

BUDGET 2022: THE THRUST ON AGRICULTURE, EMPLOYMENT, INFRASTRUCTURE AND FINANCIAL INCLUSION SHOULD SPUR AN INCREASE IN CONSUMPTION AND HELP CONSUMER GOODS COMPANIES.

Ahead of What's Next

Progressive GROCER

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INDIA EDITION

TECHNOLOGY

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

PACKAGED FOOD

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

RECYCLING

Creating a circular economy in the packaging industry.

BREAKFAST CEREALS

Breakfast foods grow beyond the morning daypart with bigger appeal.



Jalan's Retail

The top regional
grocery retailer in
eastern Uttar Pradesh

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Businesses have a way to suss out opportunities even during a crisis. Nothing best exemplifies this dictum than to see new grocery stores and supermarkets spring up across our urban neighbourhoods and city limits during the past two years of the Covid pandemic. Industry observers, retailers, distributors in the food and grocery segment have vouched for the fact that the food and grocery sector was fortunate to have caught the tailwinds in an otherwise adverse business weather, prompting many new converts to enter or make a strategic shift to the sector.

Our Cover Story on *Jalan's Retail* (pages 22-26), a well-known regional grocery retailer based out of eastern Uttar Pradesh, highlights the painstaking efforts and diligence required to make grocery retailing a successful business. Unfortunately, a lot of new grocers are content stocking mainly FMCG products that are easier to stock but yield lesser margins compared to the food and grocery range of products. For any experienced grocery retailer, the focus should be more on maintaining a quality range of food and grocery products that can offer the best margins in the supermarket business and a competitive edge as a retailer.

Also, many of these new players, in a bid to acquire customers, are engaged in undercutting prices, which is leading to further erosion of margins of the established retailers. But price undercutting or offering big discounts is not a viable and sustainable business strategy and could eventually put these new grocers out of business besides damaging the health of the grocery ecosystem.



Amitabh Taneja
Editor-in-Chief

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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.



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Jalan's Retail: Carving a successful grocery business from being a fashion retailer

STARTING 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.

By Sanjay Kumar

It is not easy to become a top regional grocery retailer from scratch within a span of 7-8 years and, that too, in a crowded supermarket space where top national chains, by dint of their distribution and financial muscle, call the shots. For the Jalan Group, one of the premier business houses engaged in textile trading since 1974, the decision to foray into grocery retailing entailed a lot of ifs and buts. A Varanasi (U.P.) based business house engaged in textile trading through its wholesale & retail enterprises, the group has been running a flourishing business as a fashion retailer since the company's founding by Deendayal Jalan in 1974.



CATEGORY WATCH
BREAKFAST CEREALS



Breakfast foods grow beyond the morning daypart with bigger appeal

BREAKFAST FOOD MAKERS NEED TO INTRODUCE CONSTANT INNOVATION IN ORDER TO ENSURE THAT THE CATEGORY STAYS ON THE GROWTH TRACK AND CONSUMERS REMAIN ENGAGED IN THE PRODUCT. THIS CALLS FOR NEW PRODUCT DEVELOPMENT, PRODUCT INNOVATION, AND RENOVATION TO KEEP THE CATEGORY RELEVANT.

By Progressive Grocer Bureau

For some time now, a quiet revolution has been simmering on the breakfast table. The home-made idli is being replaced by a packaged branded ready-to-cook batter. A bowl of cereal is elbowing out the hot-from-the-pan aloo-parantha. Even the regular quick-fix kanda-poha is being shoved aside by multi-grain oats flaunting health benefits. So even as regional and ethnic breakfast eats have their followers, the need for convenience and health consciousness is driving many to replace traditional staples like atta, suji and poha with oats, millets and muesli.

In the urban areas especially, owing to factors like a faster pace of life, time poverty, increasing spending power, need for convenience, and health consciousness, people are opting for ready-to-eat, packaged hot and cold breakfast cereals. The breakfast cereal market is divided into hot cereals viz. mostly oats, but also oat bran and wheat bran, and ready-to-eat cold cereals such as corn flakes, wheat flakes, and muesli.



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

THE PACKAGED FROZEN FOOD MARKET HAS BEEN GROWING AT A HEALTHY RATE OF 20% AND THIS HAS ATTRACTED LARGE PLAYERS SUCH AS ITC AND MANY INDIAN COMPANIES. BUT NEW BRANDS WILL HAVE TO COMPETE WITH THE LARGER AND ESTABLISHED BRANDS FOR CONSUMER FREEZER SPACE AND FROZEN RETAIL SPACE.

By P. Rajan Mathews

The Frozen Foods segment comprises ready-to-cook/ fry and heat-and-eat vegetarian and non-vegetarian food products. The market is largely dominated by select national brands and some regional players. Further, the market is generally segregated into processed frozen vegetables, veg snacks, poultry, fish and seafood, and red meat.

In the frozen veggies / vegetables segment, garden peas continue to be the most popular frozen processed vegetable bought across India with a commanding retail value share of over 69%, followed by mixed green vegetables and baby corn with shares of 14% and 7%.

Frozen Foods are dominantly used in the Food Service / the Food Institutional market and form a major portion of the Frozen foods market.

The table above clearly shows that it is an erroneous perception that non-vegetarian in all forms dominates the retail consumer share of the frozen food products in the Indian market.

Poultry is today the major source of meat in India. Its share in the total meat consumption is 28%, as against 14% 10 years ago. It has outpaced its two competitors – beef and veal, and buffalo meat.



Prognosis and Analysis for the Retail and Food Sector

NOTWITHSTANDING ANY SPECIFIC MEASURES FOR THE RETAIL SECTOR, THE BUDGET'S PROPOSALS THIS YEAR ARE, HOWEVER, EXPECTED TO BOOST CONSUMPTION OVER THE MEDIUM TERM. WITH AN ESTIMATED GDP GROWTH OF OVER 9% AND THE INITIATIVES PASSED THROUGH IN THE BUDGET, CONSUMER GOODS COMPANIES CAN EXPECT AN INCREASE IN CONSUMPTION OVER THE SHORT TO MEDIUM TERM DRIVEN BY THE BUDGET'S THRUST ON AGRICULTURE, EMPLOYMENT, INFRASTRUCTURE AND FINANCIAL INCLUSION. RATIONALIZATION OF IMPORT DUTIES AS PART OF "MAKE IN INDIA" INITIATIVES IS LIKELY TO GIVE A STRONG IMPETUS TO CONSUMPTION, BRINGING SUSTAINABLE GROWTH FOR THE CONSUMER, E-COMMERCE AND RETAIL SECTOR.

By Progressive Grocer Bureau

In a boost for the Food/FMCG sector, the Budget announced duty cuts on a host of products, which will bring down the prices of imported food items such as fruits, dry fruits, dates, asafoetida, millets, frozen mussels, shrimp and squid. The duty cut is steep for some products — from 30% to 2.5% for cashew nuts, and from 70% to 30% for pepper and cloves.

The National Dairy Development Board has welcomed the reduction in alternate minimum tax for co-operatives from 18.5% to 15% and surcharge reduction from 12% to 7% for those co-operatives with income in the range of Rs. 1-10 crore.

"The decision by the government will boost development initiatives of dairy co-operatives and ensure better remuneration to millions of farmers," the Board said.

For the agri sector, the Budget was a shot in the arm with various measures designed to take the industry on a sustained higher growth trajectory. Overall, the budget for the farm sector, including agricultural research, animal husbandry and fisheries has been raised from Rs. 1.35 trillion in 20-21 to 1.38 trillion in this year's Budget Estimates.

Industry stalwarts bet big on the domino effect on retail

BUSINESS LEADERS HAVE HAILED THE BUDGET AS BEING PROGRESSIVE, DYNAMIC AND A PUMP PRIMER FOR GROWTH, WHILE REMAINING BULLISH ON VARIOUS INITIATIVES SUCH AS THE ONE ON PUSHING INVESTMENT ON INFRA AS POSITIVE FOR THE FOOD RETAIL SECTOR.

Government has loosened purse strings for the badly hit sectors

Budget 2022-23 takes a future-ready, strong pro-technology, pro-business and green energy stand. Through its various initiatives, the Budget aims to leverage India's strengths and take it to the macro level. The Gati-Shakti masterplan shows a constructive road map for developing a world-class infrastructure. The PLI scheme is expected to generate at least 60 lakh new jobs over a 5-year period; the ramp up of capital expenditure by 35.40% to Rs. 7.50 lakh crore; the upgrade to the credit guarantee trust for micro and small enterprises with the necessary fund injection; the infusion of an additional Rs. 2 lakh crore to the MSMEs' bounty, are all welcome signs of the government loosening its purse strings for the badly hit sectors.

With regard to Agriculture, the government is opening the channels to boost chemical-free natural farming. The push for Kisan drones for crop assessment, digitization of land records and pesticides dissemination are smart moves to drive the growth of the agri sector. Besides, there's also Rs. 2.37-lakh crore worth of MSP direct payments set aside for wheat and paddy farmers.

The launch of urban sector development plans for CoEs with an outlay of Rs. 250 crore; formulation of battery swapping policy, et al are definitive moves on



Manish Aggarwal

Director, Bikano,
Bikanervala Foods
Pvt. Ltd

the part of the government towards progress in every direction and across all mediums. The 'One Nation, One Registration' is a dream come true for businessmen while the directive to the private sector to seek sustainable business models for battery and energy as a service is a clear step in the green energy direction. The initiative to connect MSMEs such as Udyam, e-shram, NCS & Aseem portals will widen their scope much further and power them with live organic databases providing G-C, B-C & B-B services such as credit facilitation, and enhancing entrepreneurial opportunities.





Creating A Circular Economy in the Packaging Industry

EACH YEAR OVER EIGHT MILLION TONS OF PLASTIC PACKAGING ENTERS OUR OCEANS AND RECYCLING RATES ACROSS THE GLOBE REMAIN LOW. THEREFORE THE CHALLENGE IS HOW WE RECOVER AND RECYCLE THE MATERIALS PRESENT IN POST-CONSUMER PACKAGING (PCP).

By Neha Phale

P

ackaging plays a fundamental role in building sustainable, safe, hygienic, affordable and accessible food systems globally. Take food loss and waste: today, a massive 30% of all food produced is currently lost or wasted, which according to WWF, accounts for 10% of Greenhouse Gas (GHG) emissions. By extending shelf-life and protecting food's characteristics, packaging

keeps food safe and tasty, keeping it both usable and wanted. Given packaging itself typically accounts for just 5 percent of the food chain's carbon footprint, its importance in maintaining food's value is clear.

But just as with all innovations, there are challenges to be dealt with. Each year over eight million tons of plastic packaging enters our oceans and recycling rates across the globe remain low. Therefore the challenge is how we recover and recycle the materials present in post-consumer packaging (PCP).

But here is the paradox: On the one hand, society wants to see fewer materials used, less packaging waste and less litter. On the other hand, it also wants safer products, less food waste and a longer shelf life. The debate should not be about more or less packaging. It should be about how we make packaging smarter and more sustainable with better end-of-life management that positively contributes to the protection of biodiversity and climate conservation.

Circularity In Packaging

Sustainability in terms of regulatory and public concerns around solutions to post-consumer packaging and preventing it from becoming waste—is driving major changes in consumer packaging. The global market for sustainable packaging is predicted to grow to USD 297 billion by 2024.



How H-E-B Is Leveraging Livestream Shopping

THE TEXAS GROCER IS BUILDING ENGAGEMENT (AND SALES) WITH ONLINE SHOPPERS.

By Gina Acosta

H

-E-B is tapping into authentic content from its relationships with top influencers to embrace a new digital marketing strategy.

The company has become the first grocer to leverage Facebook's new shoppable livestream through a variety of events, including the recent "A Very Texas Holiday with H-E-B," hosted by James Van Der Beek.

"When a customer is viewing the video, if they saw, for example, an

ornament they liked, if they click on that, they can actually see all the different products," says Giovanna Dimperio, senior director of digital marketing at San Antonio-based H-E-B.

The beloved Texas grocery retailer has become the first grocer to leverage Facebook's new shoppable livestream through a variety of events, including the recent "A Very Texas Holiday with H-E-B," hosted by James Van Der Beek.

The grocery chain is also hosting a weekly cooking show on Facebook that has live shopping capability; H-E-B runs the stream on YouTube as well.

"The chefs talk about different ingredients or different accessories; the products that they use are a pop-up and are featured in the bottom corner so that customers as they watch can easily see what they're talking about, click on them, and actually add them to their curbside order or their cart right away," Dimperio explains.

H-E-B started the live virtual classes in 2020, and then this past year, "Facebook rolled out this capability and asked if we'd like to test it," Dimperio recounts. "And so we tested it this summer [and] found success. Then the shopping part was added this summer."

Unique Opportunity

H-E-B is increasing engagement and reaching new audiences on Facebook and YouTube, as well as the retailer's websites and mobile apps — even TikTok, too.

"We are across all the different platforms, and we've got a lot of stuff that's currently a part of our mix," Dimperio says. "We're really excited about the future of live shopping and livestreaming with the shopping integration. We're always looking to test in these spaces, and as customers are spending more time online, we're shifting some of our platform mix to really meet the customer where they are



Key Takeaways

- ▶ **H-E-B is the first grocer to leverage Facebook's new shoppable livestream through a variety of events.**
- ▶ **The grocer is boosting engagement and reaching new audiences on various social media platforms, as well as its websites and mobile apps.**
- ▶ **The company's digital marketing plan will also focus on hyperlocal and wellness content.**

PRODUCT LAUNCH

Aquatein – India's first protein water – is the latest innovation in beverage



Adequate hydration is the key to a healthier lifestyle and Aquatein, India's First Protein Water, aims to strike a balance between daily life and the nutrition one needs to keep up with it. This protein infused water has the macronutrient one needs, and it is a no-nonsense solution for everyone – accessible, easy to consume, low on calories and shaker free. Aquatein is keto friendly, gluten free, lactose free and 100% vegetarian. The hydrating and easy digesting protein refreshes and powers one through the day unlike most ready to eat proteins, which ask you to consume loads of water.

“Evolving and creating new frontiers is the key to success and we at Aquatein strive to bring innovative nutritional products to our consumers with one goal in mind – Simple and Effective Water based nutrition to every household across the country,” says Founder, Ananth B Prabhala. “Conscious nutrition

is especially relevant today when we are all fighting various new strains of Covid. Maintaining and strengthening our health and immunity is a priority – Aquatein is here to give the relevant protein intake that you may need.” says Co-founder Mitisha Mehta.

Team Aquatein had their eyes set on creating a beverage that has no carbs, no fat, no sugar, no hormones. The pursuit to create an evolution in protein products led to years of ideation, trials, research and development. Aquatein was carefully formulated and tested in a European lab led by a team of food technologists. Everyday nutrition needs to taste good too and therefore the team spent about eight months doing taste trials which yielded a product that is not only healthy for you, but also makes your taste buds happy.

Aquatein is available online on www.aquatein.com, as well as on Amazon, HealthXP, Netmeds, and a fast growing list of retail outlets across India.

Energia Lifestyle adds 5 new brands to cater to the fitness retail sector

Energia Lifestyles, known for its range of fitness supplements, has brought in new brands under its umbrella – BodyFirst, Get A Whey, Grainic, Studio Aesthetique, and Aquatein. Since its founding, Energia Lifestyle has experienced a meteoric rise in popularity and has become the go-to choice for fitness supplements of gym-goers across the country.

BodyFirst is part of BodyFirst Wellness Nutrition Pvt. Ltd., a science-based sports nutrition, personal health, and wellness group. BodyFirst products aim to provide health supplements with the highest quality ingredients. Not only are the

products scientifically approved but they also have high-quality standards that are maintained across batches.

Get A Whey is a healthy ice cream brand and with whey protein added to them, they are high in protein with no added sugar. Realizing the need to have food choices which are organic, healthy, quick to make, clean labeled and sustainable to the ecosystem, Grainic offers all the health benefits that come with superfoods.

Studio Aesthetique is an all-in-one next-gen clinic for dentofacial aesthetics, cosmetic surgeries, and skin treatments. Aquatein is protein water and an ideal post workout drink that comes in several refreshing flavours. It contains protein isolate and BCAA content, which works best for those who have a light to moderate workout regimen.



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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

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