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Ahead of What's Next

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**INDIA EDITION**

## FOOD PROCESSING

Griffith Foods: Bringing Best Food Forward.

## PLANT-BASED FOOD

Environmental, Economic, and Health Impact.



**30 Nov-01 Dec 2023**

THE WESTIN MUMBAI POWAI LAKE



# MagSon

*Spinning the weathervane of gourmet retailing in a new direction*

L to R: NIRAV CHOUDHRY, MANISH PANCHOLI, RAJESH FRANCIS (Managing Director), and RAAJ MAGANLAL

## FUTURE-FORWARD BRANDS

Profiles of emerging and established food brands creating their own playbook in the market



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The processed food industry in India is expected to grow at a CAGR of 10-14% in the years ahead with output expected to reach \$535 billion by 2025-26. This presents a big opportunity for plant-protein processors, snack-food processors, and other food processors engaged in the ready-to-eat and ready-to-cook segments.

Our story on Griffith Foods (*pages 24-30*) that is globally known for its food processing innovation, shows how food brands can profitably mine this opportunity by innovating and diversifying their product range to cater to a wide variety of tastes and preferences. The brand set up shop in India in 2006 and is mainly engaged in developing products that deliver positive health outcomes, especially sugar-and-salt reductions.

With consumers showing greater awareness around transparent food labeling and sourcing, and clean ingredients, food retailers too are responding to the consumption shift by proactively promoting healthier food options with a heightened focus on quality, sourcing, importing, selection and merchandising standards.

Read our story on the Ahmedabad-based frozen and gourmet food retailer MagSon (*pages 32-41*), whose 25-store chain across Gujarat, Rajasthan and Maharashtra is seeing increased consumption of organic and healthy foods such as hydroponic vegetables, organic grocery, protein bars and protein-rich foods, and traditional cereals like millets.

Our special feature in this issue is on future-forward brands (*pages 42-56*), which has a clutch of interesting profiles of emerging and established food brands creating their own playbook in the market.

We hope our readers will enjoy this month's issue along with the festivities.



**Amitabh Taneja**  
Editor-in-Chief

All feedback welcome at [editorpgindia@imagesgroup.in](mailto:editorpgindia@imagesgroup.in)

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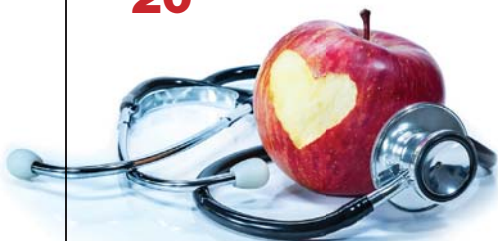
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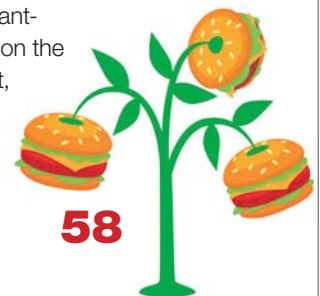


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# Managing Health Conditions

GROCERY STORES CAN BE AN IMPORTANT RESOURCE FOR SHOPPERS LIVING WITH CHRONIC DISEASES.

**I**t may be hard to believe, but 60% of Americans suffer from a chronic disease. Chronic disease is defined as a condition that lasts one year or more, and requires ongoing medical attention or limits activities of daily living, or both. According to the Centers for Disease Control and Prevention (CDC), a staggering four in 10 of us have two or more chronic diseases.

These medical conditions, along with short-term health problems, leave customers confused about what foods align to the possible dietary restrictions that accompany certain health issues. A retailer can potentially be the health care destination of choice by not only offering health events and pharmacy, clinic and dietitian services, but also by featuring products to suit shoppers' health needs right on the shelves.

## Heart Disease

Heart disease continues to push forward as the No. 1 killer in the United States. Two ways to abate risk for this condition are keeping a lid on blood lipids (including triglycerides and cholesterol) and blood pressure. One in two of us has high blood pressure, and this is largely a result of modifiable risk factors such as low physical activity and a diet high in saturated fat and/or sodium. Work with your pharmacy department to offer free or discounted heart-health screenings, coupled with product coupons that can support lowering shoppers' numbers, such as low-fat yogurts, lean plant proteins and no-added-salt canned vegetables.

## Diabetes

There are three forms of diabetes: type 1 (insulin-dependent), type 2 and gestational. Type 2 diabetes makes up more than 90% of all diabetes cases. One of the top nutrition recommendations for prediabetes and diabetes is a controlled and consistent intake of higher-fiber carbohydrates like whole grains, fruits, vegetables, beans, lentils, nuts and seeds. Ask your chefs to prepare innovative recipes using these core ingredients, and invite your dietitians to calculate nutrition facts and tips to distribute in print or digital form to customers.

## Digestive Disorders

Digestive health has been, and continues to be, a popular topic. Many shoppers are afflicted by minor tummy woes like gas and constipation; others, however, may have clinical problems such as irritable bowel syndrome (IBS), diverticulitis or gastroesophageal reflux disease (GERD). These issues might have customers seeking anything from low-“FODMAP” products to probiotic supplements, lower-acid alternatives and higher-fiber foods. Invite CPGs that represent these brands to hold an event at your stores to showcase their gut-friendly products, with the help of your marketing team.

## Overweight

The primary reason that a client books a visit with a dietitian is related to weight control. Being overweight (a body mass index, or BMI, of 25 or

**A retailer can potentially be the health care destination of choice by not only offering health events and pharmacy, clinic and dietitian services, but also by featuring products to suit shoppers' health needs right on the shelves.**

higher) or obese (a BMI of 30 or higher) is associated with increased risk of chronic disease. America's waistline is a public health concern and might be a personal journey for your customers. Support their efforts by offering individually packed snacks like carrots with ranch dip, string cheese, crackers and peanut butter, or apples with caramel dip to draw attention to wholesome foods that will improve satiety while also being portion-controlled.

## Food Intolerances

From lactose intolerance to an egg allergy to celiac disease, shoppers have their own reasons to find products that suit their unique dietary needs. Customers with food sensitivities, intolerances or allergies gather groceries from all corners of the grocery store as other patrons do, so offering products that highlight “free-from” ingredient lists are helpful for increasing these shoppers' basket size. Be sure to stock items like nondairy milks, egg-free noodles and gluten-free buns in prominent places so they're not missed. Also, engage your retail dietitian team to curate pamphlets for educating shoppers on how to shop for these products, including a sample meal plan and grocery list for common food intolerances. **PG**

**Molly Hembree, MS, RD, LD, is a registered dietitian for Kroger Health.**

# Ways to build customer loyalty & acquisition for online stores

How can an online store reduce its customer acquisition cost (CAC) and build loyalty without depending entirely on ads and marketplaces?

BY SACHIN GARG

**O**nline sellers greatly rely on two channels for their revenues – their own websites and online marketplaces.

While these platforms bring in customers, there are challenges that sellers face, especially when it comes to customer acquisition and loyalty.

One big challenge is advertising on platforms like Facebook and Google. While these platforms can help sellers find customers, the competition is very high, and it can end up costing a lot of money. Even worse, these platforms don't guarantee that the customers they bring in will be high-quality.

Selling on online marketplaces like Amazon or Flipkart has its own set of problems. Yes, it brings in customers, but loyalty often goes to the marketplace, not to the sellers. Sellers find themselves in a difficult spot because they can't see who bought their products or talk directly to customers. The marketplace keeps control of the customer relationship, and shoppers are often seen as "Amazon customers" rather than customers of specific brands.

So, how can an online store reduce its customer acquisition cost (CAC) and build loyalty without depending entirely on ads and marketplaces?

Selling on online marketplaces like Amazon or Flipkart has its own set of problems. Yes, it brings in customers, but loyalty often goes to the marketplace, not to the sellers.





# Bringing Best Food Forward

With a rich heritage of history that spans over a century, Griffith Foods stands as a pioneer in the food ingredient space — a name synonymous with product innovation — where flavor, innovation and sustainability brings forth the perfect blend. They define the future of food by creating delightful experiences and nourishing the taste buds of their consumers.

BY SANJAY KUMAR

**A**s the sun rises above the Bangalore skyline, the city's streets come alive with the rhythm of a bustling metropolis. Amidst the towering skyscrapers and the cacophony of car horns, there's a place that hums with a different kind of energy — a place where culinary innovation thrives, where flavors are born, and where food dreams are crafted, one ingredient at a time.

Welcome to Griffith Foods India, a shining gem of the food industry, and a name synonymous with food processing innovation, ingredients' development, creativity, and as the center of culinary arts and flavor.

The company's sprawling white-coated headquarters along the Airport By-Pass Road in Yelahanka, Bangalore reveals little about the magic that unfolds within its walls. It's a place where architects of taste knock heads together on the endless flavor possibilities, and where innovation, flavor, responsibility and sustainability converge, to shape the future of food.

Griffith Foods have been in India since 2006 and has its manufacturing facility in Bangalore, which serves not only the India market but also that of the Middle East, Africa, and the Indian Subcontinent. They are a 104-year-old, family-owned organization, a leading product development partner serving the foodservice and food-processing industries — with its global headquarters in Chicago, USA.

Globally, Griffith Foods operates in 75 countries and runs 23 factories of its own. The company's business set-up encompasses five distinct geographic regions, with India serving as a regional manufacturing hub for the Middle East and the Indian Subcontinent.

## India Operations and Business

Griffith Foods leans on key business pillars considered to be their core competencies. First up is the company's Food Science capability, which is handled by a team of food scientists and food technologists. Second is its expertise in Culinary Science, which enables both product development as well as customer engagement, and is driven by a team of highly qualified chefs.




On the Product Development side, Griffith Foods delivers strong consumer insights, which make it easier for their products to win customer acceptance and confidence. The company prides itself on being a valuable product



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**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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↑ L to R: NIRAV CHOUDHRY, RAJESH FRANCIS (Managing Director), RAAJ MAGANLAL, and MANISH PANCHOLI

## MAGSON: SPINNING THE WEATHERVANE OF GOURMET RETAILING IN A NEW DIRECTION

With 14 years of retailing experience and an unblemished record of delivering excellent frozen and gourmet foods to consumers, Ahmedabad-based frozen and gourmet brand MagSon has earned a reputation for offering fresh and high quality products at the best prices.

MagSon's 25 stores are located across 10 cities in western India and span more than 30,000 sq.ft. in retail space with a total SKU count of over 3,000 units.

By acting as a one-stop shop for the widest range of niche vegetarian and non-vegetarian foods, imported and premium food products with the highest focus on quality, sourcing, importing, selection and merchandising standards, MagSon is redefining modern-day food retail and food lovers' shopping experience.

BY SANJAY KUMAR

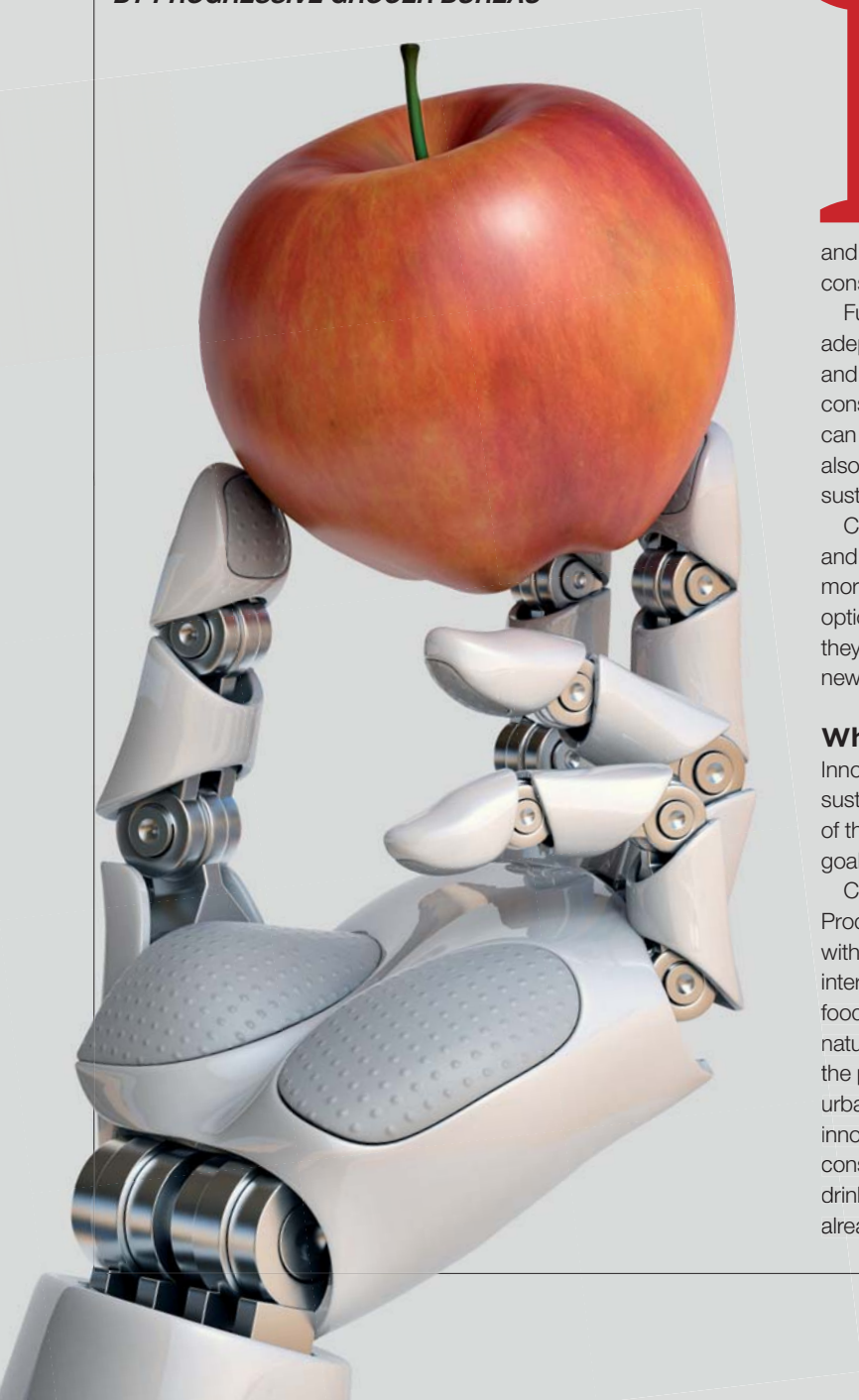
In the bustling landscape of Ahmedabad, Gujarat where tradition meets modernity, there exists a haven for food enthusiasts and grocery shoppers alike. Nestled in the heart of this vibrant city is a clutch of MagSon stores that collectively are a part of the 25-store chain specializing in Fresh, Frozen, Exotic and Chilled food products that can take shoppers' mouths on the ride of their life. Located at key commercial and residential hotspots of 10 cities in western India like Ahmedabad, Thane, Udaipur, Gandhinagar, Anand, Rajkot, Jamnagar, Gandhidham, Surat, and Vadodara, MagSon's 25 stores span more than 30,000 sq.ft. in retail space with a total SKU count of over 3,000 units.



# Creating their own food playbook in the market

Future-forward food brands are revolutionizing the industry by setting their own playbook, embracing sustainability, leveraging data, and staying attuned to evolving consumer preferences. These brands are more than just food producers; they are trailblazers shaping the way we eat, interact with food, and think about the future of food.

*BY PROGRESSIVE GROCER BUREAU*



**I**n the dynamic landscape of the Indian food industry, established and emerging brands are rewriting the rules and shaping the future of consumer preferences. They are doing so by adopting innovative strategies that challenge conventional norms. These brands have proved themselves worthy to be called “future-forward” by being at the forefront of food innovation and by redefining how food is produced, distributed, and consumed.

Future-forward food brands can be recognized by their adeptness in combining innovation, sustainability, transparency, and social responsibility while staying adaptable to changing consumer preferences and market dynamics. Such brands can be counted upon to not only anticipate future trends but also actively engage in shaping and contributing to a more sustainable and equitable food ecosystem.

Changing consumer attitudes, increasing product awareness and preference for new products have ensured a demand for more diversity, innovation, better taste, freshness, and healthier options. This has implications for the retailers and brands and they need to strategize better for product development, building new categories, and to win consumer confidence.

## **Why innovation is important**

Innovation is key driver in helping companies achieve sustainable growth and profitability. Product innovation is one of the key ingredients necessary for achieving the strategic goals of a company, and more so for the food sector.

Consumer tastes and preferences are constantly evolving. Product innovation allows food companies to keep pace with changing consumer demands, such as the growing interest in healthier, more convenient, and ethically produced food options. Product development focused on promoting natural ingredients and formulations; innovation to localize the products' taste profiles with the aim of winning over urban Indian consumers by embracing ayurvedic ingredients; innovating on traditional juices to tap into the expanding consumers' preferences for more of juice drinks over fizzy drinks are some of the innovations that manufacturers are already experimenting with.

Before launching a category or product, it is important to examine whether the product is adding value to the business, if it is addressing the needs of the consumer, and also if it is adding any value to the entire proposition of business.

In a crowded market, innovation sets a brand apart. Unique and innovative food products can capture consumer attention and help companies gain a competitive edge over rivals. With changing lifestyle patterns of the modern-day customer, FMCG brands must step up their game to ensure consistent growth. From evolving cuisines to pro-health choices, brands coming up with innovative solutions to the gradually changing scene of consumer behavior are thus the ones most likely to stay on top.

Today, new lifestyles, higher incomes and consumer awareness are creating consumer demand for a year-round supply of high-quality, diverse and innovative food products. Companies that align innovation initiatives with changing consumer preferences and demands and deliver effectively on innovation initiatives – be it high-quality ingredients, innovative packaging, flavor, etc. – will get the right products to the market with speed, be able to tap new markets, increase sales and establish a significant competitive differentiation.

“One example of food innovation is to take a traditional product and add a layer of modern branding to it – be it packaging, communication, branding, etc., is admirable. The Indian consumer loves it when a tradition is draped with modern elements without sacrificing its distinct character and provenance,” says **Damodar Mall**, *Chief Executive Officer, Grocery Retail, at Reliance Retail Ltd*, and an IIT-Bombay and IIM-Bangalore alumnus.

Smart innovation and customizing products for younger consumers can cater to the evolving taste buds and changing consumer preferences. It's important that the food industry innovate on the foods that were there in the olden days and make them palatable for the consumers of today using technology.

In fact, there is a need for new breed of Indian entrepreneurs that are willing to push the boundaries to innovate on Indian food so as to make a huge impact on our palates or in order to launch products abroad. “For long we have been taking samples from abroad and making it in India. That has to stop. I believe there are a lot of Indian products that we can take abroad and sell it as mass products. The challenge is to innovate in the lab with that product to create a balance between taste and health and for that we need to attract the best brains and



**Smart innovation and customizing products for younger consumers can cater to the evolving taste buds and changing consumer preferences. It's important that the food industry innovate on the foods that were there in the olden days and make them palatable for the consumers of today.**

bright youngsters into the business to find answers to the challenging question of 'how to innovate', says **Piruz Khambatta**, *Group Chairman, Rasna International*.

#### **A wide market spectrum to tap**

As the Indian consumer is starting to earn more and has much more exposure to products in India and internationally, needs and aspirations are evolving as incomes grow. But while certain groups would only be looking at basic nutrition, there are many groups with a household income above Rs. 21 lakh, where lifestyle and aspirational products, be it health-focused, gourmet foods, anti-aging products, etc., start playing a role. And there is an entire spectrum from a basic nutrition needs with less than Rs. 5 lakh household income to a very evolved range of consumers.

It is therefore crucial for entrepreneurs to understand the markets and territories when venturing into a business. These spaces are categorized as Grey and White space. Grey spaces are the areas that are yet to be explored but hold some potential for the business. However, white spaces hold a greater amount of risk and are virtually a no-profit zone and remain unexplored. It requires a lot of understanding and background check when starting a business in these areas.

There are categories and there are consumers that fit into both grey and white space zones. White spaces have to be penetrated for some time so that they can be converted. There is a market in the white spaces and rural areas if one



## FUTURE-FORWARD BRANDS

# MARKET IMPACT

has the right approach for the business. It is easier to enter these spaces because resources are limited and opportunities are unlimited. Value-based products will avail profits even in the grey areas.

Even if the products are a bit expensive, there is still enough space to occupy in far-off places that are categorized as grey spaces. Competition is a necessary fact and entrepreneurs need to face it. Entering newer geographies and with newer brands are categorized as white spaces. White spaces are really difficult to win because the habit is not built and customers are not ready for such brands. Grey spaces are categorized as ones that have 5-10% of space that fall under the established market geographies but are under-penetrated.

There are several towns that have plenty of categories in grey space areas. Ice-cream, as a category, has great penetration in the top seven cities but when it comes to the next 100 cities it becomes a grey space with 5-10% penetration. There are many other categories and there are consumers that fit in both grey and white space zones.

### Put trust in technology

With the democratization of technology, success is no more about a few market leaders but is spread out and widely dispersed among local, regional and national players. Technology has allowed businesses of all sizes to access and implement advanced digital tools and platforms. This has leveled the playing field and enabled smaller, local, and regional players to compete effectively with larger, national and global counterparts.

**With the democratization of technology, success is no more about a few market leaders but is spread out and widely dispersed among local, regional and national players. Technology has allowed businesses of all sizes to access and implement advanced digital tools and platforms.**

Technology has enabled local and regional businesses to innovate and develop new products or services more easily and cost-effectively. Access to cloud computing, open-source software, and collaborative tools has spurred innovation at all levels.

Advances in technology have allowed local and regional players to optimize their supply chains, reducing operational costs and improving efficiency. This has made them more competitive in terms of pricing and delivery. Smaller businesses now have access to powerful data analytics tools, enabling them to gather and analyze customer data, market trends, and operational metrics. This data-driven decision-making levels the competitive landscape.

The democratization of technology has significantly empowered local, regional, and national players across various industries. This empowerment has led to increased competition, innovation, and opportunities for success, dispersing success more widely and challenging the dominance of a few market leaders. However, it's important to note that while the opportunities have expanded, the challenges have also evolved, requiring businesses to adapt and stay competitive in the ever-changing technological landscape.

### Play to your strengths

While established leaders can be trusted play to their competitive advantages –economies of scale, strong brand recognition, a history of delivering quality products, customer trust and loyalty, among others – several small, local, and regional brands with strong ties to their communities are successfully leveraging the authenticity and heritage associated with their products. They are becoming known for offering unique and niche products that are not readily available from larger, more established brands and their unique offerings are attracting a dedicated customer base.

With new players coming up who don't necessarily have to put large infrastructure to create innovative products, it is no more a game of scale but rather a game of skill. Increasingly, new entrants are placing their bets on a core unique set of products that they are creating. While in the past these products would not have had an outlet to reach out to the consumers, the growth of modern retail has changed that.

Here are a few examples of small, local, or regional brands that proved themselves agile and innovative in responding to market trends and introduced new products or improvements based on customer preferences.

Bangalore-based Lal Sweets launched itself in 2010 with the vision of selling Indian traditional sweets in



the form of a packaged product in the FMCG food category. Today, Lal Sweets has become a renowned name in packaged mithai and namkeen, with a very strong presence across general trade, modern trade, online marketplace, exclusive airport outlets, and the export market. The company felt that when curd & namkeen can be sold in the packed format then why not Indian mithai? With annual turnover of Rs. 120 crore currently, the brand has set its sights on becoming a Rs. 1,000 crore brand over the next few years.

Chukde Spices, which started as a trader of whole spices from a small shop in Delhi's Khari Baoli, has successfully transformed itself into a widely-recognized and popular brand with a pan-India reach. The company embraced technology to make its spices safer and keep the flavors authentic. Today, it operates a 90,000 sq.ft. processing facility with an installed capacity of 10,000 metric tonnes of spices, and is counted among the leading suppliers of premium quality Indian spices, domestically and abroad. The brand generated over Rs. 100 crore in revenue last fiscal and has twice been awarded the National Award for Manufacturing and Export Excellence. Taali Foods India, which operates snack brand Taali, was launched just two years ago, in 2021. But in a very short span of time, Taali has already touched the hearts of millions of customers in India and globally with its better ingredients' produced protein puffs, roasted makhana, roasted peanuts, and cheese balls. The brand is creating products with a keen focus on the new generation of Indian snackers who are looking for healthier options and better quality products for their consumption. Apart from India, Taali also sells its products overseas in markets like the Middle East and USA.

The success of local and regional brands has made major FMCG companies to recognize the value of local and regional players and they are actively engaging with them. These players have an in-depth understanding of local markets, consumer preferences, and cultural nuances. FMCG companies can tap into this valuable knowledge to tailor their products and marketing strategies for specific regions.

These players often have well-established distribution networks within their specific regions. Partnering with them allows FMCG companies to access these networks and expand their reach into previously underserved areas. Many FMCG products rely on local ingredients or flavors to resonate with regional tastes. Regional players can provide insights into sourcing these ingredients and adapting products to local preferences.

Local and regional brands often enjoy a high level of trust among local consumers. By collaborating with these brands, FMCG companies can tap into the existing trust and credibility these regional players have built over time. Regional players are known for innovation and product development that caters to local demands. FMCG companies can benefit from these innovations by either partnering with regional brands or acquiring them.



**Increasingly, new entrants are placing their bets on a core unique set of products that they are creating. While in the past these products would not have had an outlet to reach out to the consumers, the growth of modern retail has changed that.**

FMCG companies recognize the value of regional players because they bring regional expertise, market access, consumer trust, and adaptability to the table. Collaborating with regional brands allows FMCG companies to tap into local markets more effectively, cater to diverse consumer preferences, and strengthen their overall market presence.

### **Conclusion**

Future-forward food brands are revolutionizing the industry by setting their own playbook, embracing sustainability, leveraging data, and staying attuned to evolving consumer preferences. They are more than just food producers; they are trailblazers shaping the way we eat, interact with food, and think about our culinary future. As consumers increasingly seek innovative, responsible, and health-conscious options, these brands will continue to play a pivotal role in shaping the food market of tomorrow. **PG**



## Shri Ram Spices: All Consuming Focus on Quality

**S**hri Ram Spices was started by Girdharlal J Karia back in 1984 when there were very few brands in the powdered spices category and almost none concentrating on whole spices. Back then, whole spices and dry fruits were a commodity generally available only at kirana stores.

Brand SHREE is today well-known for specializing in the manufacturing, trading, and consumer packaging of all sorts of spices (including blended), dry fruits, and pulses.

The Karia family have carefully cultivated and nurtured the brand, helping it to thrive and grow over the years and earn the trust of consumers.

### What Makes the Brand Future-Forward?

Among the brand's core values is its commitment to accord top-most priority to quality and customer satisfaction. This is reflected in the quality of its packaging and in bringing to bear maximum transparency about the product. Quality is not something that starts from the production level for brand SHREE. In fact, it starts from the very roots of procurement. The secret behind the brand's quality and consistency so far has been the way it sources the raw material. "Our procurement team has developed a supply chain over the years, which ensures that the material sourced is from only reliable, trustworthy farms. This is something that we shall continue in order to serve the best hand-picked commodities to our valued customers."

The brand does not rely on fancy packaging and using flattering catchphrases to grab the customer's attention. "We strongly believe that it's much easier to build a relationship between a brand and a customer if we can truly put ourselves in the customer's shoes and see the things from their eyes," avers Dhrumil.



### Road Map for the Future

SHREE aims to become a national brand by the year 2025. With quality as its sole focus, it wants to engage with more and more e-commerce platforms and modern trade retailers. "Our long term vision is to make SHREE a household name throughout the country. We aim to set a quality and price standard in the industry and also make it easier for the mass public to move on to hygienic and quality food products by making them affordable," says Dhrumil.

### FACT FILE

- ▶ Name of the brand and Parent Company: **SHREE/ Shri Ram Spices Private Limited**
- ▶ Corporate Headquarters: **Sai Nagar, Kandivali West, Mumbai**
- ▶ Launch Year: **1989; Company Incorporated in 1984**
- ▶ Name of Owner/ Founder: **Girdharlal J Karia, Managing Director**
- ▶ Product Line/ Product Category: **Staples; Whole Spices; Dry Fruits**
- ▶ Geographic Reach: **Maharashtra, Gujarat, Karnataka, Uttar Pradesh, Madhya Pradesh, Andhra Pradesh; Abroad: Russia, Africa**
- ▶ Brand's USP: **Transparent packaging, affordable pricing, and reliable quality**
- ▶ Price Range of Products: **Rs. 40-1500**
- ▶ Key Retailers in Modern Trade: **Reliance Retail**
- ▶ Total No. of Employees: **50+**



**“ The idea behind launching our brand SHREE was to create a more hygienic, long lasting and quality way of serving whole spices and dry fruits. Today, we proudly serve millions of customers in more than four states in India, and in other countries as well.”**

**– Dhrumil Karia, Director, Shri Ram Spices Pvt. Ltd.**

## Taali Foods: Next-gen snack brand for India and world

**T**aali Foods India, which operates brand Taali, was launched in 2021. As a next-generation snack brand, its mission is to revolutionize snacking by ensuring the joy and great taste of snacking but without the guilt. With its amazing product range which includes Protein Puffs, Roasted Makhana, and Roasted Peanuts, in delicious flavors, the brand has captured many hearts in India and abroad, besides helping to spread awareness about the Indian superfood Makhana with the rest of the world.

“Our motivation behind starting Taali was to create snacks that taste delicious, fulfill your cravings, but give your body more than just empty calories. Our goal is to spread the goodness of our snacks in exciting and mouth-watering flavors and prove that delicious and guilt-free food can go hand in hand,” say Founders Aditya Kaji and Aarti Kaji who are committed to using Indian-based ingredients for creating delicious snacks for the country and rest of the world. The founders were inspired to name their brand Taali, which is a hindi word that means ‘high five’, as they wanted their snacks to be a celebration, worthy of a Taali.



“Our goal is to spread the goodness of our snacks in exciting and mouth-watering flavors and prove that delicious and guilt-free food can go hand in hand.”

– Aarti Kaji, Co-Founder,  
Taali Foods India

### What Makes the Brand Future-Forward?

Innovating and providing customers with the products they love eating but with better ingredients and less guilt, at an affordable price point, are the goals that brand Taali has set out to meet. A prime example of this is its Protein Puffs, which are next-gen cheese balls. The brand has successfully cracked the code of creating products that have the same uniform crunch, texture and taste but are made with plant-based protein sources like millets, which India is known for. The best part of it all is that the products are not fried and are made without maida or gluten. “We are proud to say that in a very short time, Taali has touched millions of customers in India and globally,” say Aditya and Aarti.

### Road Map for the Future

The brand remains focused on India as geography. As an Indian brand, Taali wants to create products with a keen focus on the new generation of Indian snackers who are looking for healthier options and better quality products for their consumption. “Our vision for Taali is to be the new-age, global made-in-India brand,” aver Aditya and Aarti.



### FACT FILE

- ▶ Name of the brand: **Taali**
- ▶ Parent Company: **Taali Foods India**
- ▶ Corporate Headquarters: **Mumbai, India**
- ▶ Launch Year: **2021 in India**
- ▶ Name of Owner/ Founder: **Aditya Kaji, Aarti Kaji**
- ▶ Product Range: **Protein Puffs, Peanuts, Coated Peanuts, Makhana, Moong Dal**
- ▶ Geographic Reach: **Pan-India**
- ▶ Distinguishing USP: **Better for you Snacks; Use of plant-based protein sources**
- ▶ Key Markets/ Regions: **USA, ME, India**
- ▶ Market Positioning: **Mass**
- ▶ Price Range: **Rs 20-120**
- ▶ Total No. of Employees: **50 employees**



## **Ghasitaram's: Celebrating Indian Mithais since 1916**

**G**hasitaram Halwai is one of India's oldest mithai brands with an illustrious lineage going back some 117 years. The company, set up in 1916, has a firm foothold in the Indian food arena and has become a name to reckon with for its impeccable and exquisite quality sweets, namkeens, and gift hampers. Today Ghasitaram's is one of the leading manufacturers and suppliers of authentic traditional Indian sweets, superior namkeen products, high quality dry fruits, and salted snacks.

The brand has its manufacturing facility in Mahim, Mumbai, where it also operates 15 of its retail outlets and also exports its products to several countries around the world. "We export our products to many parts of the world with the US, Canada, Australia, the UAE, South Africa, Hong Kong, and Singapore being our major overseas markets," says Kunal Bajaj, Director at Punjabi Ghasitaram Halwai Pvt. Ltd, the parent company that operates brand Ghasitaram's.



**“ We want the world to taste and experience our rich Indian heritage through our food delicacies in their true authentic form, and bring joy and happiness to the palates of consumers all over world.”**

**– Kunal Bajaj, Director, Punjabi Ghasitaram Halwai Pvt. Ltd.**

### **What Makes the Brand Future-Forward?**

The brand is HACCP – ISO 22000 Certified and enjoys an unblemished reputation for manufacturing its products under the most hygienic conditions, using selected raw materials, superior quality ingredients, and pure ghee.

The brand has its own in-house testing micro laboratory managed by qualified and experienced personnel. The lab conducts microbiological, chemical, and physical testing and analysis of the raw materials and the finished products as well.

As it has been doing every year in the past, this year too Ghasitaram's has introduced a range of fusion products that are set to elevate the festive celebrations. These new creations are a harmonious blend of tradition and innovation, designed to delight the taste buds in fresh and exciting ways. No wonder that the brand has a long list of prestigious clients that includes Five Star Hotels, Restaurants, Flight Kitchens, Industrial Canteens, Export Houses, and a host of Caterers and Sub Contractors in and around Mumbai and all over the world.



### **Road Map for the Future**

While remaining steadfast in its commitment to delivering unparalleled sweetness to its cherished customers, Ghasitaram's continues to expand operations and diversify its product range, even as it stands firmly rooted in its legacy of taste, quality, and tradition. Going ahead, the brand plans to diversify into frozen and ready-to-eat foods. It has also added a high nutrition low-calorie range as well along with roasted snacks. By manufacturing the best quality and tasty products, Ghasitaram's vision is to become one of the most trusted and preferred Indian food brands in the local and global markets, adhering to and satisfying its loyal customer base. "We want the world to taste and experience our rich Indian heritage through our food delicacies in their true authentic form, and bring joy and happiness to the palates of consumers all over world," says Bajaj.

### **FACT FILE**

- ▶ Name of the Company: **Punjabi Ghasitaram Halwai Pvt. Ltd.**
- ▶ Name of the Brand: **Ghasitaram's**
- ▶ Launch Year: **1916**
- ▶ Company Headquarters: **Mumbai**
- ▶ Product range: **Indian traditional sweets, namkeens, dry fruits, gift hampers**
- ▶ Owner: **Vippan Bajaj and his sons Kunal Bajaj, Rahul Bajaj**
- ▶ Geographic Reach: **Pan-India**
- ▶ Export Markets: **USA, Canada, Australia, UAE, South Africa, Hong Kong, Singapore, among others**

## Godhan Masala: A reputed name for ready-mix products

**G**odhan Masala Foods Pvt. Ltd (GM Foods Pvt. Ltd.) was founded about 105 years ago with its roots in Azad Market, Walled City of Delhi. For decades, the company has been into wholesaling of quality spices to manufacturers, retailers, and customers at large. GM Foods stands as a strong brand with a wide variety of product lines - flour mixes, blended spices, desserts, drink mixes - inspired by its century-old roots and business philosophy to serve society with the highest ethical practices.

companies in the course of their growth journey focus on the cost-cutting model to ensure economies of scale. But we work on new avenues to enhance sales to take care of the economies of scale. Also, our R&D dept is very active in the search of new solutions and that is where our directors spend most of their time," says Goyal.

GM Foods undertakes direct sourcing via mandis where the rates for crops are decided by the market forces. "Our focus lies on the raw material quality and that is why price fluctuations also impact our product pricing as well but we never compromise on the quality what we source," says Goyal.

### Road Map for the Future

"The ready mixes category under the processed food industry is growing at around 18% annually. We want to be the heavy pullers under this category, year on year," says Goyal. With a stronghold in northern India, GM Foods plans to become a pan-India brand by end 2023 across channels like General Trade, Modern Trade and E-com business platforms. Its immediate goal is to become a Rs. 125 crore company in annual sales by 2025.



**“ We make ready-mix products for the present generation that faces time paucity but loves to enjoy the traditional delicacies.”**

– Narender Goyal, Founder, GM Foods Pvt. Ltd.

Today, GM Foods is one of the leading manufacturers and exporters of the Bedmi Atta and other associated products like Masala Missi Roti Atta, Bhatura Mix, Punjabi Chole Masala, among others. The company has its own well-established plant, which houses its R&D and Quality Check Centres whose role is to ensure that new products are developed to meet the highest standards of quality. "We make ready-mix products for the present generation that faces time paucity but loves to enjoy the traditional delicacies," says Founder Narender Goyal.

### What Makes the Brand Future-Forward?

In order to provide top-quality assurance to customers, the brand resolutely eschews any shortcuts in its production process, thus ensuring quality and taste for its wide customer base. "Most

### FACT FILE

- ▶ Name of the brand: **Godhan Masala**
- ▶ Parent Company: **Godhan Masala Pvt. Ltd**
- ▶ Corporate Headquarters: **Kundli, Sonipat**
- ▶ Launch Year: **2011**
- ▶ Owner/ Founder: **Narender Goyal and Amit Goyal**
- ▶ Product Range: **5 Categories with 78 SKUs across flour mixes, blended spices, desserts, drink mixes**
- ▶ Geographic Reach: **Pan-India**
- ▶ Distinguishing USP: **Product Innovation, penetration in new markets, and newer segments**
- ▶ Key Markets/ Regions: **North and Central India**
- ▶ Distributor Base: **250**
- ▶ Price Range of Products: **Rs. 80-90**
- ▶ Sales Turnover/ Growth: **Rs. 37 crore annually**
- ▶ Sales Growth Projection in the Future: **Rs. 125 crore by 2025**
- ▶ Key Retailers in Modern Trade: **Flipkart, Reliance, Metro, Patel Retail, National Handloom, Spar Hyper**
- ▶ Total No. of Employees: **White collar - 75; Blue Collar - 240**

## **Bikaji: Confecting authentic Indian sweets and namkeens**

**B**ikaji Foods is one of the leading snacks' brands of India. Shivratn Agarwal, founder of the Bikaji brand, ventured into the food industry with a passion for creating quality products that bring joy to people's lives. Over the years, Bikaji has managed to win the hearts of people across the world. Today, Bikaji stands for its authentic Indian taste, with its diverse product range and innovative packaging.

Bikaji takes a holistic approach towards sustainability and ethical practices. The brand not only focuses on producing high-quality snacks but also ensures that the operations have a positive impact on the environment, local communities, and on its employees. Bikaji's rich heritage, quality, diverse product range, and customer-centric approach have made it a beloved brand, both in India and overseas.

### **What Makes the Brand Future-Forward?**

Bikaji is cashing in on the market opportunity by leveraging innovation and by having a deep understanding of the changing snacking preferences. The brand is known for introducing new products and has consistently prioritized R&D and innovation, led by experienced food technologists,

to stay ahead of the competition. The brand focuses on upholding quality standards and achieving global leadership in the snacks sector. The brand has rigorous quality controls in place, from sourcing the finest raw materials to automated manufacturing, and packaging in a safe, hygienic environment. Their long-term vision is to evolve into a holistic 'Food Company' and become a part of each household, in India and abroad. All this is aimed at enhancing the brand's market value.

### **Road Map for the Future**

As a part of its strategy, the brand focuses on driving distribution and reach with 360-degree marketing campaigns. For the next three to five years, the brand has identified five key strategic priorities, which include:

- Diversifying its portfolio
- Enhancing operations
- Expanding its facilities strategically
- Amplifying the brand
- Fortifying its distribution network



**“ Bikaji has consistently prioritized R&D and innovation, led by experienced food technologists, to stay competitive with the latest trends and technologies. Our unwavering focus has been on upholding top-tier quality standards and achieving global leadership in the snack sector. ”**

– Deepak Agarwal, Managing Director, Bikaji Foods International Ltd.

### **FACT FILE**

- ▶ Name of the Company: **Bikaji Foods International Limited**
- ▶ Corporate Headquarters: **Bikaner**
- ▶ Launch Year: **1993**
- ▶ Owner/ Founder: **Deepak Agarwal, Managing Director**
- ▶ Product Line: **FMCG**
- ▶ Geographic Reach: **Pan-India and selected International locations**
- ▶ Sales Contribution from Trade Channels - **GT- 82%, MT – 8%, Exports – 3.5%, Ecom – 1.5%, Others – 5%**
- ▶ Market Positioning: **Mass**
- ▶ Sales Turnover/ Growth: **For FY 23, Rs. 19,634.25 Million**
- ▶ Total No. of Employees: **2500+**
- ▶ Expansion Plans for the Future: **Complete major capex by end of the year; Focus on only maintenance capex, around Rs. 30-40 crore per year, for next 2-3 years.**





## Chukde: Making exceptional spices and flavors

**C**hukde Spices started its journey in 2006 under parent company Life Style Foods Pvt. Ltd., a family-owned and operated business. There was a gap in the market for good quality spices, which led them to enter the spice market in India. Chukde's top priority is product quality and the brand calls itself "Bharat ke Sabse Surakshit Masale."

"When we started our export business, we realized that the best-quality spices were being exported whereas low-quality spices were being consumed in the domestic market. That was because there was a demand for low-priced products, leading to the quality getting compromised," say Rajat Luthra and Vikram Luthra, Directors Chukde Spices.

The brand is currently present across 10 States of India in General Trade and has a Pan-India presence in Modern Trade. Today, the brand has more than 350 distributors and is available at more than 800+ modern trade stores.



usage. They recycle an equivalent quantity of plastics that they consume.

### Road Map for the Future

In the years to come, the brand intends to add three more States to its GT distribution chain, increase its presence in MT through online distribution, and extend the breadth of its assortment across trade channels.

### FACT FILE

- ▶ Name of the Company: **CHUKDE Spices**, Lifestyle Foods Pvt Ltd.
- ▶ Corporate Headquarters: **Delhi**
- ▶ Launch Year: **2012**
- ▶ Owner/ Founder: **Deepak Luthra, MD**
- ▶ Approx. Market Size of the Product Category: **Rs. 30K Crore**
- ▶ Geographic Reach: **Pan India**
- ▶ Key Markets/ Regions: **North**
- ▶ Sales Contribution from Trade Channels - : **Export 15%, GT Contribute - 30%, Govt Retail - 15%, MT contribute - 30%, Online - 10%**
- ▶ Market Positioning (Mass, Premium, Luxury): **Premium**
- ▶ Price Range of Products: **Average Price Rs. 50**
- ▶ Sales Turnover/ Growth: **Rs. 100 Cr +**
- ▶ Total No. of Employees: **300+**
- ▶ Expansion Plans for the Future: **Investing heavily on technological advancement and machinery to make sure that they can deliver better and safer products to their customers.**

**“When we started exporting, we realized that the best-quality spices were being exported whereas low-quality spices were being consumed in the domestic market. There was demand for low-priced products but their quality was compromised.”**

**– Rajat Luthra (top) and Vikram Luthra, Directors, Chukde Spices**



### What Makes the Brand Future-Forward?

The brand has a robust quality process at its manufacturing unit located at Bahalgarh. This state-of-the-art facility is equipped with modern machinery. Along with the machines, the unit has a manual cleaning process and a few other in-house machinery to ensure high-standard products in line with the industry norms. The brand believes in following ethical practices and it offers only quality products to its customers. It follows strict quality-control measures and clear transparent policies for its staff, customers, and channel partners. They want to educate their customers about product quality by giving information on the packs. Alongside, they also want to educate customers through their social media channels. On the sustainability front, the brand believes in giving back to the society. They have engaged with the Ram Luthra Trust, which plants trees across the NCR region. The brand also works on generating e-invoices to avoid paper

## **DMB Group: Known for diverse range of sweets & snacks**

**J**aipur-based DMB Group started its brand journey as Dairy Darm Doodh Bhandar to Doodh Mithan Bhandar to today's DMB. Founded by Laxmidhar Sharma in the year 1955, the company began by offering a diverse range of high-quality dairy products and sweets.

In 1965, as part of its business extension and diversification, DMB forayed into sweets' retailing, once again building a reputation for its hygienic and quality sweets. In 1999, DMB opened a fast-food restaurant in the city, thus dipping its toe into foodservice.

### **What Makes the Brand Future-Forward?**

After nearly six decades in the retail trade, DMB has evolved from a small dairy business in Jaipur into becoming an eminently successful and celebrated manufacturer and retailer of sweets in Jaipur. Their product reach extends to more than 60 cities across Rajasthan and other states. The range includes Motichoor ladus, kaju katlis, other sweets, and namkeens. The products are made in their own dairy farm and have 100% quality assurance.



**“DMB aims to become an omnichannel brand by growing its footprint across channels”**

– **Rahul Sharma**, Director,  
DMB Sweets Pvt Ltd.

### **Road Map for the Future**

The brand wants to explore the plethora of opportunities available across categories like sweets and namkeens, QSRs and Restaurants. To grow and run its business efficiently, it has put in place the necessary SOPs, a suite of modern technologies, and a strong distribution/ supply chain. “A majority of companies in our sector in the country

### **FACT FILE**

- ▶ Name of the Company: **DMB and DMB Sweets Pvt. Ltd.**
- ▶ Corporate Headquarters: **Jaipur, Rajasthan**
- ▶ Launch Year: **1965**
- ▶ Owner/ Founder: **Lt. Laxmidhar Sharma**
- ▶ Product Line/ Product Category: **Ethnic Indian Sweets/Namkeen & Savories**
- ▶ Key Markets/ Regions: **North & West India**
- ▶ Distributor Base: **95**
- ▶ Sales Contribution from Trade Channels - GT - 42%, MT -35%, and online marketplace -23%
- ▶ Market Positioning: **Mass**
- ▶ Price Range of Products: **Rs. 5 to Rs. 3000**
- ▶ Sales Growth Estimate: **25-30% p.a**
- ▶ Key Retailers in Modern Trade: **Reliance, Dmart, Big Basket, Instamart, Blinkit, Dealshare, Citymall**
- ▶ Total No. of Employees: **248**
- ▶ Expansion and Investment Plans: **2 new Factories, 2 Cloud kitchens plus 10 brand retail outlet by March 2028.**



## Only Earth: Mission to make healthy, sustainable products

**O**nly Earth is an organic and eco-friendly brand that creates products using natural ingredients that make it easy for people to eat better and live healthier. The differentiation lies in having best-in-class taste, which the brand tests rigorously with the customers. They are also one of the few brands that produce their products at the BRC-certified international manufacturing unit.

### What Makes the Brand Future-Forward?

Only Earth is committed to building a purpose-driven brand that walks the talk. Their goal is to be a 100% sustainable brand and remove animals from the food equation. Their purpose is larger than offering a set of products. “We are working in all aspects to be sustainable, right from packaging, to using paper straws, to recycling parts of our inventory,” says Kunal Mutha, Founder & MD, Naturise Consumer Products Pvt. Ltd., the parent company of Only Earth.

The brand constantly audits its manufacturing facility where the products are manufactured as per BRC guidelines. They have also heavily invested in product development & R&D

set-up. Only Earth works with leading manufacturers in the world who not only align with Indian standards but also European & US standards, providing best quality products. The brand’s initiative is to give back to the environment. For instance, 1 % of the company’s revenue is spend on environmental initiatives such as the restoration of corals, tree plantation in Sundarbans Forest, aiding the animal center & rehabilitation of resources. The content strategy is to educate people and collaborate with a community of like-minded (environmentally friendly) audiences. “Everything the brand do is to help build a better future and communicate that to our consumers as we all want a better & healthier future” says Mr. Mutha

### Road Map for the Future

While Only Earth’s products are available at major metros, both online and in supermarkets, the brand also plans to expand into HoReCa and institutional channels. The brand aims to have a localized production in the near future. Their vision is to be a leading player in the plant-based category and be the standard across every breakfast or dining table.



“After trying vegan products available in the market and realizing that there was a gap in vegan substitutes which are essential for making an easy switch to a plant-based lifestyle, I started Only Earth with the mission to offer products that are healthier for the people and kinder to the planet.”

– Kunal Mutha, Founder & MD, Naturise Consumer Products Pvt. Ltd.

### FACT FILE

- ▶ Name of the Company: **Naturise Consumer Products Private Limited**
- ▶ Corporate Headquarters: **Chennai, Tamil Nadu, India**
- ▶ Launch Year: **2021**
- ▶ Owner/ Founder: **Kunal Mutha, Founder & MD**
- ▶ Key Markets/ Regions: **India/South Asia/Gulf/SEA**
- ▶ Distributor Base: **Pan-India**
- ▶ Sales Contribution from Trade Channels: **Largely Online, followed by MT**
- ▶ Brand’s Market Positioning: **Only Earth creates Premium products without taxing the planet’s resources.**
- ▶ Total No. of Employees: **30+**
- ▶ Key Retailers in MT: **Nature’s Basket, Modern Bazaar, Le Marche, Amazon, Zepto, Blinkit and more.**





## Udak: Creating pure products with health benefits

A lot of brands exist in the market selling honey, ghee and other similar products but Udak's main focus is to introduce products in the purest and most potent form. The brand has its production line set up across the country. They have the resources and the capacity to scale up production according to the market demands, which has enabled them to focus primarily on the quality and the purity of the products.

"We came up with the idea of this brand when we explored the different health benefits that honey and day-to-day groceries bring to our lives," says Ansh Garg, MD, Udak. Talking further about the reason for starting the brand, he recalls, "A relative of mine was diagnosed with a liver problem and while exploring the solution for it, we were recommended to try a special honey being produced in specific parts of Kashmir that has an impact on the liver. Seeing the changes and improvements in the health condition of my relative just by the consumption of a specific type of honey made me realize that such a product should be introduced into the market for the greater good and this led to deep research into the range of day-to-day health products." Thus, UDAK started with the vision of bringing 100% pure food to every household. The products are unique right from selection of raw materials, to their production, and finally delivering food items to the consumers in their purest form.



**“We came up with the idea of this brand when we explored the different health benefits that honey and day-to-day groceries bring to our lives.”**

– Ansh Garg, MD, Udak



### What Makes the Brand Future-Forward?

The new generation has started focusing more on the health and quality of the products. The brand focuses on creating awareness amongst people for its products. All the products produced and sourced in Udak go through rigorous quality control methods. The brand has been able to define specific health benefits with all their products with the help of tests and physical trials. The brand has partnered with dairy farmers who employ sustainable and ethical practices in ghee production. The brand also produces honey without any added flavors. They use 'honey supers' for producing honey — which is an advanced bee box setup. Generally, other companies extract honey in 7-10 days cycle whereas Udak has a cycle ranging from 40-45 days. They have been able to naturally infuse Royal Jelly into their honey. These are some of the ways by which they procure and sell pure and high grade products to the consumers.

### Road Map for the Future

The brand aims to become a part of every household that consider health an important part of their life. They want people to go for quality products and want to see great improvement in the overall health and well-being of consumers. Their aim is to reach as many people as possible via their brand by means of digital marketing and advertising.

### FACT FILE

- ▶ Name of the Company: **Udak (Shri Luxmi Industries)**
- ▶ Corporate Headquarters: **Patiala**
- ▶ Launch Year: **2018**
- ▶ Owner/ Founder: **Ansh Garg, Founder**
- ▶ Product Line/ Product Category: **Health-Beneficial FMCG (Healthy Foods)**
- ▶ Geographic Reach: **Worldwide**
- ▶ Brand's USP: **Purity and Quality Health Products**
- ▶ Price Range of Products: **Rs. 899/- per kg upto Rs. 1,00,000/- per kg**
- ▶ Total No. of Employees: **70+**

## Lal Sweets: A renowned brand for packaged sweets

**L**al Sweets Ltd is a new-age mithai company headquartered in Bengaluru. The company started in the year 2010 with a vision of selling mithai as a packaged product in the FMCG food category. Today, Lal Sweets is a renowned name for packaged mithai and namkeen, with its unique presence across general trade, modern trade, online marketplace, exclusive airport outlets, and export markets.

The inspiration to launch the brand came from the emerging trend 'from loose to packaged items' in products such as curd, namkeens etc. The company felt that when curd and namkeens can be sold in packed format, then why not Indian mithai?

### What Makes the Brand Future-Forward?

The brand has observed a massive shift in consumer buying patterns from loose to packaged sweets, thus impacting the FMCG industry. As the brand expanded, it ensured that they did not compromise anywhere in terms of quality-control checks. They have a dedicated QC team & lab that ensures that the

complaints ratio stands next to nil. The brand has also ensured they do not harm the environment in any manner while executing its production & sourcing, and ensuring complete plastic recycling, treatment of wastewater, among other sustainable initiatives.

### Roadmap for the Future

The brand aims to become a Rs. 1,000 crore brand in the next few years. They are planning to expand their wings in different parts of the country, especially in Tier I & II cities on the back of their strong sales force. The company is also coming up with 2 state-of-the-art plants in Bangalore & NCR.



**“The brand has a 100% focus in and around Indian mithais, and how to offer different varieties of Indian sweets to the consumers in a packed & hygienic manner.”**

– Prateek Athwani, MD,  
Lal Sweets Pvt. Ltd.

### FACT FILE

- ▶ Name of the Company: **Lal / Lal Sweets Pvt Ltd**
- ▶ Corporate Headquarters: **Bangalore**
- ▶ Launch Year: **2010**
- ▶ Owner/ Founder: **Prateek Athwani, Managing Director**
- ▶ Product Line/ Product Category: **Packed Indian Sweets**
- ▶ Geographic Reach: **Pan-India**
- ▶ Brand's USP: **High quality fresh sweets at affordable price and with high shelf life**
- ▶ Key Markets/ Regions: **Bangalore, Mumbai, NCR**
- ▶ Distributor Base: **100+**
- ▶ Sales Contribution from Trade Channels: **70%- GT, 28%-MT & 2%-E-COMM**
- ▶ Brand's Market Positioning: **Mass Premium**
- ▶ Price Range of Products: **INR 40 onwards**
- ▶ Sales Growth Projection in the Future: **50% YOY**
- ▶ Key Retailers in Modern Trade: **Reliance, D-Mart, SPAR, More**
- ▶ Total No. of Employees: **500+**
- ▶ Expansion and Investment Plans for the Future: **The Company is coming up with 2 state-of-the-art plants in Bangalore & NCR**



## **PlantMade: Expertise in plant based, nutritious diets**

**A**s the name suggests, PlantMade, is a plant-based brand focused on culinary expertise, nutritional profile and dietary monitor. It has products that taste good and work wonderfully with a versatile set of recipes. Their hero product — ‘PlantMade Vegetarian Anda’ has more protein than a chicken egg and their other products are vegan, nut-free, soy-free, dairy-free, gluten-free, preservative-free.

The brand, in its initial stage, reached out to entrepreneurs and researchers to learn about cell-based and plant-based technology and seek market opportunity in the sector. As the brand established itself, it constantly upgraded and reviewed its formulations every six months. The brand set up quality check points for procurement of ingredients, production, and storage, until the point of delivery.

### **What Makes the Brand Future Forward?**

Setting up a large factory could be capital-intensive and also distracting. Thus, the company has worked with industry leaders to collaborate and co-manufacture their products in some of the world’s best facilities. They manufacture their flagship products in a shared facility, which are not only cost-efficient but also has ample potential for expansion.

The company has certificates of analysis for every batch of products and does not use any animal-derived ingredients. They make their products from plants and procure their ingredients from only reputed and genuine facilities. The brand has also set up robust procedures to ensure that they get

what is promised on the box. Additionally, it complies with all food safety laws and regulations, and never cuts corners to save costs. They always listen to their consumers and have been willing to evolve. They also try to be self-critical to improve their quality of the food.

### **Road Map for the Future**

The brand has slowly been testing segments like B2B, HoReCa, retail, e-commerce while building an online community, which can purchase directly from them. They first decided to conquer the NCR market for frozen products. Post this, their intention is to start going after institutional catering before targeting retail. The brand wants their ‘vegetarian andas’ to be as commonly available at home just like chicken eggs. The brand aims to take a 5% market share of the egg category in India. They also aim to target vegetarian gym-goers to turn to their brand for gourmet and functional nutrition. Their goal is to create space in people’s live for guilty-free, cholesterol-free, chemical-free alternative to eggs that looks, cooks, and tastes like eggs.



**“Our products are shipped pan-India, and the brand has witnessed a surging international traffic on the company’s site.”**

– Prakarshi Pulkit, CIO, PlantMade



### **FACT FILE**

- ▶ Name of the Company: **PlantMade (Dharmic Foods Pvt. Ltd.)**
- ▶ Corporate Headquarters: **New Delhi 11**
- ▶ Launch Year: **2020**
- ▶ Owner/ Founder: **Rahul Dewan**, Managing Director and Founder and **Prakarshi Pulkit**, Chief of Innovation and Operations
- ▶ Geographic Reach: **Pan-India**
- ▶ Key Markets/ Regions: **NCR and India**
- ▶ Sales Contribution from Trade Channels - **40% MT, 25% Online , 35% HORECA.**
- ▶ Brand’s Market Positioning: **Premium**
- ▶ Sales Turnover/ Growth: **Rs. 15 Lakh in FY 2022-23, doubling revenue y-o-y**
- ▶ Total No. of Employees: **10 employees**
- ▶ Expansion and Investment Plans for the Future: **Hyperlocal, HORECA and online community**

**The next part of Future-Forward Brands will be published in the November 2023 issue of the magazine.**



## CBD Update

RETAILERS CAN CAPITALIZE ON CONSUMERS' DESIRE FOR WELLNESS WHEN IT COMES TO THESE OFTEN MISUNDERSTOOD PRODUCTS.

**P**

ublished sales projections point to a \$ 26.4 billion CBD market by 2025, up from \$4.6 billion in 2020. Generally, consumers report high satisfaction and positive impressions of nonintoxicating hemp-derived cannabidiol (CBD). Despite strong consumer demand and perceived efficacy, the CBD market has sustained its share of disruption during the COVID-19 pandemic. Concerns and uncertainty in the broader economy, including looming fears of recession, heightened gas prices and rising

interest rates, may hamper CBD sales growth and consumers' willingness to spend in the short term. Retailers, however, can capitalize on shopper reorientation toward wellness and CBD's positive role in personal well-being.

### Why Do Consumers Use CBD?

According to a study by cannabis industry data, analytics and technology firm New Frontier Data that was published in May 2021, the primary reasons cited for CBD use among consumers can be divided into four categories: pain management (41%); unwinding (33%), including anxiety reduction, relaxation and stress relief; general wellness (18%), including improved sleep quality, mood enhancement and feeling more energized; and medical (9%), to treat a medical condition, aid gastrointestinal distress, manage negative effects of other medications or reduce spending on other medications. Overall, the medical consumer segment spends more compared with the other types of users and is far more likely to consist of habitual daily users who develop brand loyalty to products that effectively meet their needs.

### What Drives CBD Trial?

Social influence and peer reinforcement are prime drivers of CBD trial. In fact, a majority (66%) of consistent CBD consumers have friends or family who also consume CBD. One noteworthy observation is that users who receive CBD recommendations themselves are more likely to recommend CBD to others. This type of influence can be powerful, as 84% of users report having CBD recommended to them by someone they know. In addition, anecdotal discussions with friends and family help to introduce various forms and brands of CBD. Retailers that provide a forum for CBD consumers to ask questions and share testimonials may reap the benefits of social influence in the form of increased sales.

### Educate and Curate

The differences between the various forms of CBD, including full-spectrum, broad-spectrum, whole-plant or isolate, are significant in terms of composition and the manner in which the body responds. Delivery methods vary as well, from popular oils, tinctures

**Retailers that provide a forum for CBD consumers to ask questions and share testimonials may reap the benefits of social influence in the form of increased sales.**

and topicals, to pills, capsules, edibles and beverages. Consumers want help understanding the differences to be able to make informed purchasing decisions. Because more than half of existing CBD consumers have yet to identify a preferred brand of CBD, the door is wide open for grocery retailers to educate about and curate high-quality, trusted CBD products with the highest standards of purity and dose consistency to capture shopper loyalty and share of wallet.

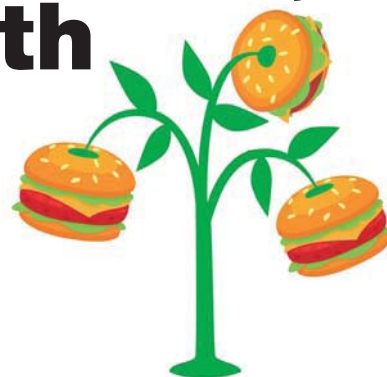
### Edibles, Pet and Synthetics

As the CBD market matures and consumer confidence and acceptance regarding CBD broaden, innovation is expected, particularly in the edibles market, which includes candy, gummies, beverages and more. The evolving pet CBD market, aimed at inducing calm, soothing anxiety and helping to manage pain, is another area poised for growth. Research supporting safe dosing and efficacy among pets of various breeds and weights is needed, as well as the acceptance and support of the veterinary community. Meanwhile, among current CBD users, eight out of 10 voice concerns about the quality and accuracy of dosing of plant-derived CBD. Synthetic forms of CBD, currently in development, may provide much-needed consistency and help to pave the way for new avenues of delivery. **PG**

**Karen Buch, RDN, LDN, is a registered dietitian/nutritionist who specializes in retail dietetics, and food and culinary nutrition communications. One of the first supermarket dietitians, she is now founder of and principal consultant at Nutrition Connections LLC, providing consulting services nationwide. You can connect with her on Twitter @karenbuch and at NutritionConnectionsLLC.com.**

# Impact of plant-based food on the environment, economy, and health

As plant-based diets continue to evolve, consumer expectations around it show a positive sign, pointing toward the overall growth of this sector. With the gradual increase in the number of people trying plant-based food options, it is crucial to note its impact on the environment, economy, and our health.



BY SWATHI GOPALAKRISHNAN AND SRIMITA S

**P**lant-based diets are gaining popularity among the people, although the topic still remains a matter of debate today. Is this beneficial for the environment?

What is its impact on the human body and our ecosystem? What benefits can accrue from embracing the concept of plant-based food?

**These are some questions that this article will seek to answer.**

As plant-based diets continue to evolve, consumer expectations around it show a positive sign, pointing toward the overall growth of this sector. With the gradual increase in the number of people trying plant-based food options, it is crucial to note the environmental, economical and health aspects of plant-based food.

**Paving the way for sustainability**

Compared with traditional meat-based food, the consumption of plant-based foods is considered to be more environment-friendly. Environmental evidence about the unsustainability of our current eating habits that predominantly consist of meat and dairy products is mounting. In addition to the

increasing pollution levels, the use of non-renewable resources has also led to resource scarcity. People are also transitioning to plant-based diets because of the growing global population and the related food security challenges.

Switching to a plant balanced diet (PBD) can reduce land food use by 76%, food-related greenhouse gas emissions by 49%, eutrophication by 49%, and green and blue water use by 21% and 14% respectively, while providing significant health benefits. Biodiversity loss may also be mitigated by the consumption of plant foods. Reductions in the use of land for agriculture and livestock purposes will be greatly enhanced by changing diets such as those mentioned above.

