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INDIA EDITION



Small Town, Big Dreams ***Jaylaxmi Super Market's*** ***Evolution from a Kirana*** ***to Supermarket Chain***



L to R: SANDEEP SUKHWANI AND ROHIT BHOJWANI
Partners, Jaylaxmi Super Market



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What is driving the transition of small provisions store retailers across various regions of India towards more sophisticated modern retail formats? As India's economy continues to expand and urbanize, consumer preferences are increasingly oriented towards convenience, variety, and quality. Modern trade stores are effectively addressing these preferences and are strategically positioned to capitalize on market opportunities, driven by evolving consumer demands, competitive forces, technological advancements, and shifting business dynamics.

This magazine issue showcases two retailers' journeys from kirana shops to successful modern supermarket chains in Maharashtra. Jaylaxmi Super Market, originated as a small kirana store in Sindkheda, north Maharashtra, in 1986, and expanded to a 9,000 sq.ft. supermarket in Shirpur by 2020, achieving substantial daily sales of Rs. 8 lakh (see pages 16-22).

The family expanded their original 1,000 sq.ft. kirana store in Sindkheda to a 4,500 sq.ft. supermarket, doubling daily sales to over Rs. 3.5 lakh and achieving Rs. 35 crore in combined annual revenue. They've now launched a 13,000 sq.ft. hypermarket in Dondaicha in Dhule district and plan to open seven new supermarkets in smaller Indian towns, signaling significant growth in grocery retail.

Like Jaylaxmi, another supermarket in north-west Maharashtra, Best Basket emerged from traditional grocery roots but has advanced into modern retailing (see pages 60-63). Currently, the retailer operates across an average retail space of 11,500 sq.ft., generating an annual turnover of Rs. 35 crore. These instances of kirana stores evolving into supermarkets aptly demonstrate the shift occurring in India's hinterlands, marked by small towns dominated by traditional family enterprises. This transformation signifies a notable change in the retail sector, as traditional grocery outlets adapt to contemporary models of retailing.



Amitabh Taneja
Editor-in-Chief

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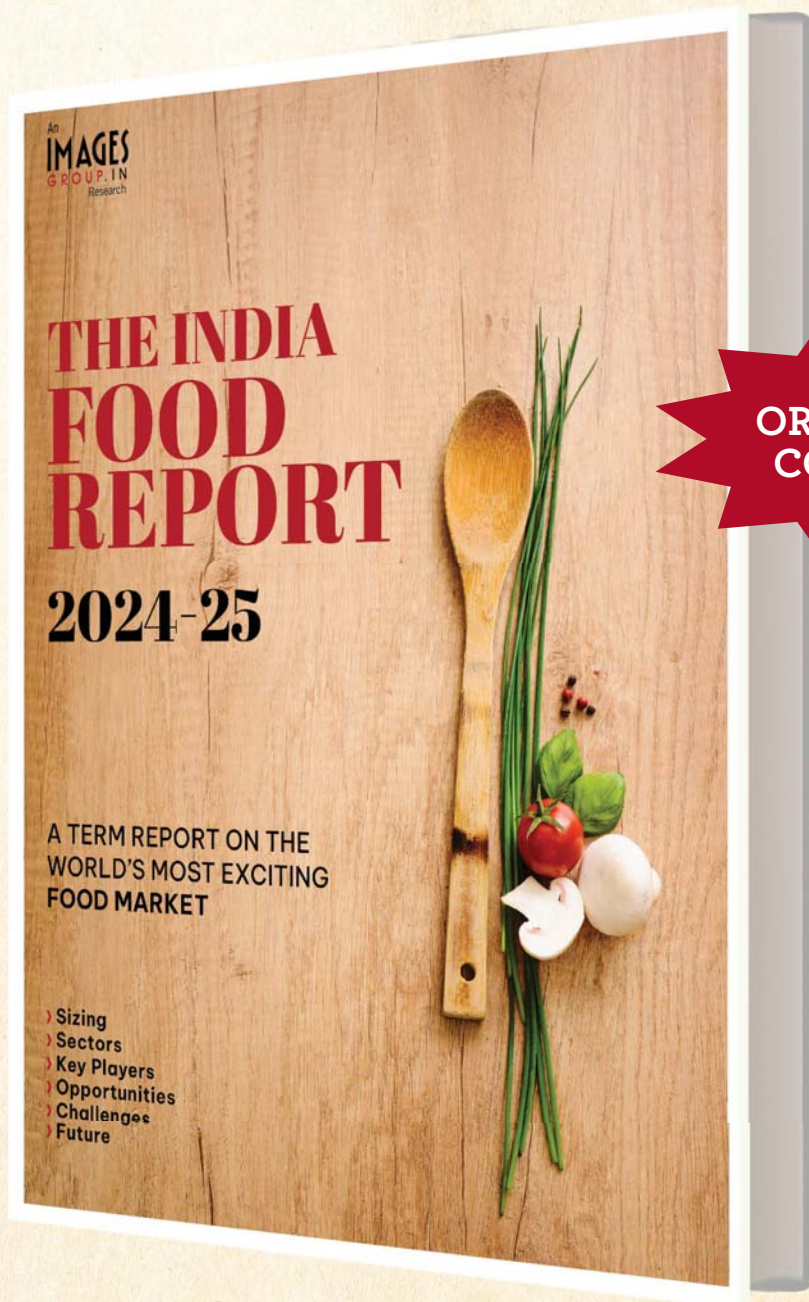
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Small town, big dreams: Jaylaxmi Super Market's evolution from kirana to modern supermarket chain

Established in 1986, Jaylaxmi Provisions Store's evolution from a kirana to supermarket in towns like Sindkheda, Shirpur, and Dondaicha in Dhule district of Maharashtra exemplifies agile growth and quality commitment, besides showcasing the promising future of grocery retail in Tier IV towns.



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SMALL TOWN, BIG DREAMS: JAYLAXMI SUPER MARKET'S EVOLUTION FROM KIRANA TO MODERN SUPERMARKET CHAIN

The Bhojwani family, initially vegetable vendors in Sindkheda, Maharashtra, overcame a significant setback after the 1984 assassination of Prime Minister Indira Gandhi. Undeterred, patriarch M.D. Bhojwani rebuilt the family's livelihood by establishing Jaylaxmi Provisions Store in 1986. The store's evolution from a kirana to a supermarket, expanding to towns like Shirpur and Dondaicha, exemplifies agile growth and quality commitment, showcasing the promising future of grocery retail in tier IV towns.

In 2020, the family achieved a milestone with a successful 9,000 sq.ft. supermarket in Shirpur, which generates Rs. 8 lakh in daily sales. Inspired, they transformed their original 1,000 sq.ft. kirana store in Sindkheda into a modern 4,500 sq.ft. supermarket. The strategic move increased sales from Rs. 1.5 lakh to over Rs. 3.5 lakh daily, contributing to combined annual earnings of Rs. 35 crore. Buoyed by their supermarket success, the Bhowanis have now launched their most ambitious project – a 13,000 sq.ft. hypermarket in Dondaicha – and plan to open seven new supermarkets in the next five years, signaling a positive trend for grocery retail growth in smaller Indian towns.

BY SANJAY KUMAR

जयलक्ष्मी सुपर मार्केट



L to R: SANDEEP SUKHWANI AND ROHIT BHOJWANI
Partners, Jaylaxmi Super Market



INTERIM BUDGET 2024

With the presentation of the Interim Budget for 2024, key stakeholders in the food retail sector offer their perspectives on its far-reaching impact. Drawing into themes of empowering rural India, nurturing agriculture, and providing insights on the retail and e-commerce landscape, these responses contribute to a nuanced comprehension of the budget's implications across diverse segments within the industry.

By Progressive Grocer Bureau

How Health and Wellness Foods Are Redefining the Market



Healthful foods today include a variety of categories, including “free-from,” natural and organic, functional, and those targeting specific dietary needs. This shift represents the new normal in our foodscape.

Amidst this evolution, ready-to-eat quinoa salad is now preferred over traditional options like fries. Healthier alternatives are reshaping market dynamics, transitioning from niche offerings to mainstream consumption choices.

Producers, manufacturers, and retailers are aligning their efforts to meet this growing demand for good-tasting, good-for-us food and drink. As a result, healthful foods and beverages are becoming more integrated into our daily lives, reflecting a collective commitment to promoting wellness through dietary choices.

BY SANJAY KUMAR

IN the wake of the Covid-19 pandemic, a seismic shift has rippled through the food industry, reshaping consumer preferences and challenging traditional norms. A surge in demand for healthier food alternatives has emerged, catalyzing a profound evolution in the way we interact with food. According to a study by the International Food Information Council, 85% of consumers made changes to their diets to boost their immune systems during the pandemic. “Consumer attitudes following the Covid-19 pandemic have shifted towards prioritizing healthier dietary choices,” notes Euromonitor International. Today’s consumers are increasingly prioritizing health and wellness in their dietary choices. A discernible trend has emerged, with individuals gravitating towards locally sourced, nutrient-rich foods for nourishment and vitality. “Against the

Formulating Functional Foods: A focus on Indian consumers' ingredients of choice

Functional foods, offering benefits like energy boosts and immunity enhancement are gaining prominence with consumers seeking key ingredients such as vegetables, fruits, proteins, and Ayurvedic elements. This fusion of traditional wisdom with modern science is an important element to thrive in this evolving market, which should prompt brands to provide transparent information and scientifically validated products.

BY ANAMIKA BANERJI



Guud Family Fit Sugar (India)

Happy Jars Sprouted Dal & Beetroot Chilla Mix (India)

Wholly Greens Glorious Carrot Veggi Pasta (Belgium)



The Health Factory Protein Vegan Bread (India)

Cholesterol Lowering Original Spread (New Zealand)

General Mills Cheerios Apple Cinnamon Cereal (US)



Optimel Peach-Passionfruit Yogurt (Denmark)

Vedicly Ashwagandha Organic Ghee (India)

Grami Superfoods Renergee Spinach Flavoured 9 Millets Instant Soup (India)

Product image sources: Mintel GNPD



The WayCool Advantage: Transforming Private Labeling and Packaging for Retailers and Food Brands

The agricultural production sector in India, with a market value of \$800 billion, presents significant opportunities for companies seeking to engage in third-party contract manufacturing, sourcing, private labeling, and packaging of food products. Yet, this sector grapples with myriad complexities and challenges, dissuading many from venturing into it. Enter WayCool, a company pioneering transformative initiatives aimed at revolutionizing agricultural supply chains and establishing fresh benchmarks within the domains of retail and food brands.

BY SANJAY KUMAR

I

India has a significant agri-produce market, with an estimated value of around \$800 billion. Approximately 75% of this market, valued at \$600 billion, flows through retail channels, serving as the primary avenue for households and establishments to acquire products for consumption. These products include both processed goods and items designated for HoReCa (Hotels, Restaurants, and Catering). The remaining 25-30% serves various other channels within the market.

However, within the agri-produce market, challenges loom large. Few entities are inclined to venture into the sector to tackle its inherent challenges. Despite the presence of notable players across segments such as seeds, fertilizers, pesticides, processed food products, and retail, the interest in penetrating the farm-produce market remains limited.



Best Basket's Strategies for Success in Modern Retail

In the north-western region of Maharashtra, characterized by small towns dominated by traditional family businesses, Best Basket supermarket has transitioned from its traditional grocery shop roots to become a forward-thinking model of modern retailing.

BY AAKRITI VIRMANI



The origins of Best Basket supermarket goes back to its humble beginnings rooted in a traditional family enterprise plying its trade in the northwest region of Maharashtra. With a keen awareness of the evolving retail landscape, this formerly modest family enterprise underwent a significant transformation, gradually establishing itself as a leader in modern retailing. This evolution has been facilitated by a strategic approach to innovation and to prioritizing the needs and preferences of the customer. Founded by Nitin Bhusare, Best Basket began its journey as a proprietorship firm under the name DN Mart. The brand's transition to modern retail commenced with the opening of its first store in Yeola in 2022. Yeola is a town located in the Nashik district of Maharashtra. The success of their first supermarket prompted the retailer to introduce another flagship branch in the city of Nashik in 2023.

This expansion demonstrated the brand's dedication to serving various communities and underscored its commitment to offering high-quality products and services to an expanding customer demographic. Recently, Best Basket inaugurated its third and newest branch in Kopargaon, situated in the Ahmednagar district of Maharashtra. As of today, the retailer's operations span an average retail area of 11500 sq.ft., that fetch an annual turnover of Rs. 35 crore. Best Basket operates on the guiding principle of "Sabkuch Best in your Basket". In line with its brand ethos, the retailer promises to provide customers with an exceptional shopping experience through a wide range of high-quality products, competitive prices, excellent service, hygiene standards, and more. "Every visit to Best Basket guarantees excellence, ensuring customers have a comprehensive and satisfying shopping experience," says **Nitin Bhusare**, *Founder, Best Basket*.

WHAT'S NEXT PRODUCT LAUNCH



KAAPI Solutions unveils Stone Espresso

KAAPI Solutions, a supplier of coffee machines in India, has unveiled Stone Espresso, a cutting-edge coffee machine crafted under the brand of Rocket Espresso, a renowned manufacturer in Italy.

Stone Espresso is dedicated to enhancing the coffee experience, allowing consumers to savor the flavors of Italian-style espresso and cappuccino from the comfort of their homes. Some key features of this new coffee machine include:

- ▶ **Fast ignition:** Stone Espresso brews coffee in just 10 minutes, delivering your favorite espresso quickly and saving valuable time.
- ▶ **International standard warranty:** The product is covered by Stone Espresso's warranty, adhering to international standards to ensure customer satisfaction.
- ▶ **Service across 17 cities:** KAAPi Solutions provides service in more than 17 cities, ensuring customers can access support whenever needed.

Stone Espresso is available in various adaptable colors and different body shapes, along with interchangeable side pods for customization. The product is conveniently available in selected stores and can be ordered online.

Chai Sutta Bar launches its new tea brand 'Maatea'

One of India's prominent tea chains, Chai Sutta Bar, which commenced operations seven years ago, has recently introduced its tea brand named 'Maatea.' The company has unveiled its tea brand in the regions of Rajasthan, Chhattisgarh, and Madhya Pradesh.

Maatea offers natural, high-quality tea at an affordable price point of Rs 450. The brand's objective is to make its premium tea accessible to a broader audience without compromising on quality. Notably, Maatea is an FDA-approved chai brand.

Anubhav Dubey, Co-Founder, Chai Sutta Bar, also stated the company's intends to expand its chain and introduce the Maatea brand into international markets as well.



NuNectar launches a wholesome health drink Super Vita for children

NuNectar introduces Super Vita, a health drink made for children to combat the prevailing issue of hidden hunger, a pervasive micro-nutrient deficiency observed in numerous research studies.

Undergoing testing at an NABL-accredited lab as claimed by the brand, Super Vita contains a comprehensive composition of 40 essential nutrients crucial for the optimal growth of children. Notably, this health drink eliminates refined sugar and instead opts for jaggery. The drink is available in the enticing flavor of Swiss Chocolate.

The health drink incorporates three super grains – wheat, barley, and bajra – providing a boost of goodness. Packed with vital micro-nutrients such as Vitamins (A, D, E, B), Iron, and Zinc, this product plays a pivotal role in fueling muscle and bone growth, bolstering immunity, and supporting both brain function and physical energy.




Embracing a no-junk philosophy, Super Vita ensures a wholesome choice for children and is free from preservatives. NuNectar takes pride in presenting Super Vita as the ultimate go-to health drink for the younger generation.



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