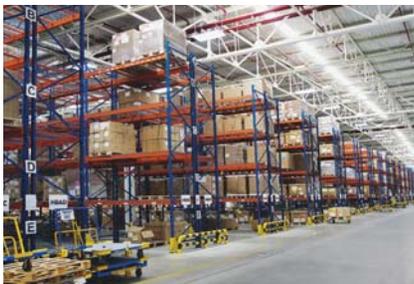


COVER STORY

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.



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

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

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

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

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"We are market leaders in wafers category"

Ravinder Kumar Agarwal, Managing Director, Ravi Foods

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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.

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

Neelima Burra, Chief Marketing Officer, Cargill Foods India



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Encouraging customers to eat better.

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

Sunil Agarwal, promoter of Pune-based Fine Foods



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