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Pioneers of Modern Retail in North Maharashtra

Navjeevan Super Shop, which has been in business for over 70 years now, is widely regarded as the supermarket pioneer in north Maharashtra. Beginning its journey from a humble kirana store in Jalgaon in 1946, it opened its first self-service store in the city in 1993 and since then, it has taken impressive strides in modern food and grocery retailing. From 2007 onwards, the firm has been on an expansion drive. As of date, there are seven Navjeevan supermarkets in operation, all in Jalgaon, with a retail area spanning 21,000 square feet, which bring in a monthly revenue of about Rs. 5 crore.



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Warming up to the new fresh

The frozen foods market in India has been clocking a double digit growth in recent years and this pace of growth is likely to continue in the future. Though the infrastructural limitation of cold chain poses a formidable challenge in an already space-starved retail place, the change in our lifestyle, work environment and food habits are acting as drivers for pushing the acceptance and demand for frozen foods. Frozen foods provide a great deal of convenience in today's hectic pace of life.



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