

COVER STORY

20



“We are market leaders in finding the next trend-setting product.”

Avni Biyani is the driving force behind Future Retail's premium lifestyle food superstore Foodhall. Since coming on board as Concept Head of the premium superstore chain, Avni has been successfully breaking new ground in gourmet food retailing in India.

In a chat, Avni talks of her chain's customer proposition and its market positioning and the various initiatives that Foodhall has been taking to make gourmet retailing in India a truly international experience for its customers.

← **Avni Biyani,**
Concept Head, Foodhall



28 LOYALTY PROGRAM

How to loyalize your customer base

Retailers with experience in running and developing loyalty programs speak about the ways of making them into a powerful platform for meaningful engagement with customers and winning their trust in the brand.

08 TECHNOLOGY

Getting started with demand forecasting

Sophisticated planning is modest, but growing, in grocery.



14 CATEGORY WATCH: BEVERAGE

Hitching business to the online wagon

E-retail is giving tough competition to physical stores, gaining ground in revenue and visibility as consumers distance themselves from the traditional supermarket model.



16 RETAILER

Kannur's most famous bakers

The Venus Group is popular for its Sheen Bakery stores in Kannur, Kerala. Managing Partner Veenish Kumar talks about the business and his plans for the future.



18 FOOD SAFETY

Give a wide berth to chemically ripened mangoes

As the mango season breaks in, it challenges the demand-supply mechanism, leaving room for unethical ways to manage demand upswings.



34 CATEGORY WATCH

Giants of the gourmet galaxy

Sales of gourmet and international foods are soaring and the growing consumer interest presents a real opportunity for manufacturers and retailers to differentiate themselves from competitors through their authentic, gourmet-inspired offerings.



IN EVERY ISSUE

12 COLUMN

The changing consumer behaviour

66 WHAT'S NEXT

Food, Beverage & Non-food Products

