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Vijetha Supermarkets From Humble Beginnings to Retail Royalty

ENTREPRENEURSHIP

How Walmart is catalyzing exports from India.

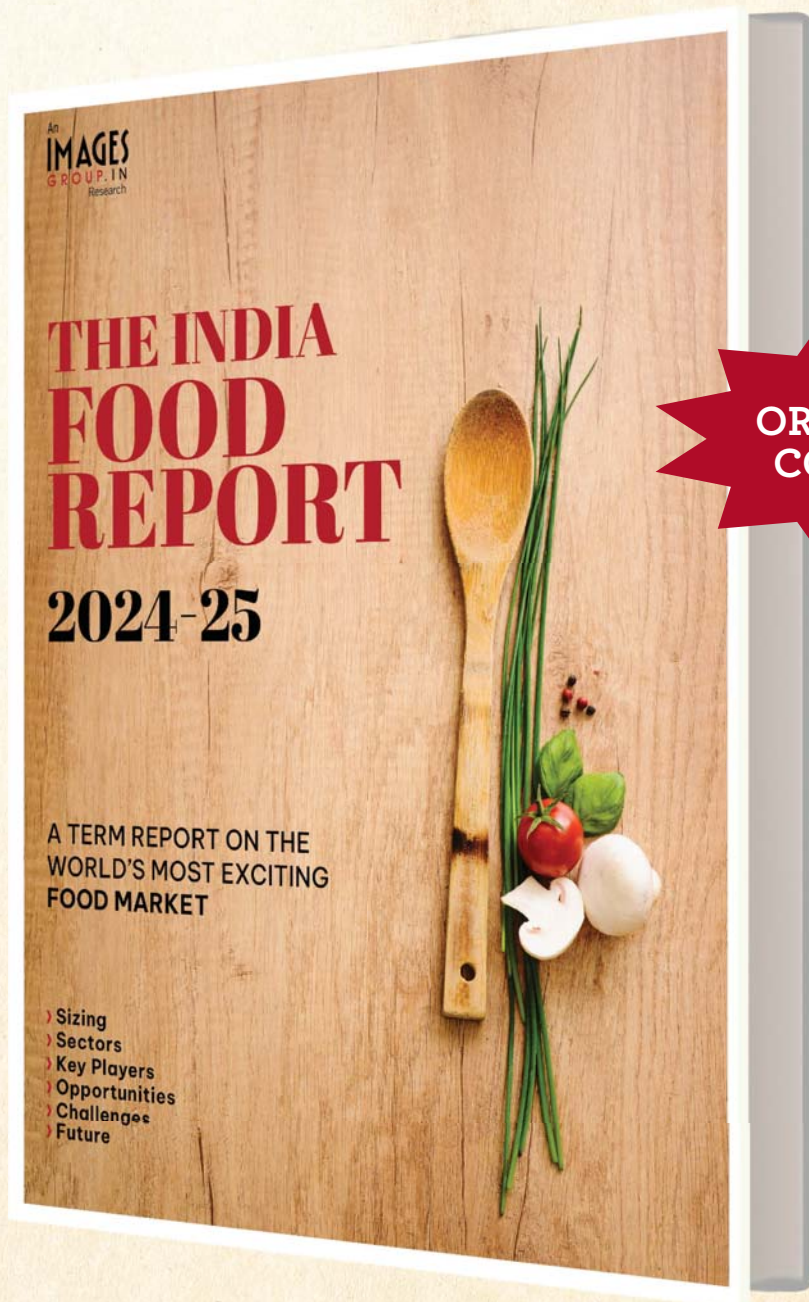
HEALTHY SNACKS

New brands are riding the wave of evolution in the food industry.

JAGAN MOHAN RAO
Chairman & Managing Director
Vijetha Supermarkets

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A major supermarket chain in southern India is commemorating its silver jubilee this month: 25 years of remarkable success in the food and grocery retail industry. Vijetha Supermarkets' journey from a modest 1,000 sq.ft. store in Hyderabad to a network of 109 outlets spanning Telangana and Andhra Pradesh speaks volumes about its founder Jagan Mohan Rao's steadfast dedication to excellence and customer satisfaction.

Our cover story this month (*pages 22–32*) eloquently portrays Rao's journey from humble origins to its current status as a leader in the retail industry. Originating from the agricultural heartland of Andhra Pradesh, Rao nurtured ambitious aspirations. Commencing his career on the shop floor of Trinetra Supermarket, Rao steadily ascended to build his own retail empire. Currently, Vijetha Supermarkets encompasses over 5 lakh square feet of retail space and expects revenues to reach Rs. 850 crore this fiscal year.

In this issue, we highlight two emerging brands in the healthy snacks category (*pages 48–51*). In a world where potato chips and sugary treats reign supreme, the notion of okra, or bhindi in popular parlance, as a snack may appear whimsical to the uninitiated. Yet, Karanth's Food has ventured into transforming everyday vegetables like okra, carrots, and bitter gourd into delicious snacks, challenging conventional notions with innovative creations. Meanwhile, Nutri Binge by Fitfire Consumer is aiming to democratize dry fruit consumption across the nation. The brand has achieved unprecedented success within its inaugural year with plans to surpass Rs. 100 crore in revenue by 2024-25.

This issue's package has lots more to offer – how innovations and trends are changing the face of India's booming breakfast foods' market to Walmart's vision to facilitate the sourcing of \$10 billion worth of goods annually by 2027 from India.

Amitabh Taneja
Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

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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.



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VIJETHA SUPERMARKETS: FROM HUMBLE BEGINNINGS TO RETAIL ROYALTY

In the heart of Andhra Pradesh's agricultural landscape, a young man named Jagan Mohan Rao harbored ambitious dreams. Starting his career on the shop floor of Trinetra Supermarket, Rao eventually rose to establish his own retail empire, Vijetha Supermarkets. With 109 outlets spread across Telangana and Andhra Pradesh, covering over 5 lakh square feet of retail space, and aiming for revenues of Rs. 850 crore this fiscal year, Rao's journey exemplifies the transformative potential of perseverance and foresight.

Vijetha Supermarkets' meteoric rise from a modest 1,000 sq.ft. store to a network of 109 outlets is a testament to Rao'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.

BY SANJAY KUMAR

“From 1 store in 1999 to 109 stores in 2024, we have plans to reach 150 stores by 2025. We are targeting a turnover of Rs. 850 crore in FY 23-24, up from Rs. 725 crore reached in the previous fiscal.”



JAGAN MOHAN RAO
Chairman & Managing Director
Vijetha Supermarkets



Jagan Mohan Rao, a man of simple beginnings, hailed from the agricultural heartlands, and was born in a village called Nimmagaddavari Palem near Guntur district, Andhra Pradesh. When the time came to make

his mark in life, fate led Rao to the doors of Trinetra Supermarket, where he commenced his humble journey on the shop floor, a novice navigating the intricacies of retail operations.

During the formative years of his fledgling career, spanning from 1993 to 1998, Rao honed his skills and garnered invaluable experience, gradually ascending the ranks to assume the role of a store manager. His entrepreneurial journey began not in the glossy aisles of corporate boardrooms, but within the walls Trinetra Supermarket, where he earned a modest sum of Rs.750.

Yet within these humble beginnings lay the seeds of ambition. "I started my professional career at Trinetra Supermarket in Hyderabad, the first-of-a-kind supermarket of an organized retail chain, where I served as a store manager. But I often thought about establishing a



“All our stores are located in areas with high density and concentrated population, on main streets, inside gated and non-gated communities, which allows the stores to cater to different customer segments and service the needs and requirements of people with varied tastes.

– Sandeep Murakonda, Executive Director, Vijetha Supermarkets



“Our success is not just measured in numbers, it's about the relationships we build, the communities we become a part of, and the smiles we bring to our customers faces. Each store is a reflection of our commitment to creating delightful shopping experiences.

– Siddharth Murakonda, Marketing Director, Vijetha Supermarkets





Innovations and Trends Changing the Face of India's Booming Breakfast Market

In kitchens across India, a quiet revolution is underway, challenging age-old breakfast traditions with the allure of convenience and health consciousness. As shiny packages of ready-to-cook batter and bowls of crunchy cereal find their place alongside *homemade idli* batter and *freshly rolled chapatis*, the breakfast table is witnessing a transformation unlike any before. With urban consumers leading the charge, the breakfast landscape is evolving rapidly, driven by a desire for efficiency and nutritional offerings that fit the demands of contemporary lifestyles.

BY SANJAY KUMAR

In the kitchens across India, breakfast isn't just a meal — it is a tradition. It is a time when the day begins with the comforting aroma of spices and the sizzle of hot pans. And for Mom, it is more than just a habit; it is a lesson she has passed down with care. “Breakfast is the most important meal of the day,”

Moms say with a knowing smile. And she isn't wrong. Breakfast isn't just about filling the belly; it is about fueling the body for the challenges ahead.

In every corner of the country, from bustling cities to quiet villages, breakfast is a sacred affair. And even as the world has changed, some things have remained constant. Sure, there have arrived tempting options for eating out, but for many, nothing beats the warmth of a homemade meal.

From the crispy paranthas of the north to the fluffy idlis of the south, each region has its own culinary masterpiece. And while the world around them embraces new trends, many Indians hold on tight to their roots.



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

Mintel's food and drink analyst identifies opportunities for the cheese category to broaden its reach with innovations positioned for children, snacking occasions and experimental at-home cooking.

BY ANAMIKA BANERJI

Cheese is a versatile food that fits into both the savoury and sweet categories. It can be used for sandwiches, entrees as well as desserts. It can also be a snack for kids and adults alike.

The cheese industry has many offerings for different ages and taste profiles. Cheese is consumed by one-third of Indians; Gen Z (39%), Millennials (34%) and women (33%) are the core users according to Mintel research. While cheese shares a strong association with taste, it is perceived to be expensive by users and non-users alike.

When it comes to preferences for different types of cheese, 63% of Indian cheese consumers enjoy processed cheese, while 19% like cheese sauce and 15% savour the taste of cream cheese.

The cheese landscape in India is undergoing an evolution driven by the growing sense of food adventure among Indian consumers, whether it is dining out or

preparing special meals at home. Though processed cheese dominates the category, it is interesting to note that 37% of cheese consumers have indulged in one or more types of specialty cheese. Moreover, as consumers' tastes evolve, they tend to switch from processed to specialty cheese.

The consumption of processed cheese is lower among specialty cheese users as compared to the total average (29% vs 63%). Mozzarella is the most consumed specialty cheese among these consumers (52% vs 19% of the total sample) followed by feta cheese (36% vs 13% of the total sample).

Mintel research further reveals that Indian consumers are willing to pay a premium for select features in cheese made for kids, including health benefits. Among parents of children under 18 years old, who have consumed cheese in the last three months through May 2023, nearly half (47%) said they would pay for all-natural cheese. Other features they would pay a premium for are high protein content,

Walmart Blazing the Indian Entrepreneurial Spirit and Boosting Economy

India's manufacturing capacity is broadening and scaling day by day, bolstered by a growing business ecosystem and a strong infrastructure. Today the nation stands on the global stage of business and innovation, trying to achieve the goal of a trillion-dollar economy in a compressed timeline. Walmart, a global retail leader rooted in the US, recognizes this growing potential of the nation and trying to establish a stronger foothold in the Indian market.

To spread its wings in the Indian domain and to create a link between Indian manufacturers and the demands of Indian goods all across the globe, the brand has organized a Growth Summit. This summit serves as a collaborative platform bringing together MSMEs, manufacturers, and small retailers, to catalyze exports from India.

Walmart's vision is to facilitate the sourcing of \$10 billion worth of goods annually by 2027, thereby fostering economic growth and international trade partnerships with India.

BY AAKRITI VIRMANI



T

he entrepreneurial spirit runs deep in the veins of every Indian. Every Indian dreams of owning their own business. The Make-in-India initiative acts as a beacon, amplifying the already existing passion for embarking on this entrepreneurial journey

that resides in the heart of every Indian.

Walmart, a global retail leader rooted in the US, recognizes this passion of Indian manufacturers and graduates, paving a pathway for them to become integral parts of the retail journey through their Growth Summit held in New Delhi.

The retailer which has been invested in India for over 2 decades, has brought together its Indian partners, Flipkart and PhonePe, suppliers, and supply chain innovators to share the commitment to boost India's economy and become a leading supplier of Indian goods on the global stage.

Walmart's mission is to accelerate its exports in India across different product categories such as food, consumables, health and wellness, general merchandise, apparel, shoes, home textiles, and toys, sourcing \$10 billion of goods each year by 2027.

"We've made investments in Flipkart, PhonePe, Myntra, and Ninja Cart. We're committed to helping India's economy grow, which is on track to hit \$ 4 trillion," says **Kathryn McLay**, *President and CEO, Walmart International*.

While the target may appear zealous, Walmart's faith in India's potential, coupled with the initiatives undertaken by the Government of India to streamline Foreign Direct Investment (FDI) and boost trade, can transform this distant dream into reality.

Elevating people and communities

As described by *Walmart Inc's President and CEO, Doug McMillon*, Walmart is a people-led, tech-powered Omni channel retailer dedicated to helping people save money and live better. The brand is committed to its 2.1 million associates that make the difference.

"As a company, our mission encompasses fostering a positive and a healthy culture, offering career advancement opportunities to enable everyone to realize their full potential, and ensuring that every individual feels a sense of belonging within our organization. We provide a pathway to success, facilitating growth and development for all. While our commitment to people remains paramount, technology plays a pivotal role in our operations. We have evolved into a true omnichannel retailer, seamlessly integrating



“ I'm so proud of the work that our teams are doing to support strong local businesses, companies, and communities. Our future is bright and I can't wait to see what comes out of this. When companies like yours are successful, India grows.

– **Andrea Albright**, Executive Vice President- Sourcing, Walmart



“ We want to create incubators in India in line with the vision of having quality manufacturing processes and products. If we have good incubators, we will have good startups. If we have good startups, then we will have good manufacturing processes. If we have good manufacturing processes, then the quality of products will be good and cost-effective.




– **Sanjiv Singh**, Joint Secretary, Department for the Promotion of Industry and Internal Trade, Government of India



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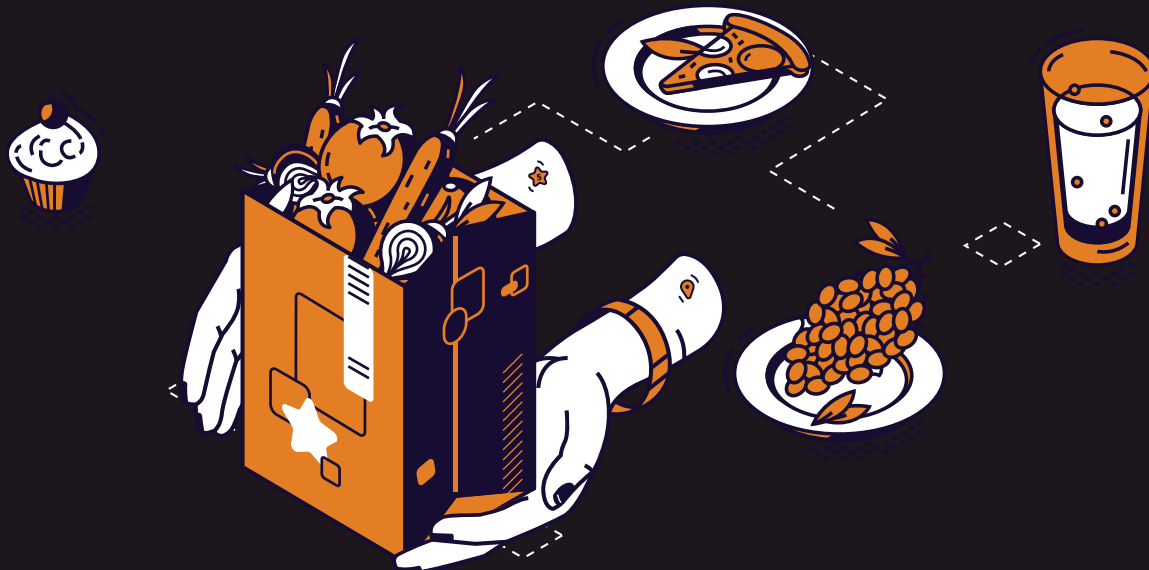
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