

## Cover Story 18

### How TenderCuts is Rebooting the Meat Business in India with its Omnichannel Play

This Chennai-based D2C meat brand started operations in 2016 and follows an omnichannel business model with a presence in both online and offline trade channels. Within five years of its inception, TenderCuts has been successful in boarding over a million customers on its platform and registering a 200-300% scorching pace of growth.



### 8. Market Update

News and Reports on the Food & Grocery industry.



### 16. Retail Trends

What's in Store for CPGs in '22?

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### 26. Merchandizing & Marketing

Higher prices and fewer deals.

### 28. Retail CEOs Read the Tea Leaves for 2022

Top retailers and food brands share their thoughts and views on how they see the business outlook unfolding this year, on the challenges and opportunities, the interesting trends that will play out, and how the fortune cookie is likely to crumble in the days ahead.



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**RETAIL CEOs  
LOOK INTO THEIR  
CRYSTAL BALLS  
TO READ THE TEA LEAVES  
FOR 2022**

### 44. Beverage - Tea

Customers are seeking innovation and diversity from tea brands.



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### 48. Packaging Solutions

How technology is changing the packaging and labeling industry.

### 50. FMCG Innovation

How dark stores are revolutionizing the FMCG market.

### 52. Logistics & Supply Chain

With retailers competing with each other for fastest delivery, how does one ensure a smooth supply chain for customer satisfaction?



### 54. Store Design

A new modular concept helps retailers adapt their layouts for optimal selling.

### 56. All's Wellness

Snacking with health in mind.