

## Cover Story **14**

### **NEEDS SUPERMARKET**

Since launching its first outlet in the year 2000 in DLF Gurgaon at a time when Modern Trade Food and Grocery stores were nowhere on the retail horizons of the Millennium City, Needs Supermarket has grown to add 26 large, medium and small stores to its kitty, clocking an admirable run rate on various parameters of retailing excellence along the way.



**AJAY DHAR, MD AND  
ARUN KHATTAR, CEO,  
NEEDS SUPERMARKET**



### **6. Market Update**

The latest news and industry report.

**6**



### **26. Category Watch: SNACKS**

Snacking is now an established trend for most Indian consumers, who today want a variety of easy-to-carry, price-effective snacks that do not compromise on taste and nutrition even as brands and retailers rush to introduce new, fun, healthy and more convenient ways to better connect with the growing snacking community.



**26**



### **38-40. Brand Profiles**

Brand Profiles of snack companies  
Fit&Flex; Happilo; Happy Bars

### **42. Store Operations**

Amazon's Just Walk Out technology will transform the store experience in ways that are only limited by the imagination.



### **44. Online Retail**

How Covid-19 prompted the MSMEs to shift towards E-commerce.



### **46. Breakfast Food**

Making sense of the cereal aisle.

### **48. CPG Innovation**

Amazon sellers are selling out.

### **50. Beverage**

Potential and challenges for the craft beer market in India.

### **52. Supply Chain**

New micro-fulfillment centres offer speed and efficiency improvements.

### **54. Retail Innovation**

Food retailing's digital future is filled with hybrid shoppers.

### **56. Sustainability**

The journey to eliminate plastic pollution.