

Consumer Insight

The myths and truths about nutrition facts and what consumers think of it

Page 20

Expert Speak

How manufacturers & modern trade can join forces to win over Bharat

Page 28

Technology

2019 Outlook: Grocers are upping their tech game like never before

Page 76

PROGRESSIVE GROCCER

March 2019 · Volume 13 Number 3 · Rs 100 · www.indiaretailing.com

INDIA EDITION



Page 22

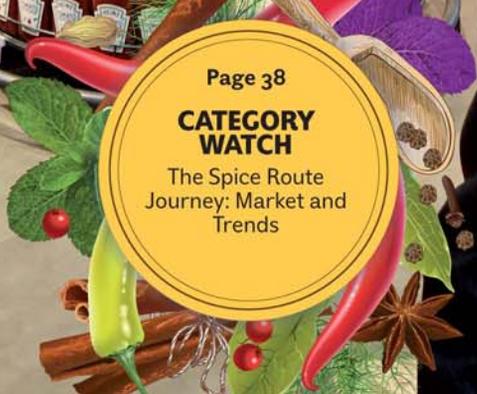
'LOVE ALL, SERVE ALL, IS OUR CREDO'

— KUNAAL KUMAR
OWNER, MODERN BAZAAR

Page 38

**CATEGORY
WATCH**

The Spice Route
Journey: Market and
Trends



Editor-in-Chief: **Amitabh Taneja**

Editorial Director: **R S Roy**

Publisher: **S P Taneja**

Editorial

Editor in charge: **Sanjay Kumar**

Reporter: **Aliya Jamal**

Creatives

Art Director: **Pawan Kumar Verma**

Dy. Art Director: **Deepak Verma**

Asst. Art Director: **Mohd. Shakeel**

Production

Sr. General Manager: **Manish Kadam**

Asst. Manager: **Ramesh Gupta**

Support

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

Subscription

Deputy Manager—Subscriptions: **Kiran Rawat**

ADVERTISING

Business Head & Associate Publisher

Lokesh Arora, Sr. Vice President

lokesharora@imagesgroup.in | Mob: +91 9999033612

DELHI	Ridhi Sood , Asst. Manager
MUMBAI	Santosh Menezes , Regional Head Savita Mahesh Jagwani , Sr. Manager
BENGALURU	Suvir Jaggi , Vice President & Branch Head Ekta Roy , Asst. General Manager
KOLKATA	Piyali Oberoi , Vice President & Branch Head

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

CONSUMER CONNECT

Anil Nagar, Vice President

anilnagar@imagesgroup.in, Mob.: +91 9811333099

Priti Kapil, Deputy Manager

pritikapil@imagesgroup.in

PROGRESSIVE
GROCER

AHEAD OF WHAT'S NEXT

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

Stagnito

BUSINESS INFORMATION

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

Why go to the store? We saw a few jaws drop during a session at the recently concluded India Food Forum conference, when a speaker questioned the need for physical stores. I thought the question was particularly timely, considering our outlook of the omnichannel world, going ahead. I mean, most surveys seem to indicate that, while consumers are increasingly embracing online grocery shopping, they also express a desire and affection for the experience delivered by a trip to the store.

Online groceries are a rising trend. Near-future predictions include: Online grocery will grow steadily as consumers get a lot less anxious about buying produce online. Grocers will try to move to pure e-commerce models to handle the rapid growth, but will be stymied by lack of skilled personnel. And grocers will scale out their private label on any channel they can get their hands on.

The innovator's dilemma is currently real for every grocer on the planet, many of whom don't understand the nuances of technology-driven marketing. Not many existing supermarkets are prepared for the impact, even though they are doing their best to adopt as much tech as they can. Unfortunately, we've found that margin improvements required to win online groceries mean that they will probably have to be technology companies, applying data and code to stitch together a new way to build for the next hundreds of millions who have really started to dislike shopping at stores.



Amitabh Taneja
Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

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

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

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

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

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

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

Registered Office: S 21, Okhla Industrial Area, Phase II, New Delhi 110020,
Ph: +91-11-40525000, **Fax:** +91-11-40525001

Email: info@imagesgroup.in, **Web:** www.imagesgroup.in

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

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

Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700029
Ph: + 91 33 40080480 /40080488

COVER STORY

22



“Our motto is ‘love all, serve all’ and our tagline is ‘largest variety of imported and Indian goods and groceries’”

Kunaal Kumar owns the Modern Bazaar store chain in Delhi-NCR. He is a passionate grocer with almost 28 years of hands-on experience running modern grocery retail outlets in some of the toniest locations in Delhi-NCR. It currently operates nine stores over a total retail area spanning 40,000 sq. ft.. Modern Bazaar stores stock about 15,000 SKUs across a product range that covers all home care products, Indian and imported food products including groceries, staples, fresh ready to eat, bakery, chocolate, in-house products of nuts, dips, sauces, and personal care products.

14 INDUSTRY MEET

CEOs 2020 Vision for the Grocery Sector



20 CONSUMER INSIGHTS

The Truth About Nutrition Facts



76 TECHNOLOGY

Bigger, Bolder, Better



28 EXPERT SPEAK

Manufacturers & Modern Trade: Joining Forces to Win over Bharat



CATEGORY WATCH

Spices

38



The Spice Route Journey: Market & Trends

As taste buds are growing bolder, consumers across the country are becoming more adventurous and willing to try new, exotic, flavor profiles. Retailers are seeing a strong customer demand for gourmet, international, and ethnic spice blends as customers become more aware of ethnic and foreign cuisines. On their part, suppliers of spices are working with retailers to promote sales, but most agree that the important tactics are cross-promotion and sampling. On their part, retailers should try their best to cross-merchandise within the store between departments and provide food demos with support from suppliers.

IN EVERY ISSUE

10 MARKET UPDATE

SIAL China 2019 to offer a unique platform for exchange and business opportunities with Asian markets



30 WHAT NEXT

Start a healthy life with NatureFresh Acti-Heart





CEOs 2020 Vision for the Grocery Sector

At the 12th edition of India Food Forum last month, CEOs of major grocery chains and leading retailers deliberated on the ways to prepare and face challenges such as the rapid rise in e-commerce and digital ecosystem management and come up with the right strategies for adapting to the needs of evolving customers.

By **Aliya Jamal**

Food and grocery is the highest contributor to the Indian retail market. The segment has been clocking double digit CAGR over the years and is estimated to continue growing 14-15% in the years ahead. To grab this immense opportunity and potential, grocers should have the right business strategy, plan, tools, techniques and the capability to execute. However, the segment is also in the throes of major revolutionary changes. The landscape of modern trade has been constantly evolving over the years even as customer demands and preferences have been witnessing significant shifts. Amidst all the churn taking place, it has become quite a task for retailers to stay relevant. So, while there are many challenges on the way, retailers need to transform those challenges into winning opportunities.

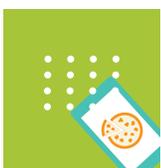
Damodar Mall, CEO, Grocery Retail, Reliance Retail, brought into focus the issue of customer's evolving preferences and the diverse

needs of the new-age generation. He observed: "2020 is not that far off and tomorrow's consumers are shopping and consuming our brands and evolving. We will see newer brands being launched and some of them will open new areas of consumption and pave the way for more potential business in the years ahead."

According to **Oliver Mirza, MD, Dr. Oetker India**, "We see lots of signals and signs of the evolutionary changes in consumers. One of them is the shifting preference towards all things natural and organic. We see higher quality and more premium brands coming up. But the significance of value for money and value for quality is still there and I don't believe that it is going to change anytime soon."

The challenges of 2020

There is a growing consumer demand for organic and natural in the food segment as well. This development has also led to the building of newer



Powered By

ORIKA®

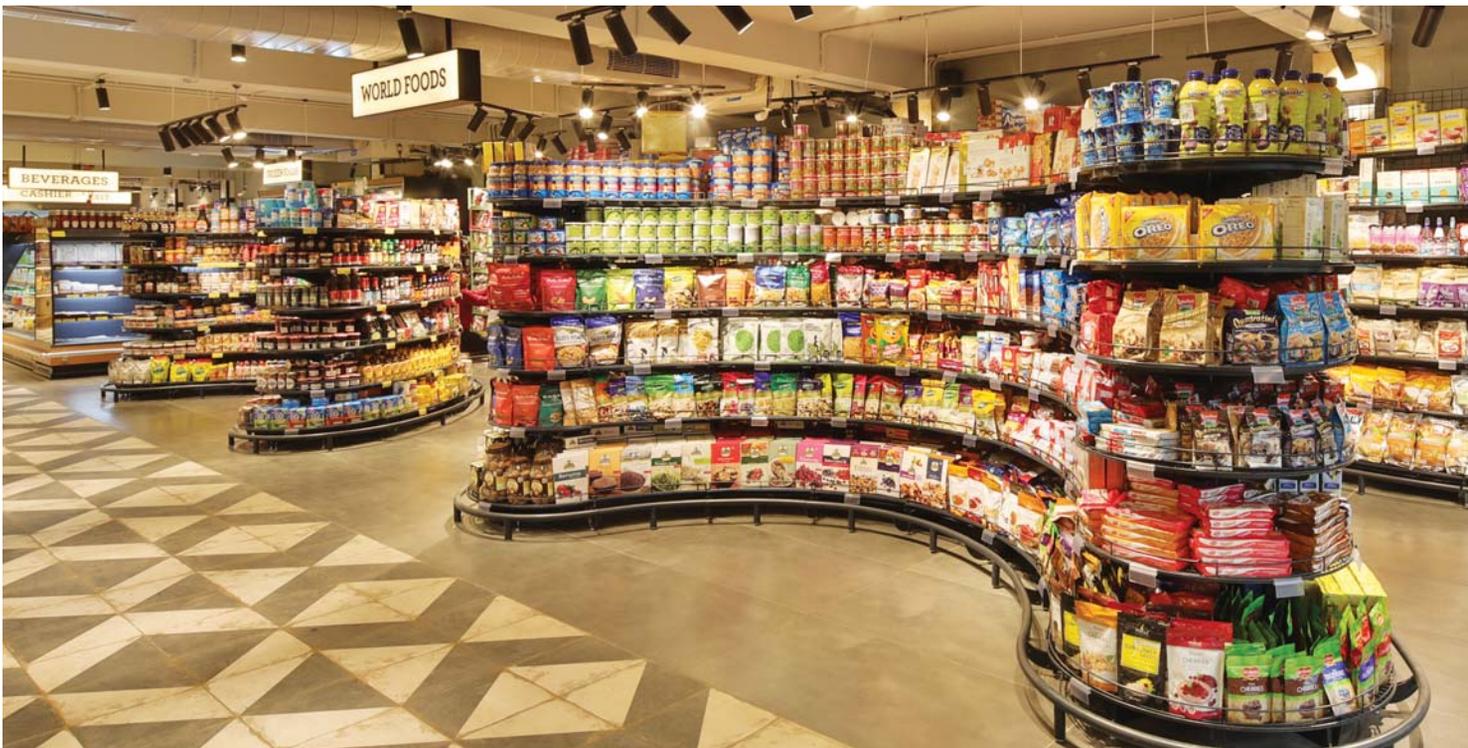
“Our motto is ‘love all, serve all’ and our tagline is ‘largest variety of imported and Indian goods and groceries’”

Kunaal Kumar owns the Modern Bazaar store chain in Delhi-NCR. He is a passionate grocer with almost 28 years of hands-on experience running modern grocery retail outlets in some of the toniest locations in Delhi-NCR. It currently operates nine stores over a total retail area spanning 40,000 sq. ft.. Modern Bazaar stores stock about 15,000 SKUs across a product range that covers all home care products, Indian and imported food products including groceries, staples, fresh ready to eat, bakery, chocolate, in-house products of nuts, dips, sauces, and personal care products.



KUNAAL KUMAR
Modern Bazaar
Department Store

By Sanjay Kumar



Manufacturers & Modern Trade: Joining Forces to Win over Bharat



Marketing heads of leading Indian food and grocery brands and retailers engaged in a thought leadership session moderated by Kabir Gossain, Customer Director – Modern Trade, Unilever and Kamaldeep Singh, President, Food Business, Future Group. The debate centred on the rapid expansion of modern trade in tier 2 and 3 cities, the implications for food brands (from large brands to startups) and the evolving paradigms in the relationship between modern trade and these brands as they penetrate the hinterland.

By **Virat Bahri**



Trends indicate that the Indian retail sector is headed for an exponential phase of growth, with modern trade expanding its reach and influence to tier 2 and 3 cities to explore new potential. Growing awareness, higher disposable incomes and aspirations make these regions hotbeds of opportunity for modern retail. Moreover, real estate costs are estimated to be 30-40% lower than the cities and players with first mover advantage stand to gain.

The total Indian retail sector was estimated at around US\$ 641 billion in 2016, and projected to grow at a CAGR of 10% to reach US\$ 1.6 trillion by 2026. Modern trade, on the other hand is expected to grow at twice the rate (20%). Food and grocery garners the largest revenue share in the retail sector and accounted for 16% of the India's GDP. In 2020, food and grocery retail is expected to

account for 66% of the total revenue in the overall Indian retail sector.

Modern retail in India is expected to nearly double in size (from 2017 levels) to reach Rs 1.72 lakh crore by 2019 in the top 6 markets of India, largely driven by an omni-channel push, according to a report by the Retailers Association of India (RAI) and property consultancy firm Knight Frank India.

As modern retail in the food and grocery sector expands to tier 2 and 3 cities, certain strategic realignments become imperative for both manufacturers and retailers. New customer-centric value propositions are being developed to cater to customers in these regions across segments – high end retail, convenience stores, wholesale channels and e-commerce. Apart from this growing customisation, adequate availability and freshness of food products is a major challenge that players across the supply chain have to address collaboratively.



The Spice Route Journey: *Market & Trends*

As taste buds are growing bolder, consumers across the country are becoming more adventurous and willing to try new, exotic, flavor profiles. Retailers are seeing a strong customer demand for gourmet, international, and ethnic spice blends as customers become more aware of ethnic and foreign cuisines. On their part, suppliers of spices are working with retailers to promote sales, but most agree that the important tactics are cross-promotion and sampling. On their part, retailers should try their best to cross-merchandise within the store between departments and provide food demos with support from suppliers.

By Sanjay Kumar

Khaya Toh Mazaa Aa Gaya!



➔ **Company and brand profile:** Pravin Masalewale, one of the masters in the exotic world of spices, was founded with a humble beginning in Pune 57 years ago by an entrepreneurial couple Hukmichand Chordia and Kamal Chordia.

Pravin Masalewale has mastered its skill and established its strong reputation by unlocking and revealing the most preferred blend of spices that help make the Indian food so distinctive in taste, flavor and aroma.

With manufacturing units spread across western India, the Company has been churning out products with outstanding quality and today produces four globally recognized brands – Suhana, Ambari, Pravin and Toofan.

These brands are now globally recognized for following the highest possible quality standards through a regular and rigorous process of International Quality Certification and Management Process.

Product portfolio: Suhana has expanded to over 150 products, which include spices, blended spices, easy-to-cook mixes, ready-to-eat ‘cuppas’, pickles, instant mixes like dhokla, idli and many more.

Brand and company philosophy: The Company believes in delivering not only the widest range of products to its customers but also a complete product experience. With a relentless focus on bringing out best-in-class international quality products, the Company and its brands are deeply rooted to its values:

- Ethics before all
- Best-In Best-Out
- Always, value each buyer and value for each buyer
- Your wish is our command
- Endeavour to excel
- Growth through partnering

Growth strategy: The Company is focusing on new age, contemporary products – cuppa/ instant mixes/ spice

mixes (easy-to-cook), etc. – in step with the evolving urban lifestyle. Besides, it is strengthening its footprint both in the domestic and foreign markets by ramping up exports.

Retail approach: Its sales and distribution team reaches out to the trade day in day out covering the entire spectrum of trade. Both MT and GT are an essential part of its retail success story and it ensures that it services all trade partners consistently and satisfactorily.

Market reach: With the trust of its customers, world-class array of products and a zest for innovation, Pravin Masalewale with its Suhana, Ambari, Pravin and Toofan brands continue to march steadily towards a promising future. The aroma of Suhana has spanned and surpassed national and international boundaries. Today, Suhana has a distribution network in more than nine states of India with over 2 lakh retailers.

BIGGER, BOLDER, BETTER

2018 was the year grocers truly upped their tech game like never before. Expect even more next year.

Grocers have long been the laggards in the retail technology game. That's understandable, given the channel's longtime traditional nature, narrow margins and reluctance to make huge investments in risky areas.

Take a look at what's happened over the past year, however, and you'll see that grocers have made tremendous strides and are laying the foundations for further technological advances in the coming year. This year alone saw several tremendous innovations adopted, including, but not limited to:

Cashierless, Scan-Free Shopping

Amazon debuted the Amazon Go format to the public in Seattle and has since expanded it to several stores in such cities as Chicago and San Francisco, with 3,000 locations planned to open over the next few years. The chain uses "just walk out" technology, which employs computer vision, sensor fusion and deep learning to automatically detect when products are removed from, or placed back on, shelves. Shoppers scan in via a dedicated app, just walk out upon taking everything they wish to buy, and then receive a digital receipt afterward. Other



what's next

◀ Cornitos launches its on-the-go range nachos



Cornitos, from Greendot Health Foods Pvt. Ltd, is introducing consumer friendly “On the Go” Nacho Crisps and Dip packs. It comes in an easy to peel off tray with separate compartments for the Round Nacho crisps and Salsa dip to make the consumer experience better.

On the Go pack is available in two delectable flavours – peri peri and jalapeno. Cornitos Nacho crisps is a healthy snack as it is gluten free, made in corn oil, is cholesterol free and non GMO. Salsa dip is made with fresh tomatoes to keep the palates of the audience content. The price is Rs. 60 for a pack with a net weight of 75 gm, which has 45 gm of Nacho Crisps and 30 gm of Dip.



▶ Start a healthy life with NatureFresh Acti-Heart

NatureFresh, the home-grown brand of Cargill’s oils business in India, has launched NatureFresh Acti-Heart. Packed with the goodness of Omega 3 that fights inflammation and provides a healthy lipid profile, it also has the ideal Omega 6/ Omega 3 ratio, as stipulated by National Institute of Nutrition. NatureFresh Acti-Heart is available in 1 ltr bottle priced at Rs. 175. It is also available in 1 ltr pouch priced at Rs. 175 and in an environmentally friendly 5 ltr recyclable tin packaging priced at Rs. 829. The new offerings are available across e-commerce platforms, and across Modern and General Trade outlets in India.

▶ Hielo Pearur Beverages launches premium juices



Premium beverages and food brand Hielo Pearur Beverages India has introduced a range of premium juices available in multiple flavors such as Alphonso mango, orange, litchi, pineapple and peach, with each one offering a dose of good health. Containing fruit pulp and no artificial sweeteners, the juices are an embodiment of pure health. Available in attractive packaging of the size of 240 ml, each juice is a rich source of multiple vitamins and contain a high percent of fruit pulp. The juices are available in the price range of Rs. 60 for 240ml at all leading grocery stores in Delhi, Rajasthan and Punjab.

▶ D-Alive launches sauces and salad dressings for diabetics

D-Alive Health Pvt. Ltd. has introduced sauces and salad dressings, especially designed for diabetics, and made with 100% natural ingredients. The four variants are: khatt-mith tomato ketchup, sweet sour chilli sauce, sweet sesame vinaigrette, and hot & sweet pickle vinaigrette. The sauces are priced Rs. 250 to Rs. 499 for a quantity ranging from 270 gm to 280gm. The products are available across India on Amazon.in, and in select retail stores in Mumbai.



▶ Marico introduces Saffola FITTIFY Gourmet, a healthy gourmet range

Marico has launched one-of-a-kind healthy gourmet products under ‘Saffola FITTIFY Gourmet’, created by nutritionists and curated by celebrity chef Kunal Kapur. The healthy gourmet product portfolio currently comprises an interesting range of Hi Protein Meal Soups and HI Protein Slim Meal Shakes containing a blend of five superfoods – moringa, quinoa, buckwheat, amaranth and turmeric along with an array of exotic and delicious flavors. The new range is available at Modern Trade outlets – Godrej Nature’s Basket, Foodhall and Star Bazaar stores across Mumbai, Delhi-NCR, Pune, Hyderabad and Bangalore; and on e-commerce portals – Amazon, Flipkart and Bigbasket. Consumers can get a hold of HI Protein Meal Soups at INR 375 for a box of 4 sachets/servings (4X53g) while Hi Protein Slim Meal Shakes are priced at INR 1,190 for a box of 12 servings (420g).



ORIKA[®]

SEASONING & MARINADES

INTRODUCING
EXCITING NEW FLAVORS IN
SEASONINGS & MARINADES.



Orika presents an exciting range of original, innovative, spicy and flavorful seasonings & marinade mixes that will add wonders to your everyday meals. Whether you are looking to add flavours like Smokey Garlic, Tandoori Marinade, Peri Peri, Shezwan or Mint Seasoning, Orika does it instantly for you. So fall in love with cooking and make everyday special.

Trusted for a perfect recipe™



ENDLESS MENU
POSSIBILITIES



CONSISTENT
& GREAT TASTE



NO ARTIFICIAL
COLOURS

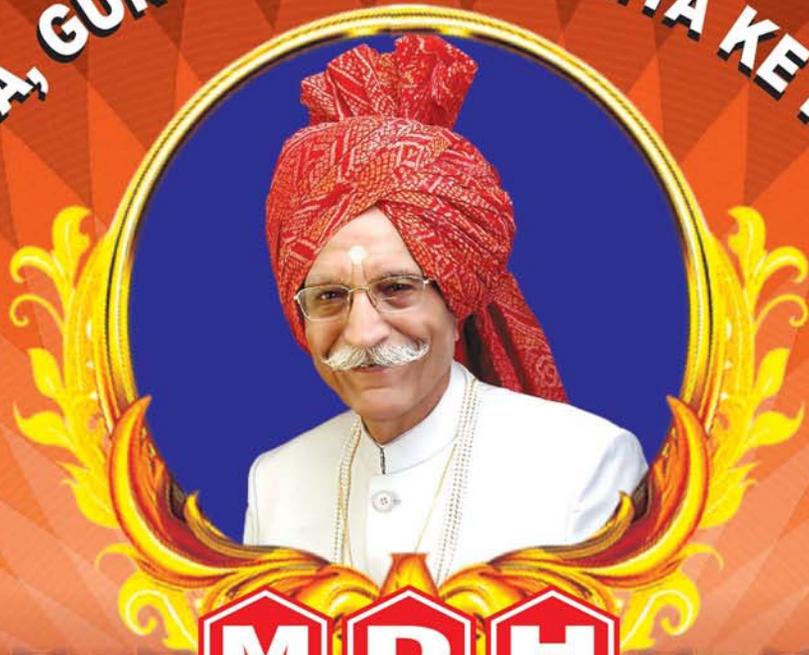


RESPONSIBLY SOURCED
INGREDIENTS



PREMIUM QUALITY

SHUDHHTA, GUNWATTA, UTTAMTA KE PRATEEK



MDH

Masale

Sehat Ke Rakhwale
Asli Masale Sach - Sach



RNI NO.: DELENG/2007/33157



ESTD.1919

Mahashian Di Hatti Pvt. Ltd.

9/44, Kirti Nagar, New Delhi-110015, Phone No. 011 - 41425106 - 07 - 08

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

