

Ahead of What's Next ▶

Progressive GROCER

September 2023
Volume 17 · Number 9
Rs 100
www.indiaretailing.com

INDIA EDITION

CLEAR®
PREMIUM WATER

Nayan Shah

Pioneering the
Symbiosis of
Business and
Eco-Conscious
Practices

➔ **Nayan Shah**

A First-Generation Entrepreneur
and the Founder & CEO,
Clear Water

The Gravitational Centre of India's Food Business Galaxy



Book a trip to the Centre

Page 64



In Q1FY24, retail commerce grew and offline retail outpaced e-commerce, driven by higher rural and urban demand.

Progressive GROCER

Ahead of What's Next

September 2023
Volume 17 • Number 9
Rs 100
www.indiaretailing.com

SOCIAL COMMERCE
How Online Communities
are Transforming Retail.

BEVERAGE
Trends Shaping India's
Tonic Water Industry.

INDIA EDITION



Navjeevan Plus

Jalgaon's Most Emblematic Grocery Chain



ANIL KANKARIYA
Managing Director, Navjeevan Plus



**30 Nov–01 Dec
2023**

THE WESTIN MUMBAI
POWAI LAKE



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

EDITORIAL ADVISOR: **R S Roy**

CEO: **Nikhil Behl**

PUBLISHER: **S P Taneja**

EDITORIAL

EDITOR: **Sanjay Kumar**

CORRESPONDENT: **Aakriti Virmani**

CREATIVES

ART DIRECTOR: **Pawan Kumar Verma**

DY. ART DIRECTOR: **Deepak Verma**

PRODUCTION

SR. GENERAL MANAGER: **Manish Kadam**

SUPPORT

SR. GM ADMINISTRATION: **Rajeev Mehandru**

ADVERTISING

BENGALURU

VICE PRESIDENT: **Suvir Jaggi**

suvirjaggi@imagesgroup.in

MUMBAI

GENERAL MANAGER: **Rajesh Acharya**

rajeshacharya@imagesgroup.in

DELHI

ASST. GM – SALES: **Vandana V Thakur**

vandanathakur@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

SR. 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 Sevala**

SENIOR VICE PRESIDENT, CONTENT: **Joe Territo**

It's that time of year again when the festive season comes marching upon us. The period has traditionally enjoyed a very strong and deep connection with the culture of gifting. For retailers and brands, the season is marked by a huge surge in demand for food products that offer a mark of exclusivity and uniqueness when it comes to gifting.

In fact, the gifting theme has now permeated across all food categories. Read our Festive Gifting story (pages 38-43) on how retailers and brands come out with unique and innovative gift packs and gift hampers and value-for-money products that are beautifully packaged to meet diverse choices for family and corporate gifting.

Our cover story in this issue (pages 24-34) shines the spotlight on north-Maharashtra's oldest and most emblematic food and grocery retailer. Jalgaon-based Navjeevan chain of stores has been in the business for over 75 years now, starting off as a modest 25 sq.ft. store in 1946. It transitioned to being a modern supermarket in 1993 at a time when the modern trade concept was a novelty even in the bigger cities like Mumbai and Pune. Today, the chain has nine stores under the Navjeevan banner, with 26,000 sq.ft. of retailing area and Rs. 110 crore of annual revenue.

In our story on retail location (pages 36-37), we take a dive into the business psychology in play that influences this location strategy. Are retailers subconsciously following the Nash Equilibrium theory propounded by American mathematician John Nash, which states that for retailers, being near their competitors means more potential customers around, and moving away could mean missing out on these customers. Or are retailers just following their gut sense borne out of years of experience and observation?



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 24

Navjeevan: Jalgaon's most emblematic grocery chain

With over 30 years of operations as a supermarket chain, Navjeevan's nine stores have become a central facet of Jalgaon's identity. Registering annual revenue of Rs. 110 crore, the Kankariya family owned business score high on all the accepted makers of a successful retail business.

44. Brand Profile

Bolas Gift Boxes.

45. Brand Profile

Valley Culture products make for distinctive gifts.

46. Gifting: Processed Food

How to provide tailored offerings that catch consumer attention.

48. Festive Focus: Food Trends in Play

Which consumer trends and products will drive food sales?



14. Market Update

News and Reports on the Food & Grocery industry.



14

36. Retail Location

Why retailers place their stores next to each other?



36

52. Festive Focus: Trending Foods

Food brands focus on launching more variants of Indian meals.

54. Beverage

Trends shaping India's Tonic Water industry.

56. Plant Proteins

Plant-based food industry poised for rapid growth.

58. Online Retail

How social commerce is transforming retail.

60. Food Marketing

How social media is transforming food culture.

62. Product Launch

New food products on the market.



22. Food Entrepreneur

Tête-à-tête with Nayan Shah, Founder and CEO, Energy Beverages



22

38. Festive Gifting

Brands and retailers tee up for the busy season ahead.



38

JALGAON'S MOST EMBLEMATIC GROCERY CHAIN

With over 30 years of operations as a supermarket chain, Navjeevan's nine stores have become a central facet of Jalgaon's identity. Registering annual revenue of Rs. 110 crore, the Kankariya family-owned business scores high on all the accepted markers of a successful retail enterprise.

A new generation is now rising to take the business ahead and carry forward the retailer's well-worn reputation for exporting innovation and its commitment to quality and customer service.

BY SANJAY KUMAR



ANIL KANKARIYA
Managing Director, Navjeevan Plus

It just doesn't get any better than what Navjeevan has achieved in their 30 years of journey as a self-service modern trade grocery player. The brand stands out among the august galaxy of retailers who have carved out a rich legacy. Theirs is a story that can be told and retold endlessly in Rashomon variation: characterized by quality products, excellent customer-centricity and a slew of retailing innovations.

The story of this Jalgaon-based, North Maharashtra located, Kankariya family-owned Navjeevan Super Shop and Navjeevan Plus branded grocery chain stores goes back to the time when the Kankariya paterfamilias Zumarlalji Kankariya, at age 15 years, set out in search of employment and migrated from a small Rajasthan village to Jalgaon in the year 1946. What started as a 25 sq.ft. roadside shop is today a chain of supermarkets known as Navjeevan Super Shop and Navjeevan Plus.



The story of this Jalgaon-based, North Maharashtra located, Kankariya family-owned Navjeevan Super Shop and Navjeevan Plus branded grocery chain stores goes back to the time when the Kankariya paterfamilias Zumarlalji Kankariya, at age 15 years, set out in search of employment and migrated from a small Rajasthan village to Jalgaon in the year 1946.

Even since, the Kankariya family has been carrying forward the family grocery business which, in the past 75 years, has grown and transformed into a successful food and grocery supermarket retail enterprise. Today, the Kankariya family operates nine stores in different parts of Jalgaon and nearby locations, which today rake in consolidated annual revenue of Rs. 110 crore.

Navjeevan, meaning new life, got its name in the year 1964 when Zumarlalji acquired a provision store of the same name. As the Jalgaon township grew, the sales and goodwill of Navjeevan increased, and by the 1980s it was the top-selling kirana store in Jalgaon. Renovation of the store in the year 1980 and the introduction of free home delivery service, apart from the quality of goods, were the keys to its success in the town.

In 1993, the family opened its first self-service superstore in Jalgaon. "The inspiration for opening our first supermarket store came during one of my visits to Chennai, in the late 1980s, where I came across a self-service store that offered me a glimpse of the future of Retail. Later, I visited similar stores in Maharashtra at Kolhapur and Mumbai and got to observe this new phenomenon of modern retail," says Anil Kankariya, the younger son of Zumarlalji Kankariya.

Early training in the retailing business




The Kankariya family's second generation started participating in the business in the late 1970s. As Anil Kankariya recalls: "From the age of 12 years, I used to sit in our provisional store with my elder brother Kantilalji Kankariya, after our school hours. Our father was our first mentor, and from that time



	PRINT		
Term	1 year	2 years	3 years
No. of issues	12	24	36
Cover Price	₹1200	₹2400	₹3600
SAVING	10%	15%	20%
Discount	₹120	₹360	₹720
Courier Charges	₹600	₹1200	₹1800
You pay	₹1680	₹3240	₹4680
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	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

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

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.indiaretail.com

Why retailers place their stores next to each other?

Are retailers sub-consciously following the Nash Equilibrium theory propounded by American mathematician John Nash, which states that for retailers, being near their competitors means more potential customers around, and moving away could mean missing out on these customers. Or are retailers just following their gut sense borne out of years of experience and observation?

BY PROGRESSIVE GROCER BUREAU

Have you ever wondered why two cafes or grocery supermarkets are often right next to each other, but then there's none for miles? At first, this might seem odd. Wouldn't a shop get more customers if it's far from its competitor? The answer to this puzzle can be found in something called Game Theory, particularly a concept known as the Nash Equilibrium.

To explain this idea, let's imagine a situation. There are two ice cream sellers, Seller A and Seller B, on a one-kilometer long beach. They both want to sell as much ice cream as possible. On day one, they set up their stalls halfway down the beach, with Seller A on one side and Seller B on the other. This way, each of them gets about half the beach-goers. It's a fair split.

However, Seller B wants more. So, on the second day, he moves his stall to the middle of the beach. Now, he gets more customers - about 62.5%, leaving Seller A with only 37.5%.

Seeing this, Seller A also moves to the middle of the beach on the third day. Now, they're both back to splitting the customers 50/50. Neither can move without losing customers to the other. This situation is called a Nash Equilibrium in Game Theory, named after the mathematician John Nash.





GREAT EXPECTATIONS

**Brands and Retailers Tee up
for the Busy Season Ahead**



FMCG companies and retailers have a big opportunity to use festivals as a medium to come up with new products and ideas, revamp their collection and presentation style and introduce new SKUs and packs to appeal to more numbers of consumers. Through collaborations, brands and retailers can hope to bag significantly higher volumes and sales during the festive season and roll their inventories fast.

BY PROGRESSIVE GROCER BUREAU

Which consumer trends and products will drive food sales?

The ready-to-eat and ready-to-cook segments will see higher consumer offtake with products like premixes, dry soup, idli-and-dosa batter, curry powders, pastes, dips and sauces, functional beverages, and ready meal solutions holding significant growth potential during the festive season.

BY ANAMIKA BANERJI



Plant-based food industry poised for rapid growth

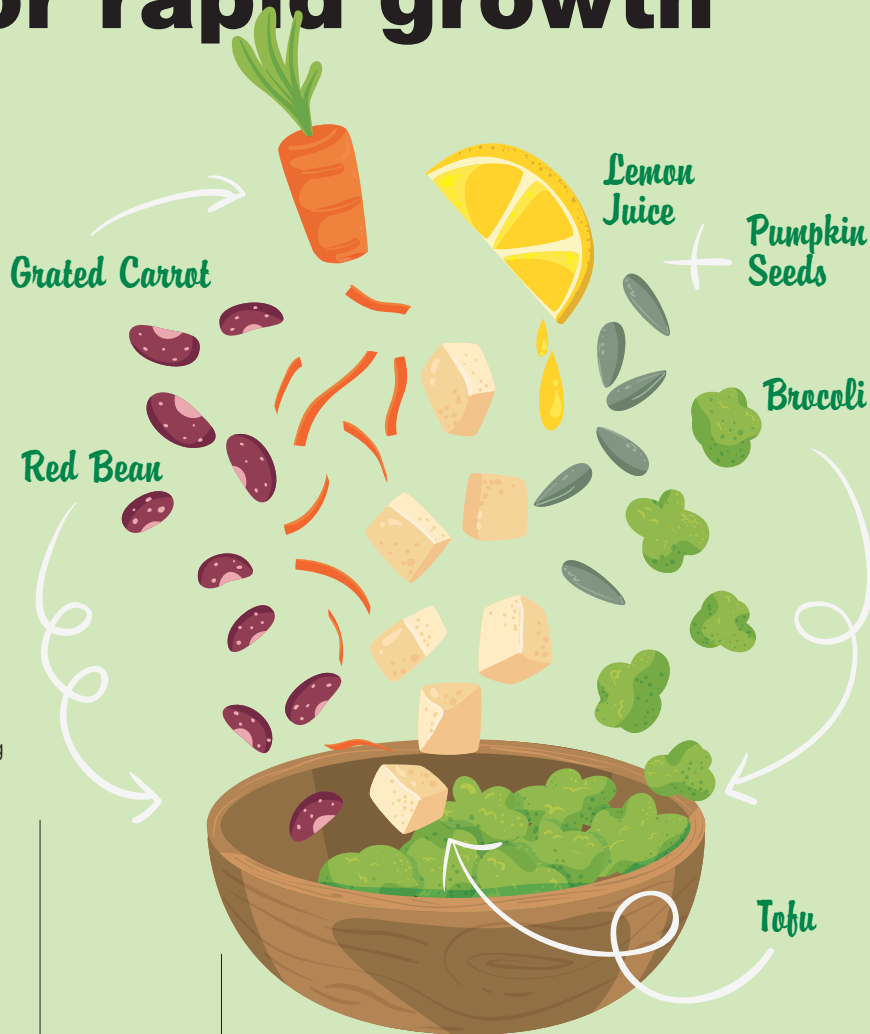
Beyond the flourishing population of vegans and vegetarians, a significant wave of non-vegetarian consumers is now actively seeking alternatives to traditional animal proteins. This shift represents a seismic change in the FMCG sector, with major players pivoting towards innovation in plant-based and alternative protein products.

BY SWATHI GOPALAKRISHNAN AND SRIMITA S

The plant-based food industry in India is undergoing a remarkable transformation, changing the country's culinary industry and

heralding a shift towards healthier and more sustainable food choices. Consumers, business owners, investors, and governments all concerned with public health have taken note of this growing trend and have supported international initiatives to combat climate change and improve public health.

Plant-based foods are now sweeping the mainstream market, bringing plant-based products to stores and restaurants across the country as consumers place more emphasis on boosting their immune systems. This has gained momentum with healthy foods previously only available in limited stores. Indian market research shows that Indian consumers have been exposed to a wide range of plant-based options in the past one to two years.



The plant-based food category offers a variety of products such as cheese and milk with coconut and other fruit sources. There are also plant-based products that mimic the properties of traditional meat products such as burger patties, kebabs, and much more. This trend cuts across social and economic lines, as these vegan protein options are environmentally sustainable and are gaining popularity among people all over the world.

Consumer preferences and industry growth

In recent years, a remarkable shift in consumer preferences has begun to reshape the global food industry. Beyond the flourishing population of vegans and vegetarians, a significant wave of non-vegetarian consumers is now actively seeking alternatives to traditional animal proteins. This shift represents a seismic change in the Fast-Moving Consumer Goods (FMCG) sector, with major