

Ahead of What's Next ▶

# Progressive GROCER

December 2023  
Volume 17 • Number 12  
Rs 100  
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INDIA EDITION

## Empowering Every Household:

Bringing Affordability and  
Accessibility for Essentials &  
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Pricing trends of fruits and vegetables: Otipy's Price Analysis Index allows consumers and stakeholders to predict produce prices.

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**ORGANIC PRODUCE**  
Navigating Challenges and Charting the Way Forward.

**THE ONDC REVOLUTION**  
Transforming India's Kirana Stores in the Digital Era.

**TECHNOLOGY**  
5G and Edge Computing:  
Accelerating Mobile Marketing Campaigns.

*The 16<sup>th</sup> Coca-Cola Golden Spoon Awards at India Food Forum 2023 honor top Retailers in Food & Grocery.*



*Images Awards for Excellence  
in Food & Grocery Retail*



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December marks a significant moment for Progressive Grocer as its publishers the IMAGES Group convene the leaders of India's Food Retail industry. The 16th edition of India Food Forum 2023 took place at The Westin Hotel in Mumbai from November 30th to December 1st. In this special India Food Forum issue (pages 40-84), we provide an overview of engaging panel discussions, keynotes from industry experts and market research leaders like Nielsen, some dazzling product launches, and other highlights. Like its past editions, the Forum this year yielded transformative insights poised to elevate food categories to new heights, boost category sales, and effectively tap into emerging trends.

This edition of the India Food Forum showcased over 700 food brands, drew more than 3,000 attendees, featured 100+ exhibitors, and hosted 300+ industry experts. Notable highlights included an open-house interaction involving 200+ supermarket retailers from across India engaging with top executives and Modern Trade Heads from prominent food brands such as Patanjali, Dabur, Godrej Consumer Products, Parle, Marico, ITC, Mondelez, HUL, McCain Foods, Kellogg's, Johnson & Johnson, Coca-Cola, P&G, Reckitt Benckiser, and many others.

The two-day conference concluded on a high note with the presentation of the Coca-Cola Golden Spoon Awards and the Pepsi-IMAGES Foodservice awards on consecutive days. These awards recognized excellence in food retail, marking the successful conclusion of another memorable edition of the annual India Food Forum.

In addition to the extensive coverage of the India Food Forum, this issue features compelling stories to keep you engaged. As we look forward to meeting again next month, we extend our wishes for a very Happy New Year to all our readers.



**Amitabh Taneja**  
Editor-in-Chief

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Images Awards for Excellence  
in Food & Grocery Retail





## Revitalizing India's Organic Sector: Navigating Challenges and Charting the Way Forward

The organic sector in India requires a well-defined strategic roadmap that navigates a path toward achieving equilibrium between domestic expansion and international competitiveness. This roadmap, going beyond tackling current challenges, should envision a future where the organic industry plays a substantial role in fostering a healthier and more sustainable India, both at the local and global levels.

BY SUNIL KUMAR

**T**

he organic sector in India is currently positioned at a critical juncture, characterized by both opportunities and challenges. Within the domestic landscape, the market for organic food fluctuates between Rs. 2200 crore and Rs. 2400 crore, while the organic export sector demonstrates substantial

growth, reaching figures between Rs. 3000 crore and Rs. 3500 crore.

Rather than a mere dissection of the current scenario, this exploration aims to present strategic solutions capable of charting a course for a robust and resilient organic industry in India. The focal point is on navigating the sector towards sustainability.

### Domestic Market Dynamics

**Market Landscape and Key Players:** The domestic organic market is prominently steered by industry leaders such as 24 Mantra, Organic India, Organic Tatva, Just Organic, and Phallada Organic. These key players not only dictate market trends but also significantly influence the industry's direction.

The competitive dynamics among these leaders drive innovation and set benchmarks, ultimately shaping the sector's growth trajectory. It is imperative for stakeholders to closely monitor the strategies employed by these influential players.



# AISLES TO PLATES: DECODING THE PLAYBOOK FOR SCALE

BY SANJAY KUMAR

In his inaugural address on Day 1 at the 16th Edition of India Food Forum on 30th November, **Damodar Mall**, *Chairman, India Food Forum and CEO - Grocery, Reliance Retail*, outlined several key themes and talking points that are highly relevant to the food and grocery industry in India. Here are some key insights that Mall shared with an audience comprising India's leading food and grocery retailers, food brands, marketers, and other industry professionals.

## Consumer-Centric Approach

Mall emphasized the importance of adopting a consumer-centric approach and understanding and meeting customer expectations. He underscored that selling what the customer wants is essential for earning sales, margins, and livelihood. Mall's emphasis on earning not only sales and margins but also livelihood signifies a recognition that sustained success goes beyond immediate transactions. Building a thriving business involves fostering enduring relationships with customers, ensuring their continued satisfaction and engagement.

Beyond transactional relationships: A consumer-centric approach, as underscored by Mall, represents a strategic orientation that places the customer at the heart of business operations. This approach goes beyond mere transactions and focuses on understanding, anticipating, and fulfilling the unique needs and expectations of individual consumers. Mall introduced a strategic perspective by suggesting that going beyond fulfilling the customer's immediate needs can lead to not only sales and margins but also influence and power. This approach involves understanding and guiding customer choices beyond their planned purchases.

Personalization and customization: In today's competitive market, one-size-fits-all approaches are becoming obsolete. Mall's emphasis on selling what the customer wants highlights the importance of personalization. Retailers can leverage data analytics and customer insights to tailor product recommendations, promotions, and even store layouts to individual preferences.



## *Celebrating Excellence:*

# India's Finest Food & Grocery Retailers Take Center Stage

The 16th Coca-Cola Golden Spoon Awards showcase and recognize top Indian Food & Grocery Retailers at India Food Forum 2023

**I**n an illustrious ceremony at Hotel Westin in Mumbai on November 30, 2023, IMAGES Group recognized India's top food and grocery retailers with the esteemed Coca-Cola Golden Spoon Awards. Industry titans like Reliance Retail, Spencer's, Le Marche, Q-Mart, Magson Nature's Basket, and The New Shop took center stage at the 16th edition of this distinguished event. With Coca-Cola as its driving force the awards ceremony marked a tribute to excellence in the sector.

The Coca-Cola Golden Spoon Awards, India's most esteemed recognition for food and grocery retailers, made its debut in 2008. The awards were conceived to applaud the remarkable success of forward-thinking retailers and their pivotal role in driving consumption while contributing to the evolution of effective marketing and distribution strategies within the industry.

Nikhil Behl, CEO of Food Business at IMAGES Group, remarked, "The retail evolution in India is nothing short of a blockbuster, with numerous brands showcasing exceptional determination and innovation on their path to success. Their accomplishments deserve acknowledgment and have the potential to inspire countless enterprises, propelling the narrative of Asia's third-largest economy onto the global stage."







# Celebrating India's Most Innovative Food Service Organisations

THE 7TH PEPSI IMAGES FOOD SERVICE AWARDS BY IMAGES GROUP HONoured LEADING FOOD SERVICE OPERATORS FOR THEIR BIG ROLE AND OUTSTANDING ACHIEVEMENTS IN THE FIELDS OF BUSINESS PERFORMANCE, MARKETING, INNOVATION, AND RETAIL GROWTH OF THE FOOD SERVICE BUSINESS IN INDIA.

By Progressive Grocer Bureau



# Fast Track to the Future: How 5G and Edge Computing are Transforming Mobile Marketing

Mobile marketing is not just evolving; it's becoming more immersive, interactive, and personalized than ever before.

BY KUMAR SAURAV

**From personalized customer experiences and immersive augmented reality to revolutionizing location-based marketing, the synergy of 5G and edge computing is ushering in a new era of connectivity.**

The marriage of 5G's lightning-fast speed and the efficiency of edge computing is reshaping the landscape of mobile marketing. Imagine a world where waiting is a thing of the past, and real-time engagement becomes the norm. From personalized customer experiences and immersive augmented reality to revolutionizing location-based marketing, the synergy of 5G and edge computing is ushering

in a new era of connectivity.

The new 5G wireless tech is super fast, like 10 times faster than 4G. This could totally change how mobile marketing works. With quicker speeds and less waiting, we can have real-time chats and smooth video streaming. That means marketers can grab people's attention with cool experiences and make their relationship with customers stronger.

Marketers will be able to engage their target audiences through immersive experiences and bolster brand-consumer relationships. Faster connections and quick responses will also make customers happier. 5G gives you a download speed of 10 gigabytes per second. When you add in edge computing, it can totally shake up mobile marketing by making ads better and improving geo-targeting.

Unlike cloud computing, edge computing means doing the data processing on the device where it starts instead of sending it to a central server. This is faster because there's no need to travel to a faraway server. Edge computing reduces delay a lot and is also safer for your data. When data is on individual devices, there's less chance of hacking.

Thanks to 5G making things faster and edge computing reducing delays, mobile marketing has changed a lot.

► **Personalized Customer Experiences:** When 5G and edge computing team up, it helps marketers give customers super personalized experiences right away. With 5G, we can gather useful info from lots of different devices, setting the stage for the Internet of Things (IoT). This will help brands deliver tailored experiences that cater to the needs of the customers.




► **Augmented and Virtual Reality Implications:** Edge computing makes things faster and quicker, making users' experiences better. Users will be able to stream videos without lags, indulge in online gaming, and engage in immersive experiences via augmented reality (AR) and virtual reality (VR).



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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**

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