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# Cover Story 16

# Dhanyam Organic Superstores: Creating its own canon in organic retail

The way husband-wife duo Madhusoodhanan K and Thendral Madhusoodhanan have poured body and soul together to build a successful specialized organic retailing enterprise in Chennai - from a single Dhanyam Organic Superstore in 2010 to nine outlets today - is an exemplum of how one can transmute an inner passion into a soaring arc of accomplishment.

# 30. Category Watch

Retailers and brands that want to grow sustainable sales and increase customer traffic in their snacks category need to capitalize on the important trends.



## **Brand Profiles**

**40. Nutty Gritties:** Leader in trail mixes and premium packaged nuts.

**41. Delicious:** Supplier of high quality nuts, dry fruits, and spices.

#### 42. Sustainability

Is 'organic' the only sustainable option offered by retailers?



## 44. Dairy

Creating solutions for changing the dairy industry's cost-benefit calculus



#### 56. Trends

Snacking Report-The Snack Track.

## 60. Growth Strategies

How to achieve retail success in the age of Al?



## 62. Retailers

Hearty Mart - Transforming a village economy and its community.



#### 64. Product Launch

New products and offerings on the market.



# 8. Market Update

News and Reports on the Food & Grocery industry.



#### 27. All's Wellness

New Areas of Food Certification.

#### 28. Industry Report

Digital Twins to Reshape Retail Business by 2035.

