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PROGRESSIVE GROCCER

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INDIA EDITION



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"CONSUMERS ARE LOOKING AT SOLUTIONS FROM RETAILERS"



RAJEEV KRISHNAN
MD & CEO, SPAR HYPERMARKETS



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Editor-in-Chief: **Amitabh Taneja**
 Editorial Director: **R S Roy**
 Publisher: **S P Taneja**

Editorial

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

Conference Content: **Mohua Roy**
 Contributing Editors: **Zainab S Kazi**

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The fresh fruits and vegetables (F&V) sector has been a slow mover in the organised retailing space in India. However, in the past few years, F&V selling in modern retail has been picking up pace. Valued at over Rs 2. lakh crore and consumption growing at a CAGR of 10 per cent in value terms over the last decade, organised retailers see a lot of potential in F&V retail business. This is prompting them to revisit their business and distribution models to increase their market share. As organised players revisit their business model at every step of the value chain from farm to fork, in order to restructure it, F&V retail is set to transform in India and become a significant part of the business of F&G retail.

With improvements in infrastructure, roads, transport, warehouses, cold chains and overall connectivity, retailers have more room to reinvent their distribution and marketing strategies, and also for testing newer retail formats and practices that may lead to fresh growth channels. The sector's back-end is also being strengthened by modern wholesalers, who are now increasingly open to collaborating with the retailers. These developments are helping to establish solid links between farmers and retailers and in providing the much-needed infrastructure to purchase and market fresh produce in the country. All of these are very timely and welcome steps in the right direction that will eventually transform fruit & vegetable retail in India and help to sharply reduce our staggering wastage and spoilage of fresh produce.


Amitabh Taneja
 Editor-in-Chief

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COVER STORY

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The Dutch brand SPAR is the world's largest voluntary retail chain with over 12,000 stores in 40 countries worldwide and meets the needs of over 13 million consumers every day. In India, SPAR Hypermarkets operates 20 stores across nine states. Progressive Grocer takes a look at how the retailer remains receptive to introducing new products across categories and the various innovations it has put in place to keep abreast of the fast-changing consumer buying trends.



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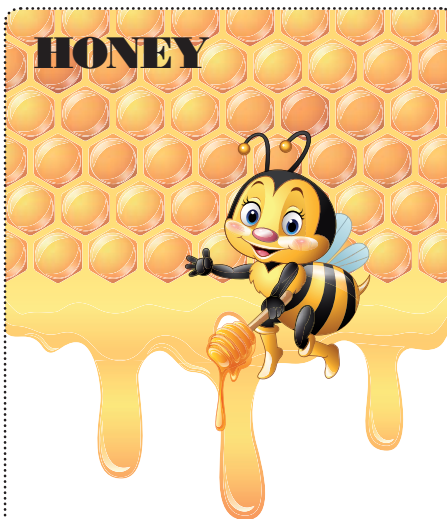
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Market Update

Vezlay's soya products strike a chord with customers

The soya products market in India is very big and Vezlay is one of the first companies to introduce soya food in non-veg texture. The brand specializes in innovative, ready-to-eat food products made of soya.

With an aim to provide the best quality soya, Vezlay Foods has time and again introduced out-of-the-box products to cater to the Indian vegetarian palates. At the recently concluded Aahar 2018, the brand launched its own soya products – Malai Chap, Soya Bhurji, Soya Chikka Biryani, Soya Chikka-Rogan Josh, Soya Chop, Soya Leg Piece, Soya Nuggets, Soya Seekh Kebab, Soya Shammi Kebab, Soya Slice, Soya Mutton Tikka, Veg Chap, and some more. Amit Bajaj, Director, Vezlay Foods, says: “We get a very healthy response from our customers. The reason is our soya innovation. Our soya foods are pure vegetarian and suitable for all kinds of food lovers. The taste and texture of our products is very close to non-veg. So, our products are widely accepted by vegetarians and non-vegetarians alike. Our products contain proteins, dietary fiber, calcium, and they help to keep the cholesterol level low. We also export our products under the certification of APEDA (173829).”



Vezlay has a strong retail presence across north India and their products are available in all prestigious retail chains and supermarkets like Big Bazaar, Modern Bazaar, Walmart, Sabka Bazaar, Spencer's, 24x7, among others. They are also exporting these products to the USA. In terms of revenue generation, Amit said: “We have received a very good response from both retail as well as HoReCa. But undoubtedly, we are generating more revenue from HoReCa.”

Currently, the brand is focusing on expanding its reach across north India through various retail channels. Eventually, they have plans to foray in south India as well as in other regions. “We are already exporting to the US and we are planning to export our products to other countries as well,” added Amit.



(Left) Amit Bajaj, Director, Vezlay Foods with Khali

Zebra launches new mobility solutions to help small- and -medium businesses



Zebra Technologies Corporation, the market leader in rugged mobile computers, barcode scanners and barcode printers has launched the new TC20 durable mobile computer and TC25 rugged smartphone in India. Zebra has leveraged decades of enterprise innovation in TC2-series to revolutionize the small- and -medium businesses (SMB) market where the use of outdated pen and paper systems and fragile, underpowered consumer devices is widespread. The TC20 is a light weight, durable and long-lasting mobile device developed for indoor use by sectors such as retail and hospitality. The TC25 will allow real-time operational visibility on the field for SMBs in the logistics or services industries. With better insights, enterprises will be able to deliver an enhanced positive experience to delight their customers.

Zebra also released the Tenth Global Retail Shopper Study whitepaper, which shows the expectations of shoppers today – further highlighting the need for businesses to adopt real-time visibility technologies in their operations. The study reveals that shopper expectations for merchandise delivery are continuing to rise as 69% of shoppers surveyed in APAC expect next-day and same-day shipments.

FSSAI food fortification program: Simple, inexpensive yet priceless

The Food Safety and Standard Authority of India (FSSAI) organized an interaction between domain experts, key stakeholders in fortification and the media to raise awareness about the large-scale food fortification being carried out. In a first of its kind media briefing, the fortification stakeholders, experts and development partners pledged to support and mobilise knowledge partnerships in an attempt to reach out to a larger audience about the benefit of fortification. FSSAI, in collaboration with CBSE, NDMC, and with support from Kwality, has launched a campaign – Project Dhoop – to spread awareness around the importance of Vitamin D for school-going children and the role of natural sunlight and



fortified food in assuring its good intake. Addressing the gathering, CEO of FSSAI Pawan Agarwal reiterated the Food Authority's commitment to address the humongous challenge of micronutrient deficiency.

Widespread micronutrient malnutrition is a serious threat to the health of the nation and consequently affects our growth and development. According to the National Health and Family Survey (2016), an alarming 70% of the Indian population consumes less than 50% of the recommended daily allowance (RDA) of micronutrients. About 70 per cent of pre-school children and over 50% of women suffer from anaemia caused by iron deficiency. Speaking to the media, experts spoke about fortification as the need of the hour. Commenting on the occasion, Dr. Santosh Karmarkar, an expert on folic acid deficiency said, "The scope of fortifying wheat flour with folic acid has the potential to reduce child paralysis and incidences of Spina Bifida". "It is the need of the hour to understand the importance of fortifying food with Vitamin D. "The source of Vitamin D is limited to sunlight and few non-vegetarian foods, hence fortifying foods is an essential intervention," said Dr. R.K. Marwaha, Senior Consultant & Head, Department of Endocrinology, AIIMS, New Delhi. Speaking of the widely prevalent iron deficiency anaemia, Dr. Prema Ramachandran said that only "positive effect on the health of the baby can be the key message for pregnant women to consume iron rich foods/fortified foods".

Palletizing helps FMCG products to reach shelves on time, reduce carbon footprint

Worldwide, goods are stored and moved on pallets. Pallet is made of wood, nails and edible paint. This enables better storage and transportation of goods. For FMCG and beverage companies, the time taken for reaching the shelves of shops, supermarkets and hyper markets is a key concern with increasing competition among the players. For shopkeepers and supermarkets, it is important to keep the back-end logistic management efficient. In a diminishing customer loyalty scenario, the customer will buy only the brands available on the shelves. If the FMCG player is not able to put the products on shelves on time, someone who is more efficient will take their place and will eat into their market share. So, the need for efficient storage has increased, which brings in lots of efficiency in transport. Once the goods are stored on pallets, moving them becomes easy by fork lifts. Worldwide, the pallet in and pallet out concept helps to carry products to the last mile. The same

pallet moves goods from manufacturer to the wholesaler, and from retailer and to customer.

Based on the concept of palletisation, LEAP India, a company providing equipment pooling and returnable packages, has been engaged in reducing the number of labor requirements and time. Palletising products increases operational efficiency and on-time delivery, which results in more visibility on the shelf. Moreover, it helps companies

reduce the carbon footprint by leasing the pallets, thus ensuring faster proliferation of pallets across India's warehouses. In India, the method of transferring goods is still traditional. Imagine the kind of efforts, cost and the time saved by palletizing the goods. For example, a truck full of goods requires 14 workers and 3 hours to load and off-load. When the items are fresh farm produce or fragile or perishable goods, there is almost 81 per cent chances of the goods getting damaged when transferring from point A to point B. This leads to lower visibility on the shelf and also a fall in sales and unhappy customers for clients. On the contrary, palletizing requires simple machinery – fork lifting – to move huge amounts of goods safely. It also reduces the time to a minimum of 30 minutes from the usual three hours, thereby cutting down on labor and additional costs to the company.



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The Impact of GST on E-commerce Market

With GST, inter-state movement of goods has become easier. E-commerce enterprises can deliver their products on time without any delay, which will inspire more consumers to buy products online.

By Deepak Agarwal



Goods and Services tax (GST) is an indirect tax levied on the sale of goods and services and it has replaced almost all indirect taxes in India. After the liberalisation of the Indian economy in 1991, GST is considered one of the biggest economic reforms in the country's indirect tax structure. GST is having an impact on every sector and e-commerce is no different. The e-commerce industry is growing at a rapid pace, with the emerging space including giant players, small enterprises and individual sellers who sell their products through these portals. However, it involves two types of players predominantly – the marketplace and sellers. GST's impact is on both types of players.

How GST is benefiting the e-commerce sector
Doing business is easier: Starting your own venture has become much easier with the introduction of GST. Entrepreneurs don't have to go through the hassle of getting VAT registration and clearance on entry taxes. The biggest hurdle was the different taxation system in each state; with GST, this problem has been solved. These changes have made it much easier for entrepreneurs to start their own ventures, giving the much-needed boost for the growth of start-ups in the country.

Interstate movement of goods is free: With GST, inter-state movement of goods has become easier. E-commerce enterprises can deliver their products on time without any delay, which will inspire more

consumers to buy products online. Earlier, it was mandatory for e-commerce platforms to file VAT declaration and provide the registration number of their delivery vehicle. Insufficient paperwork would lead to tax authorities seizing shipments. With GST, all these complications have come to an end.

Gates are open for everyone: Earlier, it was important for sellers on e-commerce platforms to submit multiple documents such as VAT, CST and TIN. But with this new tax reform sellers with revenues of up to Rs. 2 million do not require any of these. Removal of CST and VAT for the small sellers has made their lives easier. GST has not only made operations easier for the small e-commerce businesses but has also reduced the delivery cost. Now there are no complications at check posts on state borders, thereby reducing the overall cost of delivery.

Logistics efficiency has improved: Prior to the introduction of GST, a lot of money and time had to be spent on the maintenance of warehouses across the country to avoid CST. For logistics and warehousing departments of e-commerce companies, GST has come as a drop of rain in the desert. Earlier, large sums were allocated for warehouses to escape the complications of entry-level tax for each state, which would ultimately increase the overall cost.

GST has made things easier by removing all the hurdles in the maintenance of warehouses. As a result, an increasing number of operators have started showing interest in setting up their warehouses in remote areas of the country.

How it has adversely impacted the business
Overall costs have gone up: The rise in raw material costs, owing to GST, has increased the overall

GST has made things easier by removing all the hurdles in the maintenance of warehouses. As a result, an increasing number of operators have started showing interest in setting up their warehouses in remote areas of the country.





EOUs (export-oriented units). There is a need to educate businesses on the right application of GST.

Small enterprises are facing extra tax burden:

Companies that exceeded a turnover of Rs 1.5 crore had to pay taxes earlier. But since GST has come into the picture, even smaller units with a turnover of more than Rs. 20 lakh have to pay the tax. With the composition scheme, SMEs with a turnover of Rs. 75 lakh will have to pay only 1 per cent tax on the turnover in lieu of GST. But, this is again difficult as these businesses will not be able to claim any input tax credit.

GST is no doubt a revolutionary step in the history of Indian economy and will be beneficial in the long run. However, it is not easy to adapt to major changes overnight and will take time. As with many other countries who have adapted GST, we too will come out stronger. By cutting down transaction cost and double taxation at different points, it will give a boost to the country's growth rate in the long run. **PG**



The writer is Co-founder, DesiClik, the largest US-based vertical e-commerce marketplace specialising in Indian products.

cost of products. Retail sellers have been adversely impacted because they have not been able to hike the prices accordingly as the consumer market is price sensitive and competitive.

Also, businesses needed to upgrade their existing accounting software after the introduction of Goods and Services Tax. This has increased their overall expenses.

Lack of awareness resulting in confusion: A lack of knowledge on the rules has led to the wrong application of GST in many cases. The best case in point is GST on exports. Numerous companies are charging GST on exports despite being 100 per cent

Numerous companies are charging GST on exports despite being 100 per cent EOUs (export-oriented units). There is a need to educate businesses on the right application of GST.

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Business opportunities to hit the sweet spot

Even as honey is recording increased use in our kitchens and on tables, there has also been a concomitant increase in medical use of honey. This trend will continue to expand business opportunities for manufacturers, and there will be many opportunities for unifying pharmaceutical production with honey production in the future.

By Amit Anand

In recent years, consumers have become more health conscious and serious about the quality of their food. In almost all categories, a progressive surge in demand is seen for healthier natural options, including honey. The product is recognized around the world for its many benefits and uses. Honey is regarded as a popular, natural and healthier supplement to sugar. Being a 100% natural product, derived out of nectar from flowers and made by honey bees, honey has zero fat and zero cholesterol, and is ideally suited for the modern day hectic lifestyle.

With increased consciousness about wellness and health issues, consumers are increasing their consumption of natural products like honey. While the demand is growing internationally as well, the supply is also gearing up to meet the requirements both in terms of quantity and quality. The production and marketing of niche products like honey are becoming more organized.

Currently, India produces about 70,000 tonnes of honey per annum and exports some 36,000 tonnes. Though the domestic market has grown in the last few years, the per capita honey consumption of 8-10 gm per annum in India is still low, when viewed against Europe's 2.8 kg.

The Indian honey industry is a key forex earner for the country and also provides employment to many landless farmers (beekeepers). As per the reports, India exported 38,177.08 MT of natural honey to the world, which was worth of Rs. 706 crore during the fiscal year 2015-16. The honey industry in India is growing at around 15% annually. While the domestic honey market – branded and unbranded – is estimated to be about Rs. 2,000 crore, branded honey contributes about Rs. 700-800 crore. Honey, which falls under the fast moving consumer goods (FMCG) segment, is the fourth-largest sector in the Indian economy in terms of production, consumption and exports.

But while the honey market is evolving in India in tandem with the international trends, the per

capita consumption of honey, as mentioned earlier, is still low by international standards. I would wish that our honey consumption increases and equals the German standards – 2.8 kg per person per annum. Then, instead of exporting honey, we would have to import it to meet our demands.

Global Honey Market: Trends & Opportunities

Even as honey is seeing increased use in our kitchens and on tables, there has also been a concomitant increase in the medical use of honey. This trend will continue to expand business opportunities for manufacturers, and there will be many opportunities for unifying pharmaceutical production with honey production in the future. Drugs containing honey are equipped with key trace elements that have wound-healing properties. Hydrogen peroxide, methylglyoxal and other compounds that are present in honey can be used in the production of antibiotic drugs, compelling researchers to devise more accurate studies on the medical uses of honey. The effectiveness of honey-derived drugs will raise its role and importance in the healthcare industry across the world.

Already, the health benefits associated with honey are gaining acceptance among consumers world-wide. Markets across the world are showing higher receptivity to the use of honey for medicinal purposes. Higher clinical and medical studies in North America and European countries are expected to boost their regional honey markets. Increasing food & beverage consumption in the US is also having an impact on the growth of North America's honey market. Meanwhile, across the agricultural industry spanning Asia-Pacific countries like India, revenues generated by the honey market is set to climb for F&B companies. **PG**



The writer is Joint MD, APIS India, one of the largest exporters of honey from India to the US, North Africa, Latin America, the Middle East, etc.





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- ✓ Walnuts add texture and flavor as a component of a plant-based protein replacement for meat. Adding a menu item that appeals to flexitarians is increasingly important as the number of people shifting to more plant-based eating continues to grow.
- ✓ The top reason customers enjoy walnuts is because of their reputation as a nutritious addition to their diets.
- ✓ Walnuts can act as a naturally cholesterol-free thickener for soups and sauces, taking the place of cream or butter.

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Taking the lead in honey market

With the changing food consumption paradigms, the generation today prefers everything healthy in their diet. With this shift, one of the most sought after breakfast essential— honey has taken over as a staple on the breakfast table. To know more about this emerging food trend and his take on how the category is maturing in India, Progressive Grocer spoke to Vimal Anand, Managing Director, APIS India.

By Rachita Sehgal



Vimal Anand
MD, APIS India

Established in 1924, APIS today is managed by the families third generation. The company started off as a honey brand and over the years has forayed into other healthy products like Jams and Dates. Vimal adds, “With a mission to make pure and natural products a part of consumers everyday life the company has also forayed into tea; cookies, pickles, jam, dates and Preserves considering the changing purchase dynamics & growing need of the quality branded packaged products.”

How has honey gathered popularity as a breakfast essential?

Breakfast is the most important meal of the day. Whether it’s a quick slice of toast spread thickly with honey, homemade muesli or even a stack of pancakes honey has become a crucial part of our everyday breakfast spread. With variants of honey APIS is one of the leading honey brand in the country. Keeping in view the shift in customer preferences APIS has introduced various variants to their honey offerings, “APIS India also provides specialized honey, which comprises ginger, lemon, organic, honey with nuts, and honey with comb and is the winner of numerous international; industry and government honey exports. APIS India products have been benchmarked to meet all European Union and other International Standards,” shares Vimal.

What is your target audience?

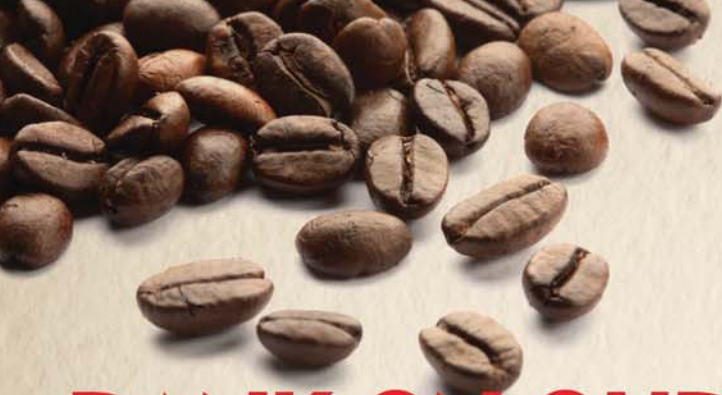
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APIS India is one of the few companies which has been certified with ISO- 22000 for documented procedure that applies to Food Safety framed by International body for Honey. Incorporated in the year 1982, the venture is headed by Vimal Anand, Managing Director and Amit Anand, Joint Managing Director. APIS India is one of the leaders in the field of organized Honey trade in India. With its world class in-house facilities for testing lab; processing and filtration for honey. It has a state-of-the-art manufacturing facility spread in over 7 acre in Rorkee with a capacity to process over 100 tonnes of honey per day. With a mission to make pure and natural products a part of consumers everyday life the company has also forayed into Jam, Pickles, Green Tea & Preserves considering the changing purchase dynamics & growing need of the quality branded packaged products.

a large segment of customers from a housemaker, to working professionals to kids to higher the ladder generation. We don’t want to restrict ourselves from serving all, we have a PAN India presence and our foothold in states like Andhra Pradesh, Telangana, Tamil nadu, Karnatka, Maharashtra is very strong, South India is our focus market. Adding on Vimal says, “Though we are not focused on tier 3 cities, but we are present in the urban population of tier 3 cities as well. Our rural reach is through indirect channels like wholesalers but as of now we haven’t established a team to focus on the tier 3 cities. The kind of product range that we deal in is initially directed towards the urban audience more.” **PG**



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Easiest way to have honey - Honey Twigs!

Paras Fatnani, Co-Founder, Network Foods LLP, spoke to Progressive Grocer about the brand's ambition to make healthy, everyday food items more appealing and accessible.



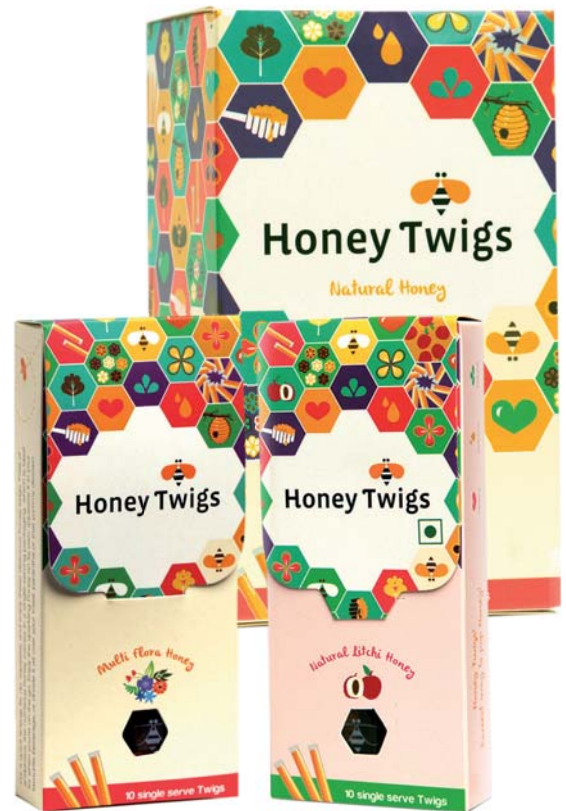
What are your target consumer segment?

Our business caters to three main segments, namely – Food Services / HORECA, Retail and Gifting. Our largest consumer segment is Food Services with 50% of business coming from – Hotels, Café's, Airlines, etc. followed closely with a 42% from the retail segment while 8% comes from corporate, wedding, or festive gifting. We have had some very interesting opportunities recently within the gifting segment.

What is your retail outreach?

We are actively trying to connect with more retailers with an aim to offer our products to a wider range of consumers.

We have been strengthening our team to reach out to more retailers and work closely with them to ensure optimum support. We have recently brought on a new national head of business who comes with over 15 years of experience within the food retail and HORECA segments. We are quite excited by the upcoming prospects. We are also exploring cafes as a sale point for our retail products. In our international



business, we have already seen a considerable success in this approach and aim to try the same in India. Our current top retailers are Godrej Natures Basket, Future Retail (Foodhall & Big Bazaar Gen-Next), Hypercity followed closely by many offline and online channels. Apart from running sampling activities, exclusive offers and product combos from time to time, we are looking at new ways to improve and build sales with our retailers more efficiently.

What are the benefits of Honey Twigs?

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- Easy to Store – Honey Twigs are easy to store on your table, Kitchen storage or even your office work stations.

Honey Twigs are a perfect offering for

- Food Services – Hotels, Cafes, Restaurants, Tea Rooms, Airlines, etc.
- Corporate Gifts – Available for personalization option.
- Wedding Favours – Available for personalization option. **PG**

VARIANTS, PACKS AND PRICES AVAILABLE

HONEY TWIGS ARE AVAILABLE IN 2 NATURAL FLAVOR VARIANTS:

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Retail Packs

- Multiflora Honey 30 twigs pack - MRP Rs. 200/- (per pack)
- Multiflora Honey 10 twigs pack - MRP Rs. 70/- (per pack)

Food Services Pack

- Multiflora Honey Single twig with Paper sleeve on top - MRP Rs. 7/- (per twig)

B) Natural Litchi Honey is sourced from the premium litchi orchards of Muzaffarpur, Bihar and gets its distinctive flavor from the nectar of the litchi flower.

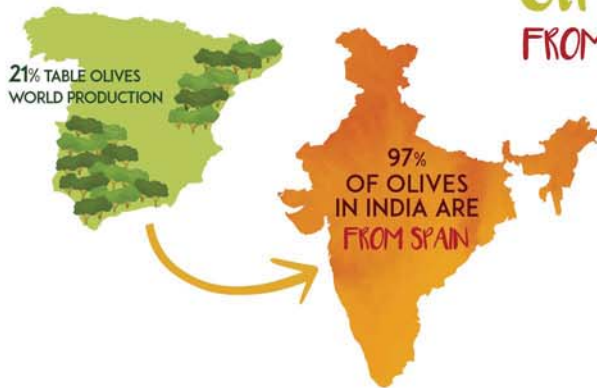
Retail Packs

- Natural Litchi Honey 30 twigs pack - MRP Rs. 280/- (per pack)
- Natural Litchi Honey 10 twigs pack - MRP Rs. 100/- (per pack)

Food Services Pack

- Natural Litchi Honey Single twig with Paper sleeve on top - MRP Rs. 10/- (per Twig)

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- Healthy snacks with **OLIVES FROM SPAIN** -



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The use of honey in the millennial generation is rising

In a conversation with Progressive Grocer, Kayan Motashaw, Founder, Partner, LivRite shares her thoughts on the evolving market for honey in India.



Kayan Motashaw
Founder, Partner,
LivRite

Which consumer segment are your products targeted at?

LivRite broadly focuses on a few aspects of India's fast-growing consumer market: rising affluence, the country's continuing urbanization, and changes in family structures. On an average, consumers in big cities tend to buy more premium products. This represents an opportunity for companies like ours, to make more premium products available. It also helps us boost growth in small cities by convincing consumers to trade up, since it's then easier to convince them of the product value. Decision makers in nuclear setups who are younger and more optimistic also form a huge part of our target audience. Their consumption decisions are based more on lifestyle and convenience than on the need for functional necessities. There is a shift towards higher-quality, higher-price subsegments within categories. A survey suggests that 30% of consumers in India are willing to spend more on products that they perceive are "better"—a much higher percentage than is found in more developed markets such as the US, Germany, and the UK. This segment is our primary audience.

What are the competitive advantages for your products?

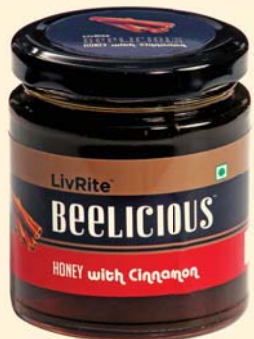
When it comes to nutritional wellness products, the market either offers premium goods at exorbitant prices or affordable goods that are unfortunately, not very quality-centric. Finding products that have a

perfect balance of quality and price is a rarity. Filling this void by making reliable, premium and high quality local products available to our consumers at fair prices is our key advantage. The other advantages are our quality and packaging. We have very specialized, imported, portable test kits from the US, which we use on field. The tests conducted before selecting the honey is the key differentiator, which then reflects in the quality of the final product. Beelicious honey then goes through a unique, one-of-a-kind filtration process; thru a processing plant that was recently imported by us. It works on the latest; and thus a very different technology from the existing plants. Our process allows honey to retain all of its natural goodness, antioxidants, enzymes, vitamins, minerals and nutrients as it is only filtered at 40 degrees. Additionally, most of the honey's pollen content gets retained too. This might affect the aesthetic appeal; but nonetheless is great for health. The honey does not come in contact with any motor/gear parts either; which is common otherwise.

Honey, when processed at very high temperatures, loses the beneficial enzymes and other nutrients, leaving behind only the sugars; thus defeating the very purpose of its consumption. Doing everything in-house makes it possible to control the quality; right from extraction to packaging. We are also one of the handful Indian companies; to introduce RAW Kashmiri Acacia honey as one of our variants. This is very exclusive and is available for only 20 days a year. Beelicious also offers a single serve, 9 gram pack that can be easily carried in a purse, a tiffin box, in a gym bag and so on. Our consumers can also buy just 1 single sachet. This would increase our reach tremendously.

What are the emerging trends in the honey market?

Growth of the retail health industry has helped in raising the popularity of wellness products like honey. Merely 5-7 years ago, honey was treated as more of a medicinal product but today it is part of daily grocery to many. More and more people are now consuming honey for its enormous therapeutic benefits right from weight loss, to being an instant energy booster to empowering the immune system and the list is endless. Humans have eaten it, bathed in it, fixed their wounds with it and traded with it since history was recorded. The use of honey in the millennial generation is rising and natural products are becoming an important part of our daily lives once again. Honey as a sustenance and healing food is nothing new; but in last decade everyone has started to talk about it. We have therefore taken an initiative and are developing several innovative honey based products. These products are completely different from what is currently available in the market today; and are extremely unique. **PG**



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“ Approximately 60% of the shelf space is allocated to food categories and 40% to non food categories. As regards to the sales mix, over 65% is from food and the balance from non-food categories. ”



Rajeev Krishnan
MD and CEO,
SPAR Hypermarkets

SPAR India:

A hypermarket known for value and differentiation

The Dutch brand SPAR is the world’s largest voluntary retail chain with over 12,000 stores in 40 countries worldwide and meets the needs of over 13 million consumers every day. In India, SPAR Hypermarkets operates 20 stores across nine states. Progressive Grocer takes a look at how the retailer remains receptive to introducing new products across categories and the various innovations it has put in place to keep abreast of the fast-changing consumer buying trends.

SPAR India is part of the Landmark Group, a multinational conglomerate involved in retailing of apparel, footwear, consumer electronics, cosmetics & beauty products, home improvement and baby products. The Dutch brand SPAR is the world’s largest voluntary retail chain with over 12,000 stores in 40 countries worldwide and meets the needs of over 13 million consumers every day. In India, SPAR Hypermarkets came about as a license agreement between the Dubai-based Landmark Group’s Max Hypermarkets India Pvt. Ltd. and SPAR International.

SPAR is the world’s largest independent food retail chain, which operates on the principle of a ‘Co-operative of Independent Retailers and Wholesalers.’

In India, SPAR Hypermarkets operates over one million square feet area across 20 stores in nine cities, including Bengaluru, Mangalore, Coimbatore, Hyderabad, Delhi, Ghaziabad, Gurgaon, Chennai and Pune. The average store size is 40,000 sq.ft. and, between its 20 stores, SPAR serves 30 million customers annually. The retail chain crossed revenues of Rs. 1,000 crore last year and has been clocking double digit growth of late.



“Approximately 60% of the shelf space is allocated to food categories and 40% to non food categories. As regards to the sales mix, over 65% is from food and the balance from non-food categories,” informs Rajeev Krishnan, Managing Director and CEO, SPAR Hypermarkets.

Customer profile at SPAR

SPAR Hypermarkets’ customers are family consumption groups with both value as well as aspirational needs. They range from the affluent segments to the pure value-seeking segments. The majority of customers belong to the 25+ age group. There is a healthy mix of demographics and age groups that visit the stores.

Merchandise and products

Food and grocery, fresh categories, FMCG, home furnishings and home ware, general merchandise and apparel are key categories around which SPAR has built its stores over the years. The brands it stocks and sells are leaders in all the categories. Besides, brands in SPAR stores also include numerous SMEs and MMEs who have brought great products to life.

The hypermarket offers a wholesome assortment covering fresh produce, fish & meat, staples, consumer packaged goods, home and living products, and more. Of late, SPAR Hypermarkets has begun offering even a wider range of products by adding new categories such as home furnishing, wooden handicrafts, kids’ toys, health and wellness products, among other newer categories.

Hypermarket with a distinct positioning

SPAR’s mission has always been to be a hypermarket that is known for value and differentiation. “Food, grocery and consumables have a higher share and drive our frequency while general merchandise, home and apparel play a different role. We are regularly reviewing all our categories to look for new and fun areas to expand into, innovative ideas to recreate what we already have and, of course, maintain high standards in what does well,” says Solai Shakthivel, Sr. Vice President - Foods Business at SPAR India. Health & Wellness, Convenience Lifestyle, Food Theatre, My Home, Millennial and Fresh are all the areas that the retailer is looking into to bring differentiation within.

New products and emerging trends

Food concepts, health & wellness range, organic, OTC, beauty, skin care are the new and emerging categories. “The aspiration levels of customers are going through an upward evolution. More and more customers are becoming aware of themselves, of what they consume and impact of the products they buy on their health and the world. And this is changing the way they look at their lives and what they consume,” opines Krishnan.

In keeping with the fast changing consumer buying trends, the retailer remains receptive to introducing new products across categories. “Today’s extremely busy consumers are not only looking at shopping regular basket items but are also looking at solutions from retailers. We see ‘convenience’ shopping as a big opportunity. Health & Wellness is



“We are regularly reviewing all our categories to look for new and fun areas to expand into, innovative ideas to recreate what we already have and, of course, maintain high standards in what does well.

— Solai Shakthivel
Sr. Vice President - Foods Business at SPAR India





SPAR's omnichannel journey

To provide their customers a seamless hassle-free shopping experience, SPAR hypermarket is building up its omnichannel capability to better leverage the e-commerce potential and cater to the increasing numbers of tech-savvy consumers.

“
Our innovative omnichannel model is live and kicking and is getting a great response from the customers

— Saravana C
DGM - Business Applications,
SPAR India

SPAR is one of the leading hypermarkets in India with a presence of 20 stores spread across nine cities in India. To tap into new consumer groups and reach out to as many customers in a convenient way, the brand is working to sharpen its omnichannel strategy. It has launched several initiatives such as setting up its e-commerce shop ‘Spar Site’ encompassing product categories that include foods and vegetables, staples, household essentials and personal care products. To offer a ‘wow’ experience to its customers, the hypermarket has come up with yet another way to reach out to more number of customers through its initiative ‘Spar on wheels’. SPAR has collaborated with push-cart vendors of various localities in cities to make a success of its ‘click and collect’ business model, which helps SPAR customers get fresh fruits and vegetables right at one’s door step.

SPAR’s omnichannel play offers the proposition of convenience in tandem with its unique value proposition along with the assurance of products’ freshness, superior services and various other customer-friendly options. All of these features have been designed to bring a delightful array of

assortments and a virtual hypermarket near to the doorstep of the customer. According to Saravana C, Deputy General Manager, Business Applications, SPAR India, “Our omnichannel play is all about reaching out seamlessly to our existing and potential customers with our rich assortment and about expanding our customer base further. Through our omnichannel initiative, we are offering our customers a better service and delivery apart from taking our freshness proposition to a new level. Our innovative omnichannel model is live and kicking and is getting a great response from the customers.”

Apart from launching its Spar Site, the hypermarket has also tied up with online retail giant Amazon. Its product assortment is already available on Amazon and this initiative too has played out well and drawn good customer response. To rev up its omnichannel play a few notches more, SPAR has also launched its mobile applications thereby offering its customers not just another touchpoint on its digital platform but one that customers can avail of to get an in-store experience and feel and also for interacting with the staff as well.

“What are the omnichannel ways that we are using and how we are using these channels to reach out to the customers? One is the SPAR India website and the other is the ‘SPAR on wheels’ initiative followed by the launch of our digital kiosk. The digital kiosk can work offline anywhere and everywhere outside the store; this is one of the mode where customers can place their orders and can get timely deliveries. We have also tied up with Amazon as our reach is only in nine cities,” points out Saravana. He adds: “Ensuring customer service in a seamless manner is one of the major challenges that we are facing and we are constantly working toward improving the shopping experience. To overcome the challenges, we have started by creating the building blocks for a more convenient access to our stores and products, by enabling more touch points for the customers with one of them being on

the Amazon app itself. So, SPAR is listed as one of the sellers on the Amazon marketplace where customers can place an order for groceries. Our store





From analysing the cost involved in transforming the organization from a brick-and-mortar based hypermarket to an omnichannel-ready e-commerce enterprise and to utilizing brick and mortar inventory for the online customers as well, SPAR had to go through various challenges. Some of these include:

- On-time cost effective last mile deliveries to customer considering one order may contain meat, non-meat, fresh, frozen, and chilled items
- Payment reconciliation and commercial SOPs
- Leverage the existing brick-and-mortar store operations for online order fulfillment
- Complex and store specific business rules for promotions, prices, inventory, employee discounts, delivery slots etc.
- Return and refund management for complete and partial returns and no-show cases
- User location and its mapping to specific store for picking and delivery
- Comprehensive fraud check rules
- Complex pick and pack process enabled to pick meat, non-meat, fresh, frozen, and chilled items in most optimized way
- Short picks, fulfillment through IST (Inter Store Transfer), fulfillment through local purchase, MRP differences during picking

SPAR appointed HCL Technologies to come up with effective solutions for answering all the challenges involved in the digital universe and for bringing about a confluence between SPAR's online and offline worlds.



SPAR appointed HCL Technologies to come up with effective solutions for answering all the challenges involved in the digital universe and for bringing about a confluence between SPAR's online and offline worlds. The IT major worked on ensuring end-to-end ownership of e-commerce system development, hosting and support to engaging with MAX Hypermarket's third party systems' vendors and making elaborate requirements and integrations. It was also responsible for hosting the solution on Azure cloud to ensure scalability and for ensuring ongoing infrastructure support. Besides, the HCL team evaluated the best-in-class e-commerce platforms ranging from Oracle, IBM, SAP and Magento and finally decided to use SAP Hybris as a platform for SPAR.

inventory, pricing, promotions and everything else is synced with SPAR but you can order the products from the Amazon app. We can tap any customer that is digitally present on the Amazon marketplace and that's what we are looking at. Another benefit about the Amazon tie-up is that it has helped to raise our quality of customer experience in our offline stores through the assurance of two-hour timely delivery, which is what we get on Amazon now. The way it works is that the customer places an order on the Amazon app and the pick-up is done by the store team. So, the experience of shopping from SPAR on the Amazon app is something that is now available to the customers. This is one of our touchpoints for omnichannel. Further, on our website, all kinds of assortments are available and the customer can accordingly place an order for any product. We have a partner helping on the delivery front and the products get delivered to the customer's doorstep directly. About 25,000 SKUs are currently listed on the website and we are taking the count up day by day."





➔ **FACT FILE: SPAR INDIA**

<p>Retailer/ Brand Name: Max Hypermarkets India Pvt. Ltd./ SPAR Hypermarkets</p> <p>Launch year: 2007</p> <p>Parent company: Landmark Group</p> <p>Company headquarters: Bangalore</p> <p>Country of origin: India</p> <p>Number of employees: 3,000+</p>	<p>Total number of stores as on date: 20</p> <p>Number of states present in as on date: Seven</p> <p>Retail area under operation: Rent paying area 1083269 sq.ft. & Carpet area 869000 sq.ft</p> <p>Number of cities as on date: Nine</p> <p>Average foot traffic: Three crore customers annually</p>
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SPAR Hypermarkets is building relationships with the farming community towards educating farmers on new methods and new technology for improvement of in-farming processes.



again a very promising segment. As a consequence of the sedentary lifestyle most of us lead these days, pursuing an ‘active life’ has become a quest. We identify ourselves as contributing significantly in this space by offering a range of products and solutions to our shoppers,” remarks Krishnan.

“Our fresh produce categories are growing consistently. The main driver of this section is product quality and freshness, which is largely enabled by direct farm sourcing, continuous supply chain improvements, and in-store merchandising initiatives. New assortments also play a critical

role here. We offer the widest range of fish and meat – both local and imported. Amongst fruit & vegetables, the organic, pesticide-free and exotic ranges are gaining good traction. Health and wellness related categories, which include low gluten, diabetic, low cholesterol, vitamin and mineral fortified, OTC ranges are also gaining momentum in our stores. Customers are becoming more discerning in their food habits and seeking out quality products for which they are happy to pay a little extra, particularly if they believe that these products are healthier options for the family,” notes Shakhthivel.

Farmer connect program SPAR Hypermarkets is building relationships with the farming community towards educating farmers on new methods and new technology for improvement of in-farming processes. The fact that SPAR has access to worldwide best practices from the global farming community also helps to add value to the farmer connect program. SPAR also adds value in terms of consistent sourcing and pricing advantages for the farmer. And most importantly, it builds a partnership between the farming community towards better merchandising and customer engagement.

Health & wellness initiatives

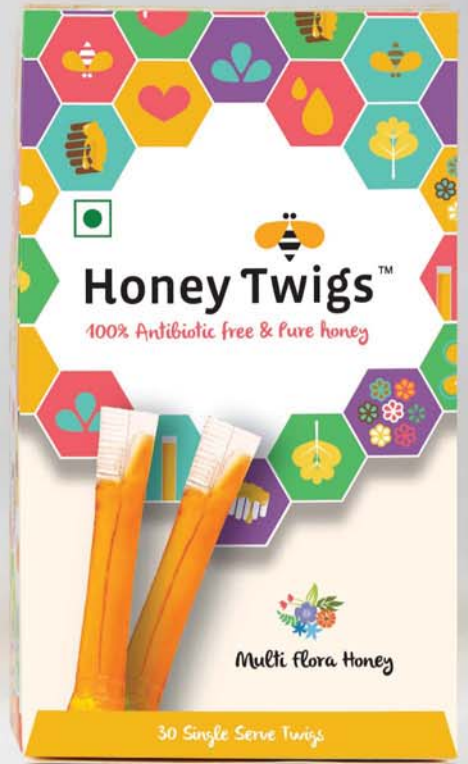
‘Health is wealth’ is an age-old adage. “Of late, we are seeing a visible re-emergence of organic and healthy foods in our dietary plans, which are in keeping with this adage. A prominent trend towards healthy eating these days is the revival of interests in millets,” observes Krishnan. He says that SPAR Hypermarkets is taking the health and wellness space very passionately. It is looking at enriching the lives of customers by bringing in interactive and innovative ways to educate them on living in a healthier manner.

Millets have been part of the Indian diet for ages and has been a popular choice because of its nutritional value and health benefits. While on the one hand, the general lifestyle and wellness trends for the urban populace point towards healthier food options, on the other hand, climate change is spurring a resurgence of millet cultivation in the country.

In keeping with the strong growing trend towards healthy eating and living, SPAR has been encouraging organic and locally grown products in all its stores across the country. This move emphasizes SPAR’s commitment to the health and wellness of its consumers and also demonstrates its focus to help farmers by making them its partners in the process.


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SPAR has entered into partnerships with leading healthcare brands and professionals, building a complete program for customers with a health and wellness zone. This commitment toward health and nutrition has resulted in the allocation of a dedicated section in the stores called 'SPAR Natural'.

SPAR Natural Range: SPAR has entered into partnerships with leading healthcare brands and professionals, building a complete program for customers with a health and wellness zone. This commitment toward health and nutrition has resulted in the allocation of a dedicated section in the stores called 'SPAR Natural'. Within this dedicated zone, SPAR India is offering the widest variety of healthy food products or 'superfoods' like millets, herbs, seeds, and nuts. SPAR Natural also promotes organic brands of Indian origin. Organic and natural brands like 24 Mantra, Pure & Sure, Phalada Organics, Organic Tattva, Pronature, Turn Organic, and others are promoted under the SPAR Natural initiative.

SPAR Millet Mela: Another SPAR initiative to promote health and wellness is its program called Millet Mela. Millets are highly diverse and nutritious crops. They are rich in nutrients, minerals, fibre, and can reduce the risks of heart diseases and obesity. Millets are pocket-friendly, meet the daily nutrient requirement and makes one fitter too. They are also resilient to climate change. Due to their inherent resilience, they are the right choice as crops to be cultivated in dry land areas, which give farmers a major hand in having a great source of income. In the meantime, consumers who are aware of healthy lifestyle choices prefer going for the healthy millets range.

With the potential of millets looking very bright and its positive implications on a healthy lifestyle, SPAR India has decided to leverage the ancient food grain with the help of farmers. This initiative is helping SPAR to not only empower farmers but also promote healthier alternatives that can be made available locally. Millets are coarse and tiny grains that are packed with protein, vitamins, fibre, and minerals. Jowar (sorghum), Ragi (finger millet), Korra (foxtail millet), Arke (kodo millet), Sama (little millet), Bajra (pearl millet), Chena/ Barr (proso millet) and Sanwa (barnyard millet) are all parts of the millets family.

To make millets a popular staple again, and to educate consumers about the goodness of millets and its health benefits, SPAR India organized the Millets Mela – a 25-day-long event that took place in all the SPAR outlets across the country. To spread awareness about the health benefits and nutritional excellence of millets, an exclusive zone was set up in all the stores. The entire range of millets was highlighted in the stores. Fun facts and recipes for delicious dishes were displayed exclusively for the customers.



SPAR LAUNCHES ITS 1ST STORE IN SHIMOGA, TAKES ITS STORE COUNT TO 20

SPAR has launched its 20th store in the industrial city of Shimoga in Karnataka. The latest store spans across 35,000 sq.ft. and will offer over 50,000 products with 15 billing counters. Following its success in Bangalore, Mangalore, Hyderabad, Chennai, Coimbatore and Delhi-NCR, the launch of SPAR's first store in Shimoga is another step towards expanding the hypermarket's footprint. To cater to the needs of customers in this flourishing city, SPAR has set foot with its core promise of offering high quality products, freshness, wide choice, affordability, superior shopping experience and service, and taking the customer shopping experience to an entirely new level.

Commenting on the launch, Rajeev Krishnan, Managing Director & CEO, SPAR Hypermarkets, said: "We are very excited to introduce a new level of one-stop shopping experience that provides the best of service and value to discerning consumers of Shimoga. SPAR is on an incredible journey, which started in Bangalore 10 years ago and we are delighted to bring that experience to the progressive city of Shimoga. All staff members of the store have been hired locally as we stay committed to be the store of the community."

Some 500 school children from all over the country visited the millet zones in the SPAR stores and were informed about why the grains should be part of their diet. In addition to the setting up of in-store millet zones, SPAR India also executed the online campaign #SayYesToMillets. Under the campaign, nutritional facts, recipes, and health benefits of millets were regularly posted on various social media platforms.

SPAR Natural Assortments Range: To promote the locally grown grains, SPAR natural assortment range features a variety of products made with them. SPAR Natural has products like savorys, cookies, biscuits, and ready-to-cook products like Dosa mix, Idli mix, Pongal mix, Khichdi mix, Rava Dosa mix, Puliogare mix, Bisibelebath, Kesari bath, millet-based health drinks, etc. **PG**

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Strawberry
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Barley Sugar
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Building new-age brands in the social-digital age

In an age when consumer feedback to a product is swift and sharp, brands need to be quick-footed and act with decisiveness and agility to ensure sustenance and growth.

By Vikas Lachhwani

Listening to consumer demands is critical in shaping up the products and the product portfolio under a brand. An agile product management and brand portfolio management is required. Products and brands must evolve fast and evolve continuously to be relevant in the market.



Not too long ago, building an FMCG brand was about market surveys and establishing distribution networks. The new social-digital paradigm has decimated most if not all advantages of the distribution network and market information as an indomitable asset. We now operate in a world where information is available on a live wire. Customers and potential customers talk about and to the brand on real-time basis. Now it is the prerogative of the brand to listen to those voices and make the best of it. Consumer voices on social media are like an active information stock exchange.

From a linear process to a loop cycle

Brand building is now a complete loop process. Product needs are identified from consumer voices which then become a basis for new product development. The consumers then provide a feedback on the products themselves, which can be used for product enhancement. It would be incorrect to say that marketers have not been taking customer feedback. However, in the pre-social media era, the time taken between the collation of consumer feedback and any meaningful reaction was too large. It was safe to assume that by the time the product developers would react to the feedback, the market itself would have shifted. In today's context, brands are expected to react fast and decisively to consumer feedback. This has put agility as a unique requirement for sustenance and growth of a brand.

Survival of the agile

A couple of decades ago, television ads were conveying the universal nature of brands. Brands tried to establish themselves as a universal solution to different age groups. Demographic segmentation was rather limited. "Bachhe, budhe aur jawan, pahne 'Young



India' baniyan" (kids, elderly, and the youth, all wear 'Young India' baniyan'). Products tried to establish universal applicability in a multitude of situations. "Boroline smoothes away winter dryness and summer rashes and aids in curing minor cuts and wounds". Brand recognition and trust were the primary goals to be attained. Over a period of time, the India market has expanded considerably. Market segmentation now requires a rather micro-scoped approach than ever before. Consumers are openly voicing their personal uniqueness and their specific needs. The products need to be defined for these unique segment demands. Listening to consumer demands is critical in shaping up the product portfolio under a brand. An agile product management and brand portfolio management is required. Products and brands must evolve fast and evolve to be relevant in the market.

Brand and product life-cycle management

The market in today's time requires the brands to evolve and reinvent themselves on a real-time basis. The customers share their opinion on a real-time basis and response is expected with commensurate speed. Consumers expect new product variants for specific use cases. Brands now have an opportunity to expand with line extension. Any unmet needs are an opportunity for smaller more agile players to create a space for themselves in the market.

Distribution

The emergence of e-commerce has brought an immense change in the consumer goods landscape in India. While the availability of choice for the consumer is self-evident, the biggest changes are behind the screen. Until now 'distribution' was a game only the mighty and well-capitalized could play. A smaller brand invariably meant smaller geographic reach. The rise of e-commerce has

democratized the distribution system in India. Now a small rising brand can serve the entire nation. All that is required is presence in a single warehouse.

Challenging the Goliath

If we recap the whole scenario, brands are now operating on an information stock exchange. Consumers are sharing their needs and feedback on a real-time basis. Faster, agile response to consumer opinions is a requirement to stay and grow in the market. The distribution capability is now accessible to young micro brands. This sets the stage for a perfect market disruption. Welcome to the age of start-ups in consumer goods.



Start-ups are an interesting species. With the markets operating as an information stock exchange, start-ups may be higher up on information than the larger incumbents. They are low on resources but high on spirits. With the democratization of distribution, limited resources go much farther these days. One also needs to mention the fact that there is now much greater ease of brand discovery with e-commerce as well as the ability to build an influencer driven viral brand through social media. Obviously, the e-commerce eco-system offers a great degree of potential for young brands and start-ups to quickly find their feet and build up.

An ideal start-up in consumer products should have a strong listening capability. It should be agile and have the ability to react faster than the larger peers. It should tap the information stock exchange and build brands as a two-way process. The game has just begun and there's a lot waiting to happen. **PG**



Consumers expect new product variants for specific use cases. Brands now have an opportunity to expand with line extension. Any unmet needs are an opportunity for smaller more agile players to create a space for themselves in the market.

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BREAKFAST BONANZA

With consumers demanding greater choice, convenience and health benefits in their morning eating occasion, India's growing breakfast foods market is spurring innovation in many forms – new formulations, flavours and formats.

By **Sanjay Kumar**

The need for greater convenience, changing social mores and an increasingly mobile workforce is changing the definition of breakfast. Increasingly, consumers are blurring snacktime and mealtime, they desire foods that are portable, nutritious and simple to prepare or eat. Some consumers are eating breakfast foods as a snack, while others eat a snack instead of a meal for breakfast. This has influenced categories, especially cereal, to cater to these behaviors. So, apart from the traditional, tried and tested breakfast foods, operators are evolving breakfast menus, incorporating more veggies, ethnic ingredients, healthy items and savory flavors that are characteristic of other dayparts. And that's right on target with what consumers want

today, an increasing number of whom are well-travelled, have sufficient exposure and nurture higher culinary expectations.

So, while traditional Indian breakfast comfort foods continue to hold sway, there is also a burgeoning demand for a more adventurous and contemporary breakfast menu. “Traditional breakfast options continue to be a part of the Indian breakfast table and there is a big segment of people who still prefer home-cooked food for breakfast. However, in light of the growing importance of health and wellness in our lives, consumers are now making an effort to ‘healthify’ traditional meal items by using healthier ingredients,” says **Mohit Anand, Managing Director at Kellogg India and South Asia**. The sentiment is echoed by **Devna Khanna, Director, i2i Consulting and India Trade Representative for the California Walnut Commission**. She says: “Usage of nuts, quinoa, dried fruits and seeds like chia, flax, pumpkin and sunflower is on the rise. Nuts, cereals, eggs, fruits and juices are recording maximum growth.”

But for the most part, Indians are inclined to consuming their quintessential hot, cooked breakfast. “This is because a huge percentage of Indian consumers still prefer freshly prepared hot breakfast. If we talk about the population living in other than Tier I and Tier II cities, people prefer home-cooked fresh breakfast rather than having easy, ready-to-cook or cold breakfast,” says Khanna. Parantha remains a popular breakfast item in north, idli and dosa in south, flattened rice flakes (chivda/poha) with milk in western and central India, whole wheat grits (dalia), and a mélange of regional staples in many other parts of India.

Bread and eggs continue to be a popular breakfast staple in many households. But the choices have grown even in this segment. The range of breads available today include white bread, brown bread, whole wheat bread, multi-grain bread, sandwich



bread, multigrain oats and flax, baguette, and croissant. For egg lovers too, there has been an explosion in the choice at the retail level – there are brown eggs, white eggs, quail eggs and free-range eggs (cage free) to choose from. Leading egg producers like Venky's and Suguna are making innovations related to packaging, nutritional content (the addition of omega-3s), egg color, and production method (cage-free, organic and free-range). As a result of such initiatives, the market share for organic and cage-free eggs, while small, continues to rise as

egg companies increase their focus on cage-free egg production.

Apart from bread and eggs, supermarkets across the country are reporting growth in sales across many breakfast categories. Given the rushed urban lifestyles of today, consumers are looking for convenience without compromising on health and taste. The need for convenience and health is also the reason why packaged and ready-to-eat breakfast cereals – both hot and cold – have risen as an important category in the food and beverage industry. While the rise of oats and muesli as a category is a global trend, multinationals and large domestic food companies are all now fighting for a pie of the fast-growing breakfast category, which includes oats, corn flakes, muesli, dalia and mixes of traditional breakfast like idli and upma.

Popular Breakfast Foods

At Foodworld, a chain of supermarket stores, the breakfast cereal range has been performing well with offerings that include muesli, all bran wheat, corn flakes, ragi flakes, almond corn flakes, strawberry corn flakes, granola, Special K (for women), and millet muesli. In the oats category where Quaker, Kellogg's, Saffola and Bagrry's are its top performing brands, the chain has been recording good sales for classic oats, masala oats and oats shake. In the millets category, brands such as Manna, 24 Mantra, Organic Tattva, and Arya are the sales pullers at Foodworld, which rakes in about three per cent of its overall sales from the breakfast category.

“Alongside the good sales of breakfast cereals, we also see an impressive show put up by Indian breakfast mixes comprising products like upma mix, rava idli mix, rava dosa mix, vada mix, oats upma mix, ragi dosa mix, vermicelli mix, poha mix, multigrain dosa mix and oats idli,” informs **Eby Mathews, Chief Operating Officer, Foodworld Supermarkets Pvt. Ltd.** MTR, 24 Mantra, Maiyas, and Pillsbury are its top brands in the Indian breakfast mix segment. In the kid's breakfast segment, honey loops, choco's, pan cakes, oat-bites and choco-fills are the popular offerings with Kellogg's, Soulfull, Pillsbury and



In light of the growing importance of health and wellness in our lives, consumers are now making an effort to ‘healthify’ traditional meal items by using healthier ingredients.

— **Mohit Anand**
MD, Kellogg India and South Asia



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— **Eby Mathews**
Chief Operating Officer, Foodworld Supermarkets





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SPAR enjoys a strong presence of its own store brands in each of the breakfast sub categories. South Indian RTC mixes, millet flours, oats and breads are the popular breakfast foods.

— **Rajeev Krishnan**
MD & CEO, SPAR
Hypermarkets

Betty Crocker as the best-selling brands. Other brands – Tropicana, B-Natural, Silk, Sundrop, Fun Foods, Veeba – are also big sales pullers at Foodworld, which allocates 4-5 per cent of its shelf space to the breakfast category, which has been clocking 15-20 per cent growth.

According to **Rajeev Krishnan, MD & CEO, SPAR Hypermarkets**, “The breakfast category is witnessing strong growth largely fueled by regional players. There is a strong demand seen in the easy-to-prepare healthy food options. The traditional healthy breakfast products are witnessing higher sales than western food alternatives like corn flakes, jams, juices, etc. There is a great demand from customers for products that are tasty, healthy and affordable and there is already a strong participation from regional brands that meet these needs and are helping to drive repeat purchases.” He adds: “At SPAR Hypermarkets, which enjoys a strong presence of its own store brands in each of the breakfast sub categories, south Indian RTC mixes, millet flours, oats and breads are the popular breakfast foods in demand. This is one of the fastest growing categories, witnessing strong double digit growth. However, we are excited to see the regional brands witness stronger growth in this segment compared to the national brands, led by product categories like millet flours, brown breads, oats, etc.”

At HyperCITY, another large chain known for its great mix of breakfast food items, instant breakfast mixes, cereals, cereal bars, muesli, oats, granola & energy bars, fresh fruits, fresh juices, cold-pressed juices, green juices, etc, are the most popular offerings in the breakfast category. The total sales contribution from breakfast foods at HyperCITY is about 4-8 per cent on average. “While routine product offerings like cereals, oats and muesli are showing ongoing stability in sales, we have observed an aggressive growth of around 30 per cent in the



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We are seeing an upsurge in the consumption of instant ready-to-eat/cook breakfast mixes because of the needs of evolved urban consumers.

— **R. Shankar Narayan**
VP - Buying and
Merchandising,
HyperCITY Retail
(India) Ltd.



new range of premium breakfast category products comprising quinoa, muesli and oats. We are also seeing an upsurge in the consumption of instant ready-to-eat/cook breakfast mixes because of the changing economic scenario and the needs of evolved urban consumers,” observes **R. Shankar Narayan, VP - Buying and Merchandising, HyperCITY Retail (India) Ltd.** The chain allots, on average, about eight per cent space to the breakfast range at its stores across India. While brands such as Kellogg’s, Bagrry’s, Quaker, Saffola, Nibble Box, MTR, Soufull and Patanjali have been receiving great response from HyperCITY customers, regional brands like Ruchi, Kwality, Mohan’s and Gits are also in demand at its stores.

According to retailers and food manufacturers, a growing base of consumers in the age group between 30 and 40 years are embracing specialty breakfast cereals like Special K, muesli with yogurts, organic food and millets. At the same time, the younger generation is moving away from regular breakfast cereals to breakfast bars and drinks to save on time. Cereal bar is finding a huge fan following with today’s youngsters, teenagers and youth. “Our product range in the cereal category comprises original, dried fruits & dark chocolate; dark chocolate in the bar category and flaxseeds in the nachos category. We are introducing Granola – cereal & bars – and plan to come up with some more exciting snacks soon,” says **Rohit Pugalia, Partner, Soch Foods LLP**, which operates the Munchilicious brand that provides healthy yet tasty all-day, mid-meal, on-the-go and affordable snacking options for all dayparts, including the morning breakfast. The products are geared towards new-age consumers, both male and female in the age group 26–35 years. Soch Foods has expanded considerably within a short span of three years on the strength of its great tasting, nutritious, no-added-oil and gluten-free products, all of which are quality tested at the reputed testing and certification agency TÜV SÜD.

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In muesli itself, we have 10 unique variants with different flavors and functional needs. We are constantly developing new products and plan to add many more innovative offerings in the near future.

— Aditya Bagri
Director, Bagrry's
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We are bringing exciting products to the market every year after a lot of R&D. Our new cookies range has found greater acceptance with the young generation, thereby adding to our large consumer base.

— Rashmi Sahoo
Director, Om Oil & Flour
Mills Ltd.

Thanks to the change in our lifestyle, people prefer to have on-the-go breakfast on workdays and leisure breakfast on weekends. So there is a huge demand for products like ready to eat, ready to cook, breakfast bars, protein shake and processed meat that is healthy and replete with proteins needed for a healthy body. “Due to an increase in the demand for on-the go breakfast products, major market shareholders such as Kellogg’s, Quaker Oats, Bagrry’s, Saffola, and others are focusing on products like ready to eat that have enough proteins and calories sufficient for maintaining a healthy body,” opines Mathews of Foodworld.

Market Size and Category Growth

According to India Breakfast Cereal Market Overview, India’s breakfast cereals market was pegged at USD 157 million in 2013 with the promise of double-digit growth over the next five years. It has been growing at over 17 per cent CAGR over the past five years. Another industry estimate puts the market size of breakfast cereals in India to about ten billion Indian rupees in 2015. The estimation for 2020 is approximately 20 billion Indian rupees. According to Euromonitor, the breakfast cereal market in India grew 24 per cent in 2015 to Rs. 1,440 crore and is estimated to touch Rs.2,610 crore by 2020. Being a large market with a growing middle-income group and double-income households, India holds great potential for the breakfast cereal market.

However, the intake of breakfast cereals is still limited in the country. Research from Mintel shows per capita consumption was just 0.043 kg in 2016. That said, the product is taking off – per capita consumption of breakfast cereal in India in 2015 was 0.036 kg – as it offers time-pressed consumers a viable breakfast option that’s considered healthy and suitable in terms of taste. The market is divided into two categories viz., hot cereals and ready-to-eat (RTE) cereals. Hot cereals include products like oats, oat bran, wheat bran and porridge whereas ready-to-eat (RTE) cold cereals include corn flakes, wheat flakes, choco flakes, muesli, etc. Indian consumers prefer hot breakfasts; hence the hot cereal category is growing at a much faster pace than ready-to-eat cereals. Data from Mintel reveals volume sales of the hot breakfast cereals segment saw a 27 per cent rise from 2015 to reach 33,000 tonnes in 2016. In comparison, cold breakfast cereals posted a 13 per cent growth from 2015 to reach 24,000 tonnes in 2016.

Consumers in India like their breakfast to have savory and sweet flavors. With regard to breakfast



cereal, people prefer oat flavors and traditional flavors such as masala. The popularity of oats has risen among Indian consumers and has now evolved to the level of traditional flavors such as masala and vegetable. Sweet-flavored breakfast cereals, e.g., chocolate, strawberry and honey, are enjoyed by all age groups; however, savory flavors are popular among teenagers and older consumers. Though corn flakes, as a category, dominates the market with highest market share, other cereals like oats and muesli are fast catching up. Oats and muesli, as a category, are growing much faster than corn flakes as people are getting more health conscious and venturing into even healthier foods. That said, the primary consumers for breakfast cereals continue to be urban consumers. This is because urban consumers prefer a fast arrangement for breakfast due to their lifestyles, and breakfast cereals, especially flakes, provide exactly that. Owing to urbanization and increased income of people, western India has the largest market share in breakfast cereals, followed by the north and south.

Kellogg’s India, Bagrry’s and PepsiCo Quaker are the leading breakfast cereals companies with a dominant market share. “We have grown strongly over the years and much of it has been organic, driven by consumer loyalty as well as by the growing strength of our distribution in association with Indo-Nissin foods. As per Mintel, we have over 18 per cent share in the breakfast cereals category,” says

Aditya Bagri, Director Bagrry’s India Ltd. As a growth strategy, players like Bagrry’s are using and highlighting the nutritional benefits of their breakfast cereals. They have been introducing healthy fortified options to suit the needs of different demographics. “We have recently entered the corn flakes segment, which has the largest volume share in the breakfast cereals market. Bagrry’s Corn Flakes Plus is an innovative product that has almost twice as much fibre as



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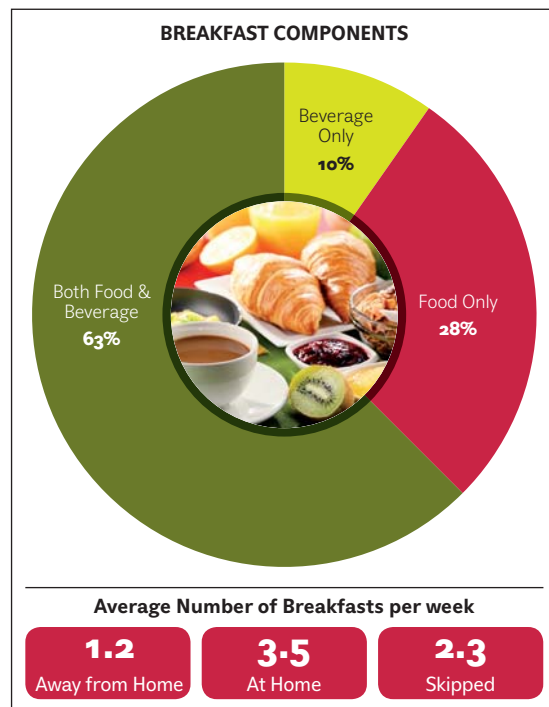
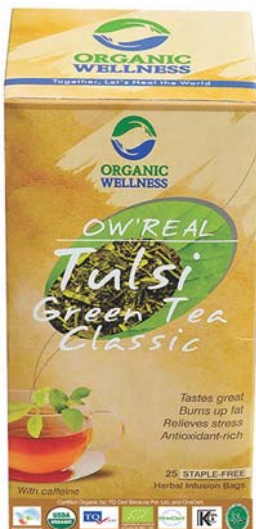
— Krishan Gupta
MD, Organic Wellness Products Pvt. Ltd.

compared to ordinary corn flakes. We are confident that our entry into this segment will help us enhance our overall share of the market. As a business, we have grown at over 40 per cent this year so far and expect to grow even faster,” says Bagri.

Bagri’s wide product range includes muesli, oats, corn flakes plus, oats for India, masala oats, organic superfoods and also healthy snacks such as makhana (foxnuts). “In muesli itself, we have 10 unique variants with different flavors and functional needs. We are constantly developing new products and plan to add many more innovative offerings in the near future. We have also developed a new brand – ‘Lawrence Mills’, which is rapidly growing, with the same international quality ethos but at an affordable price point. We have two products under the Lawrence Mills brand – corn flakes and choco crunch,” adds Bagri. With a strong presence in the Indian subcontinent across over 70,000 retail outlets, Bagri’s products are widely available in the metros and Tier-1 cities and they also reach out to over 170 smaller towns in India. “We are present across various retail formats, be it traditional, organized retail, e-commerce or the institutional business. We aspire to connect with our consumers in as many relevant touchpoints as possible and our distribution association for our smaller low-value packs is helping us to penetrate deeper in semi-urban and rural markets,” reveals Aditya.

Convenience and Product Innovation

As the pace of life has reached breakneck speed in big cities, brands are innovating to keep up with the consumer demand for faster, easier and more efficient products. The Sankalp Group, through its Sankalp Packaged Foods (SPF) division, is one such company dedicated to providing quality Indian food products in easily consumable packs. “Our aim is to make the very best in taste and quality cuisine available to every Indian food connoisseur across the world. You’ll find our products in leading kitchens of India and these are also being exported overseas to the USA, Canada, UK, UAE and Australia,” says Kailash Goenka, Chairman & Managing Director, The Sankalp Group. The company offers an assortment of gourmet, ready to eat, heat & eat, frozen foods and instant mixes. We also have an elaborate breakfast range, which includes varieties like upma, Medu vada, idli, dosa, sambar, coconut chutney, stuffed aloo naan, chole masala, to name a few. “SPF has added a new dimension to the art of fine dining by offering a range of ready-to-use products that cater to institutional & retail needs. We are equipped with state-of-the-art infrastructure, engaging the latest processing technology to provide products that are unique,” asserts Goenka, who is planning to introduce new product lines in oats and quinoa category.



Nowadays, manufacturers are also introducing a range of brands appealing separately to kids, adults and the entire family. “We are bringing exciting products to the market every year after a lot of R&D. Our new cookies range has found greater acceptance with the young generation, thereby adding to our large consumer base,” says Rashmi Sahoo, Director, Om Oil & Flour Mills Ltd, which operates the Ruchi brand and makes products such as vermicelli, spices, noodles, pasta, frozen food (RTS) and non-CSD beverages. “We have a whole range of traditional food offerings from our Frozit division – chudda powder, daliya, sooji, idli-rava, rice flour, ragi flour, sattu, etc. Then, we also manufacture a range of pasta as well as various types of milk rusk and cookies that appeal to the new generation. Thanks to the range of our innovative and exciting products, the Ruchi brand has been growing at an average CAGR of 40 per cent every year and will continue to grow even more robustly in the future as a result of its growing base of loyal consumers,” adds Sahoo.

Cereal marketers are also trying to change traditional breakfast norms by increasing the level of penetration and frequency of purchase. Players are banking heavily on urban consumption, which has grown on the back of health offerings like oats and muesli. “We have set up a modern processing and packing plant in the remote village of Bundelkhand in Madhya Pradesh, which not only offers the assurance of authentic organic products but also supports the youth in village with employment. We offer a huge range of products, which are known for their quality at affordable prices as well as for their

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“**Everything from convenience to price point, branding and taste has been designed to replicate the feeling of a home-cooked meal and to fit it into the hectic lifestyles of our consumers.**

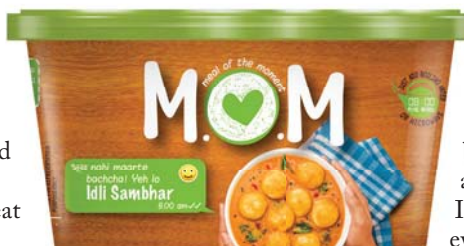
— **Prateek Bhagchandka**
CEO, Meal of the Moment



attractive eco-friendly packaging. Our customers love our unique business model and we are growing at 50-60 per cent and hope to scale up further in the coming years,” says **Krishan Gupta, MD, Organic Wellness Products Pvt. Ltd.**, whose products include OW'Real Green Teas, OW'Heal Health Supplements/ Capsules, OW'Zeal Superfoods and OW'Dog Food Super Supplement.

Its products in the breakfast category include quinoa, range of tea/ tisanes (OW Real Hot and OW Cool), A2 ghee, which is a replacement for butter, superfoods like moringa and wheat grass to mix with juices/smoothies and khichdi/ dalia. With an experience going back over 100 years in the organic category, the company works with marginalized farmers to bring India's tradition of over 5,000 years blended with modern science. “Our ethical business model benefits everyone in the chain starting from Mother Earth as we do not use any chemicals/ pesticides to farmers whom we pay a premium price and to consumers, employees (best working environment and salary), associates (ethical business) and, above all, the planet as a whole. We share five per cent of our profitability with farmers and another five per cent with the employees. Every product that we make is processed and packed in our state-of-the-art plant located in a remote village with a clean environment. We are exporting to over 22 countries currently and have a Pan-India presence,” adds Gupta.

Health and convenience are the two driving factors for many new companies entering the breakfast category. Bangalore-based Pagariya Food Products Private Limited, which is a leading manufacturer, importer, exporter and supplier of a wide variety of breakfast cereals, masala, spice powders, instant powders and soup powders, entered the breakfast cereals category by adopting health and convenience as its two major planks. Being one of the leading manufacturers of breakfast cereals in India, it has the second-largest product range in India for cereals. Its breakfast cereals range includes corn flakes (original and in flavors like strawberry, banana, honey and almond), choco flakes, muesli (crunchy, mixed fruit and fruit and nuts), oats, choco fills, strawberry fills, fruit rings, wheat flakes, and ragi flakes.



Naresh Pagariya, Managing Director, Pagariya Food Products Pvt. Ltd. and operator of the Kwalify brand, says: “We have been growing at a compounded annual growth rate of about 50 per cent and strive to grow at over 100 per cent in the coming years.” He attributes various reasons and factors for driving this fast pace of growth, namely, the international quality of products, their good taste and nutritional benefits, affordable prices that offer value for money, the availability of a wide range of healthy cereals for all age groups and also the presence of low value packs, which makes snacking convenient, especially for children. The company is focusing on metros, Tier I and Tier II cities as its key markets as well as the rural markets and other niche markets for its lower value packs.

While there is a significant potential for breakfast cereals to grow, there is a similar scope for prepared or semi-prepared traditional Indian breakfasts to take off as well. “Ready-to-cook or semi-prepared traditional Indian breakfasts are the latest industry trend, which is growing rapidly with products like upma, poha, khichdi, etc. Yoghurt, cheese and chia seeds are the hot contenders of choice for the breakfast category in the future,” opines Khanna of California Walnut Commission. This growth potential is driven primarily by the convenience the product offers as well as the variety that is ripe for the picking. Focusing on consumers' need for convenience, several brands in India have launched ready-made idli or dosa batter for households looking for easier breakfast or meal solutions that are not too different from the everyday fare. Formats range from shelf-stable dry mixes to fresh, ready-to-use batter. The popularity of the ready-made batter has spurred innovation, and it comes in different formats – right from smart packaging to multi-grain formulations. Such an evolution of a category has the advantages of ensuring choice, immediate consumption and easy availability of a product not native to a particular region.

Take the case of Bangalore-based iD Fresh Food, which was started in 2005 as a small establishment but has since come a long way and crossed several milestones. The company now has more than 1500+ employees and a presence in 15 cities across India and abroad. It now manufactures 55,000 kg of idli/ dosa batter per day besides other yummy products and supplies to more than 18,000 retail outlets across 15 cities in India and the UAE. This food brand is now expanding and growing at a rapid rate to meet the demand of its ever growing customer base. It produces and delivers an array of ready-to-cook, fresh Indian home food to its customers every single day and takes pride



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We have been growing at a compounded annual growth rate of about 50 per cent and strive to grow at over 100 per cent in the coming years.

— **Naresh Pagariya**
 MD, Pagariya Food Products Pvt. Ltd.



“
We are on a continuous process of research to ensure that we provide our consumers with cereals that are high in nutrients, minerals, and other benefits.

— **Dheeraj Jain**
 Director, Pagariya Food Products Pvt. Ltd.

in its home-made style of preparation in ultra-hygienic factories where they follow the best-in-class good manufacturing processing systems and use state-of-the-art equipment. The range includes idli dosa batter, ragi batter, rice rava batter, paranthas, chapatis, curd, paneer, etc. “We’ve also launched iD Squeeze and fry vada batter pack in the market recently. iD Fresh Food is the perfect professional assistant in the kitchen for the home maker and helps smart and busy people rustle up 100 per cent natural, fresh, preservative-free and authentic tasting Indian meal,” says **Musthafa PC, CEO & CO-founder, iD Fresh Food**, which is currently targeting its key markets across Bangalore, Chennai, Mumbai, Pune, Hyderabad and the UAE.

The primary consumers for breakfast cereals continue to be urban consumers as they prefer a fast arrangement for breakfast due to their hectic lifestyles. To some extent, the market is self-propelled, thanks to consumers’ higher spending power and growing health awareness. M.O.M, or Meal of the Moment, is a young brand that offers mouth-watering, instant and wholesome food with a wide variety of products in the breakfast category. “Apart from poha and rava upma, we also offer seviyan upma, idli sambar (with mini idlis in dehydrated form!) and our new offering – sambar pouch – priced at only Rs. 20. All our products need only hot water to be added and contain no added preservatives or artificial flavors. Our offerings have been designed keeping in mind the needs of the young working population, young married couples, bachelors and students who are typically living away from their parents. Everything from convenience to price point, branding and taste has been designed to replicate the feeling of a home-cooked meal and to fit it into the hectic lifestyles of our consumers, says **Prateek Bhagchandka, CEO, M.O.M (Meal of the Moment)**.

Clocking a growth rate of about 20 per cent on same-store basis, Bhagchandka expects the brand and overall category to continue to see extensive growth over the next few quarters based on the growing consumer acceptability, greater geographical penetration and continued life-style changes. “We are often approached by customers stating that once



they eat our products, they cannot believe that it is packaged food because it tastes so fresh and home like. Also, apart from the great tasting products, we have the largest range in our category,” he adds.

Healthier Breakfast Foods More in Demand

The widespread focus on health, especially on the rising incidence of cardiovascular diseases, diabetes and obesity in Indians has made them more health conscious than before. Not only are influencers such as doctors, nutritionists and the media passing on these messages, companies too are assiduously playing the health card to make their products more appealing for consumers. “Walnut holds a good position in the food basket of Indian consumers because of the health benefits. As health is an important aspect at all ages, our marketing strategy focuses around the health benefits of California walnuts. Our targeted consumer segment is all age groups. With prices holding steady, the forecast growth in consumption stems from the rising perception among middle class consumers that walnuts are healthy: they are believed to reduce cholesterol, and may have particular health benefits for diabetic patients. Unique among nuts, walnuts contain the highest amount of Omega 3 fatty acid; Walnuts can help to get important components of a healthy diet – potassium, magnesium, fiber and phosphorous, and more,” says Khanna.

Savvy manufacturers are rising to the challenge by formulating innovative products for the breakfast food aisle, many with the kind of convenient, healthy nutritional profiles that more and more consumers seek. Manufacturers know that consumers are searching for cereals that are natural, organic, gluten-free, high in protein and fibre and low in sugar, and so they are bringing in the varieties that fit these needs.

“Our unique selling points are the ingredients that come together to form our imported Weetabix biscuits and Alpen muesli. Weetabix is made out of 100 per cent wholegrain, it is rich in fibre and allows for healthy digestion and a boost of energy, and is low in sugar and salt, which helps prevent diabetes and obesity. The combination of these ingredients is the reason why we are considered the number one healthy breakfast in the UK and why

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many individuals and mothers prefer to consume Weetabix over any other brand. When it comes to our Alpen muesli, we use the finest and most natural ingredients, which are rich in flavor such as creamy rolled oats, roasted almonds, juicy raisins and crispy wholegrain wheat flakes,” says **Y.V. Vijay Kumar, General Manager, D.C. Johar & Sons (P) Ltd**, which launched Weetabix and Alpen in India in September last year.

Both products have been witnessing good growth month on month across key markets of Delhi-NCR, Mumbai, Bangalore, Pune, Hyderabad, Chennai and Kolkata. “At the first stage, we want to make the products available at the right outlets in these cities. In the next stage, we will expand our distribution across the next top 15 cities,” informs Vijay Kumar. Set up in 1948, D.C. Johar & Sons has diversified into various sectors like distribution (national and regional), International trade, manufacturing and retailing for various companies like Nestle, HLL, Britannia, Parry’s, GSK, TATA, Mi Xiaomi, Dish TV, Nikon Cameras, Arvind Garments, United Colours of Benetton, Kingfisher, United Spirits Limited (now Diageo) as well as its own brand of alcoholic beverages (currently one of the oldest brands in Kerala).

As people are getting more health conscious and venturing into even healthier foods, oats and muesli are growing much faster than corn flakes. Oats, in particular, has been gaining higher acceptance and popularity, which can be attributed to the consumers’ awareness of the grain’s health benefits. “We provide our consumers with health, convenience and a lifestyle solution. With a tagline ‘Let’s Put Health First’, we make products that are healthy, honest, innovative and of exceptional



quality. While we are very strong in muesli, oats and bran, we are also gaining share in corn flakes and kids cereals, which we have recently entered. We have a wide consumer segment that can vary product wise. However, it is largely urban to semi urban (Tier I and Tier II markets), modern consumers from kids to senior citizens that our products cater to,” says Bagrry’s Aditya.

For over 25 years, Bagrry’s has innovated and nurtured categories in the breakfast segment such as muesli and oats with a strong focus on health and quality and the brand has grown organically over the years to become a household name today. “We have a wide variety of products in our portfolio that are developed through in-house research and development over the years. We source the finest ingredients from around the world and process them using our innovative technology that keeps natural nutrition intact. As a home-grown Indian company, we understand the Indian consumer better and as such give offerings in consonance with our tastes. A case in point is our ‘Oats for India’ range especially developed for the Indian palate,” adds Aditya.

According to top priority to the healthiness and quality of its products, Organic Wellness Products go through a totally in-house production with no outsourcing of any phase of production of its products. “We manufacture our products in a remote village and not in big cities thus ensuring that our customers get clean food and quality products at affordable prices,” affirms Guptaa. Vijay Kumar of D.C. Johar & Sons avers: “Weetabix biscuits are a filling, effortless, versatile and nutritious breakfast made from the authentic natural goodness of energy-giving wholegrain wheat. Our Alpen muesli offers great taste and satisfaction in every spoonful through the perfect blend of natural real ingredients.”

Pointing to the healthfulness of the Ruchi brand products, Rashmi Sahoo of Om Oil & Flour Mills Ltd. says: “Ruchi’s wheat product offers a high protein diet and it does not contain fat. Cracked wheat is a good source of our regular requirement of manganese and fiber, which are much needed in breakfast food. Also, it helps to balance blood sugar in our body and is good for weight loss. Similarly, our tapioca is a favorite breakfast in Indian households as it is a good source of protein, iron and calcium. Adding a regular dose of tapioca in our diet



Our unique selling points are the ingredients that come together to form our imported Weetabix biscuits and Alpen muesli.

— **Y.V. Vijay Kumar**
General Manager, D.C.
Johar &
Sons (P) Ltd.



prevents osteoporosis and other bone conditions. Tapioca can be easily digested and also helps alleviate constipation and other tummy troubles such as gas, flatulence, diarrhea and bloating, which are very common in infants.” She further adds that daliya and sooji are the fastest growing products for the company considering that they are wheat and rice based products and the two ingredients are widely consumed by Indians and also on account of the fact that these products are associated with health benefits.

Drawing on the health and nutrition plank, Pagariya Food Products takes great pains in procuring the best quality raw materials from the source. “Our products are manufactured with state-of-the-art technology and are un-touched by humans during the production process. The products are made from all natural ingredients and have no added colors or artificial flavors. We are on a continuous process of research to ensure that we provide our consumers with cereals that are high in nutrients, minerals, and other benefits, which they are currently deprived of due to the hybrid varieties of foods,” says **Dheeraj Jain, Director, Pagariya Food Products Pvt. Ltd.**

Avowing a strong commitment to the trend of health-positive products in the breakfast menu, Bhagchandka of M.O.M says: “This trend is here to stay and it is something that we truly believe in. This is why none of our products has preservatives or artificial flavors. Also, the percentage of oil that we use in our products is relatively low – the same as is used in a typical Indian home. We also believe that the Indian consumer now craves for homely meals but is bombarded with fancy choices instead.” On its part, iD Fresh Food is out to demolish the prevalent misconception that packaged food products contain preservatives. “Through our branding and communication efforts, we emphasize

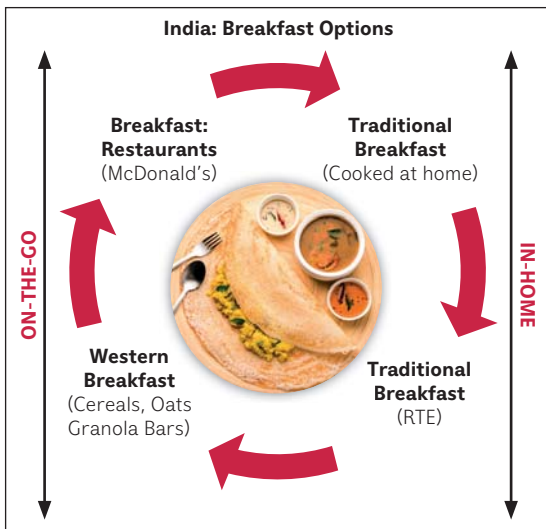
our products’ USP and salience. All our products are fresh, natural, preservative-free,” asserts Musthafa, adding that though India’s breakfast market is currently limited, of late the country is witnessing the emergence of specialized breakfast providers that cater to office-goers who increasingly have little time to make and have a sit-down breakfast at home. “This space is only likely to grow as consumers start to demand greater choice and convenience for breakfast,” he notes.

With the majority of consumers who eat breakfast foods regularly during the week considering low cholesterol and heart-healthy and other significant health-related attributes claims important when selecting their morning meal, honey as a breakfast accompaniment has been gaining wide-spread popularity. It’s no secret that honey makes everything better, especially even the not so great tasting food. And when it comes to the health benefits of honey, it is one of the simplest, yet most powerful ways to protect our body. “Since our inception in 2015, our vision has been to enable people live a healthier lifestyle by giving them high quality, healthier alternatives to everyday food items. Honey Twigs is a result of our ambition to make healthy, everyday food items more appealing and accessible. Our aim is to transform honey – traditionally perceived as a medicinal, on-the-shelf product – to a trendy, on-the-go healthy superfood snack as well as to establish Honey Twigs as an healthier alternative to table sugar. Honey Twigs is a teaspoon (8 grams) of pure honey, available in single serve that can be used anytime, anywhere,” says **Paras Fatnani, Co-founder, Honey Twigs**, adding that for the breakfast range it has introduced single-serve honey in two natural flavors – Multiflora and Natural Litchi. “Our products are being used as a major breakfast condiment – be it with tea, coffee or other beverages or with food like toasts, waffles,



“**Our products are used as a major breakfast condiment – be it with tea, coffee or other beverages or with food like toasts, waffles, pancakes, salads or sometimes just as a morning routine with warm water and lemon.**

— **Paras Fatnani**
Co-founder, Honey Twigs



pancakes, salads or sometimes just as a morning routine with warm water and lemon.” Honey Twigs products are available with most major retailers across Mumbai, Delhi, Bangalore and Pune and the brand is now looking to expand to more stores as well as other cities.

Retail and Consumer Outreach Strategy

With an ever increasing number of companies and products laying claim to the healthful tag, retailers need to be careful of selecting the right brands and products. “Over the years, thousands of organic companies have mushroomed in India and the retailer has to look out for credible and authentic brands and products. One way to identify a genuine organic company is to find out if it works on a solid and grounded business model. So, retailers have even started visiting the factory to check the authenticity of the brand and company. For us, this development holds great advantage. Anyone who visits us becomes our loyal customer for life because of our unique initiatives in the organic market,” says Guptaa of Organic Wellness Products whose focus is to grow organically and scale up its business model in conjunction with the interests of all stakeholders. The company believes in sticking to the basics, and is leveraging the digital media to share its various initiatives. Our customers see the products in the stores and on the website, in digital and print promotions and they get associated with us in India and overseas. In fact, many overseas distributors have tried and tasted our products during their visit to India and have ended up becoming our partners,” shares Guptaa.

As consumers change the ways and the times they eat, getting people to try breakfast-style foods, or foods that can be consumed in the morning, takes a new tack. Promotions span traditional advertising, in-store promotions and integrated campaigns, as well as social media and other electronic platforms. “As California Walnut Commission, we are planning lots of activities in our key markets – Tier I and Tier II cities. We will be doing in-store promotions, recipe promotion, trade show participation and health wellness programs to target new markets and demographics. For retail outreach, we create



Our California walnuts are promoted at the stores of top retailers along with sampling and tasting.

— Devna Khanna
India Trade Representative for the California Walnut Commission



KEY SEGMENTS OF BREAKFAST FOODS

Ready-To-Eat (RTE) Breakfast Cereals:

• Cornflakes • Muesli • Others

Hot Breakfast Cereals:

• Oats • Others

NORTH	SOUTH	WEST	EAST
Paratha	Idli	Poha	Luchilkochuri
Puri Sabzi	Vada	Upma	Panta bhath
Chhole	Dosa	Ghatia	Bread Omelet
Jalebi	Poha	Jalebi	Rice
	Upma	Dhokla	Aloo Dum
	Kesari Bhath	Shira	
		Thepla	
		Thalipith	
		Bhakri	

awareness at the stores of top retailers pan-India, which include Walmart, SPAR Hypermarkets, Foodhall, More and Reliance. Such promotions give visibility to our products. Our walnuts are promoted at their stores along with sampling and tasting. Such promotions push the sales as well as gives the opportunity to interact with the consumers. We also participate in online marketing,” informs Khanna.

Most brands and manufacturers are active on the social and digital media in a bid to connect with Indian consumers’ health aspirations. “Our efforts for brand building include consumer awareness initiatives, reward programs with leading fitness and wellness brands, below the line and in-store activations, digital and social media campaigns as well as mass media campaigns,” informs Bagrry’s Aditya.

“We do certain online activities for creating awareness of our brand and products. However, our products sell thanks to their inherent attributes and which is why we believe in sampling above all. The more people taste our products, the more they buy,” shares Bhagchandka of M.O.M, noting that instant Indian breakfast food is amongst the fastest-growing sub-categories within the breakfast category and is expected to clock a strong growth rate over the next few years. The brand has crafted a modern trade strategy, which includes reaching out to the big retailers as well as the stand-alone supermarkets and smaller chains. “M.O.M is currently available at Star Bazaar, HyperCITY, Amazon and Bigbasket, and we are starting with Reliance in May. We are also in talks with all the other chains to start at the earliest. We are looking to list with all the remaining major players in this calendar year,” reveals Bhagchandka.

For D.C. Johar & Sons – whose 70 per cent of sales is accounted for by Modern Trade – the



retail strategy is to ensure and enlist the support of retailers so that its products are available at the right place and in the right category. The company distributes several brands Pan-India and has been in the national distribution business for the past nine years. “Our top retailers are Godrej Nature’s Basket, HyperCITY, Spencer’s, Foodhall, Nuts N Spices, Brown Tree, Namdharis, Nilgiris, Le Marche, Modern Bazaar, and some more. We try to give the freshest product in the market and we support retailers with QPS schemes and consumer offers to drive sales,” says Vijay Kumar. Brand Ruchi, on its part, while being strongly active on social media, has mostly adopted the print media to put its message across, besides being an active participant at all major exhibitions and cookery competitions. “Our products have been catering to every type of consumer segments since long years. And as long as consumers remain focused on health, brand Ruchi will continue to be accepted as a high quality provider of traditional food,” states Sahoo.

With a 60:40 MT to GT sales ratio, iD Fresh Food products are distributed to a mix of GT, SAMT and MT stores. “Our top retailers, in terms of value contribution, would be outlets like Big Bazaar, M.K. Retail, ABRL More, etc. We run periodic consumer promotions as well as QPS schemes for the retailers. The idea is to incentivize the retailers for their contribution and efforts, says Musthafa, whose company has just launched iD squeeze-and-fry vada batter in the market, which helps the consumers to make vada at the convenience of their home without messing their hands. That is because the pack serves as a container and as a vada-maker, and includes a mechanism to let the batter be squeezed out into a ring shape and also be cut and dropped into the oil for frying. The unique vada-

maker-cutter nozzle – born out of insight, common sense and determination – is a first in the market and was developed after several prototypes.

On its part, Pagariya Food Products is banking on its ‘PAN’ strategy for taking its products to newer markets and demographics. “‘PAN’ is our mantra to enter newer markets and it exemplifies what our products’ attributes are: P stands for Price and our Kwality brand products come at an affordable price at different price points. A denotes Availability and Visibility and we ensure that our products are available and visible at the nearest point of purchase (outlet) to our consumers. N highlights the Nutritional value of our products and we develop our products in a way that our consumers derive sufficient nutritional benefits from them,” says Naresh Pagariya. With top retailers as its key accounts, the company has distribution channel partners across the width and depth of its market territories backed by a professionally well-trained field force. “Thirty per cent our sales is from MT and 70 per cent from GT; we ensure good margins backed by innovative and creative offers to drive sales,” adds Pagariya.



We believe that the next innovation in healthy breakfast cereal segment is ready-to-eat meals or meals on the go.

— Rohit Pugalia
Partner, Soch Foods LLP



Challenges and Opportunities

Brands, manufacturers, and retailers realize that there are ways to entice customers with breakfast options that meet their busy lifestyles. “Lifestyles are changing in tandem with the increasing spending power, greater time-poverty, higher need for convenience and health consciousness. These factors have encouraged Indians, especially in the urban areas, to opt for breakfast cereals and these will act as growth drivers for the category,” observes Vijay Kumar of D.C. Johar & Sons. If companies can provide breakfast in a format that accommodates busy schedules while appealing



“
We, at SPF, have always developed our products that are healthy in nature. The products we offer require minimum oil or butter in their preparation.”

— Kailash Goenka
Chairman & MD,
The Sankalp Group

to taste and nutrition, they could see significant incremental growth. Data on sales and consumption of breakfast foods and, for that matter, foods commonly consumed at breakfast, seem to reflect categories at different stages of growth, opportunity and challenge. “Understanding consumers and their behavior is one of the important aspects in developing a new product. However, traditionally, India has plenty of options regarding healthy breakfast. iD Fresh is poised to connect Indian consumers with authentic Indian food,” says Musthafa.

New product innovations from major and niche brands, deeper market penetration and raising the awareness of the products will help create the bright spots for the category and drive overall sales. “Consumers are constantly enquiring and looking for newness in this category, which is giving rise to new products in the quinoa and granola range,” reveals R. Shankar Narayan of HyperCITY. Many breakfast food companies have responded with new products and promotions geared toward better-for-you breakfast choices. Munchilicious Granola, for example, has been developed keeping in mind the needs of consumers with longer working hours and hectic lifestyles. “Health and wellness is one of the fastest growing segments in India and there are enough developments taking place in this segment to match our nutritional requirements today. We

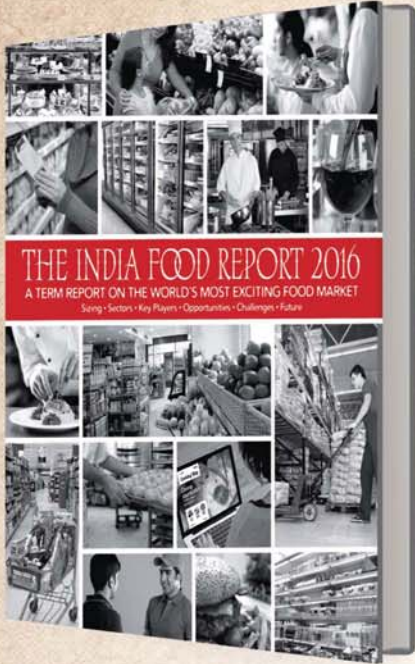


believe that the next innovation in healthy breakfast cereal segment is ready-to-eat meals or meals on the go,” says Rohit Pugalia of Munchilicious.

However, marketers need to exercise patience and perseverance to be successful in the Indian market. “I have the privilege to be in the villages and big cities every month and see the culture and taste of India and Indians very closely. Certainly, there is a great deal of health awareness growing among the consumers but that is not really translating into purchase at the same speed. You cannot change the taste and habits of Indians overnight. You can bombard them with advertisements to satisfy yourself but customers in India are sharp and smart. They know what to buy and which brand to buy as they do their research too,” opines Gupta of Organic Wellness Products.

As breakfast products still account for low single digit percentage share of store sales, there exists substantial room to grow the category. To expand and grow the category, meal solution based merchandising can be a useful tool that retailers can tap. Creative merchandising that satisfies the shopper’s need for solutions and hit on key consumer drivers, including health-and wellness benefits and a desire for home-made meals and convenience, can work impressively for retailers while also providing them the opportunity to differentiate from the competition. To be successful in cereal, smart retailers will need to optimize their shelf sets to ‘fix the mix’ for their consumers and their neighborhoods, and provide the right products at competitive and everyday promotional prices.

Looking ahead, the future of breakfast foods, especially cereal, may rest in addressing the need for on-the-go eating. “Ready to eat or on-the-go concept with use-and-throw packing will boom and will rule the category,” opines Dheeraj Jain of Pagariya Food Products. According to Mintel’s research, cereal has become more portable in single-serve cups and pouches that can be eaten with or without milk. In response to this trend, D.C. Johar & Sons are planning to come out with single-serve options for their products. Honey Twigs is another example of



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The long-term, ongoing clamor for better-for-you and free-from foods is influencing the breakfast category in a variety of ways, especially when it comes to high-protein foods. Supermarket sales in the breakfast category point to the increasing interest in protein-rich diets. The change is being driven by the move away from carbs, in particular wheat and sugars, to protein.

a brand that has brought innovation into packing and portion size of even a hard to handle category like honey, for which people use a spoon to take it out from a jar given its viscosity and chances of spillage. “Our products allow anytime, anywhere use and remove the mess from the experience of using honey. We were the first company that focused on a category like honey to create an on-the-go, easy-to-use product. With our innovation, we are helping India take honey on the go! By introducing single portion packs, Honey Twigs is meeting the requirements of the market and customers today regarding portion packs, measured quantities and the need to cut down on food waste,” says Paras Fatnani, adding that the company is constantly innovating not just with the packaging but also with the flavors and variants and is now looking to launch a few new flavors as well as come up with new packaging in June.

There also exists an opportunity to develop and introduce more of convenient frozen breakfast foods, in particular frozen handheld breakfast entrées. By introducing more of such products, brands and manufacturers can underscore the role of convenience in handheld foods for on-the-go breakfast consumption. In the U.S., the number of households using cereal bars jumped by 50 per cent in the past decade or so while more than 80 per cent of households consume granola bars, according to a report from Packaged Facts. “In India, granola and granola variants add up to 15.3 per cent of the health food segment and the demand is expected to grow further in the future,” opines Pugalina of Munchilicious.

The healthy outlook for breakfast foods and beverage categories is linked to the fact that a growing number of consumers is focusing on eating healthy foods and beverages for breakfast. “We, at SPF, have always developed our products that are healthy in nature. The products we offer require minimum oil or butter in its preparation. For example, idli, which is made from rice and *urad dal*, is very easy to digest and a healthier option for breakfast,” says Kailash Goenka of The Sankalp Group.

An increasing percentage of consumers are eating more natural and fresh foods, and many more are planning to make healthy food choices along the way. Top health attributes influencing their purchases include high-protein foods, high-fiber and whole-grain foods, foods made mainly with fruits and vegetables, natural flavors, and low-salt/sodium options. “Sales of oats, quinoa, white egg powder, protein powders are picking up and showing greater demand. Consumers don’t mind spending more to buy healthy and protein-rich food products,” notes Musthafa.

The long-term, ongoing clamor for better-for-you and free-from foods is influencing the breakfast



category in a variety of ways, especially when it comes to high-protein foods. Supermarket sales in the breakfast category point to the increasing interest in protein-rich diets. The change is being driven by the move away from carbs, in particular wheat and sugars, to protein as many more people are switching to a gluten-free/ Paleo/ Atkins way of eating for two reasons – weight loss and improved strength from protein. The science has supported these dietary changes, and now breakfast cereals are jumping on the bandwagon to add protein from a variety of sources to compete and differentiate. For example, take the recent launch of Bagrry’s Crunchy Muesli – Fruit and Nut. This muesli has nine different fruits and nuts, which are all natural and freeze dried. It also has premium inclusions such as cranberries. More than 30 per cent of the muesli is real fruit and nuts. “We are the first player to launch high protein muesli in India and it is a very promising product line,” says Aditya.

Also, consumers are becoming increasingly aware that protein helps them feel full longer, so they are reaching for high-protein foods, especially in the morning or for snacking occasions. “Protein rich vegetarian food has a lot of scope. Hundreds of gyms have come up, more and more people are getting into athletics and different games. Protein helps to keep the body fit and boosts muscles. I think plant and egg-based protein foods have a much higher market potential in India than meat-based protein foods,” points out Naresh Pagariya. All said, one thing is for sure: despite the interest in convenience and portability, it’s important to remember that taste and nutrition remain the strongest purchase factors when buying breakfast; so products not only need to be convenient, they also need to taste good and be good for you. **PG**



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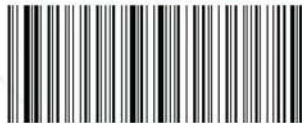
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Editorial Contacts

Surabhi Khosla
surabhikhosla@imagesgroup.in

Charu Lamba
charulamba@imagesgroup.in



Wellness from the Deep

Seafood can be part of a healthy diet.

By Karen Buch



All in all, consumers want help finding the freshest, healthiest, safest, most sustainable seafood choices they can afford.

Approximately 500 types of seafood are sold annually in the global market. In the United States, just 10 fish and shellfish species account for 90 percent of seafood consumed: shrimp, salmon, tuna, tilapia, Alaska pollock, pangasius (basa or swai), cod, catfish, crab and clams.

Seafood, which includes fish and shellfish, is an important source of protein, minerals, micronutrients and essential fatty acids in a healthy diet.

For the general adult population, consumption of about 8 ounces per week of a variety of seafood, including adequate sources of EPA and DHA omega-3s, is associated with reduced risk of cardiac disease and other health benefits. Unfortunately, fewer than one in five Americans reaches this goal, with one-third eating seafood once a week and nearly half eating it occasionally or not at all.

Experts typically recommend 3,500 milligrams of EPA/DHA omega-3 fatty acids per week. This level can be achieved naturally by eating two to three servings of oily fish like salmon, halibut, sardines and anchovies per week. Fish oil supplements are also available.

Is Seafood Recommended for Women and Children?

Yes. Consumption of seafood choices that are sources of DHA omega-3s while pregnant or breastfeeding is associated with improved infant health outcomes.

Women who are pregnant or breastfeeding should consume at least 8 and up to 12 ounces of a variety of seafood per week, from choices that are lower in methyl mercury. This can be a point of confusion, leading some women to unnecessarily avoid seafood altogether.

Children also benefit from eating seafood that is lower in mercury one to two times a week, with a recommended serving size of 1 ounce for ages 2 to 3 years, 2 ounces for ages 4 to 7 years, 3 ounces for ages 8 to 10 years, and 4 ounces for children 11 years and older. In January 2017, FDA released a new printable advice chart specifically to address these populations. It sorts 62 types of seafood into best choices, good choices and choices to avoid.

What About Aquaculture?

Globally, aquaculture (fish or shellfish farming) supplies more than 50 percent of all seafood produced for human consumption, and it's growing. Experts predict that we'll need another 40 million tons of seafood worldwide by 2030 just to meet current consumption rates.

Today, U.S.-grown farmed fish and shellfish represent just 5 percent to 7 percent of U.S. demand for seafood. As responsibly practiced aquaculture grows, concerns about wild populations of fish and seafood being overfished can be reduced. U.S. farm-raised seafood is subject to some of the most stringent food safety and environmental regulations in the world.

What Do Consumers Want to Know?

Be prepared to talk in detail with today's inquisitive consumers. Common questions include the following: Is the seafood sourced domestically or internationally? What can you tell me about seafood safety and sustainability? Was it farmed or wild-caught? If it was farmed, tell me about the fish feed and use of antibiotics or vaccines. Was it genetically modified? How can I eat more seafood while minimizing exposure to mercury, PCBs, dioxins or other chemicals?

Look to your seafood suppliers for answers, along with various seafood programs and resources such as Marine Stewardship Council, Global Aquaculture Alliance, Monterey Bay Aquarium, National Fisheries Institute, National Oceanic and Atmospheric Administration, and Fishwatch.

All in all, consumers want help finding the freshest, healthiest, safest, most sustainable seafood choices they can afford, along with recipes and suggestions for the best cooking methods to turn their seafood investment into a stellar meal. **PG**



Karen Buch, RDN, LDN, is a registered dietitian/nutritionist who specializes in retail dietetics and food and nutrition communications. One of the first supermarket dietitians, she is now founder and principal consultant at Nutrition Connections LLC, providing consulting services nationwide. You can connect with her on Twitter @karenbuch and at NutritionConnectionsLLC.com.

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what's next

▼ Cornitos launches premium salted long peanuts

Cornitos, the flagship brand of Greendot Health Foods has launched premium salted long peanuts to its growing portfolio of Pop 'n' Crunch range. The brand is also planning to launch peanuts in other exotic flavors as well. Cornitos Premium Peanuts Salted is long variety, handpicked and processed through a unique roasting technology for a uniform roast and a crunchy bite. These are available in an easy-to-open and re-sealable stand up pouches of 150 gm packs. These easy-to-handle pouches lock in freshness and deliver great taste. Its functional design and attractive packaging gives consumers the advantage of multiple time product use instead of one-time snacking. One ounce of Premium Peanuts delivers around 159 Kcal energy and is beneficial for modern day energetic lifestyle; it can be easily used for travel, office munching and even post-workout snacking. Peanuts are source of protein, fiber and is zero cholesterol.



▼ M.O.M brings instant ready to cook veg biryani

M.O.M - Meal of the Moment - brings you mouth-watering, instant and wholesome food that'll transport you back home. All you need to do is add hot water and a loving, homely meal is ready in minutes! No stove required! One of their more unique offerings is Veg Biryani - just like all their products, it is free from preservatives and artificial flavours - this clearly comes across in the freshness and flavour profile. They use the best quality ingredients and spices and once you eat it, it tastes just like *ghar ka khana*. M.O.M always wants her children to save as much money as possible - her biryani in individual pouch format is priced at Rs. 30/- for home use and cuppa format for Rs. 60/- for added convenience. The company owns and operates one of India's largest and most advanced instant food processing facility with zero human intervention - from the time fresh raw material is brought in from farms across the country to the final packaging.



▲ eighty20 launches natural variant of The morning bar- The blueberry bar

eighty20, the whole food brand, is coming up with its latest all natural variant of The morning bar - The blueberry bar. This is the first blueberry bar in the country, which is also gluten free and vegan. These bars are minimally processed and a great start for those energy rich mornings. As per the founder Kajal Bhatia, a whole food nutritionist, "Blueberries are a rich source of antioxidants, especially anthocyanins. Along with the gluten-free oats and superfoods like pumpkin seeds and almonds, they can be an energising kick-starter for the morning routine, free of refined sugars and additives. The brand has a wide range of clean, honest, nutritious and healthy whole food, and also tasty food products made with 100% natural ingredients, which are minimally processed. Currently, they have three variants in the market - The Morning Bar, The Evening Bar and The Workout Bar. All eighty20 bars are free from high fructose corn syrup or refined sugar.

▼ Truevalue Marketing launches retail brand 'Granules N Beans'

Truevalue Marketing Services Pvt. Ltd., one of the leaders in the premixed beverages and manufacturer of India's finest chai and coffee premixes, has recently launched a retail brand called 'Granules N Beans' Instant Tea Premix. The product caters to local as well as international consumers who wish to have authentic Indian home-made tasting tea (*ghar jaisi chai*) every time, no matter where they are. With this insight, GNB has crafted a range of instant tea premix that tastes exactly like home chai and can be made instantly in less than a minute. They are available in four variants - lemon grass ginger, ginger, masala and cardamom. The brand uses 100% pure Assam teas that are well-known for strong taste and flavour, vigorous body and bright colour. The GNB chai gives a natural milk taste due to its superior quality of milk procured, contrary to the other teas available in the market.





▲ **B Natural Juices & Beverages unveils their 'Not From Concentrate' range**

ITC's Foods Division recently announced that B Natural Juices & Beverages have decided to shift its entire fruit beverage portfolio to 'Not from Concentrate' range. With this paradigm shift, the brand endeavours to offer its consumers, juices & beverages that are made from fruit pulp and not from fruit concentrate. This shift towards a 'Not From Concentrate' approach is in line with ITC Foods' vision and commitment towards crafting differentiated offerings in this category. The unique range of 'Not From Concentrate' B Natural juices was announced at a commemorative event in Mumbai at Bandstand in Bandra. Brand ambassador Shilpa Shetty joined the company spokesperson in the pledge to make B Natural juices concentrate-free. B Natural Not from Concentrate Juices & Beverages can now be easily identified with the addition of a beautifully adorned green ribbon on the left of the pack, which communicates the brand proposition precisely.

▼ **Pristine Organics forays into organic multi-grain millet bread market**

Pristine Organics, the Bengaluru-based food technology and fast-moving consumer goods (FMCG) company, has launched organic multi-grain millet bread. The product, priced at Rs. 100 per pack, will be available at organic stores and upon subscription in the city. Priced at Rs. 700, subscribers will receive two loaves per week for a subscription of one month. One can subscribe for the same on their website. Bread has been the most popular staple food around the world since ancient times. The company stated that its multi-grain millet bread was a healthy alternative, as it is rich in fibre, provides high satiety as



compared to other breads and is infused with omega-rich oilseeds as well. It is made from rare and exotic millets. In fact, millets are among the most drought-resistant crops and are a major source of carbohydrates and proteins. It is also good for cholesterol reduction, heart health, sugar control and weight management. The 26-year-old company also manufactures a critical Inborn Errors of Metabolism (IEM) diet for babies. Its product range also includes organic staples, nutraceuticals, functional foods, medical and metabolic diets and paediatric supplements.

► **Fresh Seafood in 'Cambay Tiger' Intact packs**

Cambay Tiger, India's leading seafood brand, has introduced fresh seafood in attractive branded intact packs, which makes it distinct from the rest in the market. The product range includes fish such as Atlantic salmon, prawns, tilapia, surmai, pomfret, rawas, basa, and red snapper, priced in the range of Rs. 150-550, for a pack of 150-250 grams.

Prawns, tilapia and basa comes from the company's own farms and the rest are sourced from quality vendors. Atlantic salmon, is flown every week from Norway and it comes with marinate options. The products are natural, preservative-free, with a 100% Cambay



Tiger quality assurance. It can be purchased online on Cambaytiger.com, Bigbasket.com, and Nature's Basket and off-line at Godrej Nature's Basket, Haiko, and Food Hall.

▼ **Munchon's Punjabi Tadka**

Munchon's, in its journey towards providing total satisfaction to its customers, has added one more product to its namkeen basket and launched 'Punjabi Tadka' in the markets of eastern and northern India. In the shape of extruded sticks, the



product is made from extrusion technology with potato, cereal flour, spices and condiments to give you that 'balle-balle' feel every day. Packed with love and sure to win your satisfaction, it is currently available in packs of Rs. 5/- for 20 gm and Rs. 10/- for 40 gm. Very soon, these will be available in all leading outlets Pan-India. You can have it for all occasions with all sort of drinks, be it hot or cold.

► **Havmor Ice Cream unveils Indian flavour range**

Havmor Ice Cream, a leading pure milk ice cream brand, has rolled out a new range of flavours customised to appeal to the Indian palate. It includes Chai Biscuit, Rose Petal Punch, Paan, Gulkand, Anjir, Ras Malai and Shahi Kheer. The new menu is curated as a part of its customer-centric approach and in-depth understanding of customer preferences. These flavours are classically designed with indigenous ingredients. With their introduction, Havmor aims to satiate its consumers with the taste and flavour of local sweets.



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