

SUPPLY CHAIN & LOGISTICS: WITH RETAILERS COMPETING WITH EACH OTHER FOR FASTEST DELIVERY, HOW DOES ONE ENSURE A SMOOTH SUPPLY CHAIN FOR CUSTOMER SATISFACTION?

Ahead of What's Next

Progressive GROCER

January 2022

Volume 16 · Number 1

Rs 100

www.indiaretailing.com

INDIA EDITION

TEA TRENDS

Customers are seeking innovation and diversity from brands.

PACKAGING

How technology is changing the packaging and labeling industry.

STORE DESIGN

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



READING THE TEA LEAVES FOR 2022

Food & Grocery industry leaders share their views on the business outlook this year, the challenges and opportunities, and trends that will play out.

VISION

TenderCuts

Rebooting the
Meat Business with
Omnichannel Play



— NISHANTH CHANDRAN
FOUNDER & CEO, TENDERCUTS

EDITOR-IN-CHIEF: **Amitabh Taneja**

EDITORIAL ADVISOR: **R S Roy**

PUBLISHER: **S P Taneja**

EDITORIAL

EDITOR: **Sanjay Kumar**

CREATIVES

ART DIRECTOR: **Pawan Kumar Verma**

AD. ART DIRECTOR: **Deepak Verma**

PRODUCTION

SR. GENERAL MANAGER: **Manish Kadam**

SUPPORT

SR. GM ADMINISTRATION: **Rajeev Mehandru**

ADVERTISING

DELHI:

SR. GENERAL MANAGER: **Karsan Bedi**

MUMBAI

REGIONAL HEAD (WEST): **Santosh Menezes**

BENGALURU

MANAGER: **Ashraf Alom**

FOR ADVERTISING QUERIES, PLEASE WRITE TO

E: salesfood@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

DEPUTY MANAGER: **Priti Kapil**

E: pridikapil@imagesgroup.in

GROCERY GROUP PUBLISHER: **John Schrei**

GROCERY GROUP EDITORIAL DIRECTOR: **Mike Troy**

EXECUTIVE EDITOR: **Gina Acosta**

MANAGING EDITOR: **Bridget Goldschmidt**

SENIOR DIGITAL & TECHNOLOGY EDITOR: **Abby Kleckler**

CONTRIBUTING EDITORS: **Lynn Petrak** and **Barbara Sax**

CORPORATE OFFICERS

CHIEF EXECUTIVE OFFICER: **Jennifer Litterick**

CHIEF FINANCIAL OFFICER: **Jane Volland**

CHIEF INNOVATION OFFICER: **Tanner Van Dusen**

CHIEF HUMAN RESOURCES OFFICER: **Ann Jadown**

EXECUTIVE VICE PRESIDENT, EVENTS &

CONFERENCES: **Ed Seval**

SENIOR VICE PRESIDENT, CONTENT: **Joe Territo**

January arrives freighted with the promise of new possibilities and new beginnings. In keeping with this spirit and mood, our lead story in this issue takes a deep dive into assessing the market cross-currents and riptides that will wash ashore India's Food & Grocery industry in 2022.

Enriched with insights gained from a cross-section of leaders across the food and grocery industry, our story *Retail CEOs... Read the Tea Leaves for 2022* (pages 28-43) takes the pulse on the industry outlook for this year, what interesting trends and concepts will play out, and how the fortune cookie is likely to crumble in the days ahead.

Notwithstanding the Covid-related travails of the past two years that hung like a Damocles' sword over business, the year ahead could prove to be a tide-turner and game changer in many ways. One interlocutor pointed out that the demand for food products currently is still above the pre-pandemic level while all the leaders put their faith in the growth momentum continuing to build on in the months ahead.

However, cautionary notes were struck as well. More online platforms, newer players, and better technologies are entering the market, and they are changing the rules of business engagement. While there is a clear and perceptible shift in consumer behavior and preference for making purchases online, the spotlight on food safety and hygiene has accentuated with customers making food choices that resonate with the changing realities of our current situation.

We trust that the industry will step up to the plate to embrace the challenges and opportunities through new learnings and innovations, and by aligning their offerings and strategies to the tastes and needs of the modern-day consumers.

Amitabh Taneja
Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

All material printed in this publication is the sole property of Stagnito Media, 111 Town Square Place, Suite 400 Jersey City, or Images Multimedia Pvt. Ltd. or both, and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase 1, New Delhi - 110020 and published by S P Taneja from S-61A Okhla Industrial Area Phase - 2, New Delhi.110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Progressive Grocer does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: subscription@imagesgroup.in
For feedback/editorial queries, email to: letter2editor@imagesgroup.in
visit us at www.imagesgroup.in

Images Multimedia Pvt. Ltd. (CIN:- U22122DL2003PTC120097)

Registered Office: S-61 A, Okhla Industrial Area Phase 2, New Delhi 110 020,
Ph: +91-11-40525000, **Fax:** +91-11-40525001

Email: info@imagesgroup.in, **Web:** www.imagesgroup.in

Mumbai: Pinto House, 2nd Floor, Plot No. 3/116, Marol
Co-operative Industrial Estate, Opposite GPL House, Near Marol Bhavan, Marol,
Andheri (East), Mumbai 400 059, T: +91 22 28508070 / 71 | F: +91 22 28508072

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?

16

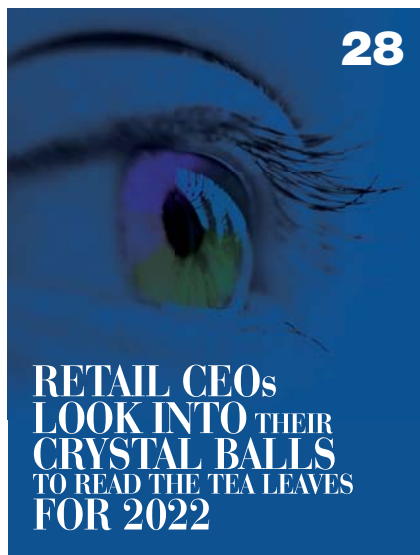


26. Merchandizing & Marketing

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.



44. Beverage - Tea

Customers are seeking innovation and diversity from tea brands.



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.

STORE OPENINGS

Frozen yoghurt brand Cocoberry inaugurates a new store in Dimapur, Nagaland

Cocoberry, India's leading frozen yoghurt brand, has opened a new store in Dimapur, in the heart of the commercial hub of Nagaland. The inauguration was graced by the chief guest, Pastor Vilodi Sakhrie of Town Baptist Church. A number of other social media influencers were also invited to the event. The newly opened outlet is located on Nyamo Lotha Church Road, one of the busiest streets in the state, with the goal of targeting the town area and nearby densely populated areas.

"This is just the beginning. We have so much more to offer. It is the continuous love from our customers, who have stayed loyal to the brand and its tasteful offerings even during the pandemic, that has encouraged us to take the brand to the next level. We will also be focusing on the seven sisters and opening more outlets there, said **Laksh Yadav, Chief Executive Officer, Cocoberry.**

Mr. Mezhur, the branch head at Cocoberry, Dimapur, said: "I consider myself honoured and privileged to be in charge of a Cocoberry outlet, particularly in Dimapur, given the richness of its culture and heritage. I wish all of my team members the best of luck in this new chapter, and we cordially invite everyone to this outlet."

Cocoberry's products are liked by people of all age groups as they are both healthy and tasty. The products are delicious with a wide range of froyo flavours, and the number of toppings ensures that the combinations are limitless. Berries such as blueberry, blackberry, cranberry, raspberry, and strawberry are among them. The brand also offer customised smoothies as a healthy beverage option and parfaits that contain yogurt, real fruit, and cereal, which makes it a healthy and tasty meal, along with yoghurt-coated energy bars and herbal drinks.



Cocoberry currently has 22 outlets in high-street areas of Delhi, Mumbai, Gurugram, and other cities in India. The company aspires to create a family-friendly environment at their stores, with a focus on families, college students, young adults, and children. Home delivery will also be provided. Despite the challenges posed by the pandemic, Cocoberry has proved to be resilient brand and believes in bringing joy to the world, one frozen yoghurt cup at a time.

Muscle & Strength India launches store in Anantnag, expands its presence in Jammu & Kashmir

Muscle & Strength India, one of the country's leading retailers of fitness supplements & nutritional products, has launched its store in Anantnag, Jammu & Kashmir. Youth Icon Prince Narula inaugurated the store located at KP Road, Anantnag. The company had also recently opened its store in Jammu. Muscle & Strength India is now looking to expand aggressively in the North market and aims to open 20 stores in the next 1 year in the region. The company is eyeing to launch outlets through franchisee route as it seeks to deepen its presence in India's growing nutritional supplement space.

Muscle and Strength India, which currently has 20 stores spread across multiple cities, has the widest range with over 1000 fitness supplements and nutrition products from 42+ brands. Muscle and Strength India offers a comprehensive range of genuine high-quality fitness supplement and nutritional products



across categories such as proteins, vitamins, minerals and herbal supplements etc manufactured by international fitness brands under a single roof. These supplements are used for athletic performance, fitness and overall wellness.

"The expansion plans of Muscle & Strength India come at a time when there is increased focus on preventive healthcare as the world is grappling with the Covid-19 pandemic. In a short span of time, Muscle & Strength India has already made its mark with its authentic and genuine

products. Apart from metros, we are also witnessing demand in the tier 2 & tier 3 cities where availability of latest, genuine and economically priced supplements is still a challenge," said **Praveen Chirania, Founder, Muscle and Strength India.**

"The fitness and wellness industry in India is growing at an unparalleled pace as more people embrace fitness and healthy lifestyle as a way of living and are much more inclined towards achieving their fitness goals. With so many supplements stacking up on the shelves, genuineness is a questionable factor for all as there are a lot of fake, counterfeit products in the market. However authenticity is a guarantee when you shop at Muscle & Strength India," said Youth Icon Prince Narula.

Muscle and Strength India has also recently entered into manufacturing of its private-label product Perfect Series in the sports nutrition category and will widen its portfolio in the near future.

What's in Store for CPGs in '22?

A NEW MARKET REVIEW AND OUTLOOK FROM IRI SHEDS LIGHT ON TRENDS AND OPPORTUNITIES.

By Lynn Petrak

Calling it an “inflationary 2022,” market research firm Information Resources Inc. (IRI) projects more volatility in pricing and in consumers’ reactionary behaviors for the coming year. This fits-and-starts retail environment, fueled by the stubborn issues of the pandemic, supply chain gaps and labor shortages, is likely to continue and have an effect on inflationary trends, according to IRI’s new “CPG Market Review and Outlook.” Following a year of steadily climbing shelf price increases, experts at Chicago-based IRI believe that greater price sensitivities will emerge for everyday items like breakfast meats, frozen poultry and pet food.

Consumers who had some relief in 2021 with stimulus payments and an economy that improved compared with 2020 started to pull back and change some of their behaviors in the third and fourth quarters. For example, IRI’s report notes that there has been a notable slowdown in the trend of premiumization that took off during the pandemic. On the flip side, IRI’s data shows a bounce in store-brand products in high-inflation categories like poultry and meat. Although larger CPGs recaptured share in 2021, IRI’s analysts have determined that an increase in value seeking related to inflation is likely to drive private label growth in the short term.

As shoppers feel the pinch of higher prices, CPGs are significantly affected by market trends that are shaping up for 2022. Many larger players

rolled out price increases during the fourth quarter of 2021 and said that they expected to raise prices into 2022.

What's Ahead

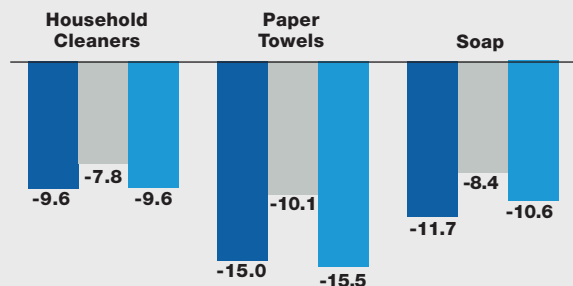
In its outlook, IRI predicts that price is a contributing factor that will drive CPG growth in 2022 at a rate of 1% to 5%. Inflation and consumers’ return to mobility will place downward movement on at-home consumption volume, the report asserts. Among IRI’s key predictions for 2022 with major implications for grocers:

- ▶ **At-home consumption will remain elevated compared with pre-pandemic levels, but away-from-home and on-the-go consumption will also increase.**
- ▶ **Look for balanced growth across price tiers, including mainstream, value and private brands; some premium demand will remain.**
- ▶ **Trends of convenience, particularly regarding meal solutions, will continue. Demand for on-the-go options will increase. Self-care and home care will remain priorities.**
- ▶ **Continued investment in digital versus store assortments, including speed of delivery and consumer experience, will drive incremental share gains.**

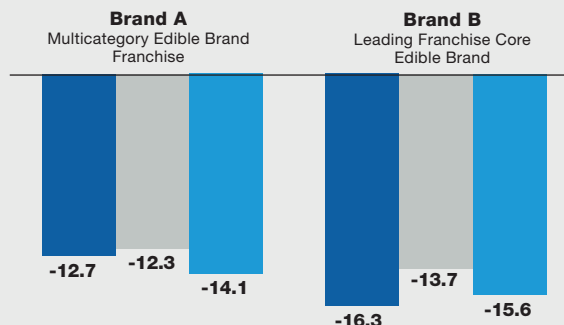
Expect Increasing Price Sensitivity as Demand Softens in 2022; Early Indications Are Seen in Some Categories in 2021

Changes in price elasticity — examples of reversion/percent change in volume from 10% increase in price/grocery channel/average across PPGs

Price sensitivity mostly completely rebounds and categories that saw high demand in 2020 and normalized in 2021



There is evidence of rebounded — or further heightened elasticity — in established brand franchises across 30 of the largest CPG categories



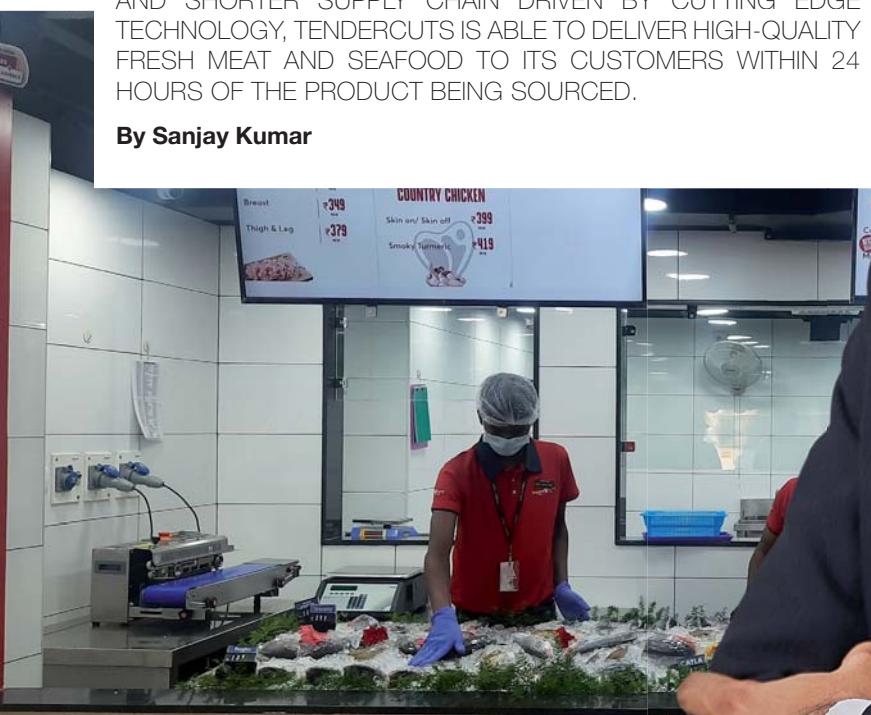
Source: IRI

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

THE ONLINE MEAT MARKET IN INDIA HAS BEEN GROWING RAPIDLY AND HAS BEEN THE STRONGEST IN RECENT YEARS. WITH RISING PROTEIN CONSUMPTION IN THE COUNTRY, THIS CATEGORY IS BOUND TO GROW BY AT LEAST 25% IN THE FORESEEABLE FUTURE. HOWEVER, COMPANIES WITH A SHORTER SUPPLY CHAIN AND THOSE OFFERING HIGH-QUALITY PRODUCTS WILL STAND TO CORNER MAJOR MARKET SHARE AND EXPAND THEIR CUSTOMER BASE.

ONE SUCH EXAMPLE IS TENDERCUTS, A CHENNAI-BASED D2C MEAT BRAND THAT STARTED OPERATIONS IN 2016. THE COMPANY FOLLOWS AN OMNICHANNEL BUSINESS MODEL AND HAS 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. BY ESTABLISHING DIRECT PARTNERSHIPS AND INTEGRATING WITH LOCAL FARMING AND FISHING COMMUNITIES, AND THANKS TO ITS VERY ROBUST AND SHORTER SUPPLY CHAIN DRIVEN BY CUTTING EDGE TECHNOLOGY, TENDERCUTS IS ABLE TO DELIVER HIGH-QUALITY FRESH MEAT AND SEAFOOD TO ITS CUSTOMERS WITHIN 24 HOURS OF THE PRODUCT BEING SOURCED.

By Sanjay Kumar



Nishanth Chandran
Founder and CEO of TenderCuts



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

PROGRESSIVE GROCER SPOKE TO A CROSS-SECTION OF LEADERS IN THE FOOD AND GROCERY INDUSTRY, INCLUDING TOP RETAILERS AND FOOD BRANDS, TO PEEK INTO 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.



udaan: The B2B business, with a large addressable market, will see robust growth

THIS YEAR WILL SEE THE EMERGENCE OF A 'NEW INDIAN CONSUMER' WITH A DIGITAL-FIRST MINDSET – ONE WHO IS OPTIMISTIC, READY TO ADOPT AND EXPLORE TECH AND EXPERIENCE NEW WAYS OF CASHLESS TRANSACTIONS.

On the outlook and prospects for India's Food & Grocery industry in 2022

The India retail market is currently estimated to be a \$ 1 trillion market opportunity of which food & grocery constitutes ~ 65%. Despite a huge market opportunity, about 93% of the market is currently unorganized and served by over 20-25 million kirana stores across the country. With a large addressable market, the B2B business outlook is positive, and we foresee robust growth momentum to continue. A business model like ours has the potential to impact and change the overall consumer landscape in the next few years as more retailers and kirana stores adopt digital as the preferred mode to transact and do business.

Given the fact that a large number of retailers and kirana stores across Bharat are already on our platform and deriving tremendous value in doing business with us, we are quite optimistic about the growth potential. Also, with our extensive distribution network of over 1000+ cities covering over 12,000+ pin codes with daily delivery, we have emerged as a platform of choice for a large number of brands to make their products available across the country at a fraction of the cost. Our customers see value in partnering with us given the value that we bring to the table in terms of pricing, transparency, assured delivery and reach,



“As more retailers and kirana stores adopt digital as the preferred mode to transact and do business, a business model like ours has the potential to impact and change the overall consumer landscape in the next few years.”

– Vivek Gupta, Head, Food & FMCG Business, udaan

availability of working credit along with a wide choice of brands on a single platform.

On the interesting industry trends and developments to watch out for

In 2022, we will see the emergence of a 'new Indian consumer' with a digital-first mindset – one who is optimistic, ready to adopt and explore tech and experience new ways of transactions – going cashless. This has now become the preferred mode of shopping and we will continue to see this shift given the ease and convenience it offers. udaan, being a company with a 'digital first' approach, will be looking at capitalizing on these opportunities as we expand our reach and services to more cities and towns. The biggest concern for the industry will be the impact of 'Omicron'

and we will need to closely monitor this evolving scenario and take appropriate actions that are best for the business and our retail partners.

On relations with vendor-partners

Over the last five years, our platform has emerged as a partner of choice for leading brands in the country. Today, we have close to 1500+ Food & FMCG brands partnering us to reach and expand their business across Bharat. As we step ahead in 2022, our aim will be to welcome and onboard more partners and jointly grow business and work on areas that provide mutual benefits for all partners in this growth journey. Further, we will expand our presence and the aim is to double our retailer base and help create more local entrepreneurs, thereby giving a fillip to regional brands.

On the company's to-do list for 2022

Our key focus will be aimed towards achieving profitability growth for our Food & FMCG business, increasing customer wallet share, and continue driving our mission to serve the needs of small retailers and kirana stores across Bharat.



New trends defining the tea industry in India

THE DEMAND FOR PREMIUM TEAS HAS INCREASED AND CUSTOMERS ARE DISPLAYING AN ACTIVE INTEREST IN THE PURCHASE OF PREMIUM TEAS ONLINE WHICH, IN TURN, IS FACILITATING SALES BY PROVIDING ADDITIONAL PRODUCT INFORMATION AND BOLSTERING CONSUMER KNOWLEDGE AND AWARENESS.

By Madhav Sarda



Apart from proven health benefits, tea has established itself as a wellness and lifestyle beverage.

Tea is one of the most loved beverages in India and across the world. People have enjoyed tea since times immemorial and consider it to be one of the most cherished parts of their native culture. The love of Indian audiences for this super beverage has given the tea industry a loyal customer base in the country, which has resulted in fast-paced growth in recent times.

In the past few decades, tea has become a multi-million dollar industry and India is the second-largest producer of tea globally, after China. According to expertmarketresearch.com, the *Indian tea industry is expected to grow at a CAGR of about 4.2% in the 2021-26 period and reach an approximate volume of 1.40 million tonnes by the end of this period.*

Some trends that are dictating the landscape of the tea industry in India are as follows:

Emergence of tea as a wellness superfood:

Due to the ongoing Covid pandemic, there is a huge resurgence of teas with proven health benefits. It has established itself as a wellness and lifestyle beverage and several new varieties and blends of tea are emerging in the market. Immunity-boosting teas and superfoods with Ayurvedic ingredients like Turmeric, Ashwagandha, Moringa, Tulsi, etc., are in big demand.

The Indian government's role in inviting key players to invest in the wellness sector under

its flagship "Make in India" scheme and its move to establish the Ministry of AYUSH is also indicative of the thriving health and wellness market in the country. *As per a study by Numr Research, about 443 million Indian millennials spend more than Rs. 4000 on their health and wellness every month.* Both established companies and startups have caught on to this trend and have witnessed phenomenal growth.

One can say that the viral outbreak has transformed people's preferences forever and that the increased concern for health will translate into higher purchases of healthy foods and beverages in the foreseeable future.

Increasing customer preference for premium teas:

With the advent of globalization and internet penetration, there has been a substantial surge in the consumer demand, which has sparked new trends in the tea segment. As the variety of teas available to customers increased due to the opening of global barriers and advent of e-commerce, discerning customers started seeking innovation and diversity in the products being offered by tea brands.

In this scenario, the demand for premium teas has increased. As customers are displaying an active interest in the purchase of premium teas online, this medium is facilitating sales by providing additional product information and bolstering consumer knowledge and awareness.

These premium teas include immunity-boosting speciality and flavoured teas, and the younger generation is lapping them up.



Three reasons how a strong supply chain ensures a happy customer

ONE CAN CREATE A LOT OF DEMAND FOR A PRODUCT OR SERVICE THROUGH EXTENSIVE PUBLICITY AND MARKETING BUT A DELAY IN MEETING THAT DEMAND WILL ULTIMATELY CREATE CUSTOMER DISSATISFACTION.

By Lokendra Ranawat

Supply chain, better known as logistic services, are one of the most important factors in ensuring customer satisfaction. Without a smooth supply chain, no business can thrive or grow even with the best marketing strategies. The simple reason for this is, one can create a lot of demand for a product or service through extensive publicity and marketing but a delay in meeting that demand will ultimately create customer dissatisfaction.

Any supply chain is only as strong as its weakest link. A company can move a product from China to the United States, clear it through Customs, move it to a distribution center, and fulfill it in record time. But if it doesn't deliver the product to consumers quickly enough, they are not happy, and the company's supply chain has failed.

It is imperative to know how to measure customer satisfaction or how happy a customer is with a business enterprise before ensuring it.

SUBSCRIBE NOW!



BECOME A THOUGHT LEADER

Progressive Grocer welcomes contributions from industry professionals, experts, and analysts for writing insightful and informative articles on the food & grocery industry. You can share your observations on India's evolving food & grocery retail landscape or on any of the topics below.

Consumption trends in F&G / FMCG market; Innovations by brands and retailers; Success Stories/ Case studies on interesting concepts in F&G/ FMCG; The scope of 'Make in India' in the food sector; Modern Cash & Carry business vs. Traditional general trade and wholesale markets in India; Investments Opportunities in Food backend operations; Successful brand-retailer collaborations and partnerships; Private Labels; Successful marketing/ branding or sales campaigns by brands and retailers

Contact **Sanjay Kumar** (sanjaykumar@imagesgroup.in ; or on 9818507730) for editorial enquiries and contributions.

	PDF		
Term	1 year	2 years	3 years
No. of issues	12	24	36
Cover Price	₹1200	₹2400	₹3600
SAVING	35%	40%	45%
Discount	₹420	₹960	₹1620
GST 18%	₹140	₹259	₹356
You pay	₹920	₹1699	₹2336
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

PAYMENT OPTION 1

Please charge my card

Amount _____ Card Expiry Date _____

Card No. _____

Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____

drawn on (specify bank) _____

favouring **Images Multimedia Pvt. Ltd.**, payable at New Delhi

INSIGHTS TO EMPOWER YOUR BUSINESS

INDIA'S LEADING & LARGEST READ FOOD & GROCERY RETAIL MAGAZINE

IMAGES
GROUP.IN

Please fill up the subscription form & mail with your remittance to: **Subscription Department, Images Multimedia Pvt. Ltd.**

S-61 A, Okhla Industrial Area Phase 2, New Delhi 110 020, India.

Ph: +91 11 40525000, Fax: +91 11 405 25001, E-Mail: subscription@imagesgroup.in

Mumbai: Pinto House, 2nd Floor, Plot No. 3 / 116, Marol Co.-Op. Industrial Estate

Opp. GPL House, Near Marol Bhavan, Marol, Andheri (East), Mumbai - 400 059

Ph: +91 22 28508070/71, Fax: +91 22 28508072

Terms & Conditions: • Rates & offer valid in India only • Please allow 4-6 weeks for processing of your subscription • In case of non receipt of the publication, please inform the Subscription Department within 30 days • IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion • No request for cancellation of subscription will be entertained after three months of subscription • Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

For online subscription, please visit shop.indiaretailing.com

INDIA'S MOST-LOVED SPECIALTY COFFEE!



MAKING THE BEST INDIAN COFFEE MORE ACCESSIBLE SINCE 2013.

Elevate your coffee experience with our premium retail offerings, ranging from roasted specialty coffees for home-brewing, hot and cold ready-to-brew sachets to the ready-to-drink cold brew cans!

To know more, visit www.bluetokaicoffee.com or scan the QR code:

   FOLLOW US @BLUETOKAICOFFEE

