

### COVER STORY

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## Servicing South India's Retail Environment

Established in 1905, Nilgiris is one of the pioneers of organized retail in India and a heritage brand with a storied legacy of delivering quality customer service. Operating under the banner of Future Group, Nilgiris spawns 215 F&G outlets across Tamil Nadu, Karnataka and Kerala with a total retail area spanning 4.45 lakh sq. ft. CEO Ventakeshwar Kumar outlines his plans to propel future growth by going for a more contemporary look with the help of more updated technology.



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## How to innovate to make your brand a big hit



We bring you examples of innovation in products that reflect a wide variety of on-trend formats, new concepts, and ingredient and flavor mashups. These success stories are rooted in a compelling value proposition of brands that have positioned themselves to exploit the world's soon to be third-largest food and beverage market.

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