

24 **COVER STORY**



RAJESH FRANCIS
Director, MagSon-Fresh & Frozen

THE PIONEERS OF 'FRESH AND FROZEN' FOODS

Rajesh Francis, Director, MagSon-Fresh and Frozen, speaks about the fresh assortments and dairy products available at his stores and how MagSon has become the choice retailer of frozen and processed foods in Gujarat and Maharashtra.

14 INSIGHT

Why retailers need to change the game from a product-centric to service-centric approach.



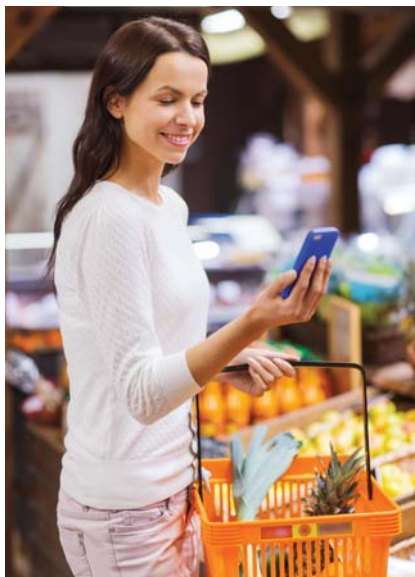
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Shopping Influencers



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Decoding the rapid rise of online grocery shopping in India.



30 THE CHILL EFFECT



The beverage aisle is undergoing a radical transformation in regard to what products consumers are buying, a pattern that suggests grocers need to rethink how they're presenting beverages to their shoppers. Consumer preference for healthy beverages is prompting companies to re-examine their product strategy and launch products suited to the next generation of millennial consumers. But as a price-sensitive market, prices will always have an impact on what products consumers buy and how often they buy them.

50 PROFILES

Beverages



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EIU Report – getting food where it needs to go is critical



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Vahdam introduces a new range of matcha tea

