

Budget Reactions

Thought leaders on the impact of Budget 2020 on Food and Grocery Retail industry

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Total Meal Solutions

How soup – that perennial cold-weather staple – can address smoking-hot dining trends

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Technology

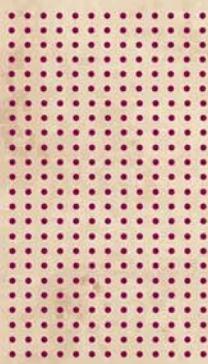
Grocers' mobile apps are helping customers to own their shopping trips and purchases

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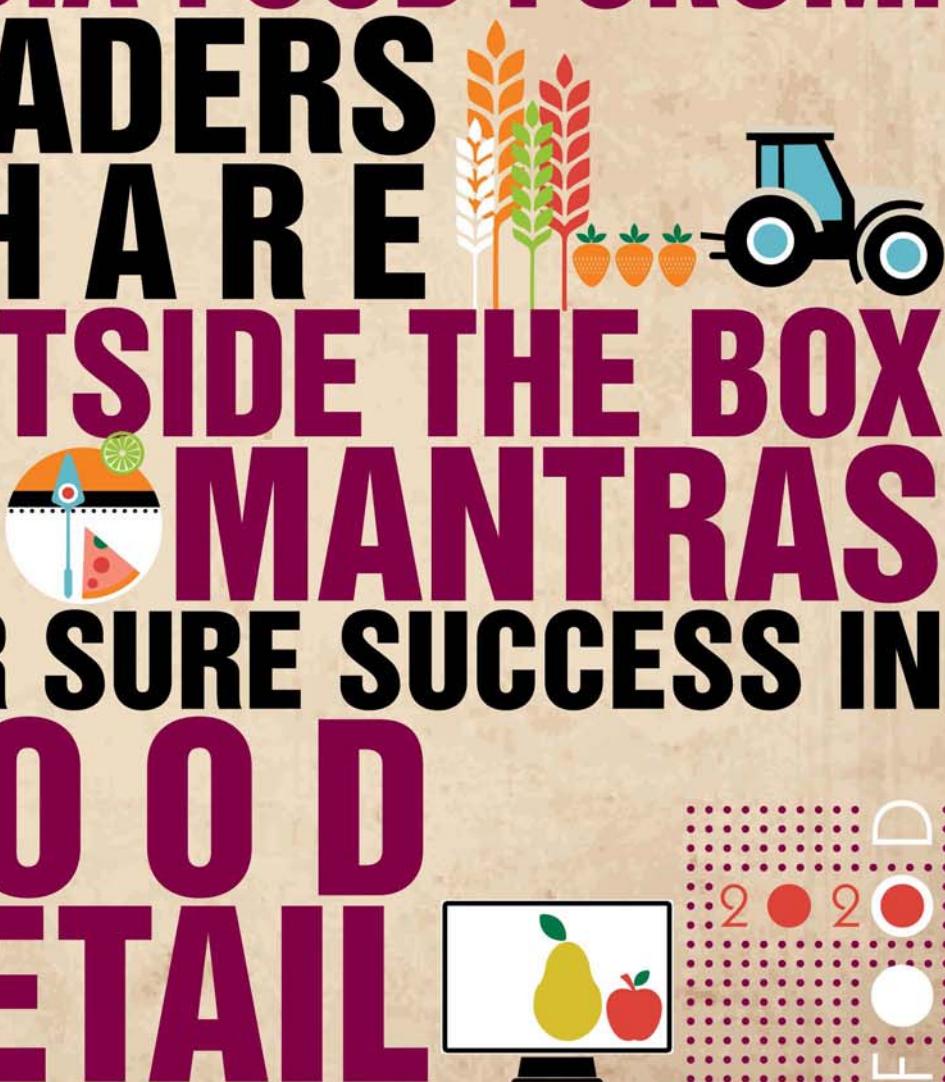
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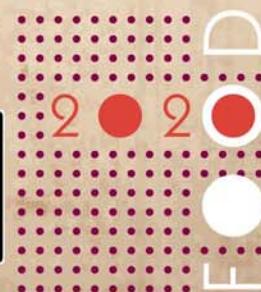
INDIA EDITION



INDIA FOOD FORUM: LEADERS SHARE OUTSIDE THE BOX MANTRAS FOR SURE SUCCESS IN FOOD RETAIL



The central text is surrounded by various stylized icons: a tractor and farm equipment on the right, a stack of colorful wheat stalks, a pizza slice, a bowl of soup, a lollipop, and a computer monitor displaying a pear and an apple.



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What can you expect at a gathering that attracts the most eclectic bunch of cognoscenti from the Food Retail industry? As is customary at the annual India Food Forum (organised by IMAGES Group and publisher of Progressive Grocer), the conclave this year rippled with energy and its usual share of heat and light that the conferences, workshops, exhibitions, live shows and networking sessions radiated. Industry mavens who spoke on different themes and topics at the numerous panel discussions threw up interesting insights on the F&G industry.

Discussions also led to information on trends, emerging product categories, understanding consumer behaviour, and on marketing and in-store promotion strategies – all of which, as everyone agreed, require joint efforts of both manufacturers and retailers.

Pages 22 to 40 of this issue of the magazine offers a conspectus of the action at the India Food Forum. For those who were not there, we bring you interesting bytes and loads of information exchanged at the Forum. Turn to pages 46 to 54 to find out the achievers who won the Coca-Cola Golden Spoon Awards for excellence in food and grocery retail across multiple categories.

My congratulations to the winners and my heartfelt thanks to all the participants at the Forum for making the show a great success and also for making India Food Forum a stellar platform for articulating the vision of the food retail industry in the country and for forging deeper ties and understanding with all industry stakeholders.

Amitabh Taneja
Editor-in-Chief

All feedback welcome at **editorpgindia@imagesgroup.in**

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Budget 2020:
Takeaways
for F&G
Industry

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Union finance minister Nirmala Sitharaman presented her second budget on February 01, 2020 at a time when the economic growth has plunged to a six-year low amidst a persistent slowdown in the economy followed by a weak demand. We bring you reactions from some top thought leaders on the impact and implications of Budget 2020 on the Food and Grocery Retail industry.

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The masterminds behind Zoup discuss how soup, that perennial cold-weather staple, can address smoking-hot dining trends.



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Here are 5 ways to boost your perimeter in the new year.



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The latest news and industry updates

“Our holders and frames are the ‘silent salesmen’ for retail stores”



P.L. Jain, CEO, Archana Engineering, speaks to Progressive Grocer about how his company is helping aspirational kirana stores to modernise themselves with its plastic display frames, magnet and steel based display stands and other solutions while helping established modern outlets to use its products for better customer guidance and self service.

Tell us about your company and its products.

Archana Engineering, as manufacturers and suppliers of stores' solutions, started operations in 2004 for developing import substitutes for plastic display frames, magnet based & steel based display stands and other products required for large retail stores and supermarkets. We make these products indigenously for our customers.

Who are your main customers and which are the key markets for your products?

Our customers include almost all large retail chains in the country, including Metro Cash & Carry, Future Group, Aditya Birla Group, V2, V-Mart, Ratnadeep (Hyderabad), 24 Seven, Jalan Group (Varanasi), among others. Our products have a market across India and beyond in countries such as Bangladesh, Bhutan South Africa and Sri Lanka.

We are seeing many new cities emerge and the existing cities expand and grow with the entry of new retailers in sectors like garments and FMCG and more outlets in grocery and F&V. Going ahead, our focus and attention will be on modern kirana stores because these stores need to invest their resources on engaging with the customers and we have the solutions to help the stores in drawing and guiding the customers to their outlets.



Our products work as “silent salesmen” for the outlets. We are in an era when groceries and fruits & vegetables are evolving into a self-service category and our label holders and frames ensure proper customer guidance and better self service.

What are the latest trends in the market for your products?

The latest trend in the market for our product category is LED Label Holders. However, their use and adoption in our country is limited because retail evolution and development in many of our Tier II & III cities is yet to take place in proper earnest.

How would you describe your brand's key achievements so far?

Our brand and its products are well recognized in the market. The quality of our products is on a par with International standards, and this is the reason that is helping us grow our market share and compete with the best of international products.

How do you assess the market prospects and outlook for your products?

We are seeing that retail stores are becoming more and more modern with respect to design, shop fittings, visual merchandising, window displays, etc. This is encouraging us to develop better quality products and even become more innovative with respect to displays, display stand materials.

Tell us about your future business plans.

We will keep developing more and new products for the market. Keeping in view that all our products are home-made and not imported, we help to save valuable foreign exchange for the country. Convenience stores are replacing old kirana stores in Tier III & Tier IV cities and they are the future market for our products. **PG**



The next horizon of opportunity in **FOOD AND GROCERY RETAIL**

Saloni Nangia, President, Technopak Research, in her talk delivered at India Food Forum, explains why packaged food is arguably the most exciting segment in terms of growth prospects in the coming years.

By Virat Bahri

It is interesting to note that private consumption for consumer goods would cross US\$ 1 trillion in another two years (FY 2022). Today, India is about \$2.8 trillion economy and growing at anywhere between 5-7%. We think it will become a \$3.5 trillion economy in the next two years. When we look at the \$1 trillion of consumption, \$660 billion is food and grocery. It currently stands at around \$ 545 billion, which means we are adding \$100-120 billion every 2 years or \$55-60 billion every year.

The packaged food industry will grow much faster than our economy or food and grocery consumption. That is where the opportunity lies for brands and for the industry to move from unbranded to branded, from loose to packaged. We think that this will cross \$100 billion in the next four years. As more companies, brands and PE money come in, we may see this market grow even faster.

What are the key factors enabling this growth? One is of course the fact that we have seen organised retail come up over the past 15 years and



When Data Speaks: Consumer Trends to Watch Out for

Among the many distinguished speakers at the India Food Forum 2020 was **Kishore Kumar, head of business intelligence and bb Accelerate at BigBasket**. Analysing the data from more than 12 million registered consumers at Bigbasket, one of the largest e-grocers in the country, Kumar went on to shed light on some of the most fascinating aspects of buyers' behaviour.

By June Banerjee

“
Where there is data smoke, there is business fire.
— Dr. Thomas Redman



We live in the age of data. With informatics making impressive leaps and bounds, we can put it to good use for making smarter business decisions and expanding our horizons. At Bigbasket, we have looked at the freshest data on consumers, business variables, and product categories, to name a few, to get a peek into the minds of the modern-day consumer and the factors driving their purchase decisions. Data keeps growing, so why not take its help to solve at the age-old query on every retailer's mind: what do consumers want?

- Brand intelligence and bb Accelerate**
- Kumar walked the audience through the inner workings of brand intelligence and the bb Accelerate. Here are just a few areas that brand intelligence covers, working with larger CPG players like Nestlé, GSK, PepsiCo, and Coke, to name a few.
- **Brand reporting:** tracking brand performance across cities, households, consumptions, brand affinity and loyalty, and helping in cross promotions based on the data
 - **Category reporting:** analysing performance and gaps across different categories
 - **Brand mapping:** providing zip-code and locality-specific data for various brands
 - **A/B testing:** real-time performance analysis for specified factors

- **Net gain/loss of households:** spotting total gain or loss of households across cities and areas and placing apt promotional plans for the same

- **Targeted campaigns:** providing the blueprint for target audience marketing campaigns using data shared by consumers, such as households with kids or diabetic patients
- **Click-stream studies:** analysing the consumer's online journey and mapping purchasing activities

Here are the reasons that set bb Accelerate apart from the rest of the research engines. It can just be the solution you need to turn the tables around for your business.

- Greater insights and action planning
- Access to real-time data
- Global approach combined with cost effective strategies
- Shorter turn-around-times
- No extrapolation of data
- Personalisation factors as well as lifetime value tracking

Identifying consumers through data analysis

Explaining how they came about identifying who the consumers were and how frequently they shopped, Kumar noted the contributions of Byron Sharp. In his book *How Brands Grow*, Sharp hypothesises that new and less frequent consumers are the ones making brands expand.





Glorious launches @ *India Food Forum*

Launching a new product at a trade show is the best way to maximize exposure and connect directly with the consumers. Over the years, India Food Forum has emerged as the preferred launch vehicle for many food products. That's because the platform offers the opportunity for a live, captive audience, and an ideal way to showcase the product in the hands of a targeted consumer demographic.

This year at India Food Forum, 9 Brands took the lead to launch new products that are sure to make a market splash and leave a lasting impression with customers in the days to come.



ABBOTT showcased its hallmark brand PediaSure, a scientifically designed nutritional supplement that provides complete, balanced nutrition for children aged two and above – to support those special years of rapid growth and development. Through robust science credentials and a unique 360-degree strategy, PediaSure has been able to scale up rapidly and win the confidence of Indian mothers with kids in toddler and pre-schooler age groups. PediaSure is the No.1 toddler nutrition brand in India and also the No.1 paediatrician-prescribed brand in India. Having been successful in addressing the need gap of toddlers and pre-schoolers, PediaSure is now set to venture into new horizons.

CELEBRATING EXCELLENCE IN FOOD AND GROCERY RETAIL

The Coca-Cola Golden Spoon Awards is the crowning highlight of India Food Forum every year. The annual awards are conferred on India's most progressive and innovative food and grocery retailers and food retail professionals for outstanding achievements in business performance, category leadership and retail innovation. Launched in the year 2008 to acknowledge the rising importance of modern food & grocery retail, and its crucial role in the evolution of effective marketing and distribution of food and grocery brands in the country, the awards are given away for excellence in different categories of food retail.

The Coca-Cola Golden Spoon Awards at India Food Forum 2020, powered by Bikaji, saw trophies being presented to brands, personalities and concepts for exceptional initiative, outstanding/focussed performance, setting efficiency benchmarks, innovation, and broader impact to industry. Our Heartiest Congratulations to all the awardees.



The Strength of the Smartphone

Grocers' mobile technologies are empowering in-store customers to own their shopping trips and their purchases.

By Abby Kleckler

Snacks

Beverages

Mobile technology can improve the customer experience and let shoppers make their own choices, as well as empower store and warehouse associates through enhanced operational efficiency.



Sam's Club and other retailers are now testing augmented reality for both fun and function.



Apps can allow consumers to find items in the store, or check out groceries without having to wait or receive a paper receipt.



Budget 2020: Takeaways for F&G Industry

Union finance minister Nirmala Sitharaman presented her second budget on February 01, 2020 at a time when the economic growth has plunged to a six-year low amidst a persistent slowdown in the economy followed by a weak demand. We bring you reactions from some top thought leaders on the impact and implications of Budget 2020 on the Food and Grocery Retail industry.

→ We welcome government's move to revive local manufacturing and the MSME sector. Tax holidays to start-ups will encourage the existing and new entrepreneurs in doing business. The government's announcement to simplify GST returns from April 2020 will help lakhs of small traders, kiranas and restaurant owners. The Union Budget 2020 is aimed at reviving dampened consumer sentiments and the announcements of tax incentives on incomes will put consumption back on track. Being the 'Champion of Independent Business', METRO Cash & Carry will work with small businesses in helping them grow and be profitable.

— ARVIND MEDIRATTA, MD and CEO, METRO Cash & Carry India



→ I am thankful to the Finance Minister for accepting the start-up sector's request on ESOP taxation reforms. Also, the higher time and turnover limit for carry forward of losses for start-ups will enable them to optimize growth decisions in their formative years. Overall, Budget 2020 is a thoughtful weaving together of specific proposals to tackle varied issues. The measures to improve access to finance for MSMEs and reduced taxation for the middle-income segment are welcome steps. Boosting physical infrastructure, expanding digital connectivity and growing use of technology in government functioning are important building blocks for the long-term growth of the Indian economy.

— KUNAL BAHL, CEO & Co-founder, Snapdeal

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विश्व प्रसिद्ध एमडीएच मसाले शुद्धता और गुणवत्ता की क्रौसौटी पर खड़े उत्तरे।

भारत सरकार द्वारा "ITID Quality Excellence Award" से सम्मानित किया गया।

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"Reader Digest Most Trusted Brand Platinum Award" भी प्रदान किया गया।

The Brand Trust Report ने वर्ष 2013 से 2019 तक लगातार 5 वर्षों के लिए ब्रांड एमडीएच को India's Most Trusted Masala Brand & India's Most Attractive Brand का स्थान दिया है।

MDH मसाले

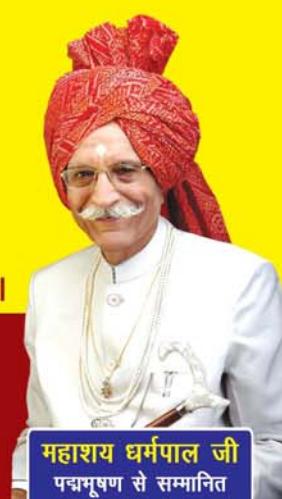
सेहत के रखवाले असली मसाले सच-सच



भारत सरकार ने व्यापार और उद्योग, खाद्य प्रसंस्करण (Trade & Industry, Food Processing) में उत्कृष्ट सेवाओं के लिए दिनांक 16 मार्च, 2019 को राष्ट्रपति भवन में आयोजित समारोह में महाशय जी को भारत के माननीय राष्ट्रपति श्री रामनाथ कोविंद जी द्वारा पद्म भूषण सम्मान से अलंकृत किया गया।



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