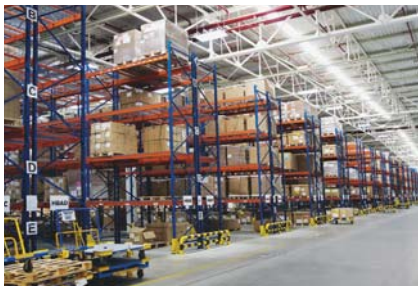


### COVER STORY

# 30 Drum roll for sales season

The festive season is the time when maximum purchase happens in a household and brands and retailers experience the fastest turnover. Businesses pull out every trick in the playbook to cash in on this opportunity, making inroads into the customer's heart through effective messaging, new products and innovative packaging to boost their sales and maximizes shelf visibility.



### 10 SUPPLY CHAIN LOGISTICS

**Redefining Retail Warehousing**  
Warehousing automation can help retailers address the supply chain challenges.

### 20 GROCERY

**Baked Goodness**  
In line with current demand, baking ingredients are cleaner than ever.

### 26 FARM TO FORK

**Rising demand for residue-free vegetables**  
Healthy consumption has created an opportunity for entrepreneurs to enter residue-free farming.

### 28 PROFILE

**The bean-to-bar chocolatier and retailer of Pondicherry**  
Mason & Co makes hand-crafted chocolates from locally sourced ingredients.

### 50 INTERVIEW

**"We are market leaders in wafers category"**

Ravinder Kumar Agarwal, Managing Director, Ravi Foods

### 52 BEVERAGE

**The next wave in the beer industry**

The scope for Indian Pale Ale is immense and their consumption will pick up in times to come.

### 54 SUPPLIER

**"We are looking at E-retail partnerships to expand our consumer reach"**

Neelima Burra, Chief Marketing Officer, Cargill Foods India



### 56 HEALTH WELLNESS

**Whole-store Health Solutions**  
Encouraging customers to eat better.

### 58 GOURMET RETAILER

**"In-depth know-how of imported foods is our core strength"**

Sunil Agarwal, promoter of Pune-based Fine Foods



### 62 TECHNOLOGY

**Role of whole genome sequencing in food safety**  
Ways to establish and implement food safety systems for food suppliers to operate responsibly and supply safe food to consumers.

### IN EVERY ISSUE

#### 68 COLUMN

Ongoing business analysis is a must for organised retail

#### 70 WHAT'S NEXT

Food, Beverage & Non-food Products

