

# Contents

Volume 18 • Number 10



**Cover Story 22**  
**How Fresh2day is Leveraging Family Legacy to Redefine Grocery Shopping in Chennai**

After the Covid pandemic, father-son duo Karthik and Annamalai T launched Fresh2day, transforming Chennai's grocery scene. Starting with one store in 2021, it has expanded to 24 locations across 50,000 sq.ft., prioritizing fresh, high-quality produce and community ties. With plans for further growth through technology and franchising, the brand aims to make fresh, wholesome food accessible to all in Chennai while enhancing operational efficiency.



**10. News in Numbers**  
Food & Grocery insights through numbers.



10

**14. Market Update**  
News and reports on the Food & Grocery industry.



14

**38. Brand Profile**  
How Y-Cook is redefining the modern snacking experience.



20

**20. Technology**  
How RetailGPT is reshaping supermarket customer experience.

**44. Festive Season Retail**

- ▶ Key consumer trends and growth insights.
- ▶ How thoughtful gifts can boost your business

44



**56. Influential MT Bosses in Food & Grocery**

Profiles of top modern trade leaders from leading FMCG and food companies across India.



56

Rajat Trivedi, Shree Renuka Sugars Ltd. | Sameer Tak, Adani Wilmar Ltd. | Pranay Saraf, Malas Food Products Pvt. Ltd. | Rahul Khandelwal, Nabati Foods PTE Ltd. | Swapnil Parhad, Tata Consumer Products Ltd. | Kushak Sharma, Godhan Masala Foods Pvt Ltd. | Sanjay Agrawal, Haldiram Foods International Pvt. Ltd. | Prateek Mishra, Rajesh Masala Udyog Pvt. Ltd. | Amir Choudhary, Godrej Consumer Products Ltd. | Avishek Kar, McCain Foods India Pvt. Ltd. | Shreyas Abrol, Desai Foods Pvt. Ltd. | Amitabh Singh, Patanjali Ayurved Ltd. | Divyani Chaudhary, Del Monte Foods Pvt. Ltd. | Abhinav Sharma, Cornitos - Greendot Health Foods Pvt. Ltd.