

67% Indians reach out for a bowl of snacks having nutrient powerhouses like makhanas (fox nuts) and dry fruits.

Progressive GROCER

Ahead of What's Next

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FESTIVE GIFTING
How Festive Spending Shapes
India's Retail Landscape.

SNACK INNOVATION
Meeting the Growing Demand
for Variety and Quality.

INDIA EDITION



Shubham K Mart
Chhattisgarh's
Fastest-Growing
Hypermarket Chain



L to R: SHUBHAM KANKARIYA,
Director; VIJAY KUMAR KANKARIYA
Chairman, Shubham K Mart

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When Vijay Kumar Kankariya opened Shubham K Mart in Raipur a year before the Covid pandemic, he set the stage for a retail revolution in Chhattisgarh. What began as a single hypermarket with a vision to consolidate daily essentials under one roof has rapidly transformed into the state's leading retail powerhouse, reshaping how locals shop for everything from groceries to garments.

Check out our cover story (*pages 26-37*) on Shubham K Mart's meteoric rise. In just 5 years, it's grown to 35 stores across 700,000 sq. ft. Vijay Kankariya and his youngest son Shubham's blend of ambition, legacy, and innovation has driven this success, combining a diverse product range with a strategic expansion and customer-centric service to dominate Chhattisgarh's retail scene.

With the festive season approaching, retailers and brands are bracing for a shopping spree expected to exceed Rs. 50,000 crore. To capitalize on the festive buzz, they're rolling out fresh promotions, product lines, and enticing sales strategies. Dive into our special feature (*pages 40-49*) to uncover how festive spending shapes India's retail scene, the latest trends in gifting, and how FMCG companies are seizing this opportunity to innovate and refresh their offerings.

Turn to *pages 50-70* to find the profiles of Modern Trade Heads of leading FMCG and food companies across India. From driving the innovation and execution that shape consumer experiences and industry trends to streamlining supply chains, introducing new products, and setting pricing strategies that influence market dynamics, read how these leaders are shaping the future of food and grocery retail.



Amitabh Taneja
Editor-in-Chief

All feedback welcome at editorpgindia@imagesgroup.in

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INDIA'S BRANDED BREAD MARKET

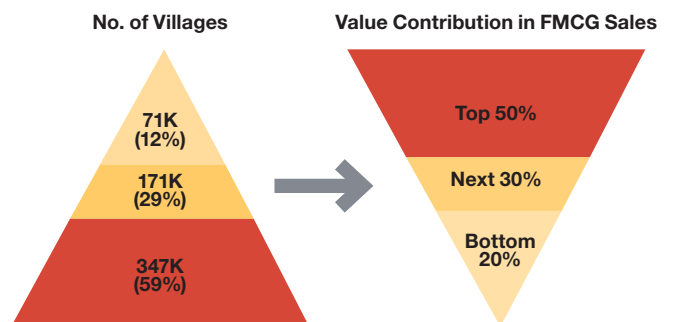
MARKET SHARE OF KEY PLAYERS



Source: Internet, Media Reports

DID YOU KNOW?

THE TOP 12% OF THE VILLAGES CONTRIBUTE TO 50% OF THE FMCG SALES IN INDIA.



Source: Neilson IQ



Snack Innovation: Meeting the Growing Demand for Variety and Quality

As consumer preferences evolve, there's a heightened focus on snacks that offer both pleasure and health benefits. With 88% of Indians snacking more since the pandemic, the market is seeing a surge in demand for innovative, nutritious options. From adapting to modern conveniences to harnessing social media trends, the snack industry is expanding and diversifying to meet the dynamic needs of today's consumers.

By P. Rajan Mathews

Indians are leading the way as snacking increasingly replaces traditional meals. Statistics show that 74% of adults now prefer eating smaller meals throughout the day, and 81% substitute at least one meal with a snack. This shift highlights how integral snacking has become to India's lifestyle — serving as a source of comfort, social connection, and occasional indulgence.

As snacking evolves, Indian consumers are exploring new options beyond just variety, taste, and availability. They are increasingly focused on how snacks contribute to their overall wellbeing, seeking indulgences that align with a balanced lifestyle.

Some Snacking Trends Taking over the Indian Market:

Snacks Continue to Replace Meals:

In India, 81% of people replace at least one meal a day with a snack, compared to 62% worldwide. Additionally, 78% of Indians look forward to snacking throughout the day more than they do to their meals. A significant 74% prefer eating several small meals daily rather than a few large ones.

Snacks as Food for Mind, Body, and Soul: Consumers want snacks that strike a balance between function and indulgence. With diverse needs for physical, mental, and emotional health, there's no single snack that suits everyone. Many people seek snacks to boost their emotional (88%), mental (86%), and physical (83%) well-being. Additionally, 80% are looking for snacks that enhance social connections, enjoying small treats that help them bond with others.

Indulging Wisely: The pandemic has led to increased snacking, with 88% of Indian adults snacking more, a 20% higher rate than the global average, according to the 2021 State of Snacking report. While indulgence is on the rise, consumers are aiming for a balance between taste

FROM FASHION TO FOOD

HOW SHUBHAM K MART BECAME CHHATTISGARH'S RETAIL TITAN

When Vijay Kumar Kankariya opened Shubham K Mart in Raipur a year before the pandemic upheaval, he set the stage for a retail revolution in Chhattisgarh. What began as a single hypermarket with a vision to consolidate daily essentials under one roof has rapidly transformed into the state's leading retail powerhouse, reshaping how locals shop for everything from groceries to garments.

In just five years, Shubham K Mart has surged from a modest start to a retail titan, with 35 stores spanning over 700,000 square feet. Vijay Kankariya and his son Shubham Kankariya's strategic blend of ambition, legacy, and innovation have driven this meteoric rise. From an impressive product mix to a targeted expansion strategy, their approach combines customer-centric service with a broad range of offerings, which have ensured Shubham K Mart's dominance in Chhattisgarh's retail landscape.

BY SANJAY KUMAR



L to R: SHUBHAM KANKARIYA,
Director; VIJAY KUMAR KANKARIYA
Chairman, Shubham K Mart

E

xactly a year before the world was turned upside down by the Covid-19 pandemic, a landmark event unfolded in Raipur, Chhattisgarh — a story that was as much about ambition and legacy as it was about innovation.

Vijay Kumar Kankariya, a businessman with a

robust family history in retail, inaugurated his first hypermarket, setting the stage for an ambitious expansion into the grocery sector.

The grand opening of this 11,000-square-foot grocery store was not just a significant business venture; it was a personal milestone for Vijay, who had spent decades immersed in his family's established enterprises.

The Kankariyas, a reputed name in Chhattisgarh's business circles, had long been synonymous with quality and trust across various sectors. Their journey began in 1984 with the launch of Sumeet Bazaar, a garment showroom that quickly rose to prominence, growing into the state's largest multi-brand family fashion chain with 40 stores.

The family's entrepreneurial spirit didn't stop there. By 2005, the Kankariya family had ventured into the jewelry industry with Sumeet Jewellers, which now boasts of 5 showrooms in the region. A few years later, they diversified further by establishing Sumeet Infracon, a real estate development firm. Yet, Vijay was not content to rest on these laurels. Driven by a desire to encompass all critical aspects of daily life — food, clothing, and shelter — the idea of launching a hypermarket was born.



Next-Gen Grocery: How RetailGPT is Reshaping Supermarket Customer Experience



In an era where digital innovation is rapidly transforming industries, the grocery sector is not being left behind. RetailGPT, introduced by Pathfinder, is leading a significant shift in how supermarkets engage with customers. This GenAI-driven platform is setting new standards in blending digital precision with the traditional grocery shopping experience, thereby creating what is now termed as 'phygital' retail solutions.

RetailGPT leverages advanced artificial intelligence to revolutionize the customer journey within supermarkets. The platform's strength lies in its ability to integrate seamlessly with existing retail systems, which allows it to offer personalized shopping experiences that were once the domain of high-end boutique stores. For instance, RetailGPT's conversational AI can guide customers through a supermarket's catalogue based on their shopping history and dietary preferences, recommend recipes, and even suggest new products tailored to their tastes.

Moreover, RetailGPT enhances operational efficiency through analyzing purchasing trends and customer feedback, it provides valuable insights that help supermarkets optimize their stock levels and reduce waste. This is crucial in an industry where profit margins can be significantly impacted by unsold inventory.

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Another innovative feature of RetailGPT is its integration of digital and physical shopping elements. Customers can receive real-time updates on promotions and stock availability on their mobile devices as they shop in-store, making it easier to locate items and take advantage of discounts. This integration extends to online shopping as well, where RetailGPT's capabilities can streamline the e-commerce experience, providing a smooth transition between online browsing and physical pickup or delivery.

RetailGPT also addresses the increasing consumer demand for convenience and speed. With features like virtual checkout and AI-powered suggestions, shopping becomes faster and more efficient, enhancing customer satisfaction and loyalty. These technological advancements not only benefit consumers but also provide supermarkets with a competitive edge in a fiercely competitive market.

In conclusion, RetailGPT is more than just a technological advancement; it is a transformative force in the grocery sector. By bridging the gap between digital convenience and the tactile, personalized experience of physical retail, RetailGPT is reshaping supermarket customer experiences across the globe. As we move forward, the continued evolution of such platforms will undoubtedly play a pivotal role in defining the future of grocery shopping. **PG**

<https://pathfinder.global/RetailGPT>

Retailers and Brands Gear Up to Spark Retail Magic This Festive Season

This year's festive calendar, stretching from October to December, promises a strong retail rush. With consumer spending anticipated to exceed Rs. 50,000 crore, brands are responding with a mix of traditional and novel offerings. Retailers are optimizing their strategies to capture the spirit of gifting and ensure a memorable shopping experience, as trends shift toward healthier and more personalized options.

By Sanjay Kumar



The MT BOSSES EVERY RETAILER Wants to Meet

By Sanjay Kumar



READ AHEAD >>>

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Under GenAI's Knife: The Facelift of Retail Operations

Generative AI (GenAI) is having a transformative impact on the retail industry by enhancing various aspects of retail operations, from personalized shopping experiences to streamlined supply chain management. GenAI, when integrated with other AI technologies, can revolutionize customer engagement, marketing, and in-store experiences while addressing challenges like data privacy, ethical considerations, and potential biases.

BY JAYAPRAKASH NAIR

The retail industry today is in its most dynamic avatar, with omnichannel operations demanding a non-trivial chunk of its time and attention. This industry has always been the torchbearer of technological advancements, continuously evolving to meet the ever-changing needs of consumers while balancing unstable market conditions.

The advent of GenAI has elevated retail operations to a new paradigm, offering newer promises of creating stronger bonds with customers while equally ensuring increased business value, riding the omnichannel bull of opportunities.

GenAI's rise in the retail domain

GenAI, with its unparalleled ability to extract value from unstructured data, has streamlined various facets of retail business operations. GenAI can play its part in transforming traditional retail models into more dynamic, data-driven entities by leveraging advanced algorithms and extensive datasets to generate actionable insights.

GenAI can enhance the overall customer experience significantly, from product design and customer service to automating routine tasks. However, for this transformation to be effective, retailers must view the technology as a critical



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INDIA EDITION

OCTOBER 2024 ISSUE HIGHLIGHTS



HITTING THE SWEET SPOT!

CHOCOLATES & CONFECTIONERY

India's growing festive fondness for — and brands' innovation in — foreign desserts looks unstoppable, with Chocolates enjoying a commanding 46% market share, followed by Sugar Candies (34%), and Gums (20%).

PG Decodes: What's driving India's enlarging sweet tooth?

- Market sizing, consumption trends and patterns
- Product innovation trends and leaders
- Key brands across chocolates and confectionery
- Marketing and merchandising strategies
- In-store insights from leading retailers
- Packaging and Gifting innovations

INDIA'S CHOCOLATE MARKET

USD 2.31 BN IN 2024

USD 3.58 BN BY 2030



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