

## Cover Story 22

### Jalan's Retail: The top regional grocery retailer in eastern Uttar Pradesh

Starting out from scratch, Jalan's Retail has emerged as a top regional grocery supermarket chain in eastern Uttar Pradesh thanks to its focus on quality and range of products across food and grocery categories and its ability to connect with its customer base, including the young and next-gen shoppers.



### 48. Recycling

Creating a circular economy in the packaging industry.



### 50. Technology

How to leverage livestream shopping and building engagement with online shoppers.



### 52. Product Launch

New food products on the market.



### 8. Market Update

News and Reports on the Food & Grocery industry.



### 34. Packaged Food

The growth opportunities and challenges for India's frozen food market.



### 28. Breakfast Cereals

Breakfast foods grow beyond the morning daypart with bigger appeal.



### 38. Budget 2022

The thrust on agriculture, employment, infrastructure and financial inclusion should spur an increase in consumption and help consumer goods companies.

