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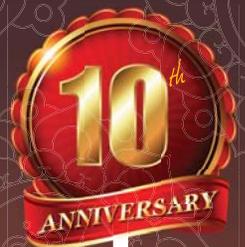
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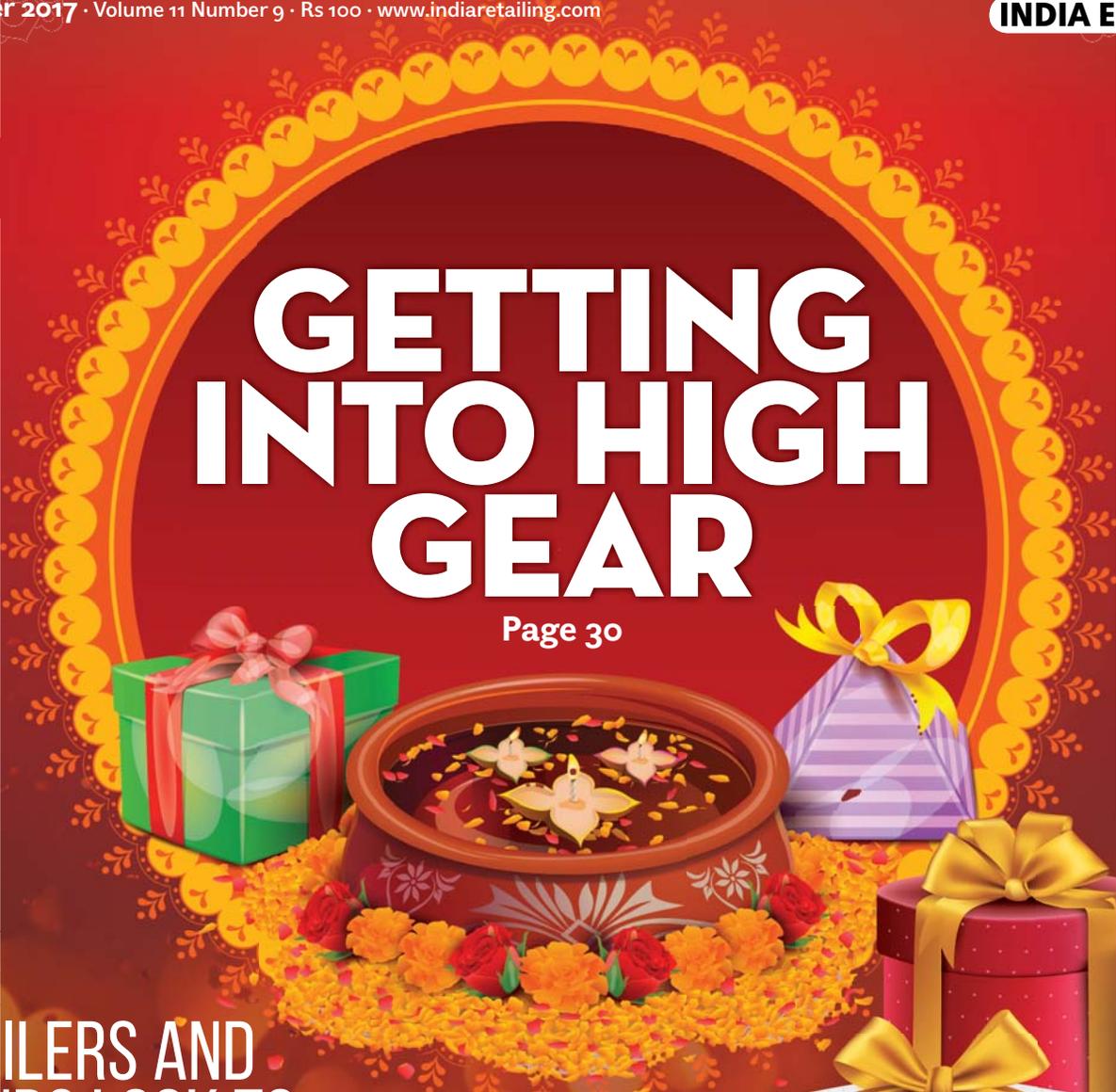
# PROGRESSIVE GROCER

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**INDIA EDITION**

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**RETAILERS AND  
BRANDS LOOK TO  
RING UP RECORD SALES  
DURING THE FESTIVE SEASON**



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The long festive season is under way, the air is thick with anticipation, and expectations of consumers and sellers are at its peak. Brands and retailers are upbeat about doing record-breaking business in the months ahead. With the niggling issues and concerns related to GST now put to rest, businesses are exuding optimism and bracing to turn over a new leaf. As prices and inflation are under check, the economy is set to emerge stronger in the months ahead. No wonder that food and grocery players are confident of better sales and improved profit margins from high spirited festive sales.

By a conservative estimate, festive occasions contribute over 12 per cent of overall retail sales. Among the festivals, Diwali tops the chart in terms of increased sales. The grocery retail space brims over with an abundance of new product launches, gift hampers, and festive offers that drive the shopping frenzy. Competition is rife, as companies leverage their brand value on attractive offers.

In our cover story, we check out the preparations by brands and grocers. In modern trade, the coming days will be the time for festival-themed promotions, staples 'melas', and other such properties, in which brands and retailers regularly participate. There will also be plenty of lucrative offers, lowered prices and discounts to lure consumers to spend and splurge in the days ahead.

As a magazine for the modern trade, we have tried to put together in pages of this special 10th Anniversary issue, the industry's game plan for maximizing sales, boosting profit and winning over new markets and consumer segments. Happy celebrations.



Amitabh Taneja  
 Editor-in-Chief

All feedback welcome at [editorpgindia@imagesgroup.in](mailto:editorpgindia@imagesgroup.in)

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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 With Automation

**What are the challenges that Indian retailers face their supply chain? What are the key trends impacting the Indian retail industry and supply chain process in retail? How can warehousing automation help retailers address challenges?**

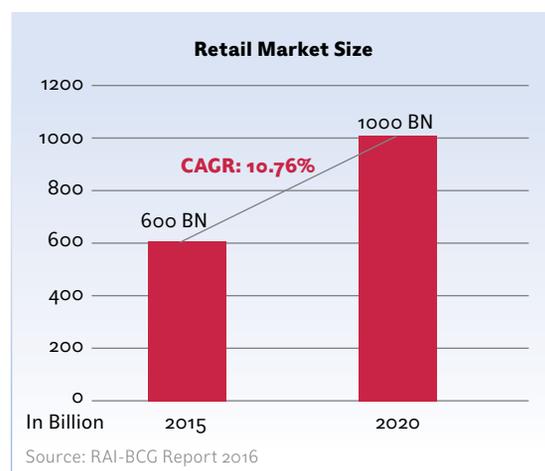
A report by Grey Orange– Zinnoy Study\* looks at these problems and offers the right solutions that can help reinvent the retailer’s supply chain to support the changing market dynamics.

**T**he retail industry in India is emerging as one of the largest industries in the economy. It accounts for over 10 per cent of the country’s Gross Domestic Product (GDP) and around 8 per cent of the employment.

**India’s retailing industry mostly consists of the local mom and pop store, owner manned shops and street vendors. Organised retail supermarkets are small but growing.**

The retail market in India undergoing fundamental change driven by the demographic shift with more than 50% of its population below the age of 25, rising disposable income, urbanization and blurring boundaries between offline and online worlds. The retail reforms and changes in the FDI policy have

**The retail industry is expected to reach to US\$ 1 trillion by 2020, attaining a CAGR of 10.76 per cent between 2015-2020.**





Trends in Retail

Demand-Side

**Smartphone Proliferation**  
 651MN  
 Smartphone users in India by 2019

**Rising Income Levels**  
 Disposable Income in India has risen 30% between 2012-2016

**Internet Penetration**  
 462 million internet users with 34% penetration

**Omni-Channel Fullment**

**200MN**  
 New consumer enter India's middle class by 2020

**410MN**  
 People in India will live in a city by 2030

**Young Population**  
 Over 50% of population is under 25

**Increasing awareness**  
 of international brands

Supply-Side

**Rising Labour Costs**

**Increased Focus On Improving Infrastructure**  
 Including Road, Rail

**Highly Inflationary Real Estate Costs**

**Increasing Raw Material Costs**

Regulatory Environment

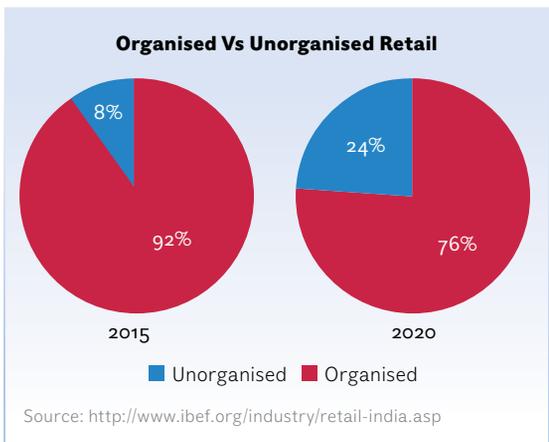
**FDI (Foreign direct investment)**  
 100% In Single -brand Retail  
 51% In Multi -brand Retail

**GST (Goods And Services Tax)**  
 Expected Implementation Of GST Will Reduce Inefficiencies In Retailers' Supply Chain

All the above trends have led to highly complex supply chain and warehousing processes that have increased challenges and costs of managing supply chain for retailers.

Components of a typical supply chain

- Vendor - Supplier of raw material, semi-finished goods or finished goods
- Factory - Finished goods are manufactured in the factory



opened the Indian retail market for international behemoths. With 100% FDI allowed in single-brand retail and go-ahead to start online channel without any approvals, the competition from international players to home-grown retailers has further intensified.

There's a growing need to reinvent the retailer's supply chain to support the changing market dynamics, specifically in warehousing with significant technological advancements happening in the automation space. What challenges Indian retailers face in their supply chain? What are the key trends impacting the Indian retail industry and supply chain process in retail? How can warehousing automation help retailers address challenges?

# Baked Goodness

In line with current demand, baking ingredients and even mixes are cleaner than ever.

By Bridget Goldschmidt



**B**aking, as retailers know well, encompasses a broad spectrum of skill levels, from utter beginner all the way up to those capable of producing restaurant-quality breads, cakes, pastries and the like.

During Progressive Grocer's visit to the Food City store in Johnson City, Tenn., our September 2016 Store of the Month, Dan Gleib, EVP of merchandising and marketing at the Abingdon, Va.-based grocer, pointed out this fact during a brief stop in the baking aisle: "We have a strong [number] of customers that seek a high level of convenience, and many customers, still, that are very, very basic, scratch-made cooks at their house."

Given this wide divergence in ability among home bakers, the trending demand for clean ingredients can be more easily met by some products than others. For scratch bakers who control every item they include in their creations, it's a relatively straightforward process — depending on market availability, of course — to source organic, all-natural, non-GMO or free-from ingredients, but for consumers dependent on mixes

for their bake-at-home treats, it's been somewhat more tricky — until now.

Suzu Monford, CEO of Emeryville, Calif.-based Andronico's Community Markets, which operates five stores in the Bay Area, acknowledges that while baking products were slower to follow the trend toward cleaner cooking ingredients that began more than a decade ago with the elimination of trans fats, the category is seeing what she calls a "massive emphasis" on lower-sugar and lower-sodium solutions, as well as such innovations as gluten-free, ancient grains and even cricket flours.

Andronico's flags these types of ingredients in the baking aisle with its FitMarket attribute, creates eye-catching end cap displays, and offers clean options in its bulk sections, as well as promoting items online via its e-newsletter and website.

Meanwhile, the baking ingredient category "has been performing well over the past year and continues to grow," notes Jeff Culhane, SVP merchandising at Williamsville, N.Y.-based Tops Markets LLC, which operates more than 170 stores in upstate New York, northern Pennsylvania, western Vermont and north central Massachusetts.



# 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 sales and grow their consumer base.

By Sanjay Kumar



**“We are all geared up for the festival season and hope to do over 500% more business than in the regular months. Post GST, consumers were a bit uncertain at the start of the third quarter but now sales momentum has picked up.”**

— Shaishav Mittal  
Founder & CEO, Lovely  
Bake Studio

**T**he festive season is around the corner, and gaiety and abandon is in the air. If Rakhi and Janmashtami celebrations in the latter half of August were the perfect springboard to the festive months ahead, the Pujo celebrations followed by Dussehra, Diwali and eventually culminating with Christmas and New Year, will mark the climactic points in the season of shopping, splurging and joyful indulgence. It is the period when people are in the mood to spend and lavish gifts. They love to go out, explore the market and look for different buying options. Naturally, the festive season brings



higher footfall in retail stores. Consumer demand is at its highest during the season and so is market sentiment. In general, sales volume of all products peak during the festive season.

Overall, F&G business zooms, lead by chocolates, dry fruits, juices, sweets, biscuits, staples, oils, spices, *namkeens*, etc. The arrival of the festive season sparks an unusual gifting fervor among consumers, making the period the perfect sweet spot for retailers and manufacturers to rake in the moolah and whip up plenty of dough. A study done by industry body Assocham revealed that middle and lower middle income families in India spent an average of 29 per cent of their salary during the festive season. However, if brands offer more incentives by way of discounts or freebies during the festive season, customers would spend more, according to the survey, which was conducted in Delhi, Mumbai, Kolkata, Chennai, Ahmedabad,



Hyderabad, Pune, Chandigarh and Dehradun. “Over 78 per cent of the respondents said that if they plan to spend more, discounts will act as incentives for them,” said the study.

### Gifting fervor and business expectations

Not surprising that corporate houses and businesses use festivals to come up with new products and ideas, revamp their collection and presentation style and introduce new SKUs and packs to appeal to more numbers of consumers. **Yogesh Bellani, CEO, Fieldfresh Foods**, which operates the Del Monte brand, says, “An interesting differential in the cluttered festive market would be a product that appeals to the more youthful consumer, has both modern and cultural relevance, is aesthetic, adopts a contemporary approach to its use of traditional festive cues, captures the fun and spirit of the occasion, and reflects the upbeat personality of the brand.”

Brands and manufacturers hope to bag significantly higher volumes during the festive season and roll their inventories. “We are all geared up for the upcoming festival season and hope to do over 500 per cent more business than in the regular months. Post GST, consumers were a bit uncertain, especially at the start of the third quarter, but now sales momentum has picked up,” says **Shaishav Mittal, Founder & CEO, Lovely Bake Studio**, a premier European inspired bakery, which offers its guests 100 per cent egg-less delicacies, a first-of-its-kind concept in north India. Bolstering Lovely Bake Studio’s presence in the food segment is its sibling, Lovely Sweets, a leading manufacturer and retailer of traditional Indian sweets in north India. “Our product range across both brands performs extremely well in all formats. Cookies sell all the year round and sales of sweets range picks up during the festival season,” he adds.

“We are all charged up and look forward to positive growth from the forthcoming festive season during which we will be introducing new gift packs ranges. We expect 200-300 per cent growth in the festive season as compared to the normal season and hope to achieve 25 per cent of our total turnover from the festive season,” says **Prateek Athwani, Managing Director, Lal Sweets Pvt. Ltd.**, one of the finest and premium brands of Indian traditional *laddoos*.

Businesses are all the more in anticipation of the upcoming festive season because the past few months had been quite volatile. “The past 8-9 months have been difficult for the industry on account of demonetization and GST implementation. However, we believe that in the long run these measures will be good for industry. Things have already started turning since last month and the trade is now in recovery mode. We are looking forward to the festive season with lots of enthusiasm in terms of boosting sales and catching up on the earlier lag. We expect the forthcoming festive season to be very good and promising,” says **Sanjay Jain, Director, Dugar Overseas Pvt. Ltd.**, which is amongst India’s leading import, manufacturing, distribution and marketing houses, managing a products portfolio across categories such as chocolates, cream wafers, candies, cookies, juices and more with a bevy of globally loved FMCG brands from Europe, South America and Asia.

The buoyant festive sentiment is shared by **Gunjan Jain, MD, VKC Nuts**, a leader in nuts & dried fruits that sells its products under the brand name Nutraj. “As a land of multitude geographies, India is a true melting pot of diverse, myriad ethnicity and cultures, resulting in a number of festivals celebrated with much fervor and fanfare. We are now at the cusp of a major festive season and the excitement is palpable amongst diverse sectors, each expecting a surge in sales. The settling of the niggling issues related to GST a month ahead of the season augurs well for the business. The sectors expected to do particularly well are the ones that offer products ideal for Diwali gifting – FMCG, textiles and household goods in



“Percentage-wise, we should be growing by 20% as compared to the previous year. Since the previous months’ sales record has not been too good, we are hoping to see a tremendous rise in sales this festive season.

— **Sanjay Jain**  
Director, Dugar  
Overseas Pvt. Ltd



“We are expecting a 100% increase in overall business from the festive season, with our new line of gifting options in place. Also, we are now venturing into the consumer and corporate gifts arena.

— **Rishav Kanoi**  
Founder, Tea Trove

# “In-depth know-how of imported foods is our core strength”

Sunil Agarwal, promoter of Pune-based Fine Foods, speaks to Progressive Grocer about his stores' specialty and core strengths, trends in imported world foods and how his small format store chain has played to its strengths and established a solid reputation in gourmet retailing.

“  
Our customers come back to us repeatedly because of the assurance that most of their requirement in imported gourmet foods and other categories will be available with us.

— Sunil Agarwal  
Promoter, Fine Foods

## How would you describe the journey of your stores over the years?

Fine Foods, a specialty imported gourmet food store, opened in January 2010 in the upmarket Aundh area of Pune. We decided to open the store in this neighborhood as the area was lacking a premium gourmet food store. We got good response at Aundh, which encouraged us to expand. We identified that the west side of Pune lacked premium gourmet food stores despite the presence of a good potential clientele. We opened our second store on Karve Road in June 2010 and our third store in Bavdhan in February 2014.

Fine Foods stores follow the small gourmet store format. Our priority and focus is to provide an exhaustive range of premium imported food products in all the possible categories. Over the years, we have included frozen, non-veg & veg sections, local dairy & cheese sections, home baking sections to our already vast repertoire in imported foods.

## What is your location strategy for the stores?

Our stores are located in the proximity of residential areas that have a potential clientele for our products. Thanks to our location strategy, our stores enjoy a reputation for being the friendly neighborhood gourmet food stores. We offer the convenience of availing premium imported foods very nearby rather than having to travel far to the large format stores located on commercial high streets.

## What is the profile of your customer base?

We cater to and our products appeal to all consumer segments – young kids, working couples, expats, homemakers, home chefs, gourmet food enthusiasts, to name a few.

## What are the categories you specialize in as a gourmet retailer?

We carry an exhaustive range in imported food products: chocolate & confectionery, world



cuisines, snacks & savouries, dairy & cheese, bakery & biscuits, beverages, fresh & canned exotic vegetables, health foods, tea & coffee, home baking needs, ready to eat, edible oils, exotic groceries, specialty sauces & spreads, breakfast cereals, frozen meats & veg, impulse items (mouth fresheners, gums & mints, etc), specialty eggs & breads, specialty ice creams, and many more products across categories.

**What is your strategy for space allocation across different categories?**

In our stores, priority and space is given to the categories that have maximum sales turnover. Such categories in our stores are chocolate & confectionery, dairy & cheese, frozen foods and cuisine sections such as Oriental, Italian, Continental, etc. High sales turnover categories are given maximum frontage and merchandising space. As we have small format stores – with 500 sq.ft. average area – the merchandising flow is maintained as per the individual needs of respective stores.

**What is the sales contribution from your major product categories?**

The major product categories contribute 25-30% of our total sales.

**Which are the new and emerging categories at your stores?**

Home baking needs, locally made European style cheeses and organic/ gluten-free/ sugar-free foods are the new and emerging categories in our stores. In the future, we expect these categories will contribute considerably to overall sales.

**Which are the best-selling brands for your fast growing products?**

Imported chocolates, Italian foods like pastas, pasta sauces, pizza sauces, olives, oriental sauces, breakfast cereals, cheese, fresh exotic vegetables, frozen non-veg, Continental sauces & spreads are the fastest moving categories in our stores.

Brands like American Garden, Lindt Chocolates, Ferrero, Barilla Pasta & Sauces, Pantai, Tabasco, Haribo, Ritter Sport, Tiffany, Cavendish & Harvey, Yan Yan, Hintz Cocoa Powder, Monin syrups, Kara, Batchelors soups, etc, are some of the best selling brands in our stores.

**What are the trends in your stores for the major categories?**

Home baking needs, locally made European style cheeses, organic, sugar-free & gluten-free foods and ready-to-eat International foods are currently trending in our stores.

**What are the marked differentiators of your stores that put you apart from the other retail players? Which are the elements that are the hallmarks of your stores?**

Regular replenishment and consistent availability of the most popular imported SKUs is our specialty. We have maintained excellent relations with our vendors (Importers & Suppliers), due to which we have been able to build a loyal customer base. Our customers come back to us repeatedly because of the assurance that most of their requirement in imported gourmet foods and other categories will be available with us.

**Do you run loyalty programs/ schemes for strengthening your customer base?**

We are constantly providing schemes and offers to our customers on various products. We have a separate ‘Offer Section’ for customers and in our experience the schemes and offers provide a good boost to our average sales.

**Fine Foods stores follow the small gourmet store format. Our priority and focus is to provide an exhaustive range of premium imported food products in all the possible categories.**



**Any marketing activities that you prefer for pushing sales in your stores?**

We prefer to do ‘Direct to Customer’ promotional activities like dry & wet sampling of products. Potential customers get to experience the products first hand before making a purchase. We run sampling promotions of various companies and products during most weekends. We have built a good clientele by word of mouth and we enjoy a strong reputation for products’ availability in our stores. We also promote our stores through our Facebook page.

**How do you take care of the customer feedback loop at your stores?**

Our stores run on a very customer-centric model. The entire product mix of the stores vary according to the feedback and needs provided by our esteemed



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