

RETAILER-SOUTH

24 “As a local supermarket brand, we’ve the largest base of loyal customers in Chennai”



K. Vijaya Kumar, Owner, Ponnusuper Market, talks about the evolution of his brand from a small provisions store to the instantly-recognized supermarket brand with eight stores in Chennai that pull in a turnover of over INR 150 crore annually.



08 SUPPLIER

Neo Foods is among the top growers and packers of pickled vegetables in India

10 ONLINE RETAIL

GoodToGo, a raw meats online company in the Delhi-NCR region, is out to change the meat retailing experience

16 STRATEGY

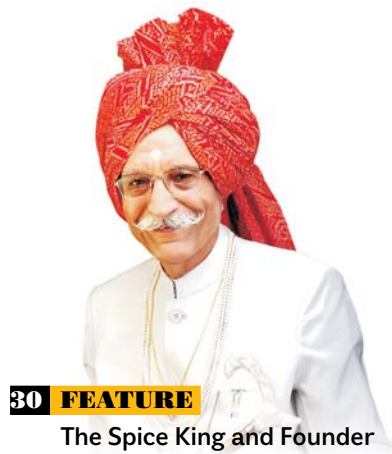
Retail costs in brand building

22 ROUND TABLE

Collaborate to Succeed

28 REFRIGERATED & FROZEN

Bakers Frozen



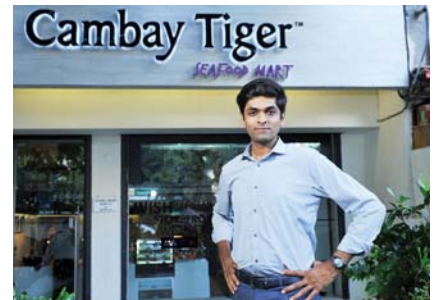
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On the Spice Route Trail



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SRS Value Bazaar plans to launch 10 to 15 more retail stores within a year

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Fresh Thinking

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Food retailing in India – the way forward



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