

Cover Story 34



THE ORGANIC WORLD: India's Largest Multi-Store Retailer for Organic and Natural Groceries

The Organic World has emerged as the premier destination for organic offerings in Bangalore. Its 17 stores in prime neighborhoods of the city engage discerning consumers with their commitment to excellence, variety, affordability, and authenticity. Offering the widest range of chemical- and preservative-free groceries under one roof, The Organic World has risen to become India's largest multi-store retailer for organic and natural groceries.



48. Category Watch Beverage

- ▶ Mapping India's booming beverage markets
- ▶ How beverages are playing out at supermarkets
- ▶ Market analysis by industry experts
- ▶ Energy drinks market dynamics and the role of PET bottles in India's beverage industry

8. Market Update

News and reports on the Food & Grocery industry.

22. Listing Fees- FMCG

Shelf wars and battle for aisles.



46.Frozen Food

Why your next culinary adventure lies in the freezer aisle.

82.Redefining Retail

Why SuperK is the reigning champion of small-town retail.