

### COVER STORY

## 24 “Our vision is to be a National retail chain with ₹1,000 crore plus turnover by 2020”

With about 30 years in the food & grocery retail business, Hyderabad-based Ratnadeep Super Market has been able to carve a formidable reputation as a shopping destination that customers unfailingly identify with a rich and varied assortment of quality national and international products offered in a pleasant ambience and with customer friendly, reliable service.



### CATEGORY SPOTLIGHT: HEALTH

#### 32 NATURAL SWEETENERS

Brands need to adapt and react to the changes by partnering with suppliers that invest in sustainability and understanding regulatory and consumer concerns.

#### 36 SUPPLEMENTS

Many international and local players to enter the nutraceutical segment whose percentage share of the overall health and wellness market is growing at a rapid clip.



#### 18 STORE OF THE MONTH

##### Harvest Market Connects the Dots

New concept links consumers back to food makers.



#### 54 TECHNOLOGY

##### Treasure Hunt

Understand customers by tracking their paths through the store.

### IN EVERY ISSUE

#### 52 COLUMN

New mantra for retail – social media, personalization...

#### 56 WHAT NEXT

Food, Beverage & Non-food Products



#### 40 ORGANIC

An increasing number of consumers are understanding the market proposition of organic products and buying into their health benefits.



#### 48 FRESH FOOD

Fresh fruits and vegetables remain the biggest of all organic categories with sales growing every year.

#### 10 RETAIL SOLUTIONS

##### How retailers can go cashless

For multi-chain retailers, managing day-to-day expenditure at the store-level is quite challenging.

#### 12 SUPPLY CHAIN

##### Do's and Don'ts

Industry pros weigh in with tips for smarter logistics, warehouse efficiencies and more..

#### 16 RETAILER

##### Honey Money Top Retails

With nine grocery stores in NCR, the store chain has been able to build a base of loyal customers on the strength of its quality product offerings at reasonable price and unmatched customer service.