

Ahead of What's Next

# Progressive GROCER

January 2021

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INDIA EDITION

**STORE DESIGN**  
Small Formats' Big Future

**OPINION**  
The Lockdown Gave  
Impetus to Regional  
Brands of Essentials

**ONLINE GROCERY**  
The Future of Digital  
Fulfillment

**RATNADEEP RETAIL**

**LAUNCHES**

**100** STORES

**EYES A TURNOVER  
OF ₹1,200 CR BY 2021**



**CATEGORY  
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Emerges as a Dynamic  
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wish you all a very happy New Year!

Let's all welcome 2021 with the hope that it turns out to be a defining year in FMCG retailing. I wish this year turns out to be prosperous both for you and your businesses.

The first issue of the new year 2021 celebrates the glorious retail journey of Ratnadeep Retail as the regional retail giant launches its 100th store, despite 2020 being a pandemic year and with the economy taking a hard hit. The brand has successfully broken the mould of the standard supermarket to create a distinctive, hyperlocal grocery-shopping experience.

Aside from this, the January issue takes a look at India's processed food sector, which has been known for its high-growth and high-profits. During the pandemic triggered lockdown, processed food products witnessed tremendous growth along with the considerable shifts in consumption patterns of consumers. As demand for processed food escalates, the segment is slated to grow rapidly in the near future promising immense opportunities for both manufacturers and retailers.

Globally, the industry has witnessed a spike of around 27 percent in overall exports since March 2020. Similar growth was witnessed in India as well with FMCG retail outlets registering a double digit spike in the frozen food items category, especially owing to the fear of hygiene. The January issue takes a look at the Processed Food category in detail.

For FAQs pertaining to shift in market dynamics, consumer sentiments and on all things related to FMCG retail, do log on to our website, <https://www.indiaretailing.com/category/food/>

**Amitabh Taneja**

Editor-in-Chief

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## Food, Beverage & Nonfood Products

### MagSon Launches Vadodara's Biggest Gourmet & Frozen Food Store

Gujarat's largest Gourmet & Frozen food chain MagSon has gifted Vadodara its biggest Gourmet food after doing the same in Ahmedabad last year. This marks MagSon's 2nd store in Vadodara, the only other one being on Gotri Road. Located in the Alkapuri area, this store is already a huge hit with global food & world cuisine enthusiasts, organic & healthy food followers, non-veg. & frozen food fans, and also expatriates, NRIs & tourists in the city. The paradise of every cheese lover, this store has more varieties of exotic cheese than you will see anywhere else in the city, since MagSon happens to be the Widest Cheese Retailer in Gujarat. In addition to this, the store is also a rare treat for those looking for fresh exotic vegetables & fruits from around the world.

Broadly, the store will provide access to a wide range of Gourmet, Exotic,



Frozen & Chilled Food products from hundreds of popular International & National Food Brands. MagSon vows to delight its customers with its niche food offerings in the categories of Exotic Cheese, Organic Food, Processed Foods, Imported Chocolates & Beverages, Exotic Vegetables & Fruits, Imported Cereals, Premium Dry Fruits & Confectionery, and Frozen Veg. & Non-veg. food items.

With this store, MagSon also started a strategic tie-up with Party Hunterz, a leading Indian name in the Party

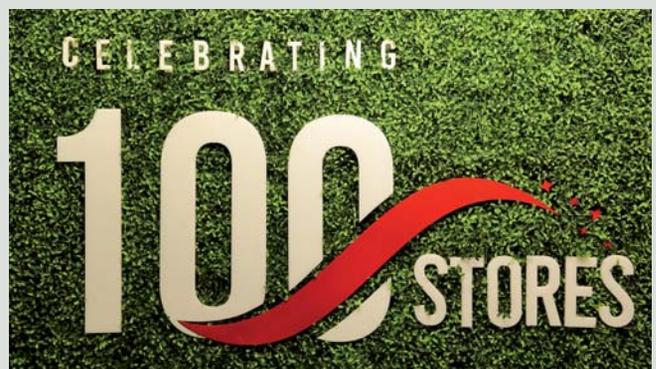
Decoration, Premium Party Disposables and Balloon Bouquets segment. This collaboration allows MagSon to jointly offer to its customers a one-stop Party & Food Shopping experience under a single roof in Alkapuri, Vadodara. Consistently recognized and awarded at several Award events for its quality practices, MagSon is redefining modern-day retail with the promise of a class-apart in-store shopping experience and its commitment of 'Delivering Excellence, Always!'

### Ratnadeep launches 100<sup>th</sup> store over an area of 4,500 sq ft in Hyderabad

Ratnadeep Retail Pvt. Ltd. South India's most awarded, fastest growing retail chain brand has launched its 100<sup>th</sup> store in the country in Hyderabad, Telangana. The retail conglomerate which embarked on its glorious journey in 1987 has now become the most trust-worthy retail chain in the state. The company with its strategically located and uniquely designed stores offers a seamless and easy shopping experience. The 100<sup>th</sup> store is located in the prestigious Jubilee Hills area the 4,500 sq. ft. store was launched in the presence of guests dignitaries.

Commenting on the occasion, Manish Bhartiya, Director, Ratnadeep Retail Pvt. Ltd., said, "We are extremely delighted to reach the 100 stores mark this year. We have projected to reach a store count of 150 stores by FY 2021 and provide an unmissable shopping experience to our customers. We also plan to expand our reach by opening new stores across new townships and communities and position ourselves as a convenient & quick shopping destination for our discerning customers."

Ratnadeep already has a retail footprint spanning over 4,00,000 sq ft across the 99 stores operating in Hyderabad and Bangalore. The chain plans to reach out to a larger base of audience through multiple format stores: Ratnadeep



Supermarket, Ratnadeep Express & Ratnadeep Select with a focus on the core values of Quality, Variety and Freshness, across formats.

Ratnadeep has introduced their own in-house brand products to tap into its large & loyal consumer base. They plan to focus on 5 major categories under Ratnadeep Private Label- Ratnadeep for Staples, Basmati rice, Herbs, Ginger Garlic Paste, Curd, Eggs, Bread Category, Bake Right for Baking Category, Taste Right for Ready-to-cook/eat, Italian Range, Makhana category, 87 Gourmet for Gourmet/World food category, Nectar for Sweet category.



## The Lockdown Gave Impetus to Regional Brands of Essentials

WITH BRANDS OF CHOICE BEING UNAVAILABLE, CONSUMERS WERE THEN LEFT WITH NO CHOICE THAN TO EXPLORE SMALLER REGIONAL BRANDS AND PRIVATE LABELS FOR THEIR ESSENTIAL NEEDS...

By **Kishan Modi**, Managing Director, Jayshri Gayatri Food Products

**T**he pandemic led sudden lockdown in India, that began towards the end of March'20, had crippled the retail industry and paralyzed the entire supply chain and logistics of national brands of essential products.

The uncertainty of the duration of lockdown drove people to panic and they started crowding retail stores to buy daily essentials in larger quantities to store at home. The essential products stocks flew off the shelves within days and there was no immediate method of replenishment that was available at that time as warehouses and inter-state borders were shut.

This gave way to local or regional brands having local manufacturing units and distribution network that were able to plug the supply gap. Regional brands have a more local supply chain, which made it easier for them to manage disruptions in times like these. With brands of choice being unavailable, consumers were then left with no choice than to explore smaller regional brands and private labels for their essential needs. Leading brands started to lose market share to readily available brands. A McKinsey research report suggested about 65 percent of the consumers ended up trying new or alternate brands, of which nearly 10 percent intend to not switch back.

The dairy products market began to see an accelerated shift from loose or unbranded to the packed segment as consumers started to become increasingly conscious about hygiene and safety aspects. Many regional dairy products brands like ours gained a great deal in this phenomenon

during the lockdown and the repeat demand encouraged us to expand our footprints to other states as Unlock began.

Consumers were pleasantly surprised by the quality and experience of the new brands and happily got hooked to it. Prime Minister Narendra Modi's 'vocal for local' vision added further impetus and created wider acceptance amongst consumers to try local brands and give way to Regional Indian Manufacturers.

The outlook for the dairy sector in India continues to be favourable on the back of government support, increasing population, per capita consumption, and expenditure on value-added products. The Government of India continues to encourage better productivity, reduced input cost, and better-quality milk and milk product, the competitiveness, and profitability in the Indian dairy sector leading to improved demand for dairy products in the domestic and international markets.

The biggest component of India's dairy market is liquid milk, which is estimated to be around 58 percent (Dairy India, 2017) followed by khoa, chhana and paneer used as base material for a variety of indigenous.

The growing demand for different dairy products is expected to provide an opportunity to expand a range of value-added products, and especially in introducing a variety of Paneer products. However, more focus on modern processing techniques, building a modern supply chain, and marketing infrastructure, will be important for meeting international quality requirements. **PG**



## Ratnadeep Retail Launches

# 100 STORES

## Eyes a Turnover of ₹1,200 Cr By 2021

WITH A RICH LEGACY TO FALL BACK ON, AND WHICH IS CONTINUALLY BEING POLISHED FURTHER, A CAREFUL MIX OF MEASURED RISKS AND RAPID EXPANSION, RATNADEEP RETAIL PVT LTD HAS TODAY GROWN TO BECOME ONE OF SOUTH INDIA'S FASTEST-GROWING AND MOST AWARDED SUPERMARKET CHAINS IN THE STATE OF TELANGANA AND AMONG THE MOST CREDENTIALLED REGIONAL SUPERMARKET CHAINS IN INDIA...

By Surabhi Khosla

**T**here's something about Ratnadeep that makes it distinctive from a food retailing standpoint. It's a super supermarket in what is probably one of Asia's most competitive grocery markets, India.

Ratnadeep Retail Pvt. Ltd., embarked on its glorious retail journey in 1987. Over the last three decades, the brand has established itself as an innovative game-changer that has become a household name. The super-regional brand is winning with shoppers across its trading area, with a three-pronged value proposition that they describe as Quality, Variety and Freshness.

Aside from this motto, customer experience has always been at the very core of the Ratnadeep, the foundation upon which the brand has been built. Throughout the brand's journey, its core focus has always been to cater to the needs, wants and whims of its customers by providing a wide range of quality products and unmatched service and towards this; the brand has constantly evolved with its customers, their palates, and their choices. Their exceptional team always ensures that only the finest and freshest products find their way onto the shelves, so customers never have to check what they buy for superiority.

Today, Ratnadeep is one of the most awarded and fastest growing supermarket chains in South India and a key factor in reaching this landmark is customer experience. The brand has successfully broken the mold of the standard supermarket to create a distinctive and hyper-local grocery-shopping experience.



## Processed Food Emerges as a Dynamic Industry Rife with Opportunities

THE PROCESSED FOOD INDUSTRY HAS LONG BEEN DEEMED AS A 'SUNRISE SECTOR' WITH IMMENSE POTENTIAL FOR UPLIFTING OUR AGRICULTURAL ECONOMY AS WELL AS GENERATING EMPLOYMENT OPPORTUNITIES.

By Progressive Grocer Bureau

**W**ith India's constantly evolving culinary tradition the demand for high-value processed or packaged and ready to serve/ready to cook or reconstitute food has been on a constant rise. A slew of factors including urbanization, rising incomes, more working women, etc., have fueled this inclination towards processed food, especially among the urban middle class. The demand has further been bolstered manifolds post the coronavirus pandemic.

During the pandemic triggered lockdown, processed food products witnessed tremendous growth along with the considerable shifts in consumption patterns of consumers. Globally, the industry has witnessed a spike of around 27 percent in overall exports since March 2020. Similar growth was witnessed in India as well. FMCG retail outlets have registered double digit spike in frozen food item category specially owing to the fear of hygiene.

## Cornitos to Focus on Consumer-Driven Initiatives, Digitization, E-Commerce to Provide Direct Services to Customers

### Brand Profile

Cornitos portfolio includes nacho crisps, veggie nachos, taco shells, dips, mexican delights, nuts & seeds, combo packs, festive packs and tortilla wraps. Cornitos Nacho Crisp is a gluten free snack cooked in corn oil and made by the Mexican Lime-Treatment process of making traditional masa using stone ground non-GMO corn. Cornitos products are available on all leading online websites and major cities along with their e-commerce portal.

### In-Store Innovations & Technologies

During the pandemic, the brand launched its website, providing customers with a quick and convenient access to the range of products. This one-stop-shop strategy made it easier for them to get in direct touch with our consumers.

### New Product Categories

In the past two years, Cornitos has launched innovative veggie nachos that include the goodness of quinoa, spinach, white bean, and beetroot natural extracts blended with corn masa. They also introduced pumpkin seeds and sunflower seeds, and recently released supersede packs for health conscious people. Corn Nuts, a separate snack pack was launched in three variants of Spanish Tomato, Lemon Chili Cilantro, and Cheesy Jalapeno. Wheat flour tortilla wraps was also launched this year.



“ We had a healthy festive season as we introduced a festive range that had a gamut of products ranging from nachos to nuts, seeds and dips. This was very well received by the customers, giving them a joyous and happy gifting experience in the pandemic.”

– Vikram Agarwal, Managing Director, Cornitos



### Role of Packaging

For the packaging of the goods, Cornitos has a separate design team in place. The emphasis is on being distinct, special, and standing out from other industry peers. Their packaging has evolved over the period of the time, with focus on providing information to our customer about the product and aesthetic look.

### Consumer Demand

Cornitos is currently modernizing the current plant in order of prioritizing the most important upgrades to leverage emerging technologies and open new opportunities. “The pandemic gave us the chance to be in direct communication with our consumers. We have initiated many consumer-driven initiatives on our social media channels with digitization as the key focus. We launched our e-commerce website, <https://shop.cornitos.in/>, offering family packs at fair rates and promoted the offers/ discounts on our social media platform, which received an overwhelming customer response,” says Vikram Agarwal, Managing Director, Cornitos.

### The Next Big Thing in 2021

“E-commerce and product innovations would be the buzzwords for 2021. The plans for the coming year concentrate on generating a buzz on social media, and most of marketing budget will be focused on digital. Brands should invest in product innovations since that would help in building a name for the products that are available in the market. These innovations can be done keeping in mind trends that are going around in the world. We will be coming up with innovative and value added product range this year,” says Agarwal.



## What's the Buzz?

FIND OUT WHAT'S IN STORE FOR THE BEVERAGE ALCOHOL CATEGORY IN 2021.

By Lynn Petrak



### Key Takeaways

- ▶ Buoyed by pandemic-related shopping shifts, the outlook for retail sales of beer, wine and alcohol is bright.
- ▶ Current trends that grocers should heed include larger package sizes, mixing cocktails at home, better-for-you offerings, mocktails, innovative flavors and locally produced items.
- ▶ Further, the adult beverage category is poised to widen with the addition of cannabis-infused drinks.

**T**

here are plenty of reasons to toast this new year after this last one. The outlook for retail sales of beer, wine and alcohol, a category affected by the dramatic market shifts of 2020, seems rather spirited.

For one thing, the normalcy of dining out in bars and restaurants and gathering at large public events isn't on the short-term horizon. "We don't

sell spirits at any of our stores, but we expect the increase in beer and wine sales to continue in 2021, at least for as long as COVID restrictions are in place," agrees Colin Heap, manager of beer and wine for The Giant Co., based in Carlisle, Pa. "Our customers are buying more to-go, which corresponds with a decline in alcohol sales at bars and restaurants."

Within the category, there are some trends of note for food retailers that sell beer, wine and/or spirits to shoppers in their physical and online liquor departments.

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## HIGHLIGHTS OF THE NEXT TWO ISSUES

### FEBRUARY 2021: IMMUNITY BOOSTER FOOD:

Consumers are increasingly gravitating towards food that promises to boost immunity. Online searches have shot by 500 percent and grocers have witnessed 20-40 percent increase in sales.

**MARCH 2021: ORGANIC FOOD:** The growing trend for organic food has further been bolstered by the COVID-19 pandemic. In the years to come, consumers' inclination towards organic food is only expected to accelerate, promising immense opportunities for brands and retailers alike.

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