

Cover Story 42

V: FLYING HIGH WITH FRESH WIND IN ITS SAILS

How the startup, founded in 2016, by three ex-employees of Flipkart, has become the largest Food & FMCG platform in India, handling nearly 10,000 MT of goods on a daily basis and supporting 5 lakh retailers and thousands of sellers on its B2B digital E-commerce platform..



VIVEK GUPTA
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60. Sanitation

Pest management approaches for grocers to battle bugs.

64. International Retailer

Target's new strategy is all about bringing "Tar-zhay" cachet to its grocery aisles.

72. Digital Transformation of F&B Sector

Technologies that will revolutionize the sector in the future.

74. Plant-based Meat

Amazon India launches plant-based meat on its platform.

76. Health & Wellness

Healthier lifestyle with Ayurvedic health products.



13. Plant-based Foods

Go nuts with berries.

10. Market Update

News, reports and other highlights on the Food & Grocery industry.



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24. Brewing a Raging Trend in India's Coffee Market

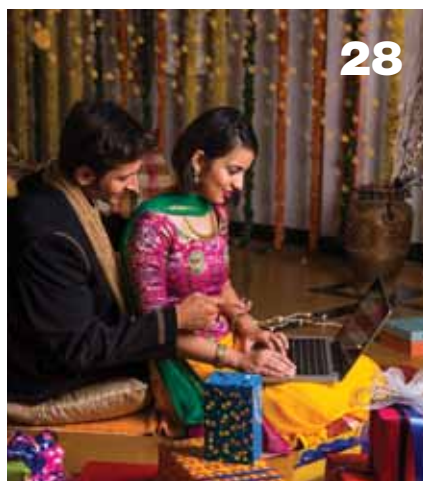
How New-Delhi based Rage Coffee is bringing new innovations in the coffee segment.



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28. Festive Focus: Gifting

High Expectations.



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34. What Shoppers Want Now

The new age of elevated expectations.

40. Omnichannel E-commerce in Retail

The frequency of purchases is 250% higher with an omnichannel approach.

56. Sustainability: Responsible Sourcing

What's coming up in this space for grocers to be aware of?