Trends
Top tech, e-commerce and marketing trends that will define customer experience in the retail industry
Page 14

Food Innovation
Delivering on quality ingredients, packaging, flavor will help products establish competitive differentiation
Page 42

Category Focus
Yogurt's proven health benefits are driving growth for the category and creating opportunities for players
Page 62

PROGRESSIVE GROCER

March 2018 Volume 12 Number 3 · Rs 100 www.indiaretailing.com

INDIA EDITION

V-MART: THE SMALL TOWN VALUE RETAILER

LALIT AGARWAL
CMD, V-MART RETAIL LIMITED

www.indiaretailing.com
PROGRESSIVE GROCER INDIA
AHEAD OF WHAT'S NEXT

March 2018 · Volume 12 · Number 03 · Pages 72

Editor's Note

Editor-in-Chief: **Amitabh Taneja**
Editorial Director: **R S Roy**
Publisher: **S P Taneja**
Chief Operating Officer: **Bhavesh H Pitroda**

Editorial
Editor in charge: **Sanjay Kumar**
Sr. Correspondent: **Rachita Sehgal**

Conference Content: **Mohua Roy**

Contributing Editors: **Zainab S Kazi**

Creatives
Art Director: **Pawan Kumar Verma**
Dy. Art Director: **Deepak Verma**
Sr. Layout Designer: **Naresh Mahaur**

Production
Sr. General Manager: **Manish Kadam**
Asst. Manager: **Ramesh Gupta**

Support
Sr. General Manager - Administration: **Rajeev Mehandru**

Subscription
Deputy Manager–Subscriptions: **Kiran Rawat**

ADVERTISING

Business Head
Lokesh Arora, Sr. Vice President
lokesharora@imagesgroup.in | Mob: +91 9999033612

DELHI	**Ekta Roy,** Sr. Manager
MUMBAI	**Savita Vasandi,** Sr. Manager
BENGALURU	**Suvir Jaggi,** Vice President & Branch Head **Ashraf Alom,** Dy. Manager
KOLKATA	**Piyali Oberoi,** Vice President & Branch Head
AHMEDABAD	**Monark J. Barot,** Asst. Manager

FOR ADVERTISING QUERIES, PLEASE WRITE TO salesfood@imagesgroup.in

CONSUMER CONNECT

Anil Nagar, Vice President
anilnagar@imagesgroup.in, Mob.: +91 9811333099

Membership Team: Priti Kapil Sarika Gautam

PROGRESSIVE GROCER
AHEAD OF WHAT'S NEXT

VP/Group Publisher	Jeffrey Friedman
Editor-in-Chief	Meg Major
Senior Editor	James Dudlicek
Managing Editor	Bridget Goldschmidt
Director of Integrated Content/ Technology Editor	Joseph Tarnowski
Creative Director	Theodore Hahn
Contributing Editors	David Diamond, Bob Gatty, Bob Ingram, David Litwak, Tammy Mastroberte and Jennifer Strailey

Stagnito
BUSINESS INFORMATION

President & CEO	Harry Stagnito
Chief Operating Officer	Kollin Stagnito
Vice President & CFO	Kyle Stagnito
Senior Vice President, Partner	Ned Bardic
Vice President/Custom Media Division	Pierce Hollingsworth
HR/Production Manager	Anngail Norris
Corporate Marketing Director	Robert Kuwada
Promotion and Marketing Manager	Ashley Cristman
Director, Conferences & eLearning	Amy Walsh
Manager, eMedia Strategy & Development	Mehgan Recker
Audience Development Director	Cindy Cardinal

Over the years, we have seen a steady expansion of food and grocery retail in India. Many under-penetrated and nascent food categories have witnessed a surge in demand. Products and brands today jostle for space on supermarket shelves and vie for a share of the consumer wallet. The market is increasingly becoming crowded and at the same time competition keeps ratcheting up for the players involved. The stakes are naturally high and only the best products and the most credible brands will win in the long run.

To be on the right side of the market and consumers, brands and retailers are now moving concertedly to work together around a mutually beneficial relationship. There are many reasons for brands and retailers to join forces as partnerships can be a highly effective way to build businesses. It allows for both partners to leverage each other's strength, amplify the messaging to reach new and broader audiences, compete in new markets, offer unique competitive advantages in their own markets, gain new distribution and create a bigger impression than one would on their own.

In this issue, we bring you an exclusive feature showcasing some exemplary partnerships between brands and retailers. The cases exemplify stunning success stories of collaboration in building new consumption/ product categories or transforming a traditional category with innovation. Read the cases to find out how the alliances were made, the manner in which the plans were executed and the payoffs that eventually came the way of collaborating brands and retailers.

Amitabh Taneja
Editor-in-Chief

All feedback welcome at **editorpgindia@imagesgroup.in**

All material printed in this publication is the sole property of Stagnito Media, 111 Town Square Place, Suite 400 Jersey City, or Images Multimedia Pvt. Ltd. or both, and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/ authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase 1, New Delhi – 110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase – 2, New Delhi.110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Progressive Grocer does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: **subscription@imagesgroup.in**
For feedback/editorial queries, email to: **letter2editor@imagesgroup.in**
visit us at **www.imagesgroup.in**

Images Multimedia Pvt. Ltd. (CIN:- U22122DL2003PTC120097)

Registered Office: S 21, Okhla Industrial Area, Phase II, New Delhi 110020,
Ph: +91-11-40525000, **Fax:** +91-11-40525001
Email: info@imagesgroup.in, **Web:** www.imagesgroup.in

Mumbai: 1st Floor, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol Andheri (East), Mumbai - 400 059,
Ph: +91-22-28508070 / 71, **Fax:** +91-22-28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, **Ph:** +91-80-41255172/41750595/96, **Fax:** +91-80-41255182

Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700029
Ph: + 91 33 40080480, 40080440

PROGRESSIVE GROCER
March 2018, Volume 12, Issue 03

CONTENTS

Left to right:
Sahib Singh Key Account Manager- MT, HUL
Swati Maheshwari National Account Manager-HUL
Ganesh Mishra Head-Commercial, Trent Hypermarkets
Jayakumar Dr Head - Processed Food, Future Group
Unmesh Khambete Associate Director - Sales - Modern Trade, Mondelēz International
Raunaq Sharma, Deblina Das, Urv Bhatt Big Bazaar
Johnson John Head Foods, Reliance Retail
Saurabh Saith MT Head, PepsiCo
Geetha Mahadevan, Brand Intelligence at bigbasket.com

Moderators
Standing on the left
Dheeraj Arora VP – MT, Ecom and IB, HUL;

on the right
Damodar Mall CEO, Grocery, Reliance Retail and Author – 'SupermarketWala'

Partnering to win together and create new experiences in "SMART SPACES"

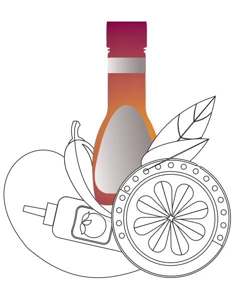
Strategic partnerships between brands and retailers can be a mutually beneficial relationship. There are many reasons for brands and retailers to join forces as partnering can be a highly effective way to build businesses. It allows for both partners to leverage each other's strength, amplify the messaging to reach new and broader audiences, compete in new markets, offer unique competitive advantages in their own markets, gain new distribution and create a bigger impression than one would on their own.

By Premjit Mohapatra

Brands and retailers are natural allies, but they don't always collaborate and it doesn't mean the partnership will always be a success. While teaming up together can result in a win-win outcome for both, striking up those winning partnerships is not always a cakewalk. For a partnership to truly work, it has to be a win-win for all players in the game. Both brands and retailers have to work together to make sure brands are accurately represented, responsibilities are clear to both, each party's needs are met, and that the integration between the two converts the shoppers into spending customers and both parties end up happy with more customers and sales.

The past year saw many such innovative brand-retailer partnerships that struck gold. These exemplary cases were discussed and showcased at the 11th edition of India Food Forum 2018 at a session moderated by Damodar Mall, CEO, Grocery-Reliance Retail and the author of 'SupermarketWala' and Dheeraj Arora, Vice -President–MT, ECom & IB-Hindustan Lever. The session saw finalists present their stories of partnerships that came to fruition to a jury consisting of eminent members of the industry with BS Nagesh, Founder of TRRAIN in the jury chair.

Progressive Grocer takes a look at five stunning success stories of collaboration in building new consumption/ product categories or transforming a traditional category with innovation and to find out how the alliances were made, the plans executed and the payoffs thereof.



Big Bazaar & Mondelēz

Presenters: Jayakumar Dr, Head - Processed Food, Future Group; Unmesh Khambete, Associate Director - Sales - Modern Trade, Mondelēz International

Goal: To revive the sales of the slowdown-hit chocolate category and drive the conversion.

Context: Chocolates and impulse munching are very good categories when it comes to general trade in India. In Big Bazaar stores, there is no dearth of footfalls and the opportunity to sell these categories is immense but the sale of these categories was relatively low. Towards the end of 2016, the chocolates category was facing a slowdown in sales and this necessitated a relook to find the best possible way to sell the chocolates category in Big Bazaar. The challenge was to create better point-of-sale displays and planograms that would get the customer attention besides triggering impulse at the right price points.

Execution Strategy: A detailed shopper research helped determine the right purchase instinct hierarchy for the chocolate category, which the shoppers processed in their mind and the same was replicated in the store in order to make it more convenient for the shoppers to find exactly what they are looking for at the time of purchase. When chocolate is impulse, more than 60 per cent of purchases of chocolate category takes place from the main shelf. So what was required was category alignment at main shelf in line with the shopper purchase instinct hierarchy.

Mondelēz had a winning solution with a portfolio called Home Treats to drive the consumption. It was ensured that the Home Treat portfolio had a disproportionate focus in terms of three things. First – strategic placement of Home Treats at the main shelf. Next was to focus on expansion across Big Bazaar stores. To expand the distribution of these packs across all Big Bazaar stores, Mondelēz participated in the right promotions and offered the right value for the shopper to purchase these packs. The big size of the packs made them less prone to pilferages. They also helped in increasing the average bill value for the category at Big Bazaar. The year 2017 saw the launch of Silk Oreo, with an exclusive launch preview for Big Bazaar coupled with a lot of investment in the digital campaign to spread the awareness to the shoppers. Third, in-store visibility was increased across the stores and the speed-to-market helped generate timely buzz and excitement among the customers. Focused shelf designs to guide customer choices and specially created displays increased impulse purchases. Specifically designed checkout counter solutions were devised to place the fast moving single lines and bar chocolates, which prompted shopper attention at the point of checkout and triggered impulse to drive the conversion.

Results: The joint effort of both teams helped revive the chocolate sales in Big Bazaar, which grew in high double digits, not just for Mondelēz but the category as a whole. It led to increased consumption growth and customer base growth for the category, increased impulse purchases and reduction in pilferages. All this resulted in 3x growth in the chocolate category at Big Bazaar. MT grew at 10% and Mondelēz grew at 33 per cent at Big Bazaar.

Bigbasket & Ayush

Presenters: Lipsa Das, National Account Manager-MT, HUL; Geetha Mahadevan, Brand Intelligence at Bigbasket.com

Goal: To create a master brand in Ayush on Bigbasket

Context: There is a pan-Indian revolution in favor of natural products and the contribution of the naturals segment in Indian personal care industry has been increasing every year. Rapid changes in lifestyles have caused consumers to switch to instant ready-to-use natural ingredients solutions and they want customized treatments that suit their skin and hair. Naturals is the fastest growing segment where 41 per cent of the personal care market is naturals and the segment is growing 2x times of the overall personal care category. HUL, the consumer goods trailblazer but not in the naturals space wanted to claim a greater share of this market through Ayush, in a space where other dominant players had already established themselves.

Execution Strategy: Research indicated that 50 per cent of the people have tried purchasing beauty and personal care products online and 41 per cent people purchase beauty and personal care products online and offline at the same frequency. So, Bigbasket was the perfect partner for a pan-India Ayush launch for their in-depth top notch services across India's top cities and also because Bigbasket shoppers seeks convenient solutions to meet the daily needs and appreciate the availability of a wide range of products.

Strategy Executed to Reach Shoppers in their Path to Purchase:
Step 1: Capture. Reaching out to the right shoppers by leveraging an integrated online and offline media plan to capture shoppers. Partnering to feature in retailer's print ad in top cities and effectively targeting the shopper base; Digital campaign driving traffic to retailer for instant conversion.

Dheeraj Arora
VP – MT, Ecom and IB, HUL

> **We had lot of confidence on the new offerings of Mondelez. They were extremely open to growing the category, not only the brand but also to invest in the category and we were more than willing to support them with the new launches.**
>
> **— Jayakumar Dr**
> Head Processed Food, Future Group

A value retailer pioneering modern trade in small towns and cities

V-Mart – one of India's largest value retailers – was incorporated as Varin Commercial Private Limited under the Companies Act in 2002 in West Bengal. A year later, it opened its first V-Mart store in Ahmedabad, Gujarat. Since then, V-Mart Retail stores have expanded and opened in prime states and cities such as Bihar, Chandigarh, Gujarat, Haryana, Jammu and Kashmir, Madhya Pradesh, New Delhi, Punjab, Rajasthan, Uttarakhand and Uttar Pradesh. V-Mart Retail has been a pioneer in setting up modern ambience stores equivalent to large retail malls across various small towns and cities like Sultanpur, Ujjain, Motihari and many more such places.

By Sanjay Kumar

LALIT AGARWAL
CHAIRMAN AND MD, V-MART RETAIL LIMITED

Based in Gurgaon, the company's operations are today spread across northern, western and eastern parts of India. As of March 2018, V-Mart operates 170 stores in 144 cities across 14 States & Union Territories with 14.20 lakh sq.ft. of retail area under operation. "At V-Mart, we recognize that in a country marked by extensive under-consumption in organized retail, there would always be a premium to expand across Tier II, III and IV cities," says **Lalit Agarwal,** Chairman and Managing Director, V-Mart Retail Limited, in an exclusive interview with Progressive Grocer.

In terms of stores' presence and location, 105 of V-Mart stores are located in Tier III and IV cities, 42 stores are located in Tier II cities and just 23 stores are located in the metros and Tier I cities. V-Mart has the strongest presence in Uttar Pradesh with more than 72 stores, where the election of a new pro-business and investor-friendly government will likely translate into increased disposable incomes and consumer spending, thus strengthening the retailer's prospects further. V-Mart's uniqueness lies in its regional cluster-based store expansion strategy, which acts as a bandwagon for driving top line growth.

As a strategy, the company opens stores only within 50-100 kilometres of its existing stores, which helps in supply chain management and achieving operational efficiency. The stores are the first of its kind retail experience in all the places it sets shop. Basically, these are places where people have newly increased purchasing power and aspire for a better shopping experience. The stores mimic retail outlets in urban places, are equipped with trained staff, air-conditioning, escalators, toilets, etc. The company's motto is to provide modern retail at affordable prices by focusing on value and playing on the shift from unorganized to organized retail. "Our location strategy is to pursue a cluster approach under which our expansion footprint, until now largely focused on Tier II and III cities of India, will likely gain traction in Tier IV regions. This approach will help us bridge the gap for the aspirational consumers who do not have access to organized retail," says Agarwal.

Store formats

V-Mart stores are categorized under different formats, which have been designed keeping in mind all its consumers. V-Mart Aspire houses products for the youth in line with the latest trends. V-Mart Plus addresses consumers across age groups; stocks clothes and discretionary products and the stores are located in densely populated areas. V-Mart Corporate targets office goers and its product line is known as Gold Line Fashion with stores located in areas inhabited by working professionals. V-Mart Values stores comprise cost-competitive products addressing all age groups.

V-Mart's business can be classified under three business verticals: Apparel, General Merchandise and Kirana Bazaar (FMCG and pack staple food). V-Mart was among the first consumer retail companies to be positioned around the concept of family fashion offering value-for-money products for the fashion-conscious middle-class youth in Tier II, III and IV cities. Over the last decade, the company has evolved into a one-stop brand of choice, offering an extensive range of products around the concept of 'Price Less Fashion' in non-metro cities. Maintaining high standards in quality and design, V-Mart offers fashion garments at down-to-earth prices and, over a period of time, has emerged as the destination of choice for bargain hunters and the fashionable alike. Likewise its Kirana Bazaar has a reputation for serving customers with a well curated assortment of products that are high on quality and freshness and sold at a very competitive price in keeping with the company's tag line "Price Less Fashion". The Kirana Bazaar range include products such as biscuits, fruit juice, hair oil, soap, atta, masala, rice, tooth paste and tooth brush, energy drinks, liquid antiseptic, shampoo, etc.

Based in Gurgaon, the company's operations are today spread across northern, western and eastern parts of India. As of March 2018, V-Mart operates 170 stores in 144 cities across 14 States & Union Territories with 14.20 lakh sq.ft. of retail area under operation.

Yogurt industry in India: *Growth beyond boundaries*

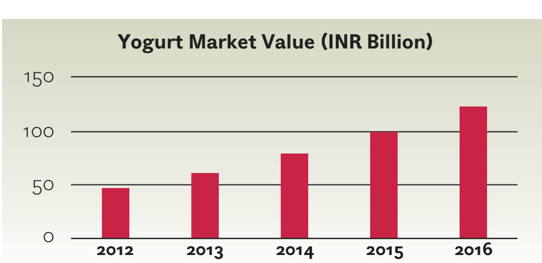
The yogurt market in India is a high growth and high profit sector showcasing double digit growth of 24 per cent in 2016, which implies a significant opportunity for the players. The shift of middle-class consumers from home-made products such as curd, lassi and buttermilk towards healthier packaged alternatives has bolstered the growth of the yogurt market.

By N.K. Srilasya

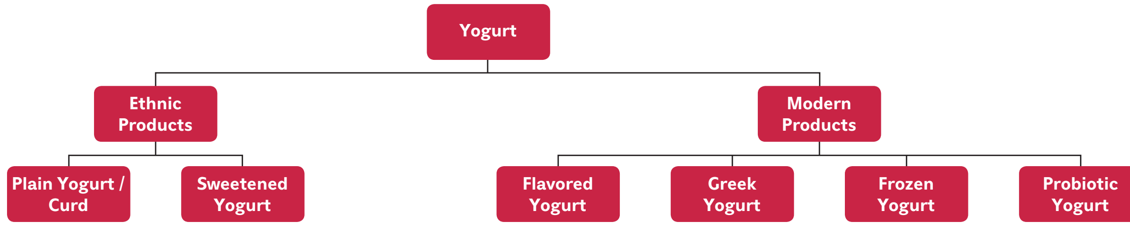
Yogurt has traditionally been a part of Indian cuisine. In spite of being a consumable staple, yogurt consumption in India lags far behind the average consumption in most developed markets. As compared to the high consumption markets such as Germany, Holland or France, the per capita consumption in India is low.

In spite of being a consumable staple, yogurt consumption in India lags far behind the average consumption in most developed markets. As compared to the high consumption markets such as Germany, Holland or France, the per capita consumption in India is low.

But a sudden surge in the demand of yogurt and fermented milk products has been observed in past five years due to perceived health benefits that the product offers. Consumption of yogurt is on the rise because of its probiotic range of products, high protein content, its ability to improve metabolism, enhance digestion, and support the immune system. Yogurt and sour milk industry is estimated to be worth INR 122.5 billion (2016). Unlike other dairy segments, this segment is organized. It is a high growth and high profit sector showcasing double digit growth of 24% in 2016, implying a significant opportunity for the sector. The shift of middle-class consumers from home-made products such as curd, lassi and buttermilk towards healthier packaged alternatives has resulted in a bolstered growth of the sector. Consumers from Tier II and III cities are shifting from unpackaged or local dairy curd to packaged products, due to the perceived higher hygiene levels. As is customary in most of Indian households, the consumers habitually finish a meal with something sweet or with curd. Consequently, an increase in health- and weight-conscious consumers buying flavored yogurts, offering a high level of nutritional value while being low in calories, can be witnessed.



At a national level, players like Amul, Mother Dairy, Nestlé, and Britannia constitute a major share of the total packaged yogurt market. Domestic players such as various state cooperatives, Parag Milk Foods, Prabhat Dairy Pvt. Ltd, The Nilgiri Dairy Farm and Milky Mist Dairy also play key role at the local level. International entrants like Danone and Nestle in these markets made the space more competitive in the past. Recently Danone announced its decision to discontinue SKUs in the UHT and fresh dairy products category because of the minor contribution to its overall business in India. This further opens up the market to local players in the industry. These companies offer a varied spectrum of products, which can be categorized as follows:



Ethnic Products: The products can be broadly classified as traditional and modern products. Curd or dahi is a traditional yogurt product, which has always been part of the Indian meal. Most households consume this plain yogurt on a daily basis and have a special liking to its taste. Sweetened yogurt like mishti doi and shrikhand are the other traditional products treated as delicacies and have huge demand during the festive season.

In spite of being a consumable staple, yogurt consumption in India lags far behind the average consumption in most developed markets. As compared to the high consumption markets such as Germany, Holland or France, the per capita consumption in India is low.

Modern Products: Nowadays, globally popular variants like frozen and flavored yogurt are catching the Indian consumer's attention and palate. Although it is a new concept for the Indian market, it is well accepted. Under the flavored segment,

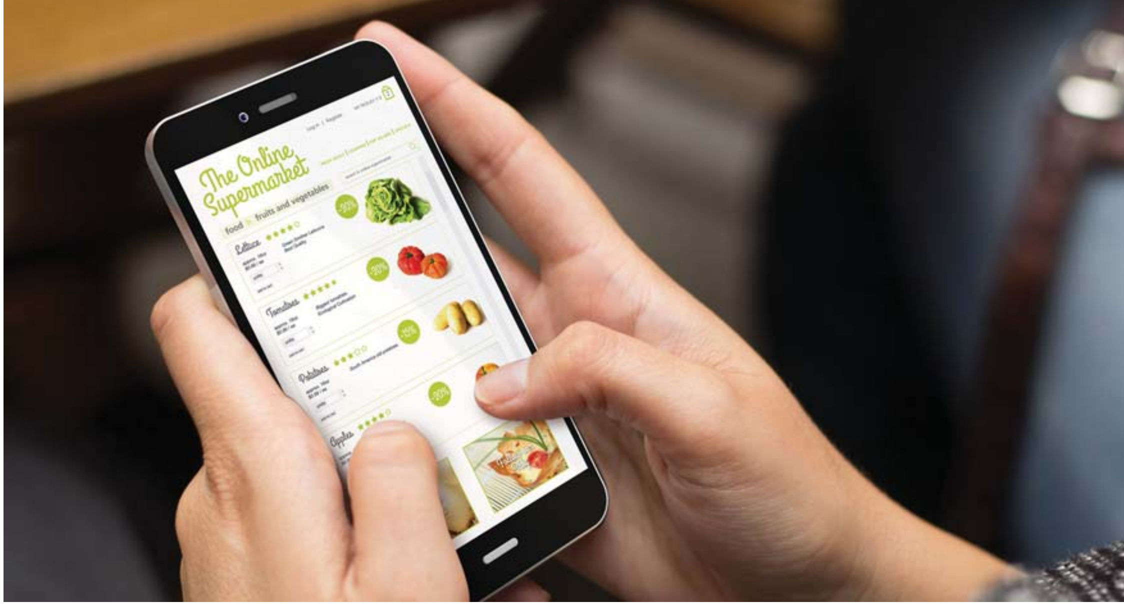
marketers have come up with numerous variants like mango, strawberry, vanilla and pineapple. Besides, these companies are also introducing tailor-made flavors to suit the local taste – some of the popular products in this category include green mango or kachha aam, honey banana, among others. Further, DrumsFood International, a leading yogurt manufacturer introduced flavors like imli chutney (tamarind chutney), khattameetha (sweet-sour), and mint raita to mimic the way Indians prefer their dahi.

Greek yogurt is another segment under this category that is gaining popularity. It is a spinoff of a regular yogurt, which is produced after straining and removal of whey that makes it thick and creamy. Greek yogurt is also a nutrient dense food, with an average serving providing up to15-20 grams of protein and half the carbs as the regular kind. Currently, Drums Food International and Nestle are the companies engaged in the production of Greek yogurt in India. The Epigamia Greek yogurt brand of Drums Food International banks on its natural taste as it contains no preservatives and artificial flavors. Real fruit pulp is used and some amount of sugar is added to it. On the other hand, Nestlé's a+Grekyo contains added flavor, color and preservatives, but offers a marginally higher calcium content. Instead of fruit pulp, it has added fruit bits to the yogurt.

Frozen yogurt or frogurt is a type of frozen dessert, wherein yogurt is mixed with ice-cream mix (in a definite proportion), sugar, fruits, color and flavor and then is frozen. The result is a frozen fermented product having a consistency similar to ice-cream. In comparison to ice-cream, it has a lower fat content and is a healthier dessert option. Many companies are venturing into this space while providing a wide variety of flavors and styles. The retailers also have an option wherein they provide a custom-made frogurt offering a wide selection of toppings, ranging from strawberries and banana to Oreos, with choice in cups or in cones. Certain sellers also offer sugar-free varieties.

In terms of pricing, the products can be categorized as low, medium and high-end products. Curd is a low-end product, which costs

Column



New consumer trends to keep an eye on

Marketers are charging ahead in trying to understand more about Gen Z's shopping preferences in an attempt to start building brand loyalty and a relationship with this digital generation.

Emergence of Generation Z

Ranging from teens to those fresh out of college, this generation has started to find their way into the limelight. However, most conversations until now have been focused on what Gen Z shoppers like and don't like, how they behave, and how they approach the vacations and holidays.

Now that the Gen Z is out of the shadows and in the spotlight, marketers are charging ahead in trying to understand more about Gen Z's shopping preferences in an attempt to start building brand loyalty and a relationship with this digital generation. Gen Zer's, who have already proven they're more comfortable spending than the cash conservative Millennials, will begin acting out their spending power in the world as they enter the workforce.

Live Videos

Audiences love that feeling which comes from getting a front row seat to an event or a 'behind-the-scenes' look at something. Brands and influencers are finding innovative ways to engage with audiences: from hosting shows and education opportunities to interacting with the community on a one-on-one basis.

Expect live videos to innovate and increase the output approach, going ahead. Content creators will be looking for ways to make their live videos stand out and make the experience engaging in ways that pre-recorded videos cannot.

Visual Content

The generation Z of digital shoppers prefer visual content – recorded videos and photos . They read a product description, or see it with their own eyes and decide for themselves how it looked. The visual content tells stories and highlights features and ways a product can be used or worn in ways that written descriptions cannot. And it is no surprise that some of the most popular social media channels among younger shoppers are visual-based, such as YouTube, Instagram, and Snapchat.

Trust and Loyalty

In a survey by eMarketer, the opinion on ads amongst teenagers was split, with 47 per cent feeling that ads were trustworthy in some respects. These include ads they might find on social platforms like Instagram. The survey shows that teens find trustworthiness in content and ads that their friends share – in a way, vouching for the product or brand they're sharing – or when it comes from an influencer.

Micro-Influencers

Influencers are again going to be a hot topic for marketers as they look to connect with consumers. The value of connecting to and building trust with a shopper (especially a shopper from Generation Z or a younger Millennial) though an influencer cannot be overstated. From a marketing perspective, identifying and building relationships with these niche consumers can come from micro-influencers and there is an opportunity to capitalize on this in 2018. Brands should be looking not just for the largest following count, but the most engaged audience. After all, the strength of micro-influencers isn't in their follower count, it's in their followers' engagement. **PG**

The author, Rakesh Gambhir, has over 30 years of experience in Food Retail, New concept/ brands, FMCG and Organised Retail. Currently, he heads Dubai Overseas Trade office in India and is on the Board of Skill Development – SME for Retail – besides also advising on international food retailing in India. He is reachable at rakeshgambhir@imagesgroup.in

Trusted for a perfect recipe.

Chances are that you've already experienced rich flavours of Paras Spices through some of your favourite food brands. As India's leading Spices & Seasonings Company, our legacy of adhering to International Quality norms is extended to our new brand ORIKA.

Our rich spices are sourced from the best regions and have been the key ingredient of success for iconic brands worldwide. As India's largest supplier, the spices meet with stringent quality tests in state-of-the-art facilities before being packed using a special material. This ensures complete freshness and retains the natural colours, so that you enjoy the rich taste of perfection in every bite

ORIKA™

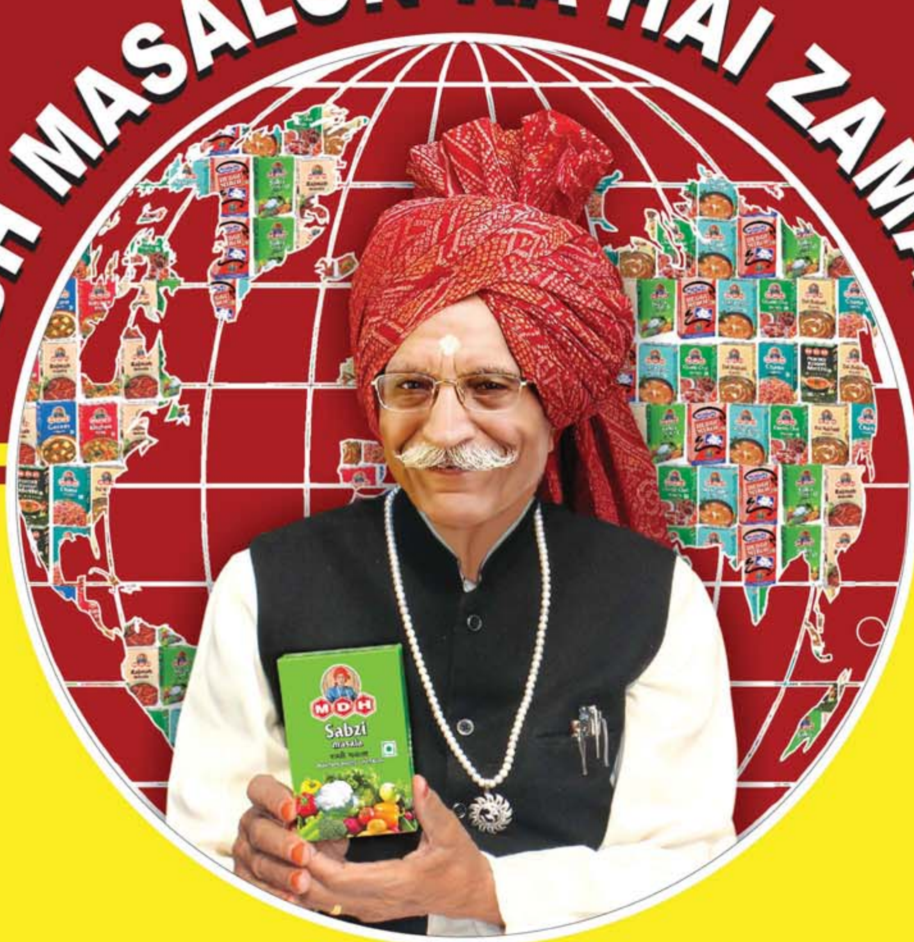
FROM PARAS SPICES

Paras Spices Private Limited
Regd. Office & Works: V.P.O., Khosa Pando, Zira Road, Moga-142001, Punjab, India. Ph.: +91 1636 237177
Corp. Office: 431 (Ground Floor), NH-8, Phase-III, Udyog Vihar, Gurgaon-122016, Haryana, India. Ph.: +91 124 4049277
• E-mail: welcome@parasspices.com • Web: www.parasspices.com

RNI NO.: DELENG/2007/33157

DUNIYA NE HAI MANA

MDH MASALON KA HAI ZAMANA



MDH Spices are exported to more than 100 Countries

MDH

Masale

Asli Masale Sach - Sach

Mahashian Di Hatti Pvt. Ltd.

ESTD. 1919

9/44, Kirti Nagar, New Delhi - 110015, 011- 41425106 - 07- 08

E-mails : mdhcare@mdhspices.in, delhi@mdhspices.in www.mdhspices.com