

PACKAGING TRENDS: MORE AND MORE F&B BRANDS ARE USING CONNECTED PACKAGING TO DRIVE BRAND COMMUNICATION, DIFFERENTIATION, AND VISIBILITY.

Progressive GROCER

Ahead of What's Next

July 2022
Volume 16 • Number 7
Rs 100
www.indiaretailing.com

INDIA EDITION

GROCERY APPS

Top Grocery Delivery Apps in India by downloads.

FOOD SAFETY

Implementing traceability solutions is a win-win for brands and consumers.



Otipy

India's first and fastest-growing community group-buying platform for fresh produce and daily essentials.

VARUN KHURANA
Founder & CEO, Otipy



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

EDITORIAL ADVISOR: **R S Roy**

CEO: **Nikhil Behl**

PUBLISHER: **S P Taneja**

EDITORIAL

EDITOR: **Sanjay Kumar**

CREATIVES

ART DIRECTOR: **Pawan Kumar Verma**

DE. ART DIRECTOR: **Deepak Verma**

PRODUCTION

SR. GENERAL MANAGER: **Manish Kadam**

SUPPORT

SR. GM ADMINISTRATION: **Rajeev Mehandru**

ADVERTISING

DELHI:

SR. GENERAL MANAGER: **Karsan Bedi**
karsanbedi@imagesgroup.in

MUMBAI

REGIONAL HEAD: **Santosh Menezes**
santoshmenezes@imagesgroup.in

GENERAL MANAGER: **Rajesh Acharya**
rajeshacharya@imagesgroup.in

BENGALURU

REGIONAL HEAD: **Suvir Jaggi**
suvirjaggi@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

DEPUTY MANAGER: **Priti Kapil**
pritikapil@imagesgroup.in

Progressive
GRO CER

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**

EnsembleIQ
SMARTER TO MARKET

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**

For those of us used to the ways of quick commerce grocery, getting a product delivered to the doorstep within 10-20 minutes flat is now a matter of routine convenience. But the switch flips for the quick commerce players if a consumer wants a sack of farm-fresh cauliflowers or a bag of fresh ripe tomatoes at 7.00 in the morning! Even the fastest quick delivery whizkids will be left blushing in the face when fulfilling and delivering on orders for genuinely fresh fruits and vegetables at the crack of dawn.

Our cover story in this issue is on an online retailer whose app is optimized for quick delivery of fresh farm products and other grocery essentials. Started in 2020, Otopy is today India's fastest growing community group-buying start-up for fresh farm produce with annual sales revenue of more than Rs. 120 crore and with very healthy gross margins in the region of 33-35%. Turn the pages (22-29) to read how this retailer, which currently moves about 120 tonnes of fresh produce from the farms every day to over 5 lakh customers across Delhi-NCR, plans to become the largest organized retailer in the country for fresh fruits and vegetables by end of this year, leaving behind established behemoths in this space like Mother Dairy and Reliance Fresh.

Our lead story on plant-based foods (pages 30-39) turns the spotlight on how this sector, which is currently being driven by early adopters, is on the way to expand into a mainstream market phenomenon. The entry of trusted retail brands across packaged foods, meat, e-commerce, alongside food service chains in this space is helping to create a perfect storm for this market to cross Rs. 40,000 crore in value by 2032 from Rs. 20,000 crore currently.

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

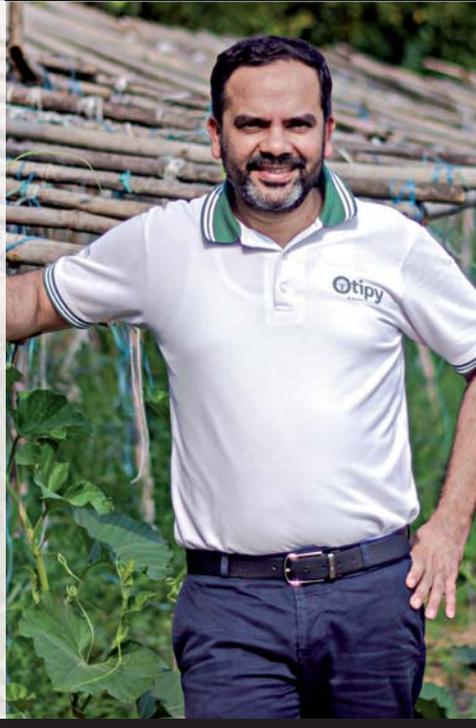
Mumbai: E 519, Floral Deck Plaza, Central MIDC Road, Opp SEEPZ, Andheri East, Mumbai 400 093, **Email:** info@imagesgroup.in, **Ph:** 022-28398000

Cover Story 22

OTIPY

Started in 2020, Otipy was launched as an online fresh fruits and vegetables' selling app with the aim to connect end-consumers with farmers through a community of resellers who handle the last-mile delivery of fresh farm products.

Currently, Otipy delivers fresh fruits and vegetables along with dairy and grocery to over 5 lakh customers across Delhi-NCR, moving more than 100 tonnes of fresh produce from the farms to its consumers every day.

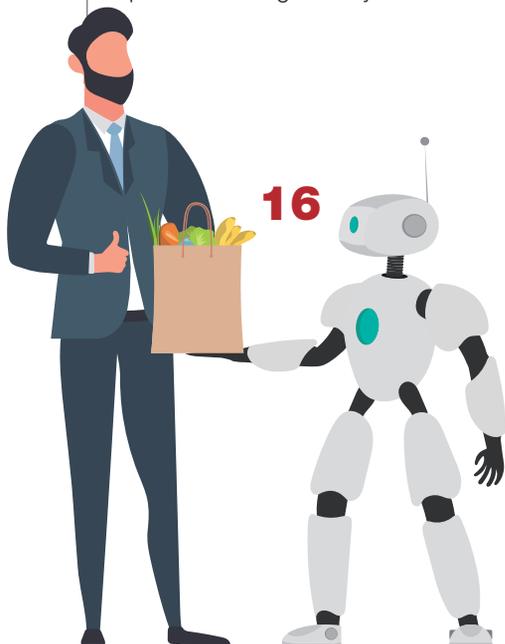


8. Market Update

News and Reports on the Food & Grocery industry.

16. Retail Solutions

Retailers need to ambitiously reimagine their relationships with customers and upgrade their digital and in-store experiences along the way.



16

18. Top Grocery Delivery Apps in India

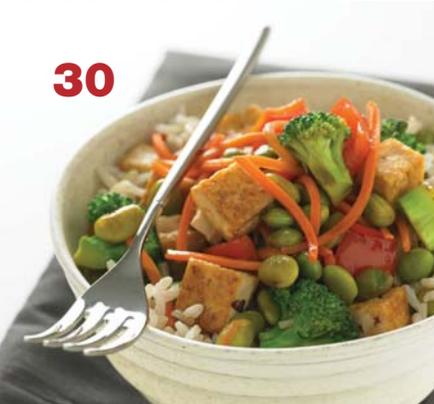
Grocery Delivery Apps in India are finding an increasing number of users.



18

30. Plant-based Foods

With health and well-being becoming a priority, support for plant-based food has intensified in recent times.



30

38. Health Horizons

A seed-to-sale hemp brand offering vegan alternatives.

39. Symega Food Ingredients

Catering to the growing demand for plant-based meat and dairy products.

40. Column

Why soy is the smart choice for plant-based proteins.



40

42. International Retailer

Loblaw, Canada's largest grocery retailer, is driving growth with investments in e-commerce, health care and sustainability.

50. Packaging Trends

Track and Trace — The trend of connected packaging in the Indian food and beverage industry.



50

52. Food Waste

Heeding the large-scale problem of food waste, grocers get to work on solutions.

56. Food Safety

Why traceability and trust can be a winning combination for food brands.

Making Retail Future-Proof: The Customer Experience Imperative

IN ORDER TO RAISE THE BAR FOR FUTURE RETAILING, RETAILERS NEED TO AMBITIOUSLY REIMAGINE THEIR RELATIONSHIPS WITH CUSTOMERS AND UPGRADE THEIR DIGITAL AND IN-STORE EXPERIENCES ALONG THE WAY.

By Sunil Munshi

Delivering smooth shopping experiences has always been at the heart of retail, but the digital transformation has amplified it to the next level. Continuous market upheavals and economic volatility have forced retailers and CPG brands to upgrade digital and in-store experiences along the way. With no end in sight for ongoing disruptions, brands have a crucial opportunity to reimagine the future of retailing built upon the curve of evolving technology and customer trends.

Retail must reposition itself in a consumer's life now as the last two years have changed shopper expectations. What do contemporary shoppers expect? What will delight the shoppers? It is the opportune time for retailers to ambitiously reimagine their relationships with customers and raise the bar for future retailing.

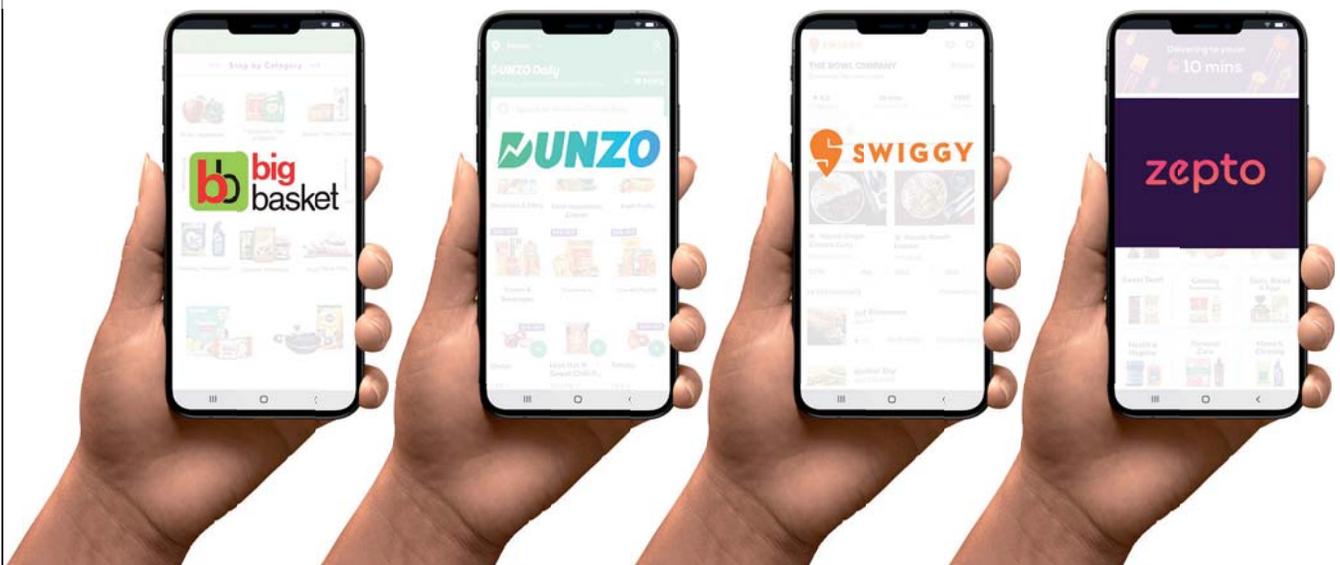
Resilient retail to meet new expectations

Dull brick-and-mortar store experiences will make way for the influence of digital intelligence across all aspects of shopping, and not just e-commerce. Meanwhile, consumers will prioritize tailored, engaging, and educational in-store shopping experiences. Furthermore, their purchases will increasingly be aligned with their personal values and beliefs.



Top Grocery Delivery Apps in India by Downloads

GROCERY DELIVERY APPS IN INDIA ARE FINDING AN INCREASING NUMBER OF USERS WITH SOME EVEN MANAGING TO GENERATE UPWARDS OF ONE MILLION DOWNLOADS PER MONTH, REVEALS AN ANALYSIS BY 42MATTERS.COM



Sometime ago, app intelligence company *42matters.com* analyzed and wrote about the declining trend of downloads for fast grocery apps in the United States. It observed that with global markets becoming less stable and prone to economic pulls and pressures, the trend seems to have rubbed off on leading US grocery delivery start-ups like JOKR, Gopuff, getir, and Gorillas. Businesses that had till recently raised upwards of \$5.5 billion from venture capitalists were now engaging in serious cost-cutting measures, including layoffs, warehouse closures, etc. However, 42matters says that unlike in the US, the trend for grocery apps' downloads shows no signs of slowing down. In fact, "in India, grocery delivery apps appear to be thriving and some have even managed to generate upwards of one million downloads per month," it said.

The observation is based on an analysis done by 42matters on the downloads' trend for the top four most popular grocery delivery apps in India: **Swiggy, Zepto, Dunzo, and Bigbasket.**

The analysis by 42matters throws up some interesting findings and points to how the four grocery delivery apps stack up according to their number of downloads.

Apps' Rankings by 30-day downloads for Android and iOS versions

RANK 1 Swiggy: Food & Grocery Delivery by Swiggy

- ▶ 30-day Android Downloads in India: 1,355,123
- ▶ 30-day iOS Downloads in India: 167,307
- ▶ Total 30-day Downloads in India: 1,522,430

RANK 2 Zepto: 10-Min Grocery Delivery by KiranaKart Technologies Private Limited

- ▶ 30-day Android Downloads in India: 1,019,244
- ▶ 30-day iOS Downloads in India: 337,950
- ▶ Total 30-day Downloads in India: 1,357,194

INDIA'S FIRST AND FASTEST-GROWING COMMUNITY GROUP- BUYING PLATFORM FOR FRESH PRODUCE AND DAILY ESSENTIALS



VARUN KHURANA
Founder & CEO, Otipy



STARTED IN 2020, OTIPY WAS LAUNCHED AS AN ONLINE FRESH FRUITS AND VEGETABLES' SELLING APP WITH THE AIM TO CONNECT END-CONSUMERS WITH FARMERS THROUGH A COMMUNITY OF RESELLERS WHO HANDLE THE LAST-MILE DELIVERY OF FRESH FARM PRODUCTS.

THANKS TO ITS SUPER-FAST AND SUPER-AGILE SUPPLY CHAIN, WHICH SIGNIFICANTLY CUTS DOWN ON THE TIME IT TAKES FOR THE PRODUCE TO REACH THE CONSUMER AFTER IT IS HARVESTED, OTIPY'S FARM PRODUCTS BOAST OF OFFERING "BEST FRESHNESS, BEST QUALITY, AND BEST PRICES".

JUST TWO YEARS INTO ITS OPERATIONS, THIS ONLINE RETAILER HAS RACED AHEAD TO BECOME INDIA'S FASTEST GROWING COMMUNITY GROUP-BUYING START-UP FOR FRESH FARM PRODUCE WITH ANNUAL SALES REVENUE OF MORE THAN RS. 120 CRORE AND WITH VERY HEALTHY GROSS MARGINS IN THE REGION OF 33-35%.

CURRENTLY, OTIPY DELIVERS FRESH AND CHEMICAL-FREE FRUITS AND VEGETABLES ALONG WITH DAIRY, BAKERY AND GROCERY PRODUCTS TO OVER 5 LAKH CUSTOMERS ACROSS DELHI-NCR, MOVING ABOUT 110-120 TONNES OF FRESH PRODUCE FROM THE FARMS TO ITS CONSUMERS EVERY DAY.

BY THE END OF THIS YEAR, OTIPY HOPES TO BECOME THE LARGEST ORGANIZED RETAILER IN THE COUNTRY FOR FRESH FRUITS AND VEGETABLES, LEAVING BEHIND EVEN ESTABLISHED BEHEMOTHS IN THIS SPACE LIKE MOTHER DAIRY AND RELIANCE FRESH.

By Sanjay Kumar



Otipy was launched as an online app optimized for quick delivery of fresh produce and other grocery items, and that too with the guarantee of freshness and at a more pocket-friendly price.

	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"/>

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

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

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 call on 9818507730 for editorial
enquiries and contributions.



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: E 519, Floral Deck Plaza, Central MIDC Road, Opp SEEPZ, Andheri East, Mumbai 400 093, Ph: 022-28398000

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

Why soy is the smart choice for plant-based proteins

WHILE PROTEIN IS ONE OF THE MOST IMPORTANT MACRONUTRIENTS IN BOOSTING IMMUNITY, THE REVOLUTION BROUGHT ABOUT BY MANY PLANT-BASED ALTERNATIVES IS HELPING TO CREATE MORE SUSTAINABLE OPTIONS FOR PROTEIN SOURCES.

By Amit Bajaj



Soy proteins are the primary source of plant-based proteins and are widely consumed by diverse populations worldwide due to their high protein content and versatility in the development of food products.

The pandemic has undoubtedly shifted our focus toward holistic wellness, emphasizing how we perceive daily nutrition and dietary intake. As a result, protein is one of the key elements in providing a boost in terms of immunity. While protein is one of the most important macronutrients in boosting

immunity, the revolution brought about by many plant-based alternatives is helping to create more sustainable options for protein sources.

Scaling up the availability of plant-based proteins in the market is first and foremost step towards creating more cultural choices for a sustainable protein-rich diet apart from making plant-based protein sources both economically viable and geographically accessible.

This gives rise to a multitude of options; however, only one superfood stands out, which is soybeans. Packing similar macronutrients as that of meat, soybeans contain about 36-56% of dry weight, providing around 28g of protein; thereby substantiating your daily intake and requirements of protein.



Track and Trace: The trend of Connected Packaging in the Indian beverage industry

AS CONNECTED PACKAGING GAINS MORE AND MORE PROMINENCE AS A HIGHLY EFFECTIVE WAY OF INTERACTION AND ENGAGEMENT POWERED BY TRANSPARENCY, A WIDE RANGE OF FOOD AND BEVERAGE PRODUCTS PACKAGED IN CARTONS HAVE BEGUN USING THE POWER OF TECHNOLOGY TO DRIVE BRAND COMMUNICATION, DIFFERENTIATION, AND VISIBILITY.

By Vandana Tandon



Greeted by a sunny morning, you shuffle about for a minute before settling down for a relaxing breakfast. But as you pour your milk from the carton, the side of the package grabs your attention. A QR code embellishes the carton, promising a journey through the life of the very carton of milk you hold, right from its birth to landing in your hands!

Curious, you take out your smartphone and scan the code, only to be launched forth to a webpage that looks as dynamic as it feels intriguing. From stories about the milk and the very cows that it's sourced from, to the paper used to make the cartons, you see every part of the process depicted in a visually stunning and interactive manner. What's more, it even has a bunch of games with a range of attractive rewards and freebies to be unlocked!

This is a typical morning for many consumers today, as connected packaging gains more and more prominence as a highly effective way of interaction and engagement powered by transparency. And not just milk cartons; a wide range of food and beverage products packaged in cartons have begun using the power of technology to drive brand communication, differentiation, and visibility.



Connected Packaging in India

According to Mintel GNPD, the use of QR codes on food packaging in India has doubled from 4% in 2016 to 8% in 2020, highlighting its massive growth potential. Connected packaging has made food and beverage cartons of today much more than just a brand's billboard. They now serve as a portal to discovering detailed information on its ingredients down to the origin of the raw materials, including the



Waste Not, Want Not

HEEDING THE LARGE-SCALE PROBLEM OF FOOD WASTE, GROCERS GET TO WORK ON SOLUTIONS.

By Lynn Petrak

W

hether it's packages of sushi tossed at the end of the day in a prepared food department, a produce drawer in a consumer's home emptied out on garbage night, or crops discarded due to labor shortages, a lot of food is being wasted across the farm-to-table chain.



Key Takeaways

- ▶ Food retailers are keenly aware of food waste and its impact on their business as well as on their local communities and the health of the planet, and many have already taken action.
- ▶ Grocers are increasingly deploying technologies that are emerging in alignment with the food waste reduction movement.
- ▶ Other food waste solutions include selling food items that might otherwise go to waste, donations, composting or using these products to make prepared foods.

Why traceability and trust can be a winning combination for food brands

IMPLEMENTING TRACEABILITY SOLUTIONS PROVIDES INNUMERABLE ADVANTAGES TO BOTH BRANDS AND CONSUMERS. IT RESULTS IN HIGHER REVENUE GROWTH, LOWER COSTS, INCREASED MARKET SHARE, BETTER RETURNS ON INVESTMENT AND OVERALL IMPROVED STAKEHOLDER RETURNS, MAKING IT A CLEAR WIN-WIN SITUATION FOR BOTH BRANDS AND THE END CONSUMER.

By Anil Nadig

There is no denying the fact that food is a necessity for humans to live and survive. While food is often touted as fuel for the body, good food is said to be the fuel for the soul. And when it comes to 'good' food, it means food that is not only tasty and palatable but also safe and healthy.

It refers to food that is prepared adhering to all safety standards making it fit for consumption.

Food safety: a non-negotiable factor

Food safety, which is an important aspect of food production, is a multi-faceted topic because the entire process of food production is complex and



involves various stakeholders. Apart from complex processes, there is a heavy interdependency on multiple systems and entities, right from procurement of raw materials, sourcing and manufacture of individual ingredients, transportation, liaising with regulatory agencies, delivering to end customers and the like. Thus, to ensure food safety and quality, every step of the supply chain needs to be meticulously monitored and this is where food traceability comes into play.

With customers being increasingly informed, there is a growing demand for food safety, and in the context of this scenario the importance of traceability can hardly be overemphasized. According to a report by Markets and Markets, the food safety testing market was estimated at USD 19.5 billion in 2021 and is projected to grow at a CAGR of 7.9% to reach a whopping USD 28.6 billion by 2026.

Traceability: the bridge between D2C brands and consumer

Simply put, traceability refers to a system which facilitates identification, tracking and tracing of elements or components of a product as it moves along the supply chain while raw materials are