

Industry Talk

What are retailers doing to allay coronavirus fears and help employees and customers

Page 14

Equipment & Design

Mobile merchandisers and display equipment can make for happier retail outlets

Page 20

Expert Speak

How can retailers and manufacturers drive retail shelves to higher profitability

Page 48

PROGRESSIVE GROCCER

March 2020 · Volume 14 Number 3
Rs 100 · www.indiaretailing.com

INDIA EDITION



JOHARS

A Professionally managed FAMILY firm established in 1948

A NATIONAL DISTRIBUTION COMPANY

70
years of
Excellence

**“We Help FMCG Startups and
SME’s Save upto 90% on Sales Team Cost”**

One Stop Solution for your Marketing , Sales & DISTRIBUTION needs in India

+91 80500 95962 | info@JoharsGroup.com | www.JoharsGroup.com



Page 32

SPICES & CONDIMENTS

A growth leader in the food industry, the category is led by branded spices and spice mixes.

Page 24

MODDY'S – THE NILGIRIS' EMBLEMATIC CHOCOLATE RETAILER

– MURALIDHAR RAO

MANAGING DIRECTOR, MODDY'S CONFECTIONERY PVT. LTD.

Editor-in-Chief: **Amitabh Taneja**Editorial Director: **R S Roy**Publisher: **S P Taneja****Editorial**Editor in charge: **Sanjay Kumar****Creatives**Art Director: **Pawan Kumar Verma**Dy. Art Director: **Deepak Verma**Asst. Art Director: **Mohd. Shakeel****Production**Sr. General Manager: **Manish Kadam****Support**Sr. General Manager - Administration: **Rajeev Mehandru****ADVERTISING****Business Head & Associate Publisher****Lokesh Arora**

lokesharora@imagesgroup.in | Mob: +91 9999033612

DELHI	Ridhi Sood , Asst. Manager
MUMBAI	Santosh Menezes , Regional Head (West) Savita Mahesh Jagwani , Sr. Manager Kratika Singh , Asst. Manager
BENGALURU	Suvir Jaggi , Regional Head (South) Ashraf Alom , Manager
KOLKATA	Piyali Oberoi , Regional Head (East)

FOR ADVERTISING QUERIES, PLEASE WRITE TO salesfood@imagesgroup.in**CONSUMER CONNECT & SUBSCRIPTION****Anil Nagar, Vice President**

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

Priti Kapil, Deputy Manager

pritikapil@imagesgroup.in

PROGRESSIVE
GROCER
AHEAD OF WHAT'S NEXT

Grocery Group Publisher	John Schrei
Grocery Group Editorial Director	Mike Troy
Editorial Director	James Dudlicek
Managing Editor	Bridget Goldschmidt
Senior Editor	Gina Acosta
Senior Digital & Technology Editor	Abby Kleckler
Contributing Editors	Princess Jones Curtis, D. Gail Fleenor, Jenny McTaggart, Lynn Petrak and Barbara Sax

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

As coronavirus cases continue to rise across the world including in India, shoppers are advised to exercise caution in their daily interactions with others to stem the spread of the illness. Grocers and supermarkets can do their bit to allay public fears with regard to COVID-19 by choosing to address the concerns of customers directly.

To begin with, they can diligently focus on the stores' hygiene and cleanliness standards even more so until the coronavirus passes. Stores should spend more time cleaning commonly used areas more often, such as checkout lanes, credit card terminals, conveyor belts and cleaning shelves when restocking.

In addition, retailers should encourage sick employees to stay home with paid sick leave via the company's Paid Time Off (PTO) policy, whereby associates amass PTO banks that can be used to cover time away from work.

Additionally, they should ask customers to purchase only necessary items and not to hoard products, so that "all people can find the products they need to support their health and the health of their families."

To successfully navigate this outbreak, retailers will need to think about how they can best restore consumer confidence and meet changing consumer buying patterns as the virus potentially spreads. Hopefully, they will prove equal to the challenge by focusing on some of the initiatives talked about here.



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:** 60/260 H.P. Dutta Lane, Golf Garden, Kolkata - 700033, **Ph:** +91 33 40080480

COVER STORY

24

HANDCRAFTED CHOCOLATE DELIGHT

Shop online at www.moddys.in



MURALIDHAR RAO
Managing Director,
Moddy's Confectionery
Pvt. Ltd.

“MODDY’S THE NILGIRIS’ EMBLEMATIC CHOCOLATE RETAILER”

Moddy's Chocolates in Ooty, Tamil Nadu, started out as a kid's goodies store in 1951 before taking an evolutionary leap as a landmark grocery outlet specializing in chocolate, confectionery, bakery, ice cream and assorted products.

32 A WORLD OF SPICES TO TICKLE THE TASTEBUDS



The spices category is a growth leader in the food industry. Spices form an important part of virtually all recipes in all cultures, not only for their flavor and seasoning of foods but also for their numerous medicinal values.

42 PROFILES

A lowdown on some leading spice brands

IN EVERY ISSUE

08 MARKET UPDATE

The latest news and industry updates



60 WHAT NEXT

Major product launches in the past month



14 HOW CORONAVIRUS MAY AFFECT GROCERY SHOPPING HABITS

Grocers must assure shoppers that they'll be safe shopping in their stores.



20 WHEELS AND DEALS

Mobile merchandisers and display equipment can make for happier retail holidays.



48 DRIVING RETAIL SHELVES TO HIGHER PROFITABILITY

At the India Food Forum 2020, retailers, manufacturers, distributors were part of a discussion on meeting the challenges of higher profitability.



56 RIDING THE JUGGERNAUT OF THE INDIAN F&B MARKET

An august panel of F&B leaders deliberated on some of the most exciting evolutions in the Indian F&B landscape.

How Coronavirus May Affect Grocery Shopping Habits

Grocers must assure shoppers that they'll be safe shopping in their stores or receiving food deliveries from them

By Bridget Goldschmidt



Home delivery and click-and-collect could be equally effective in serving consumers wishing to avoid infection from close contact when visiting stores.

With fears about the spread of COVID-19 coronavirus on the rise as various U.S. states reveal their first confirmed cases, consumers may seek to limit their exposure to infection by making use of grocers' existing ecommerce programs. This may present certain challenges to food retailers, however, as they struggle to keep pace with an uptick in online orders. "As evidenced by both public concern and stock market performance, the spread of coronavirus is one of the most serious and challenging developments that retailers have had to cope with in a very long time," affirmed Kelly Lynch, retail solutions manager at ActiveViam, a retail pricing platform provider with offices in London, Paris, New York, Singapore and Hong Kong.

"To successfully navigate this outbreak, retailers need to think about how they can best restore consumer confidence and meet changing consumer buying patterns as the virus potentially spreads. This includes making sure that their online infrastructure is strong enough to cope with an influx of online orders in affected areas, making delivery strategy changes, and just simply providing customers with clear, concise information about any changes that may impact the buying experience. This type of dependable approach will provide a little additional peace of mind for shoppers, while retailers consider any overarching changes that need to be made."

Winning consumer confidence

Grocers shouldn't just focus on upping their delivery game, however. "Home delivery and click-and-collect could be equally effective in serving consumers wishing to avoid infection from close contact when visiting stores, so long as consumers take the recommended hygiene precautions," said Ratula Chakraborty, a professor of business management at the University of East Anglia in the United Kingdom. These precautions include frequent handwashing, using hand sanitizer, and covering sneezes or coughs. By minimizing close human contact in these ways, food retailers "could win the confidence of nervous consumers during an outbreak," she adds.

What happens once the immediate danger is past, though? According to Business Insider in December 2019, only 10% of U.S. consumers regularly shop online for groceries, but that could change rapidly under certain circumstances.

"Such events as outbreaks of illness could lead to a permanent change in shopping habits," Chakraborty acknowledged. "It is entirely possible that once consumers start to trial ecommerce with home delivery or click-and-collect then they might not revert back to store-based shopping if the service is good and proves to be convenient."





SPC Retail offers a modular holiday lineup of mobile merchandisers.

Wheels and Deals

Mobile merchandisers and display equipment can make for happier retail holidays.

By Bob Ingram

The seasons of celebration are perfect opportunities for supermarkets to drive incremental sales, making mobile merchandisers and display equipment a strategic investment for grocery retailers.

“We have had success with seasonal meal planning that makes it convenient for our customers to purchase several meal options merchandised together,” says Terri Bennis, chief marketing officer at Woodbury, Minn.-based independent grocery chain Kowalski’s Markets. “Our customers look for these meal solutions and sometimes even call the stores to ask what is on display in the merchandisers during that week.”

For example, Kowalski’s might team up Skuna Bay salmon in a display with a Korean kalbi marinade, a side dish and a salad.

Kowalski’s recently started building all of its produce fixtures on wheels, which Bennis says provides “a ton of flexibility” for seasonal merchandising and special events like the retailer’s farmers’ market.

“We also introduced a mobile hot unit for our hibachi program,” she says of the program that allows shoppers to order a customized entree from their choice of protein, vegetables and sauce. “The customer can build their own [entree] and wait [for it to be prepared], or grab one from the hot unit that is ready to go. We have seen a significant increase in sales by having them

Key Takeaways

- ▶ Supermarkets’ seasonal sales can be highlighted by the use of mobile merchandisers and display equipment.
- ▶ These items’ small footprint, easy construction, convenience and versatility make them must-haves for retailers that wish to spotlight items or cross merchandise product throughout the store.
- ▶ Many suppliers work directly with retailers on customized solutions.

“Moddy’s – The Nilgiris’ Emblematic Chocolate Retailer”

Nestled amidst the lush Nilgiris in the picturesque hill station of Ooty in the southern State of Tamil Nadu, Moddy’s Chocolates aka Modern Stores started out as a kid’s goodies store in 1951 before taking an evolutionary leap as a landmark grocery outlet specializing in chocolate, confectionery, bakery, ice cream and assorted products.

Muralidhar Rao, Managing Director, Moddy’s Confectionery Pvt. Ltd., speaks to *Roshna Chandran Stonebridge* about the brand’s evolution as a full-fledged confectionery and grocery business and how it has come to acquire its credentials for quality consistency and retailing ingenuity.

In 1951, Mangalore born Janardhan Rao invested Rs.3000 to set up a 40 sq.ft. store in the Nilgiris hill station of Ooty. He named the shop Modern Stores and it started out selling speciality products, imported cigarettes, candles and chocolates.

Ooty was then a typical British regimental town with a very distinct culture. Flanked on all sides by the rolling Nilgiris, the small town had a profusion of missionary educational institutes and a sizable British settlement.

The town’s demographic profile proved to be a right fit for the up-and-coming Modern Stores. The Western clientele served as the right target audience for the fledgling store. It managed to generate sufficient custom, which prompted a fresh expansion of the shop across 400 sq. ft. of retailing space at Ooty’s Ettines Road.

Muralidhar Rao
Managing Director,
Moddy’s Confectionery
Pvt. Ltd.





A world of spices to tickle the tastebuds

The spices category is a growth leader in the food industry. Spices form an important part of virtually all recipes in all cultures, not only for their flavor and seasoning of foods but also for their numerous medicinal values.

By Sanjay Kumar



Driving Retail Shelves to Higher Profitability

At the India Food Forum 2020, retailers, manufacturers, distributors and supply chain experts were part of a round table discussion on meeting the challenges of higher profitability in Tier I, II & III cities.

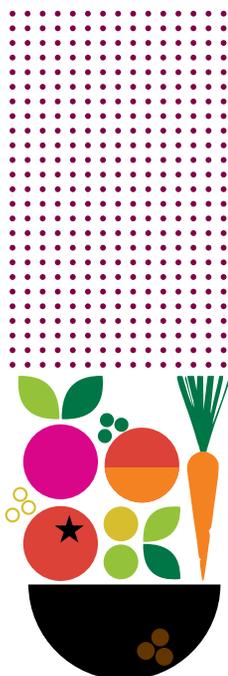
Following a period of unprecedented change, the retail industry is facing an environment where margins are increasingly under pressure from rising costs, lower pricing power and the need to invest in digital transformation. At the India Food Forum 2020, retailers, manufacturers, distributors and supply chain experts were part of a round table discussion on meeting the challenges of higher profitability in Tier I, II & III cities.

The discussion was moderated by Dheeraj Arora VP- MT, Ecom and IB, Unilever and Kamaldeep Singh, President, Food LOB, Future Group. The other experts in the panel included:

- Amitabh Singh, Head- Modern Trade & Enterprise Business, Dabur
- Arshdeep Singh, CEO & MD, Allied Natural Products
- Dipti Gupta, Head-Organised Trade, Pepsico Foods
- Harshita Gandhi, Director, Tree of Life
- Kabir Gossain, Customer Director- Modern Trade, Unilever

- Rohit Mehrotra, CEO, Organic Tattva
- Saurabh Makhija, Head- Modern Trade, Nestle India
- Avinash Joshi, VP & Business Head- F&V, Reliance Retail
- Ganesh Mishra, Head- Non-Food, Product-Packaged Goods, Trent Hypermarket
- Manan Gada, Director, Society Stores
- Manu Bansal, Business Head- Staples, Reliance Retail
- Rajiv Sharma, Group Head- Staples, Future Value Retail
- Seshu Kumar, National Head – Buying and Merchandising, Big Basket

Dheeraj Arora VP- MT, Ecom and IB, Unilever kickstarted the session by introducing the topic, 'Driving Retail Shelves to Higher Profitability'. "The objective of the roundtable discussion is profitability in retail which is directly linked with how modern trade has evolved in the last 15 years. We have seen the footprint expansion in metros, Tier I & II towns, and with the advent of e-commerce four-five years ago, we have seen a



Riding the juggernaut of the Indian F&B market

An august panel of F&B leaders deliberated on some of the most exciting evolutions in the Indian F&B landscape and their strategic approach in this inaugural session of India Food Forum 2020.

By Virat Bahri

A lot of talk of India's potential is currently obscured by the slowdown in the economy, which is also linked to global turmoil. However, experts assert that this is only a temporary blip on the radar, and India's long term promise is far from breached. Presently a US\$ 3 trillion economy, India is targeting a GDP size of US\$ 5 trillion by 2025, which undeniably means tremendous upside for businesses.

Consumption is the most critical bulwark of this growth, with the Indian consumer market projected to grow from US\$ 1.9 trillion in 2019 to US\$ 3.6 trillion by 2025. While it took 20 years to reach a size of US\$ 1 trillion, it would just take 6-7 years to add the next trillion dollars. The prospects are particularly bright for the food & FMCG industry, as it is known to best reflect the growth in lifestyle aspirations and consumption with growing affluence. Moreover, the industry has managed to penetrate well beyond the top six-seven metros. In fact a number of major retailers are reporting rich dividends from Tier II and Tier III towns. The prognosis is only bound to get better

with the promise of 100 smart cities and associated infrastructure with planned growth. More and more affluent as well as young working people will be attracted to settle in these cities, thereby driving growth in food, grocery and outdoor dining. Beyond this, online retail has penetrated far deeper into the Indian hinterland, precipitating growth rates that are among the fastest in the world. Online retail has been the game-changer by penetrating the entire geographic reach of the country and the growth rates are amongst the fastest in the world. With 65% of the population under 35 making it the world's largest youth demographic, the consumption story looks even more promising.

An august panel of industry leaders gathered at the India Food Forum 2020 for an insightful panel discussion on the topic, "Serving The Fastest Changing Consumer Market Of The World". The panel gave its views and engaged with the audience on the ongoing dynamics in the food retail, FMCG and restaurant businesses, as well as the challenges and growth prospects in these sectors. In particular, the discussion focussed on the impact of foodtech cos, emerging trend of experiential eating, challenges



what's next

▼ **Marico's Saffola Fittify Gourmet launches convenient pack sizes of its healthy range of soups**



Marico's one-of-a-kind healthy gourmet brand – Saffola Fittify Gourmet has introduced a convenient pack size of its nutritious Hi-Protein Soups that has up to 4X the protein v/s regular powdered soup. These one minute instant soups, which are an ideal evening healthy snack, have been crafted by nutritionists and curated by celebrity chef Kunal Kapur to combine the best of taste with health.

The new range of Saffola Fittify's Hi-Protein Soups brings together 4 delicious and exotic flavors namely Spanish Tomato, Italian Mix Veg, Mexican Sweet Corn and French Mushroom Garlic that have no added preservatives, no artificial colors, no MSG as well as no animal extracts. This healthy and tasty serving also contain five superfoods – moringa, quinoa, buckwheat, amaranth and turmeric that add nutrition to your food and flavor to your life. These small size packs of soups range are convenient for everyone to make besides being healthy, nourishing, tasty with a variety of flavours.

► **Tea Culture of the World introduces its tea range in new packaging**

Tea Culture of the World has reintroduced its ranges with new packaging for both retail and for gifting. The brand is a strong advocate of daily wellness and has widened its wellness offerings and also developed sustainable packaging for its tea bags. The brand's wellness range includes Detox, which combines fine green tea with liquorice, burdock, dandelion, lemongrass and ginger. It's a refreshing cup for the well-being of your system, leaving it detoxified and strengthened. Another product is Tuli, a signature curative blend that detoxifies, builds immunity and vanquishes coughs and colds. The brand has also created a power-packed blend called Easy Digest, which has green tea, ginger, liquorice and fennel. This refreshing tea with potent ingredients soothes and strengthens the digestive system.

Tea Culture of the World's selection of teas include the finest green teas, black teas, wellness teas and its signature blended teas. The range offers 20 flavours starting at INR 199 onwards. To know more about the brand its range, go to www.teacultureoftheworld.com



▼ **Kwality brings its ice-cream mix range for summer**



With summer just around the corner, what is best way to spend the days ahead with a scoop of goodness? Look no further than brand Kwality, which has launched ice-cream mix ranges that are a perfect mix of creamy and delightful ice-creams. These ice-cream mixes come in exciting flavours and can be prepared very hygienically and easily at home. It takes just three easy steps to prepare Kwality ice-cream: Dissolve the ice-cream; mix with milk; boil and freeze it. The brand has also launched a “buy 1 get 1 free special summer offer”. The range comes

in 7 flavours – pineapple, strawberry, mango, pista, vanilla, chocolate and butterscotch – and is available at general stores, modern trade outlets and e-commerce.

▼ **Myprotein introduces its special range of products to coincide with Holi**

Europe's leading sports and nutrition brand Myprotein has launched new festive flavoured whey proteins on the occasion of Holi. The company has introduced two new flavours, keeping in mind the traditional delicacies of the festival – Thandai and Coconut. The new range also comes with the offer of a specially curated snack box. This is an essential fitness supplement kit for any health lover. There are protein brownies, protein flapjack, baked cookie, skinny brownie, and IWP samples in Mango and Strawberry flavours. The company also organised a big Holi sale from 4th till 6th March 2020 during which the brand lovers were able to snag Myprotein products at a much-discounted price along with free gifts. This festive-sale featured popular items from Myprotein such as healthy nutrition supplements, bars, snacks, cookies, gym wear, sports accessories and a lot more.



Trusted for a perfect recipe.®



Chances are that you've already experienced rich flavours of Paras Spices through some of your favourite food brands. As India's leading Spices & Seasonings Company, our legacy of adhering to International Quality norms is extended to our new brand ORIKA.

Our rich spices are sourced from the best regions and have been the key ingredient of success for iconic brands worldwide. As India's largest supplier, the spices meet with stringent quality tests in state-of-the-art facilities before being packed using a special material. This ensures complete freshness and retains the natural colours, so that you enjoy the rich taste of perfection in every bite.

ORIKA®
FROM PARAS SPICES

Paras Spices Private Limited

Regd. Office & Works: V.P.O., Khosa Pando, Zira Road, Moga-142001, Punjab, India. Ph: +91 1636 237177
Corp. Office: 431 (Ground Floor), NH-8, Phase-III, Udyog Vihar, Gurgaon-122016, Haryana, India. Ph.: +91 124 4049277
• Email: orika@parasspices.com • Web: www.orikaflavors.com

एम डी एच के 100 साल, बेमिसाल !

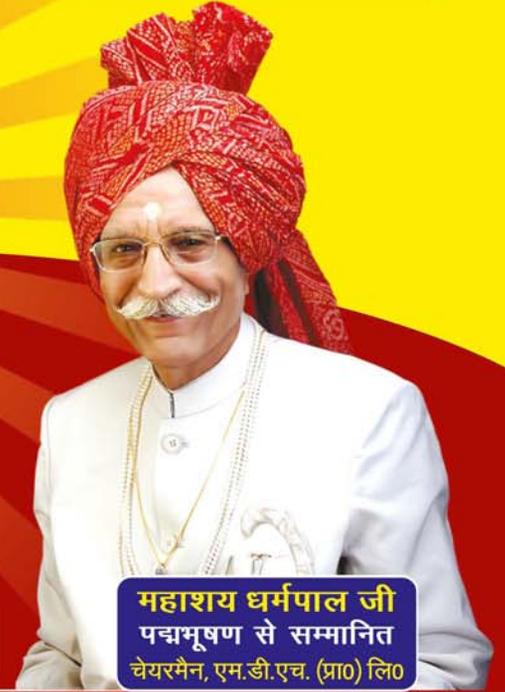
आपका प्यार, आपका विश्वास, एमडीएच ने रचा इतिहास

1919·CELEBRATING·2019

1919·शताब्दी उत्सव·2019



Years of affinity till infinity
आत्मीयता अनन्त तक



मसालों में 100 साल की शुद्धता के जश्न
एक सही ब्राह्मकों, वित्तकों एवं शुभचिन्तकों को हार्दिक बधाई

महाशय धर्मपाल जी
पद्मभूषण से सम्मानित
चेयरमैन, एम.डी.एच. (प्रा0) लि0



70
years of
Excellence

JOHARS

A Professionally managed FAMILY firm established in 1948

A NATIONAL DISTRIBUTION COMPANY

“We Help FMCG Startups and
SME’s Save upto 90% on Sales Team Cost”

One Stop Solution for your Marketing, Sales & DISTRIBUTION needs in India

+91 80500 95962 | info@JoharsGroup.com | www.JoharsGroup.com

“Reader Digest Most Trusted Brand Platinum Award” सा 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



महाशय धर्मपाल जी ने सियालकोट (पाकिस्तान) से आकर कठिन परिस्थितियों और संघर्ष से अपने जीवन को संवारा है और बड़े पैमाने पर समाज और मानव जाति की सेवा के लिये अपने व्यवसाय को समर्पित किया है। अधिक जानने के लिये YouTube Channel पर **Mahashay Dharampal Gulati** टाईप करें और देखें।

