

### COVER STORY

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#### “OUR FORTE IS GOOD LOCAL KNOWLEDGE OF THE CATCHMENT AND EXCELLENT PRODUCT MIX”

**SURESH MITTAL**  
Owner of Rajmandir  
Super Market

Rajmandir Super Market, which operates 10 stores in Delhi, has been continuously expanding its presence with the objective of building a network of neighborhood stores and offering the freshest and finest food experience to the consumers.

### 14 COLUMN

Growth drivers of organic food industry of India



### 22 GRANOLA BARS

Huge potential in the metros and Tier-1 cities



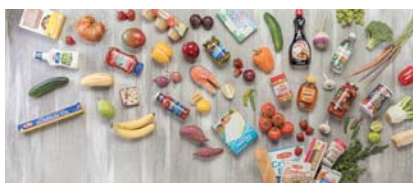
### 30 HEALTH & WELLNESS

Ways to cut down the carbs and not the taste



### 60 PRIVATE LABEL OUTLOOK

Retailers must introduce new products, merchandising and promotions



### 32 GETTING FRESH AND FLAVORSOME WITH FROZEN



The frozen food category in India presents an interesting opportunity for both brands and retailers owing to its great potential for value-addition and growth. Frozen food is undergoing a rapid transformation with the consumer looking for value-added stuff like ready-to-cook/bake/grill products. With consumers looking for convenience, hygiene and quality products, and willing to spend on them, the shift to refrigerated and frozen foods is unstoppable. Frozen food companies can break through with innovation across different levels.

### 50 PROFILES

Frozen Foods



### IN EVERY ISSUE

#### 8 MARKET UPDATE

Sri Sri Tattva ties up with Al Adil supermarket chain to expand its presence in the UAE



#### 70 WHAT NEXT

Iceland Foods launches three new variants

