

In the United States, the annual per capita spend on packaged food at INR 1,12,000 is 24x of India's INR 4,650.

# Progressive GROCER

Ahead of What's Next

October 2024  
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**MODERN TRADE**  
MT bosses from Food and FMCG companies that every retailer wants to meet.

**FESTIVE SHOPPING & GIFTING**  
Key consumer trends and growth insights.

**INDIA EDITION**



*Leveraging Family Legacy  
to Redefine Food &  
Grocery in Chennai*



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As the festive season peaks, brands and retailers are bracing up for crucial sales days. But, to maximize festive sales, understanding shopper behavior is essential. Our analysis of consumer trends and growth insights on *pages 44-55* outlines how brands can craft targeted strategies to align with audience motivations, and set the stage for an exceptional season.

Our cover story on *pages 22-36* highlights Fresh2day, a start-up retail brand that has grown from a single store in 2021 to 24 locations covering 50,000 sq. ft. in Chennai. Each store focuses on high-quality fresh produce, community engagement, sustainability, and customer satisfaction. With an average revenue run rate of Rs. 100 crore, Fresh2day aims to reach Rs. 250 crore in two and a half years and Rs. 500 crore in five years, by leveraging its unique franchise model to achieve this ambitious growth.

Our second and final installment on Modern Trade leaders (*pages 56-71*) features 14 compelling profiles that provide valuable insights into how these industry pioneers are shaping industry standards and trends. Their contributions are advancing the entire food and grocery retail ecosystem, and the profiles highlight innovative practices and strategies that are redefining the market landscape.

Before we wrap up, we're thrilled to announce an exciting development for our readers: beginning with our November edition, your favorite magazine will undergo a transformation, rebranding as *Business of Food*. This evolution expands our scope to encompass the Food Service segment, leveraging IMAGES Group's vast network in the HoReCa sector, providing our readers and advertisers with comprehensive insights and enhanced brand promotion opportunities across both retail and food service. Stay tuned for the inaugural issue of *Business of Food!*

**Amitabh Taneja**  
Editor-in-Chief

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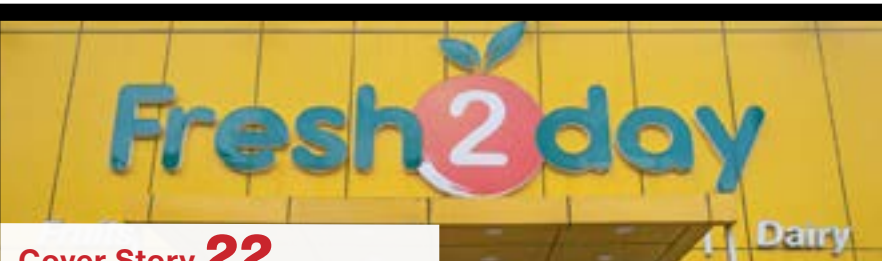
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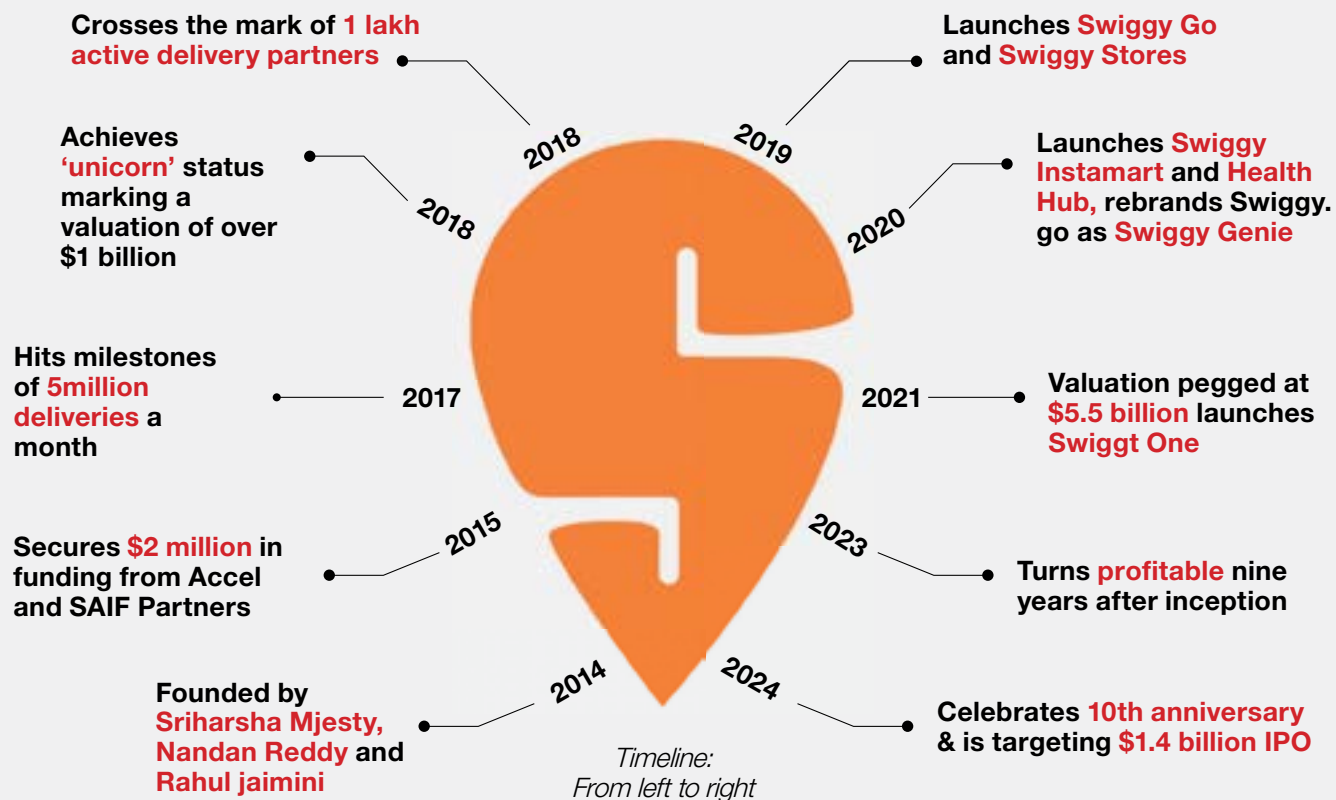
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# SWIGGY'S ROAD TO IPO



Source: Yourstory

# HOW FRESH2DAY IS LEVERAGING FAMILY LEGACY TO REDEFINE GROCERY SHOPPING IN CHENNAI

In the wake of the Covid pandemic, a visionary father-son duo, Karthik and Annamalai T, embarked on a mission to redefine Chennai's grocery landscape. Their brainchild, Fresh2day, has blossomed from a single store in 2021 into a thriving network of 24 locations spanning some 50,000 sq.ft. of retail space, with each store dedicated to delivering high-quality, fresh produce while fostering community connections.

With a commitment to sustainability and customer satisfaction, Fresh2day prioritizes direct sourcing from local farmers and innovative store experiences. As the brand evolves, it aims to cater to a diverse demographic, ensuring that everyone in Chennai has access to fresh, wholesome food. Through strategic expansion and a focus on quality, Fresh2day is reshaping the grocery shopping experience, making it a beloved destination for health-conscious consumers.

With a keen focus on quality, employee training, and community engagement, the brand is poised for even greater expansion. As the brand prepares for ambitious growth plans, its leadership is set to leverage technology and a unique franchising model to enhance customer experience and operational efficiency, ensuring Fresh2day remains a beloved destination for fresh fruits and vegetables, and everyday essentials.

BY SANJAY KUMAR



L to R: **KARTHIK ANNAMALAI**, Director; **ANNAMALAI T**, Founder; **DEVENDRA KUMAR K**, CEO; **THIAGARAJA ANNAMALAI**, Director



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## **Building a Palate for Partnerships**



*‘ In my calendar, India Food Forum marks days of new possibilities, new partnerships. I am looking forward to meeting friends and partners this year too at India Food Forum 2024. Come, join us. ’*

**Damodar Mall**, Chairman, India Food Forum | CEO – Grocery, Reliance Retail

Chairman's Message



## **Why is the world talking about India Food Forum?**

### **Who's at India Food Forum?**

Everybody who's anybody in the food business ecosystem. Over 300 leaders from India's food innovation, retail and HoReCa sectors, plus 2000+ top category, purchase and buying heads, food startups, chefs, restaurateurs, franchisees representing 800+ retail establishments and food service businesses from across the country.



# WHAT EXHIBITING AT INDIA FOOD FORUM DOES FOR YOUR BRAND



EXPANDS MARKET REACH

PUBLICIZES LATEST INNOVATIONS

BOOSTS IMAGE AND RECALL

CONNECTS DIRECTLY TO B2B CUSTOMERS

GAIN EYEBALLS FROM BUYING HEADS ACROSS RETAIL AND HORECA

HELPS IT BUILD EXCITING NEW DISTRIBUTION ROUTES

# WAYS TO SHOWCASE YOUR PRODUCTS

- 1 EXHIBIT AT BRANDING SHOWCASES
- 2 CELEBRATE STAR PROGRESSIVE GROCERS
- 3 TOUT BRAND USPS WITH LAUNCHES & TASTINGS
- 4 BECOME AN EVENT CATEGORY PARTNER
- 5 POWER CONFERENCE SESSIONS

# What's happening in 2024?



Images Awards for Excellence in Food & Grocery Retail



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## How Y-Cook is Redefining the Modern Snacking Experience

*Founded in 2011, Y-Cook has pioneered a revolution in snacking with its innovative Tadaa brand, emphasizing fresh, steamed snacks that cater to modern lifestyles while prioritizing sustainability and nutrition. As the company expands its global footprint, it remains dedicated to its mission of providing “good food for all,” making healthy eating a joyful experience for consumers everywhere.*

BY SANJAY KUMAR

**W**ay back in 2011, Janardhan Swahar, Founder and CEO, Y-Cook, based out of Hosakote, Bangalore, set out to transform how people think about food. His vision was that healthy, affordable, and convenient food choices should be accessible to everyone. Janardhan understood that “good food” comes directly from nature’s bounty and aimed to make a meaningful impact in the food industry.

From the beginning, Janardhan’s mission was clear: provide “good food for all.” The Y-Cook team realized that great taste and nutrition lie in wholesome ingredients. Their journey started with a focus on extending the shelf life of fresh vegetables, lentils, and fruits without preservatives or additives, setting the stage for a revolutionary approach to food production.

Through extensive research, Y-Cook crafted a line of precooked products that prioritized health and convenience while maintaining exceptional taste. “Why concoct something artificial when we have such abundant goodness around us?” Janardhan recalls. This ethos became central to Y-Cook’s operations.

One significant breakthrough was the introduction of Tadaa-branded steamed vegetable snacks, which boasted a one-year shelf life without compromising on quality. These snacks embodied a commitment to healthy living. “Our products capture the surprise and delight inherent in our offerings, reflecting our dedication to delivering wholesome, high-quality snacks,” says Janardhan.

Y-Cook’s Tadaa snacks require no refrigeration and can be stored at room temperature, catering to modern consumers’ fast-paced lifestyles while promoting



# Key Consumer Trends and Growth Insights

**E-COMMERCE** is poised for nearly 20% growth this festive season, as per Redseer Strategy Consultants. Brands, especially those in the D2C domain, need to strategically plan their demand, marketing spends, and fine-tune operations for a fabulous festive season. Delhivery, India's largest integrated 3rd Party Logistics Service Provider, analyzed 125 million+ shipments from last year's festive season (Sept 2023 - Nov 2023). It examined key categories, sub-categories, and regions that experience the highest growth. Drawing from its extensive dataset across diverse sectors, this in-depth analysis has revealed crucial consumer preferences and purchasing patterns, identifying pivotal trends that will empower brands to stay ahead of the curve and make impactful decisions.





# WE ARE EXPANDING!

with Aisles *and* Plates

Ahead of What's Next  
**Progressive  
GROCER**  
INDIA EDITION

is Now

IMAGES  
**Business of food**  
OF



India's most read food business magazine is evolving to become an essential intelligence destination on HoReCa as well. This transformation reflects our intention to become the No.1 Knowledge Brand for the entire business universe of Food in India.

Given the tremendous innovations shaping modern foodservice in India, with rising entrepreneurship, digital influences and growing business opportunities for F&B brands and suppliers, extending into the HoReCa will allow our partners and advertisers to amplify their reach and network like never before. With this rebrand, **Business of Food** magazine will be able to leverage IMAGES Group's robust network in the HoReCa sector and offer our readers and advertisers 360-degree intelligence and brand promotion opportunities across both retail and food service.

We are incredibly excited about this mega new chapter and are committed to presenting a whole new world of opportunities and knowledge to our valued patrons. Beginning with our November 2024 issue, wherever your business may be in the food production-to-consumption value chain, **Business of Food** will have it covered.

# How Thoughtful Gifts Can Boost Your Business

In an increasingly competitive market, thoughtful corporate gifts are emerging as a strategic tool for businesses to foster loyalty, enhance relationships, and drive revenue growth.

BY KARAN SEHDEV



Corporate gifting has developed from a straightforward act of kindness to a calculated technique for building closer ties with clients, creating customer loyalty, and eventually increasing revenue. Giving thoughtful and customized gifts may be a great way for businesses to promote to new customers and retain existing ones. They can also yield a large return on investment (ROI). This is how, when done correctly, corporate gifting may give your company a significant return on investment.

## Strengthening Client Relationships

Establishing and maintaining solid client relationships is essential for long-term business success. Giving them a corporate gift is a heartfelt way to thank them for their partnership and devotion. An intelligently chosen present shows how much your business values and understands the customer. Referrals, more customer retention, and repeat business are all benefits that can enhance your bottom line.

**IMPACT OF ROI** Improved connections increase customer retention, which can be more economical than bringing on new clients. According to a Bain & Company study, profitability can increase by 25% to 95% with a 5% increase in client retention.

## Enhancing Employee Morale and Loyalty

Giving gifts at work is not just for clients. Workers are more likely to be engaged and productive if they feel valued. Like a customized experience or object, a considerate present can boost spirits and encourage loyalty. This can lower staff turnover and spare your business the substantial expenditures of hiring and onboarding new employees.

**IMPACT OF ROI** A Gallup survey found that businesses with more engaged employees have 21% higher profits. You can save costs associated with staff turnover and increase productivity by investing in employee recognition through corporate gifting.

## Creating Positive Brand Associations

Giving out corporate presents is a fantastic method of strengthening your brand. Giving branded, well-made gifts to customers or staff makes a big impression on your business. By doing this, you can improve the likelihood that recipients will associate your brand favorably and do business with you in the future. Giving thoughtful gifts also keeps your business front of mind, particularly at crucial times like contract renewals or decision-making sessions.

# Influential MT BOSSES in Food & Grocery

By Sanjay Kumar



## READ AHEAD >>

**1. Rajat Trivedi**, Head - Modern Trade, Shree Renuka Sugars Ltd. **2. Sameer Tak**, Head - Modern Trade, Adani Wilmar Ltd. **3. Pranay Saraf**, National Head - Modern Trade and CSD, Malas Food Products Pvt. Ltd. **4. Rahul Khandelwal**, Country Manager, Nabati Foods PTE Ltd. **5. Swapnil Parhad**, Vice President & Head Modern Trade, Tata Consumer Products Ltd. **6. Kushak Sharma**, National Key Account Manager, Godhan Masala Foods Pvt Ltd. **7. Sanjay Agrawal**, General Manager - Modern Trade, Haldiram Foods International Pvt. Ltd. **8. Prateek Mishra**, Export & Modern Trade Head, Rajesh Masala Udyog Pvt. Ltd. **9. Amir Choudhary**, Head, Modern Trade, Godrej Consumer Products Ltd. **10. Avishek Kar**, Deputy General Manager- Modern Trade, McCain Foods India Pvt. Ltd. **11. Shreyas Abrol**, Key Account Manager, Desai Foods Pvt. Ltd. **12. Amitabh Singh**, Senior Vice President, Patanjali Ayurved Ltd. **13. Divyani Chaudhary**, Head- E commerce & Modern Trade, Del Monte Foods Pvt. Ltd. **14. Abhinav Sharma**, Head - Modern Trade, Cornitos - Greendot Health Foods Pvt. Ltd.