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Vijetha Supermarkets: From Humble Beginnings to Retail Royalty

Vijetha Supermarkets' meteoric rise from a modest 1,000 sq. ft. store to a network of 109 outlets is a testament to the owner's unwavering commitment to quality and customer service. As Vijetha Supermarkets embarks on its journey of expansion and diversification, the future is ripe with possibilities, promising even greater heights of success and achievement.



48. Healthy Snacks: Emerging Brands

- ▶ **Karant's Food:** Turning fruits & veggies into snack wonders.
- ▶ **Fitfire Consumer:** From Startup to Snack-time Sensation



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52. Packaged Food

Cheese brands can expand in India: With innovations for kids, snacking, and cooking.



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8. Market Update

News and reports on the Food & Grocery industry.



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33. Innovation

How healthy snack brands can ride the wave of evolution in the Indian food industry.

34. Category Watch

Innovations and trends changing the face of India's booming breakfast market

- ▶ **Organic Tattva's pursuit of purity**
- ▶ **Opportunities for breakfast brands in smaller Indian towns**



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20. Industry Report

Unlocking the \$2T retail opportunity in the next decade: Insights from BCG-RAI report.



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54. Entrepreneurship

Walmart blazing the Indian entrepreneurial spirit and boosting economy.



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60. Product Launch

New products and offerings on the market.

