

COVER STORY 18



FLYING HIGH ON WINGS OF AMBITION

Regional supermarket numero uno Ratnadeep to cross 100 stores this year and 200 over the next 3 years

12 UNBROKEN CHAIN

New technology is boosting visibility, accuracy and accountability along the farm-to-table circuit.



15 GLOBAL INFLUENCES FROM (ACROSS) THE SEA

The world's cuisines are driving innovation all over the store – and they're having a significant impact on seafood. While climate change, sourcing methods and trade agreements determine some of the supply issues, consumer taste is the most influential factor in what's hot.



16 WHAT COVID-19 LOCKDOWN CAN TEACH INDIAN FOOD RETAILING STARTUPS

At a time when markets are dry, and the venture world is busy re-evaluating the valuations and company founders the value of their ventures, there is more than just capital that can help established firms and startups to successfully wade through the uncharted waters of the current crisis.

26 HOW HAS THE LOCKDOWN AFFECTED FOOD RETAIL SUPPLY CHAIN

Like many other different sectors of our economy, the food retail supply chain has also been impacted by the current lockdown though the food sector happens to be one of the few industries to remain relatively unscathed by the on-going lockdown.



28 DEMAND FOR GLASS PACKAGING IN F&B INDUSTRY HOTS UP AS PLAYERS FOCUS ON HYGIENE, SANITATION, AND ENVIRONMENT

The growth of glass packaging is expected to be witnessed across different beverage products, like juices, coffee, tea, soups, non-dairy beverages and others.



32 DEEP FREEZE

A resurgent category attracts new fans, and manufacturers and retailers work to keep them buying.



36 LEARNINGS FOR THE FOOD INDUSTRY FROM THE CORONA OUTBREAK

The Covid outbreak holds out lessons for upgrading our businesses and practices to be in a position to be better equipped for a future calamity.

IN EVERY ISSUE

06 MARKET UPDATE

The latest news and industry updates



ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

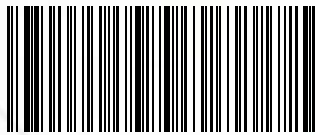
CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIA RETAILING



.com

THE **A TO Z** OF ALL THE CONNECTIONS, IDEAS AND INTELLIGENCE **YOU NEED IN RETAIL**

[THE AUDIENCE]

Meticulously updated retail industry information attracts only the serious: C-level executives, Partners, Managing Directors, Owners, key influencers and decision makers from across the retail and retail support ecosystem. The web portal is a magnet to the target audience of your interest, including CEOs, CIOs, CMOs, CFOs and business owners in Indian retail – for their daily business information needs.

[ONLINE VIEWERS]

- > Over **3.5 Lac** + unique visitors, on website, per month
- > **5.5 Lac** + page impressions per month
- > The **Top 500** Indian Retail Companies visit indiaretailing.com
- > **25%** Users visiting site via smartphone / Handheld devices
- > **63%** of subscribers are senior management decision makers

Interested in reaching out to **1,50,000+** retail professionals?

INDIA RETAILING



.com

Advertise Now!!



IMAGES
GROUP.IN

To discuss how best to plan your campaign on **IMAGES Group's Digital Platform**, Please talk to our Digital Campaign Advisors"

North India

Partha Ganguly | parthaganguly@imagesgroup.in, +91 9873859916

West India

Santosh Menezes | santoshmenezes@imagesgroup.in, +91 9820371767

South India

Suvir Jaggi | suvirjaggi@imagesgroup.in, +91 9611127470

East India

Piyali Oberoi | piyalioberoi@imagesgroup.in, +91 9331171388

Editorial Contacts

Surabhi Khosla

surabhikhosla@imagesgroup.in

Charu Lamba

charulamba@imagesgroup.in