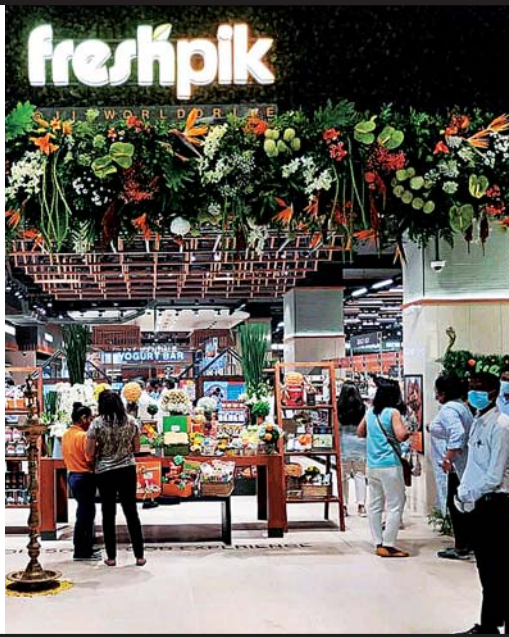


## Cover Story 18

### HOW RELIANCE RETAIL IS RAISING THE BAR BY CREATING NEW RETAIL FORMATS AND FOOD CONCEPTS

Last month, Reliance Retail caused a stir by bringing an International convenience store chain to India under the franchise model and launching the country's first experiential gourmet superstore in Mumbai, marking its entry into the ultra-premium food and grocery segment. The launch of Freshpik can be seen as the start of a promising new chapter towards opening more gourmet stores in cities like Delhi, Bangalore, Gurgaon, among others.



### 44. International Retailer

Dollar General doesn't describe itself as a grocer, but moves that the company has made in merchandising, operations and supply chain tell a different story. Here's why the operator of a growing base of 18,000 stores was named Progressive Grocer's Retailer of the Year.

### 50. Packaged Food

How household penetration is key factor for FMCG companies.



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### 52. Snackable Fruits and Vegetables

When it comes to fruit and veggie snacks, retailers and consumers don't have to confine themselves to the produce section.

### 56. Digital Solutions for Retail

Retailers should employ data-driven digital solutions for appropriate demand planning and to consolidate their supply chain in a manner that's as much cost-effective as it's time-saving.



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### 8. Market Update

Retailers should employ data-driven digital solutions for appropriate demand planning and to consolidate their supply chain.

### 16. Agritech Solutions

Increased awareness of technology among the farming community, and the government's push towards creating incubators and awarding grants, are accelerating the adoption of agritech.



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### 26. Protein Innovation

Retailers and suppliers are serving up more ready-to-cook meats for pandemic-weary consumers.

### 30. Promising Brands in the Food Industry

A look at new brands entering the market and launching innovative products to meet an ever-growing array of consumer needs and desires.



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### 42. Retail Modernization

How can retailers increase operational efficiency with actionable insights.