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# Progressive GROCER

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**INDIA EDITION**

## RETAILER

The NEW Shop aims for global expansion and an IPO.

## INSIGHT

Ways for retailers to build trust among health-conscious customers?

## TECHNOLOGY

How The Digital Personal Data Protection Act will impact retailers.



## Honoring India's Trailblazing Icons in Food Services

*The 7th Pepsi IMAGES Food Service Awards acknowledged key food service operators for their outstanding contributions in the food services industry.*



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Franchising in India's food and grocery sector, which represents 69% of the retail market, offers lucrative opportunities. Choosing a grocery store franchise is more profitable than starting a new business, offering higher success rates, initial support, and reduced risks. Franchises provide ongoing assistance, a proven business model, and established strengths, enhancing the likelihood of success.

Nowhere else is the success of the franchise model in the grocery sector more evident than in the case of The NEW Shop. The success of its franchise model is particularly evident from its 2019 inception to a nationwide chain of 150 stores. The model distinguishes itself through its remarkable Rs. 15 lakh average monthly revenue per store, and boasting outstanding sales per sq.ft. of Rs. 2,000, surpassing industry standards. Notably, 10% of TNS franchise owners are women, adding a significant dimension to their inclusive success story.

Explore the captivating narrative of The New Shop's distinctive franchise model on pages 16-23. Discover how the brand is cultivating a cadre of entrepreneurs destined for financial success, with a vision to mentor a minimum of 10,000 franchise entrepreneurs by 2030. Notably, all these entrepreneurs are under the age of 35, many being college students or dynamic young individuals. They recognize that TNS franchise ownership opens the door to earning a substantial lakh or 2 lakh rupees per month. Now, that's a huge difference, isn't it?

Read our cover story in this issue (pages 26-72) celebrating India's pioneering figures in food services, recognized at the 7th Pepsi IMAGES Food Service Awards during the India Food Forum. The package also features exclusive coverage of insightful foodservice sessions, delving into the latest trends and developments shaping the industry.



**Amitabh Taneja**  
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## India Food Forum 2023

Meet India's pioneering figures in food services, recognized at the 7th Pepsi IMAGES Food Service Awards during the India Food Forum. The package also features exclusive coverage of insightful foodservice sessions, delving into the latest trends and developments shaping the industry.

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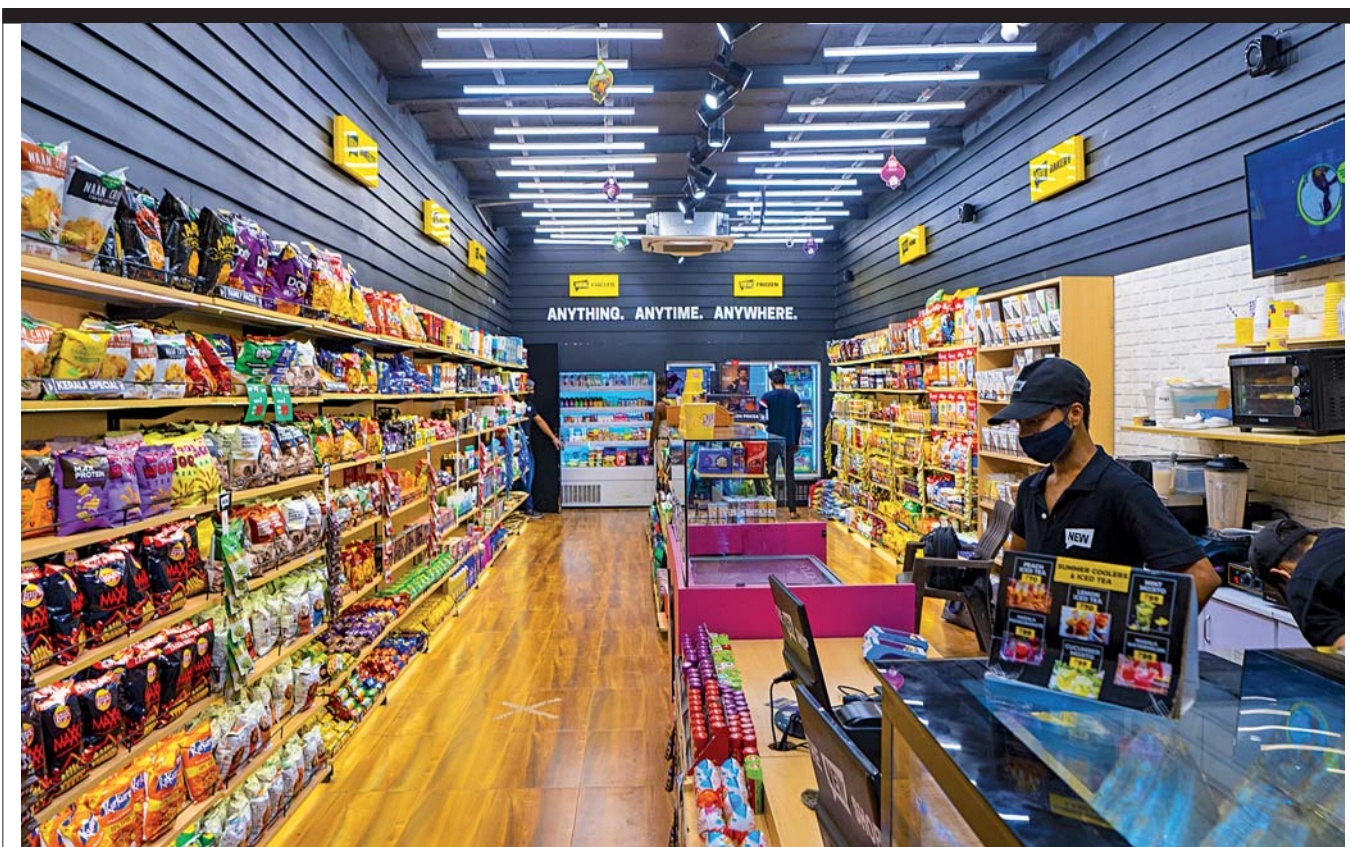
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## The NEW Shop's Vision Beyond Borders: International Expansion and IPO

In the ever-evolving retail landscape, The NEW Shop (TNS) stands resilient, symbolizing global vision and transformative success. Overcoming initial hurdles, TNS is redefining convenience retail with visionary leadership and innovative strategies, boasting a unique franchise model fueling its growth to 150 strategically located stores in India.

Celebrating this triumph, TNS hosted its inaugural Entrepreneurship Conclave, spotlighting core growth pillars: hyper-customization, efficient setup, technological innovations, among others. Notably, TNS unveiled its global expansion plans and an impending IPO that will reserve 2% of shares for franchisee partners.

**BY SANJAY KUMAR**

**I**n the ever-changing world of India's grocery retail, The NEW Shop (TNS) has crafted a story of resilience, innovation, and remarkable growth. The tale of **Aastha Almast** and her founding team at TNS is a shining example of how their visionary entrepreneurship has transformed challenges into opportunities.

After facing setbacks with two earlier start-up ventures, the TNS founding team sat down in 2018 to conceptualize The NEW Shop, culminating in the establishment of their omnichannel, 24/7 convenience retail store chain a year later in 2019.

The turning point for the founders had come during a pivotal meeting with **Kevin Harrington**, a luminary in the entrepreneurial realm and the Original shark and investor at Shark Tank (USA) "As Tech Founders, you guys often pursue ambitious dreams. However, it's important to recognize that Tech serves as an enabler. Instead of merely chasing dreams, why not utilize



## How Indian brands are changing the liquor dynamics in India?

India leads the global liquor industry in whisky, rum, and brandy, with local brands reshaping the nation's drinking culture. Beyond statistics, these brands redefine 'local' as authentic, utilizing innovative packaging, competitive pricing, and a diverse spirit range to surpass consumer expectations. With the Indian liquor industry projected to reach \$64 billion by 2030, explore how these home-grown spirits seamlessly blend tradition with innovation, reshaping perceptions and propelling the industry toward a future of cultural resonance and economic prosperity.

BY ARVIND KAUL

The Indian liquor industry has come a long way, witnessing transformations, changes in consumer preferences, and shifts in market dynamics. According to the 2022 International Wine & Spirit Research (IWSR), the global authority on beverage alcohol data, India has secured its position as the leading market worldwide for whisky, rum, and brandy. This significant achievement is driven by various factors, including shifting lifestyles, urbanization, and a growing disposable income.

Additionally, the industry has expanded beyond a limited selection of spirits to encompass a diverse range of alcoholic beverages, often referred to as alco-bev, catering to the varied tastes of consumers, courtesy of Indian liquor brands. How exactly are these brands reshaping the liquor landscape in India?

### Changing perception

Previously, Indian consumers viewed drinking expensive 'foreign' alcohol as a status symbol, creating a challenge for local liquor brands trying to overcome the perception that foreign names meant better quality. The term 'local' was once associated with inferior products but has transformed into a sought-after label, synonymous with craftsmanship and authenticity due to the



# Taste & Talk: Igniting Culinary Conversations

The food service industry has actively worked to recover from losses incurred during 2020-2022. Despite positive developments like increased retail outlets, challenges persist such as talent shortages and oversupply of retail space.

In the Mega Inaugural Open House on Day 2 at India Food Forum, HoReCa CXOs shared valuable insights, innovations, and lessons, setting the stage for electrifying discussions.

BY SANJAY KUMAR

“Over the past two years, the food service industry has undergone profound transformations,” began **Sagar Daryani**, *Co-founder and CEO, Wow! Momo*, who, as moderator, kickstarted the session for a round of lively discussions.

Speaking directly about industry trends, Daryani noted, “We’ve moved beyond a focus on hygiene and convenience to a broader emphasis on comfort and experiential dining.” He highlighted molecular gastronomy as a strategic balance between reduced food costs and increased profitability.

Acknowledging challenges in the quick-service restaurant (QSR) sector, Daryani remarked, “We’re scrutinizing the supply chain down to elements as basic as tomatoes.” Adapting to challenges, he shared, “Maintaining cost efficiency and delivering an Instagram-worthy menu is undeniably challenging.”

Discussing recent industry struggles, Daryani admitted, “When you have good times, you have bad times as well.” Emphasizing the cyclical nature of business, he added, “Acknowledging this is crucial, underscoring the importance of resilience and adaptability.”

Acknowledging **Anand Mohan Sharma**, *Director-Customer Development, PepsiCo*, and also co-moderator of the session, Daryani highlighted Pepsi’s pivotal role as a significant partner in the foodservice industry.

Co-moderator Sharma echoed Daryani’s insights. To emphasize, he added that at the core of the foodservice experience is the food itself. “What matters



# Future Vision of the Culinary World

On Day 2 of the India Food Forum, The Western India Culinary Association presented the “Chefs Theatre,” which seamlessly united culinary virtuosos for profound discussions on prevailing industry trends, challenges, and pioneering innovations.

The session provided a rare look into the HoReCa industry, with chefs showcasing diverse perspectives and celebrating achievements that are shaping the future of the Indian culinary landscape.

**BY SANJAY KUMAR**

**C**hef Suprio Bose, *Founder, The Nomad Foodie*, and the session’s anchor, initiated the discussion on evolving food trends. Acknowledging the shift from traditional career aspirations, he highlighted the dynamic changes in the culinary world driven by AI, ChatGPT, and modern technology. “As everything evolves, so does the realm of food. In a world rapidly shaped by AI, ChatGPT, and modern technology, we are witnessing a dynamic and aggressive shift in culinary dynamics.”

The focus of the session, he said, aimed to explore topics such as the transition from hyper-local to progressive local, the influence of AI, and the impact of e-commerce on culinary businesses. Bose kicked off the conversation by asking panelists about the most significant technological change they observe in the culinary business daily.

Kicking off the session into motion, Bose posed a question to the chefs on the panel: What is the most significant technological change you are observing in the culinary business day after day?

Picking up the thread, **Chef Harsh Kedia**, *Founder & CEO, A Diabetic Chef*, highlighted the rising trend of packaging fresh food for prolonged shelf life, noting the adoption of technologies like Modified Atmosphere Packaging (MAP) to preserve freshness without chemical preservatives. He emphasized the increasing consumer demand for quick access to diverse culinary options, citing examples like ordering Chole Bhature from Delhi in Mumbai through platforms like Zomato. This seamless integration of technology and convenience reflects the desire for instant access to a variety of



# Honoring India's Trailblazing Icons in Food Services

THE 7TH EDITION OF THE PEPSI IMAGES FOOD SERVICE AWARDS, HOSTED BY IMAGES GROUP, CELEBRATED THE EXEMPLARY CONTRIBUTIONS OF KEY FOOD SERVICE OPERATORS. THESE AWARDS RECOGNIZED THEIR PIVOTAL ROLES AND EXCEPTIONAL ACCOMPLISHMENTS ACROSS VARIOUS DOMAINS SUCH AS BUSINESS PERFORMANCE, MARKETING, INNOVATION, AND FOSTERING RETAIL GROWTH WITHIN THE DYNAMIC LANDSCAPE OF THE INDIAN FOOD SERVICE INDUSTRY.

By Progressive Grocer Bureau





# Data, Trust, and Transparency: The Crucial Role of Consent Managers in Retail

For the retail industry, the Digital Personal Data Protection Act (DPDPA) is more than a legal framework; it's a transformative force. This column delves into its profound impact on retailers, emphasizing ethical data practices and highlighting the crucial role of Consent Managers. As retailers navigate this intricate landscape, understanding the DPDPA and the role of Consent Managers is essential for steering towards a responsible and customer-centric retail future.

BY SATENDRA SINGH

In the ever-evolving landscape of retail, where customer data is a cornerstone of personalized experiences and targeted marketing, navigating the complexities of digital data protection is crucial. The recently enacted Digital Personal Data Protection Act (DPDPA) is not just a legal framework; it's a game-changer for retailers. Let's delve into the transformative impact this legislation can have on shaping a responsible and customer-centric retail future.

## The DPDPA: A brief overview

In the dynamic landscape of digital data privacy, the Digital Personal Data Protection Act (DPDPA) marks a significant milestone. As societies grapple with the complexities of data protection in the digital era, this act underscores the critical importance of managing personal data ethically and responsibly. Central to the DPDPA is the role of Consent Managers – a position that has swiftly become the linchpin in the effective implementation of data protection strategies. This article delves into how the DPDPA catalyzes a paradigm shift in data privacy and the pivotal role Consent Managers play in this transformation.





## Hearty Mart Farm2Market: Sowing Change in Gujarat's Agricultural Landscape

Hearty Mart's innovative venture, Farm2Market, goes beyond traditional retail, revolutionizing the agricultural landscape in Gujarat. From empowering local farmers to pioneering Eri-Silk cultivation, the brand's visionary approach not only fosters a mutually beneficial ecosystem but also positions them at the forefront of positive change in the region. As they secure incubation support from NABARD and SDAU, Hearty Mart Farm2Market's journey exemplifies how businesses can drive impactful transformations for both themselves and the communities they serve.

*BY PROGRESSIVE GROCER BUREAU*

# H




Hearty Mart has garnered considerable acclaim for its distinctive business approach, notably for introducing contemporary retail and sophisticated bakery experience to tier-2 and tier-3 locations in Gujarat. Undoubtedly, the brand has become synonymous with venturing into untapped markets and strategically investing in areas typically considered less favourable for business development. Another key illustration of this strategy is the lesser talked about Hearty Mart Farm2Market, emblematic of the brand's commitment to fostering entrepreneurial fervour in Rurban spaces.

The concept of Farm2Market took root in 2017 when a group of fruit farmers approached the leadership of Hearty Mart with a proposal to utilize surplus fruit produce. What began as a localized initiative soon evolved into a broader outreach to the agricultural community, extending beyond fruit juices to encompass various agricultural products. Hearty Mart, already a prominent player in the HoReCa (Hotels, Restaurants, and Catering) sector in Gujarat, recognized the potential of robust backward integration.

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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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