away from opening in a mall. In fact, I feel that malls may have an apprehension in doing business with us as we are experimenting with a food court in our stores, which has a seating capacity of over 100, and this I feel may impact their business.

How are you promoting Savemax?

In addition to the normal ATL and BTL activities, we have gone house to house inviting people to visit our stores. We are slightly loud in our communication. We believe that if we advertise in a newspaper, people might not notice us. They may consider it as another retail advertisement. Hence, our spending on communication is comparatively high. We are also getting customers through word-of-mouth publicity.



To operate such a model, one needs to have a slightly different mindset. It's more about the passion of passing on the benefit to the end-consumer

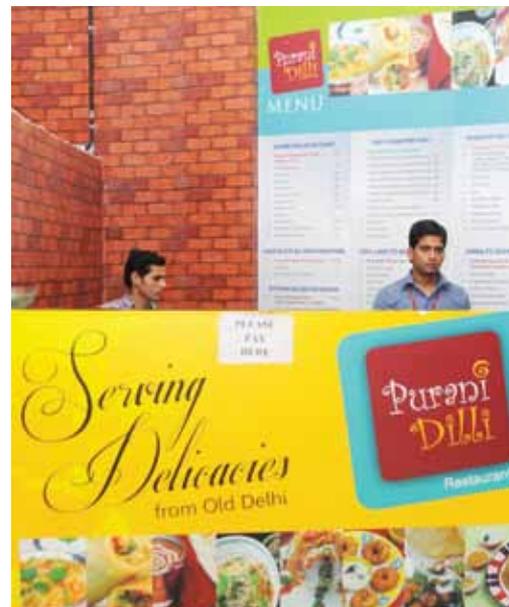
What is your target customer profile?

The wholesale business model is based on both business-to-business (B2B) and business-to-consumer (B2C) concepts. Currently, it is catering to large chunks of home makers and corporate caterers, hotels, restaurants, pubs, lounges, bars, quick service restaurants (QSRs), fast food chains, wedding planners, railways, flight kitchens, motels, schools, colleges, and hospitals. Our target buyers are people with an annual income of Rs 3 lakh and above, and the bulk of our sales is

coming from them. However, we are receiving significant footfalls from the higher income bracket as well.

How do you manage your skus?

Initially, everyone tried to convince us that people will not pick up in bulk. But we believe that if we give right value to the consumers, they will surely opt for this. Normally, a hypermarket works with 10,000-12,000 skus, but we don't go over 4,000 skus, which is the number a normal kirana shop keeps in a small



❑ Retail chains usually give 4 feet aisle space, but Savemax has 7.5 to 8 feet of aisle space

❑ On weekends the average footfall goes upto 4,500 and the bill size averages around Rs 1,500-1,600

TRENDS 2013

Experts in the food and grocery industry identify and analyse upcoming trends that will drive consumption in 2013 and beyond

Compiled by Juhi Sharma

As the modern food and grocery (F&G) retail market moves up the growth graph in India, speculation by professionals and experts is shifting from “whether food and grocery retail would grow” to “how fast can it grow” and “what more will it bring to consumer’s table.”

According to Images Group’s India Retail Report 2013, the F&G retail market has been growing at a CAGR of 14 percent and is estimated to grow at 17 percent per annum by 2015. The modern retail market, which is 1.4 percent of the total market, grew by 23 percent and is projected to grow at a CAGR of 30 percent to achieve a share of contribution of around 11 percent of total modern retail by 2015.

The modern F&G retail currently touches up to Rs 17,12,000 crore and is expected to expand to touch Rs 27,41,961 in 2015.

Comments Vaibhav Singhal, Founder, Savemax stores, “Retail shall become more organised at a faster pace in North India specifically because West and South of the country have seen their share of trade getting organised. East India is still slightly low on potential.”

According to Tata Strategic Management Group’s report, globally, retailers have realised that size drives profitability, not just through economies of scale in operations but also through higher bargaining power leading to better margins. While many players are entering the retail space in India currently, the growth stage will be characterised by rapid expansion and consolidation among these players.

As the organised food retail market matures in India, there would be an increased need for retailers, suppliers and marketers to differentiate through innovation in areas where customers are expected to indulge more. For instance, going by the psychographic trends, analysts predict that demand for convenience food is certain to rise.

“Demand for ready-to-eat (RTE) products will see surge as time for cooking reduces at the households due to emergence of more nuclear families and working couples. QSR (quick service restaurants) will also rule the roost,” suggests Rajkiran Kanagala, Vice President and Group Head-Business Development at Transport Corporation of India (TCI).

While looking for convenience, what is also increasingly on the agenda of Indian customers is the health and wellness quotient of their food choices. Experts predict that, going ahead, it will gain more traction. Organic foods and wellness products will be seen as “emerging opportunities.”

Another noticeable trend that will gain more ground is experimenting with foreign foods from European, including Mediterranean, to the more exotic Japanese and gourmet foods from across the world. Food importers and marketers are optimistic that the Indian consumer is ready for such products. So the market can expect to see more and more imported food categories and global brands on retail shelves this year. Agrees, Pragya Singh, Associate Director, Retail, Technopak, “Consumers over the recent years have been exposed to a variety of international



Pix: shutterstock.com

cuisines and food habits. Many international brands would find India an attractive opportunity.”

As the retail industry expands and modernises, it is inevitable that retailers will upgrade their stores by deploying better store designs, shopfitouts and more technological tools that would not only streamline their daily operations, but also enhance their customers’ shopping experience. In fact, many progressive grocers are gradually looking beyond the mandatory POS and CCTV camera to smart phones, electronic shelf display systems, and e-commerce.

A recent study by the Retailer’s Association of India (RAI) has estimated that modern retailers would invest about Rs 13,668 crore by 2017 towards technology solutions for cost control, opportunity assessment and risk minimisation.

Pending reforms like GST will go through a fresh round of debates. There is a genuine expectation that a clear roadmap for the revamped version of GST will be unfolded. Even if the GST at the start is not the most ideal version, it is believed to be a major game changer. There is also a need for greater clarity by the policy makers with respect to FDI. ■

■ SUNIL DUGGAL | CEO, DABUR INDIA

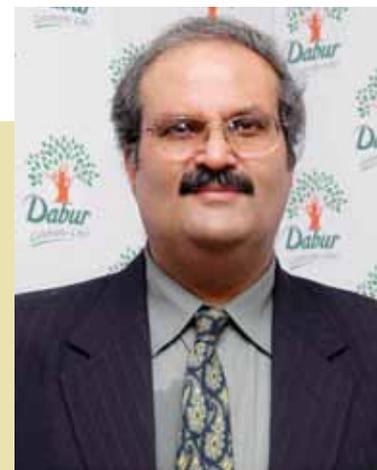
What is your reaction to the Union Budget 2013-14?

Finance Minister P Chidambaram’s Union Budget for 2013-14 is largely uneventful and not expected to do much to boost sentiments. Given the fact that this year’s Budget comes against the backdrop of the slowest economic growth in a decade, the Finance Minister has missed the opportunity to give that much-needed booster dose for growth. In fact, the absence of any big-bang negative proposal in this year’s Budget can be seen as a big positive.

There have been some feel-good moves in the form of special schemes for three key sections of the society, that is Women, Youth and the Poor, in addition to greater thrust on Infrastructure and higher spends on Food Security. It is also heartening to see that the government is finally moving ahead with the introduction of Goods & Services Tax (GST) and the proposal for balance CST compensation to the States is a move in the right direction.

While steps like Rs 2,000 relief to taxpayers in the Rs 2-5 lakh bracket and Rs 1 lakh additional relief on home loans of up to Rs 25 lakh would certainly put more disposable income - however little - in the pockets of the common man, but these were much below expectations. Given the continued Inflation, there is very little real relief and cheer for the common man.

I am quite happy with the government’s continued focus on rural India. The decision to extend interest subvention scheme for short-term crop loans, higher allocation for National Rural Employment Guarantee Scheme are big positives which would surely go a long way in putting more money in rural pockets and improving their standards of living. This would, in turn, ensure continued rural demand.



■ ALAGU BALARAMAN | PARTNER & MD - INDIAN OPERATIONS, CGN & ASSOCIATES

How is India’s supply chain sector shaping up? Will we see better infrastructure in 2013 following FDI ruling?

There is a great deal of interest and activity in the field of supply chain. We see some sectors like FMCG maintaining high rates of growth and margin pressure. These sectors will be looking to ensure market share by creating more responsive supply chains and will simultaneously be looking for ways to lower costs. Consumer durables which have had slower growth will be even more aggressive in the same areas.

The impact of the FDI ruling will have a big impact on logistics and warehousing infrastructure, but it will be difficult to predict the timing of these improvements. The issue is not only of money, but also capability.

Building capability takes time. It has to be done factory by factory, warehouse by warehouse and driver by driver. Entrants into this field must be ready for the long haul. At the same time, it will create a great deal of entrepreneurial opportunity in the sector as new and more sophisticated techniques get deployed. We should expect a revolution as significant as the telecom revolution in this country as we modernise or creaking logistics systems. Superior distribution performance can help lower inventories all along the chain. Costs will come down. Customers will find what they want, when they want, and



they will enjoy lower prices, since, in the end, the customer pays for all the inefficiency that is presently there.

What’s missing and what needs to be done immediately to curb wastage?

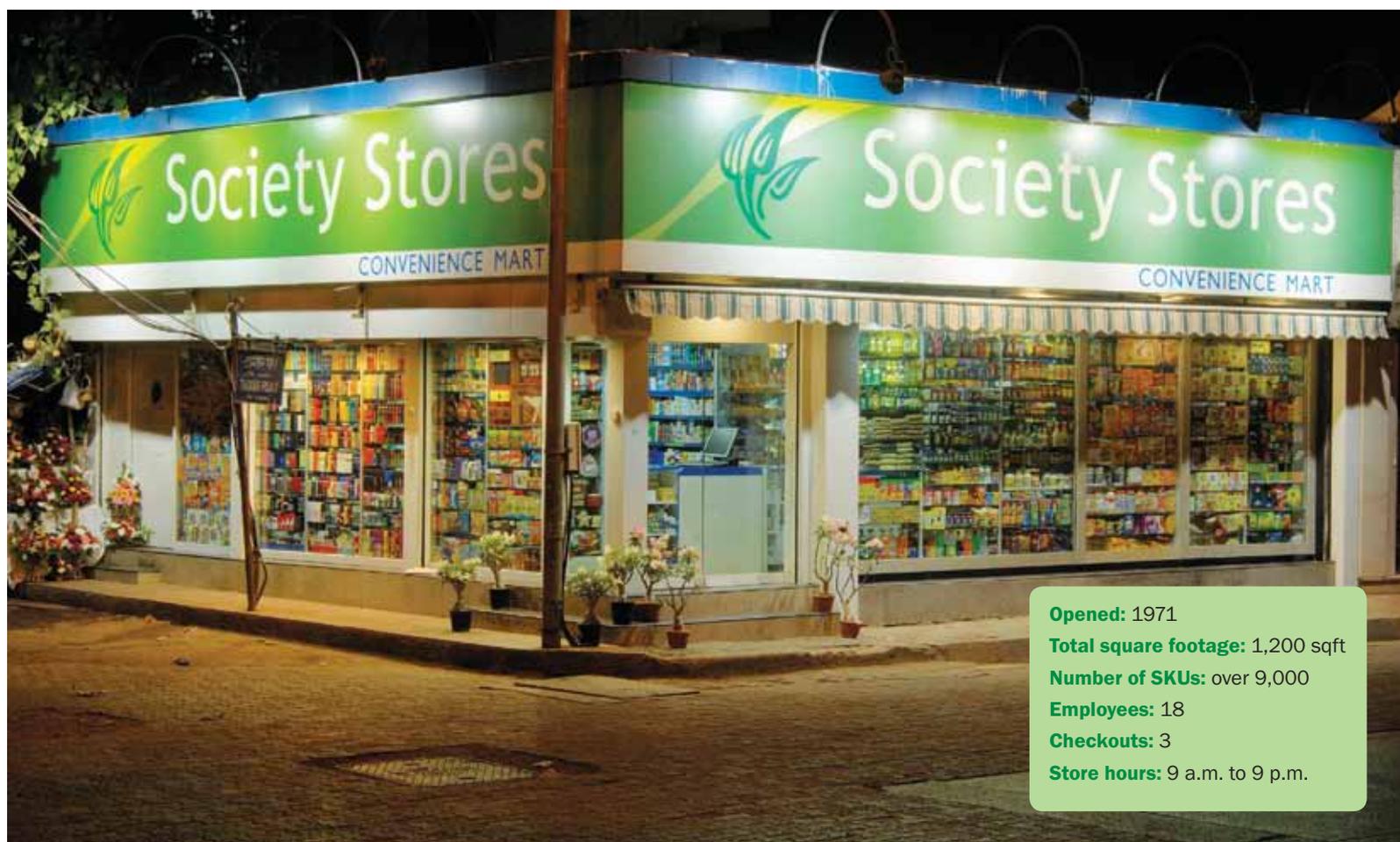
We have not allowed this sector to truly develop because transportation and warehousing have been seen as costs that need to be controlled. We need to take a view that a sound logistics capability can deliver competitive advantage - better responsiveness and lower total cost. This will allow leaner supply chains and less spoilage and damage in distribution. We have focussed a lot on the downstream supply chain but very little focus has been given to incoming materials. Since companies negotiate a landed rate, opportunities to optimise incoming freight and warehousing costs are left untouched.

To address these areas, it is necessary to build capability at all levels - from senior managers to the operators who handle the goods. It will range from new models and designs, to such basic activities as sound loading and unloading practices, automation to improve turnaround times and reduce damage, to safer and more comfortable workplaces that increase productivity. Awareness of the possibilities will help re-orient thought and drive improvements in a field that still has a long way to go.

Store of the Month

For & By Society

Society Stores in Mumbai's Santacruz area is heartwarmingly traditional yet impressively modern, as it meets the contemporary customer's needs in terms of both products and quality finds **Shanti Padukone**



Opened: 1971
Total square footage: 1,200 sqft
Number of SKUs: over 9,000
Employees: 18
Checkouts: 3
Store hours: 9 a.m. to 9 p.m.

Kirana stores in Mumbai are a common sight. Even the quietest neighbourhood in the financial capital has at least one kirana store that everyone goes to for their daily ration.

Atta is weighed out in ancient brass scales, sacks of grain sit around the shop and the friendly owner who knows everyone by name or face accepts cash or updates credit accounts in an old worn notebook. However, over the years, many kirana stores chose to evolve with time and customers to create a modern retail format – albeit in the same location – but with a higher

number of skus and modernised systems. One such store is Society Stores – a prominent supermarket located just a little off the junction where Linking Road meets SV Road at Juhu.

For society's sake

A prominent green board, a colourful display and a small crowd of people inside give a sense of how popular Society Stores is in the area. On entering the store, one is greeted by a warm atmosphere – floor staff doing inventory, cash registers ringing, and people browsing through the interesting aisles in the store.

What is even more interesting about the store is its history. The first part of the store – around 400-450 sqft of it – was bought by owner Luxmichand Gada's father in 1970-71. The format at that time was that of a kirana store. Gada himself took over operations by the time he was 14 years old; that was 36 years ago. In 1997-98 the store was renovated – complete with air conditioning, computers, credit card payment systems, Sodexo payment and a home delivery system in place. "It has been my passion, ever since I took the reins," informs Gada.



 Gada with his son Manan (L)

Keeping updated

By the time the first renovation was complete, Gada had already begun educating himself. Extensive travel abroad and within India to fairs – the Euroshop in Dusseldorf Germany – exposed him to the latest trends in the retail world, the customer demand and the in-vogue products across the world. As a result, he constantly updated himself and his store so much so that in the next 10 years, the store was renovated twice and now spreads across 1,200 sqft, and boasts a database of almost 3,000-4,000 loyal customers.

As business grew, the store constantly improved on its product range in keeping with the market trends. From a regular bathing soap, it graduated to selling shower gels. When coconut oil wasn't enough, it brought in hair gels and creams, and so on. "Ever since I came on board, I have always observed the trends in the market and made plans for the next five years by predicting the trends thereon," says Gada. "In my belief, in the next few years, the country will experience an organic boom, wherein the affluent class will buy only organic products," he affirms.



 Gada with his principal staff

On the shelves

At the heart of it all is the concept of convenience – a store that one can go to for stuff required from the moment one wakes up till bed time. And, of course, quality is a given, as Gada emphasises. He says, "Whenever I am at the store, I observe customers keenly. It is important that when a customer visits the store, he should feel wowed by the store and the product range. Every time he visits, he must find something new."

As a result, Society Stores has around 9,000 skus, which are a mixed bag of both local and imported products. The range comprises chocolates, grocery, organic products, fresh fruits and vegetables, condiments and even gluten-free products.



Tea with Benefits

The ubiquitous tea has undergone a makeover; it now comes in a variety of flavours and is steeped with the goodness of health

By Juhi Sharma

With Indian consumers taking to healthier food alternatives, it was not long before they turned their attention to the new varieties of tea that are being positioned on the health and wellness platform. In fact, such teas have been gaining shelf space at the grocers.

In the last 10 years, the product diversification strategy adopted by big players in the tea industry has led to the growth of flavoured and/or value-added tea production in India.

And it is the new-age urban consumers who are behind the increasing acceptance of such teas, which are touted by their producers as offering health benefits, besides good taste and unique flavours.

According to Raghav Gupta, Director, SVA India (exclusive agent for Basilur, Tipson and

Vazar tea brands in India), "The flavoured and value added tea segment is the fastest growing category along with premium tea varieties. If we look at the industry consumption pattern, all tea companies have now shifted greater focus to flavoured teas as opposed to the Assam, Darjeeling or plain black tea, as has been the trend, until lately. However, there are very few flavours in the Indian market as compared to the international markets, and it is very hard to predict a pattern as the category is growing month-on-month."

Quoting a report from commodityindia, Parag Desai, Executive Director, Wagh Bakri Tea Group, says, "The flavoured tea market in India is growing at the rate of 25 percent per annum. Demand is increasing as consumers are experimenting with the varieties and flavours. Though the regular black tea is still being consumed, especially in the morning, but after their first morning cuppa, consumers want to check out the different flavours."

However, Krishan Gupta, Managing Director and Global CEO, Organic India, feels that the growth is much higher at 70-80 percent year-on-year. "Until sometime back, and to some extent even now, it is considered to be a niche segment, but no doubt the product is more visible now, having gradually grown over the period of time."

Euromonitor International's report, 'Tea in India,' states that black standard tea is a traditional and highly popular drink in India and accounted for some 84 percent of tea retail volume sales in 2011. However, urban health-conscious Indians are increasingly

curious about testing new products. Currently, green tea and specialty tea are growing at a faster rate than black standard tea.

Market overview

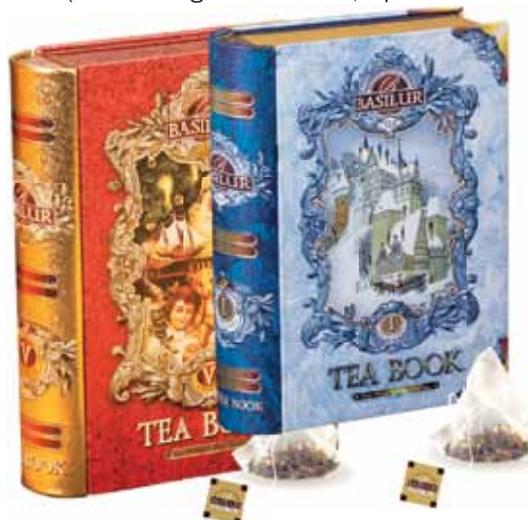
The market today offers a variety of flavoured teas such as green tea, Earl Grey tea, jasmine tea, ginseng oolong, masala chai, and green lemon tea. There is yet another tea innovation called tea with herbal and fruit infusions. But according to experts, herbal infusions literally are not teas, they are merely natural/botanical products, which are brewed and consumed like tea, mostly hot and sometimes cold. Some varieties include, chamomile, peppermint, rosehip and hibiscus, rooibos orange, orange, mango and cinnamon, strawberry and mango, etc. Then there are the organic variants as well.

The market is also offering more choices from various national, regional and imported brands. Exclusive tea boutiques such as Golden Tips Tea and Pekoe Tips Tea have also partnered in the teas' growth story. Even though over the last few years, there has been a lot of activity in this sub-category, it still remains in the nascent stage compared to other international markets, in terms of length and width of the market and its consumption.

Comments Debraj Banerjee, Head of Marketing at Newby India, "This tea segment is an exciting new addition to the portfolio of branded tea companies worldwide – a trend which is taking root in India as well. However, the product is in its infancy in India, given that we are primarily a traditional tea drinking



Pix: Shutterstock.com



GOOD MORNINGS
START WITH GREAT TEA.



REAL LIFE. REAL TEA.

For Trade Enquiries

Contact - +91 90070 81932



Aspen Projects India Ltd
An ISO 9001:2008 & ISO 22000:2005 Certified Company



Page 3/ AMZ/0111

best™

“LARGEST EXPORTER OF BASMATI RICE”
(20TH APEDA EXPORT AWARDS 2010-2011)

Best Foods Ltd has risen to become one of India's most reputed Basmati Rice companies.

The company is leading with its own brands and is also packing for private labels of prestigious global buyers. Best Foods has become a preferred supplier on account of consistent quality, state of art technology which is backed by a highly dedicated professional team.

The global buyers through their reinforced and consistent confidence in Best Foods, have further established India's capabilities as a reliable supplier.

Best Foods has received the Golden trophy for its extraordinary export performance and for its valued support to the country's agriculture and economy.

