

**BREAKFAST:** 40% OF GEN X NEVER SKIP BREAKFAST, WHILE OVER 50% OF GEN Z AND 61% OF MILLENNIALS TEND TO SKIP BREAKFAST.

Ahead of What's Next ▶

# Progressive GROCER

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**LOYALTY PROGRAMS**  
Designing and executing strategies with a customer lens that fetches higher ROI and customer loyalty.

**E-COMMERCE**  
How can retailers sharpen their marketing tools to cash in on the demand surge this festive season.

**INDIA EDITION**



## MOST ADMIRABLE FOOD & GROCERY RETAILERS OF INDIA

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The festive season in India heralds a boom time for all retail players. But this festive season, the first to be celebrated away from the long shadow of the pandemic after two years, the game for retailers has changed profoundly from what it was earlier. The past two years saw huge swathes of consumers embrace online shopping and those customers could still prefer staying away from the grind of in-store walk-ins.

However, even online retailers can no longer rest on the security of a large base of existing customers. Those customers could easily move to another outlet offering a better, more trustworthy experience. In a nutshell, both online and offline players need to keep up with customer expectations, competitors' capabilities, and technological developments to maximize their advantages and profit margins.

In this October issue of the magazine (pages 14-23), we bring you learnings from retail experts on how retailers can up their game this festive season with targeted advertising, promotions, and other innovations to attract and retain customers.

The issue also features a list of Progressive Grocer's Favorite 50+ Most Admired Food Stores of India (pages 28-93). Not all the stores listed are the biggest, the fanciest, or even the most unique, but they all have that special something that takes them to the leader-board. For Progressive Grocer, these stores exemplify attributes that would make every community want to have such stores in their backyard.

The information on the food stores has been compiled from primary and secondary sources, including information from their websites, public and private sources, as well as independent research with the aim to generate a reliable thumb-sketch profile of the stores. Read and enjoy!

**Amitabh Taneja**  
Editor-in-Chief

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# How to use loyalty program for best value and returns

THIS FESTIVE SEASON, HERE ARE SOME KEY TAKEAWAYS FOR GROCERY RETAILERS AND RETAIL MANAGERS ON HOW TO DESIGN AND EXECUTE STRATEGIES WITH A CUSTOMER LENS THAT FETCHES HIGHER ROI AND BETTER CUSTOMER LOYALTY.

By Dr Jacqueline P Mundkur

**T**raditionally, enterprises have been interested in loyalty programmes for multiple reasons. Upselling apart, these programmes build 'stickiness' and assure continued patronage while simultaneously enriching the internal data repositories, which is the fuel that propels targeted marketing campaigns.

Loyalty programmes also provide an easy access point for contextual engagement while smartly weaving in cross-sell advantages, aimed at increasing share of wallet (SOW) and sharpening competitive advantage. To make it attractive enough to hold their customers' interest and attention that culminates in higher patronage, loyalty programme designs may also offer economic rewards based on points, airline 'miles', discounts or pure play cashbacks; others may also include a plethora of value-added services curated to give their customers access to alliances with synergistic brands, invites to events, service upgrades, service prioritization, etc.



# Retaining Customers and Growing Revenues in this Festive Season

THE COMING OF THE FESTIVE SEASON IN INDIA HERALDS A BOOM TIME FOR ALL RETAIL PLAYERS. IT'S THE TIME WHEN THEY CAN SHARPEN THEIR MARKETING TOOLS AND CASH IN ON THE SURGE IN CONSUMER DEMAND.

By Sunil Munshi

**T**his festive season, the first to be celebrated away from the long shadow of the pandemic after two years, the game for e-tailers has changed profoundly from what it was earlier. There is the challenge of bringing online hitherto untapped customer groups while ensuring no-contact or same-day delivery, especially of perishable commodities and emergency-use products. With the festive season in full swing, now is the time for online retailers to bank on their ability to home-deliver their customer's needs and gain some advantage, but they need to do their homework as well.

India is home to the third-largest group of online consumers - 150 million shoppers in FY '21 , as per IBEF, which translates into a significant opportunity for e-commerce players who have got their fundamentals in place. With a new cohort of consumers shopping online this festive season, many e-tailers need to re-assess their customer interfaces, whether websites or apps, for ease of access without compromising digital security. Doing so ensures they appear friendly to first-time visitors but not at the

## How e-commerce accelerators help brands grow their online business

TO BOOST ONLINE SALES THIS FESTIVE SEASON, BRANDS NEED TO LEVERAGE DATA-DRIVEN TECHNOLOGY, AND ACCELERATE CUSTOMER ACQUISITION AND REVENUE. E-COMMERCE ACCELERATORS HELP BRANDS ACQUIRE A COMPETITIVE EDGE BY GIVING THEM MORE TIME TO FOCUS ON THEIR CORE BUSINESS OFFERINGS WITHOUT HAVING TO INVEST IN ADDITIONAL INFRASTRUCTURE AND RESOURCES.

By Dr. Somdutta Singh

# A

According to a report by consultancy firm Bain & Co, the Indian e-commerce market witnessed a 25% growth in FY 2021 despite a 2-month national lockdown. The e-retail market in the country is expected to grow to \$120-\$140

billion, increasing by 25%-30% per year till FY 2026. Such projections augur well for brands selling their products online. But there are multiple challenges in the highly competitive e-commerce space that they may not be able to tackle on their own.

The e-commerce play for brands has become complex given rising customer expectations and competition. It is not just about setting up an online store. You cannot relax thinking customers will start ordering from your digital store just because you have undertaken the pain of setting it up. There could be thousands of products similar to yours that a customer would stumble upon while buying or comparing on different platforms. Additionally, customer attention is



**For brands selling their products online, there are multiple challenges in the highly competitive e-commerce space that they may not be able to tackle on their own. This is where e-commerce accelerators come into play.**

# Easy Economical Recipes

THESE DISHES SERVE UP WHAT SHOPPERS NEED.

**T**oday more than ever, shoppers feel the pinch of rising food prices while facing the daily task of getting meals on the table. Retailers can help shoppers by providing recipes and meal ideas that satisfy the need for speed, ease, value and nutrition.

## What Do Cooks Want?

The pandemic fueled increased interest in home cooking — and for some, it never let up. Among those are 3,801

dedicated home cooks, mostly women ages 55 and up, who subscribe to the recipe publication Taste of Home. Earlier this year, they responded to the publication's online survey asking about their cooking attitudes and behaviors during the first two years of the pandemic.

About half (52%) of respondents said that they began cooking and baking more during the first year of the pandemic; somewhat surprisingly, 75% said that they were cooking and baking about the same amount or even more in year two than they did the year before (17% said more). About six in 10 (62%) look for new recipes more than they did six months ago, and almost seven in 10 (68%) cited "healthy meals/quality ingredients" as a top priority when they cook.

On the flip side, "cooking fatigue" is real for some, FMI's "U.S. Grocery Shopper Trends 2022 — Future Outlook" report suggests. In that study, only 19% of shoppers said that they "love" cooking, compared with 23% in 2021. Shoppers also said that they're spending less time each day preparing meals than in recent years, with 74% taking less than an hour and 30% spending less than 30 minutes, which emphasizes the need for fast recipe ideas. Even the avid cooks in the Taste of Home survey said that they wanted simple meal prep and quick and easy recipes, with this attitude especially true among Millennials.

## Serving Up Solutions

Retailers can team up with their retail dietitians to provide great-tasting recipes and meal solutions that address shoppers' concerns about cost, time, ease and health. Here are a few ideas:

- ▶ Promote and regularly refresh recipe sections on your website that highlight attributes like "30 minutes or less," "budget-friendly" and "healthy."
- ▶ Feature recipes that use popular time-saving appliances like air fryers, electric pressure cookers and slow cookers.



**Retailers can team up with their retail dietitians to provide great-tasting recipes and meal solutions that address shoppers' concerns about cost, time, ease and health.**

- ▶ Offer meal preparation tips that don't require a major time commitment. For example, suggest preparing just one recipe component, like a batch of browned ground beef, to speed meal prep throughout the week in casseroles, chili and tacos.
- ▶ Give tips for using leftovers as the basis for another meal and to reduce food waste. Recommend doubling freezer-friendly recipes like soups and stews for fast future meals.
- ▶ Display related recipes near nutritious sale items and less costly ingredients like canned seafood, canned and dry beans, and canned and frozen fruits and vegetables. For less budget-conscious shoppers, suggest using pre-cut produce or prepared deli items as convenient recipe components.
- ▶ Deliver cost- and time-saving tips and techniques in cooking videos, store demos and recipe headnotes. For example, suggest saving time by using the "mise en place" method of prepping all recipe ingredients and setting out equipment before cooking begins. **PG**

Diane Quagliani, MBA, RDN, LDN, specializes in nutrition communications for consumer and health professional audiences. She has assisted national retailers and CPGs with nutrition strategy, web content development, trade show exhibiting, and the creation and implementation of shelf tag programs.



# **MOST ADMIRED FOOD & GROCERY RETAILERS OF INDIA**

CREATING A LIST OF PG'S FAVORITE "50 PLUS MOST ADMIRED FOOD & GROCERY RETAILERS OF INDIA" IS A LABOUR OF LOVE BUT IS NOT MEANT TO BE A DEFINITIVE EXERCISE. NOT ALL OF THE FEATURED RETAILERS ARE THE BIGGEST, THE FANCIEST, OR EVEN THE MOST UNIQUE. BUT THEY ALL HAVE THAT SPECIAL SOMETHING THAT TAKES THEM TO THE LEADER BOARD. THEIR STORES EXEMPLIFY ATTRIBUTES THAT WOULD MAKE EVERY COMMUNITY WANT TO HAVE THEM IN THEIR BACKYARD.

**Progressive Grocer India Bureau**



**P**icking out a favorite is never easy. All the more, if one has to pick a slate of favorites from a vast multitude of food & grocery retailers across formats. For Progressive Grocer, to zero in on more than 50 favorite food and grocery retailers and their stores — physical, digital and both — was no less ticklish.

Do you pick and choose your “favorite retailers” in terms of the sheer excitement and energy that their store exudes, the breadth of its product selection, the scale of its operations or straight-forward consumer-centricity and convenience that it provides? Once, you sit down to weigh and ponder the important parameters that can coalesce and tip the scales to being your favorite retailer, what might have looked as a simple judgment to make initially quickly turns into a tricky decision to arrive at.

However, over the years, PG has profiled hundreds of food & grocery retailers who earned their spurs to be featured in its pages. But even then, winnowing the favorites from the huge pool of retailers was not easy.

To begin with, PG zeroed in on those retailers who had made it to the pages of the magazine and were nominated in past years for the various award categories under the Coca-Cola Golden Spoon Awards, organized by the IMAGES Group, publisher of Progressive Grocer. By sifting through the information on these retailers, Progressive Grocer could get its hands on valuable information on those retailers and their food stores that have moved the needle on key metrics of retailing excellence.

Upon updating this information, Progressive Grocer has been able to identify the stores that have endeared themselves to their customers. Of course, PG's 50+ Favorites also include

new stores that are making the right moves to become their customers' favorite.

In the pages to follow, we bring you, not a full-blown account, but the distilled essence of the stores through their key retailing metrics and highlights. The idea is to present a crisp snapshot about the personality of these stores — in the form of a quick, snippety Fact File.

Though we have dived deep to dredge up key facts and figures, creating a list of PG's Favorite 50+ Most Admired Food & Grocery Retailers of India is by no means a definitive exercise. Not all of the stores listed are the biggest, the fanciest, or even the most unique. But they all have that special something that takes them to the leader board. For Progressive Grocer, these retailers and their stores certainly exemplify attributes that would make every community want to have them in their backyard.

Many retailers and stores featured here have consistently demonstrated truly consumer-centric offers that are differentiated from their competitors. Others deliver a personal service, which keeps their customers returning year after year. However, as mentioned, developing such a list is an inexact science, as there are large numbers of privately-held companies that are quite secretive about sharing the details of their operations.

Though every attempt was made to reach out to the retailers listed in the pages so that they could check and verify the facts on their stores, not all of them responded. As such, the retailers' store highlights have been compiled from both primary and secondary sources, including information available on their websites, other public and private sources as well as through our own independent research. All along, the aim has been to generate reliable information in the form of a thumb-sketched profile of the retailers so as to reflect the universe of food and grocery stores in India's retail eco-system. **PG**



# AMAZON FRESH

An online supermarket for all grocery and household needs

AMAZON FRESH IS THE REINCARNATED AVATAR OF THE ERSTWHILE AMAZON PRIME NOW, AND THE RESULT OF THE INTEGRATION OF AMAZON'S FRESH AND PANTRY INTO A SINGLE UNIFIED STORE IN LATE 2021. THE TRANSITION OUTLINES THE ATTEMPTS OF MULTINATIONAL TECHNOLOGY COMPANY AMAZON.COM, INC.'S INDIAN SUBSIDIARY AMAZON INDIA TO ESTABLISH ITSELF IN THE FAST-GROWING ONLINE GROCERY DELIVERY SPACE.

## ➔ STORE HIGHLIGHTS

- Retailer/ Brand Name: **Amazon Fresh**
- Retail Format: **Online Supermarket**
- Delivery Order Value: **If you are a Prime member, you can schedule free delivery for your Amazon Fresh orders above Rs. 199. For Non-Prime members, a minimum order value of Rs. 199 is required to place an order and no additional charge for scheduled deliveries for orders above Rs. 600. A flat delivery fee of Rs. 29 is charged for orders below Rs. 600 for Non-Prime members.**
- Company Headquarters: **Bangalore; Has other offices in 5 different locations Chennai, Hyderabad, Delhi, Mumbai, and Pune**
- Key Executives: **Srikant Sree Ram, Director, Amazon Fresh**
- Geographical Area of Operations: **Over 300 cities for delivery in 1-3 days; 35 dedicated sites across 14 cities in India for delivery in 2 hours — New Delhi, Gurugram, Noida,**
- Parent Company: **Amazon India, a subsidiary of the American e-commerce company Amazon, in Seattle**
- Key Product Categories: **Fruits & Vegetables; Frozen and Chilled products; Dairy and Meats; Dry Grocery; Staples; Snacks; Beverages; Packaged Food; Cooking Essentials; Household Supplies; Pet Food; Personal & Skin Care; Baby products; and lots more**
- Launch Year: **Aug. 2019 — for select pin codes in Bangalore; Nov. 2021 — Relunched as a single unified store after integration of Fresh and Pantry**
- Delivery Schedule: **Two-hour delivery service; 1-3 day delivery**



## LULU HYPERMARKET

A true family-oriented shopping destination

LULU GROUP INDIA LAUNCHED ITS FIRST MALL IN KOCHI IN 2013, WHICH HAS A 278,000 SQ.FT. LULU HYPERMARKET STORE WITHIN. NINE YEARS LATER, THERE ARE A TOTAL OF 5 LULU MALLS IN INDIA ACCOUNTING FOR ABOUT 3.7 MILLION SQ.FT. OF LEASABLE AREA, WITH EACH OF THEM HOUSING A LULU HPERMARKET STORE THAT COLLECTIVELY SPAWN OVER 9 LAKH SQ.FT OF RETAILING AREA. LULU HYPERMARKET HAS ALSO BEEN RANKED BY THE DELOITTE AS ONE OF THE TEN FASTEST GROWING RETAILERS IN THE WORLD.



### ➔ STORE HIGHLIGHTS

- Retailer/ Brand Name: **LuLu Hypermarket**
- Launch Year: **2013**
- Parent Company: **LuLu Group International, which operates a subsidiary LuLu Group India for running the business in the country, including its hypermarket operations**
- Company Headquarters: **Abu Dhabi for LuLu Group International; Ernakulum, Kerala, for LuLu Group India**
- Key Executives: **Nishad MA, Director and CEO at Lulu Group India; Rejith Radhakrishnan; Chief Operating Officer & RD at LuLu Group India; Shibu Philips, Director-Shopping Malls of Lulu Group India**
- Retail Format: **Hypermarket, Supermarket (LuLu Xpress small format stores), Online Grocery – Lulu Hypermarket app allows consumers to find grocery items, meat products, seafood, organic products, and household essentials instantly and get them delivered at the doorstep with real-time tracking features**
- Number and Location of Hypermarket Stores: **5 in Kerala, Karnataka & Uttar Pradesh – Kochi, Bangalore, Lucknow, Trivandrum, Thrissur; LuLu also runs small format Xpress supermarket stores in Chennai; LuLu's small format Xpress Supermarket stores in Chennai offer in-store shopping and delivery service for groceries**
- Ownership Model of Stores: **4 are fully owned; 1 in Bangalore's Global Malls is company-operated;**
- Average size of stores: **2 lakh sq.ft.**



## METRO CASH & CARRY INDIA

India's largest organized wholesaler

AS THE FIRST PLAYER TO ENTER INDIA'S MODERN WHOLESALE RETAIL IN 2003, METRO CASH & CARRY INDIA HAS TRANSFORMED FROM BEING A MULTI-SPECIALIST OFFLINE PLAYER TO A B2B OMNI-CHANNEL PLAYER FOCUSED ON KIRANAS. THE COMPANY'S EXISTING 31 STORES HAVE BEEN INTEGRATED WITH 'METRO WHOLESALE' APP, PROVIDING A RANGE OF CUSTOMIZED WHOLESALE SOLUTIONS FOR PROFESSIONAL CUSTOMERS, AND OFFERING TRADERS AND KIRANAS THE CONVENIENCE OF BROWSING AND ORDERING ONLINE, AND GETTING THEIR STOCKS DELIVERED AT THEIR DOORSTEP THROUGH GPS ENABLED TRUCKS.

### ➔ STORE HIGHLIGHTS

- Retailer/ Brand Name: **METRO Cash & Carry India** operates under the brand name, Metro Wholesale
- Company Headquarters: **Bangalore**
- Parent Company: **Düsseldorf-based German Multinational, METRO AG**
- Launch Year: **2003** — Opens First Cash & Carry in India in **Kolkata**
- Key Executives: **Arvind Mediratta**, Managing Director & CEO
- Store Count: **31**
- Store Size: **24,000 to 40,000 to 100,000 sq. ft.**; 4 stores are above 100,000 sq.ft. — two in **Bengaluru**, and one each in **Hyderabad** and **Kolkata**; 27 stores range from 40,000-100,000 sq.ft.
- Total Retail Area: **~12,50,000 sq.ft.**
- Retail Format: **Modern Wholesale with Offline and Online integration with Metro e-commerce App**
- Ownership Model of Stores: **7 are company-owned and the rest 24 are leased**
- Key Product Categories: **Fresh Fruits and Vegetables; Staples and Foodgrains; Spices; Dried Fruits; Dairy; Frozen & Bakery products; Fish & Meat; Confectionery; METRO's own-brand products; Hotel & Restaurant Supplies; Office Supplies; Electronics; Apparel; Textiles; Household Needs; Home Improvements; Footwear; Luggage, and more**

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