

### COVER STORY

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## “Spencer’s wants to become the most profitable retailer with lucrative expansion through hypermarkets and small format stores”

Spencer’s Retail is one of the earliest entrants in the retail space in India, and currently runs 138 stores across 36 cities in both large and small formats. The retailer takes pride in constantly innovating to expand its offerings. Says Shashwat Goenka, Sector Head, Spencer’s Retail Limited, “Consumers view us as being synonymous with quality and, hence, from being their preferred food destination, we have now extended a similar offering in the non-food space with categories like apparel and general merchandise.”



### CATEGORY WATCH

Meat & Seafood

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## The Meat of the Matter

A young demographic, rising disposable income and time-pressed urban consumers looking for convenient meal solutions without compromising on health aspects are the factors driving the market for meat and seafood. But brands need to differentiate and offer value-added products. They need to constantly innovate on the product front and price their products in a manner that makes the consumer appreciate the value in terms of taste, flavor, and convenience.



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