

# storai

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RETAILERS ASSOCIATION OF INDIA

  
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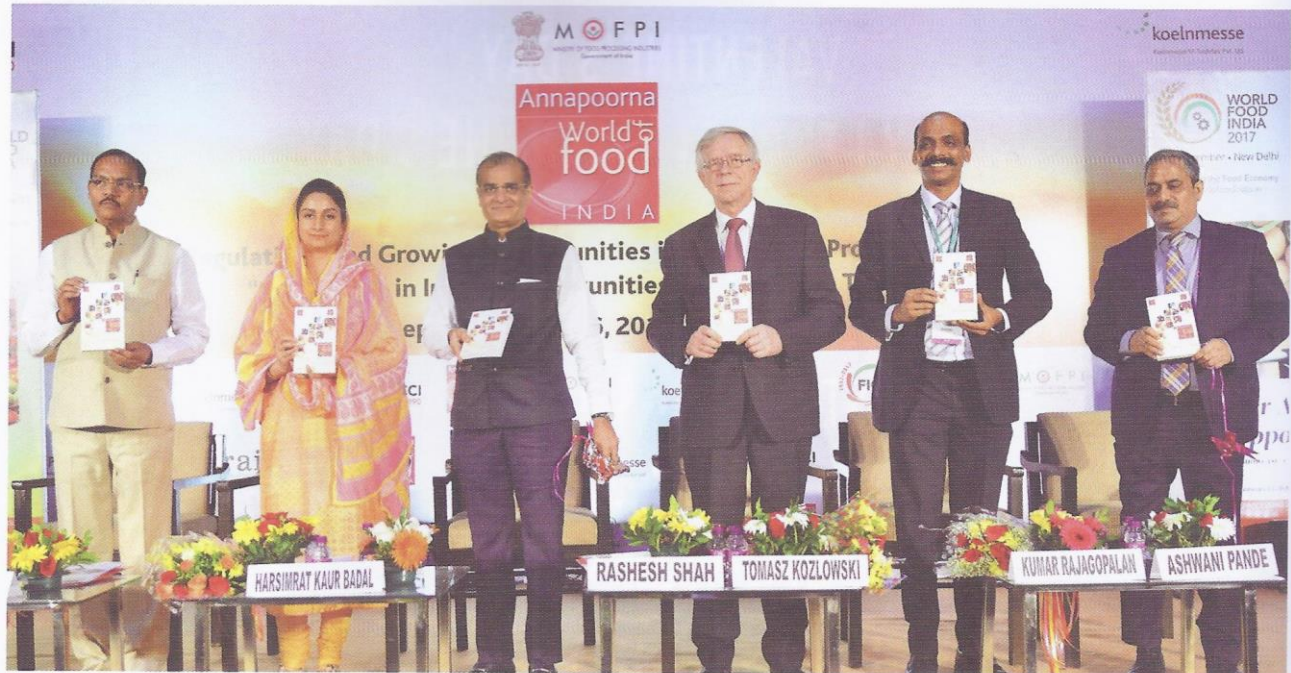
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# RAISING THE BAR

*Annapoorna World of Food India 2017, supported by RAI, reported an all-time high visitor turnout, marking itself as benchmark trade fair for Food & Beverage retail in India*

**T**he 12th edition of Annapoorna World of Food India – International Exhibition for food and beverage trade was held in Mumbai last month at the Bombay Exhibition Center. Organised by Federation of Indian Chambers of Commerce and Industry (FICCI) and Koelnmesse YA Tradefair Ltd, the expo was supported by Retailers Association of India (RAI).

This year, Annapoorna World of Food India recorded 8305 trade visitors - an increase of 35% from last year. This is an all-time high visitor turnout, marking itself as benchmark trade fair for Food & Beverage retail trade in India.

It had 232 exhibitors from 21 countries, an increase of 77% from last edition, with pavilions from European

Union, Poland, Republic of Korea, Turkey, USA, State pavilions and a special pavilion by Department of Industrial Policy & Promotion (DIPP) named 'Jewels of India, Made in India, Made for World'.

The exhibition was inaugurated by Hon'ble Minister of Food Processing Industries, Ms. Harsimrat Kaur Badal in the gracious presence of Tomasz Kozlowski, European Union, Ambassador to India, Rashesh Shah, Senior Vice President, Federation of Indian Chambers of Commerce and Industry (FICCI) & CEO, Edelweiss Group, Chhagan Lal Mundra, Chairman, Chhattisgarh State Industrial Development Corporation (CSIDC), Kumar Rajagopalan, CEO, Retailers Association of India (RAI) and Ashwani Pande, Managing Director, Koelnmesse YA Tradefair Pvt. Ltd.





► From L-R: Sagar Anand N. Kurade, CMD, Suman Project Consultants Pvt. Ltd.; Manjiri Chuneekar, Managing Director, Grassroot Nutrition; Sampada Gadgil, GM & Head Legal, Hypercity Retail (India) Ltd. and Gopal Naik, Sr. Vice President and Head – Legal, Aditya Birla Retail Ltd.

In her inaugural speech, Smt Harsimrat Kaur Badal mentioned that the Government has opened nine Mega Food Parks, with three more in the pipeline. Government has offered Rs 50 crore to mega Food Park. She also added, “The biggest challenge faced by the processing sector is the inadequate infrastructure. However, the government of India is working to improve the same with a view to doubling of farmer’s incomes by 2022.” His Excellency Tomasz Kozlowski, European Union, Ambassador to India, emphasised that India is a strategic partner for EU and reaffirmed EU’s full co-operation to India.

Inauguration ceremony ended with vote of thanks by Ashwani Pande, Managing Director.

In addition to trade visitors from food and food retail sector of India, Annapoorna World of Food India also witnessed delegations from countries like Ukraine, Argentina and Maldives.

The live demonstration area received a very good response where the visitors witnessed the culinary skills of highly reputed celebrity chef Anupa Das from Food Channel along with other celebrity chefs, which created quite a buzz in the trade fair.

## CONFERENCES

The Concurrent Conference organised by FICCI on “Food Regulations and Growing Opportunities in In-

dian Food Processing Industry” was addressed by Mr. Prabodh Halde, Regulatory Head, Marico Pvt Ltd, Mr. KN Sateesh, IAS, Director of Industries, Govt of Kerala, Mr. Sunil Mishra, Managing Director, CSIDC, Mr. Vikram Kumar, Joint Chief Executive Officer, MSIDC. The deliberation at the conference was very well appreciated by all the participants from India and abroad. All the speakers has emphasised on the need of the hour to improve on Indian Food Processing industry particularly three main principle of scientific, safety, assessment and risk analysis.

During the event RAI had organised a conference on “Food Retail in India –Opportunities, Challenges & Trends” that involved Manjiri Chuneekar, Managing Director, Grassroot Nutrition speaking on Supply Chain Challenges in Food Retail; Gopal Naik, Sr. Vice President and Head – Legal, Aditya Birla Retail Ltd. on Food Safety Challenges; Sampada Gadgil, GM & Head Legal, Hypercity Retail (India) Ltd. on Labeling requirements for Food Products.

As part of the Annapoorna Food Retail Awards Ceremony, RAI had also organized a high-profile CEO Round table on ‘Glocalization: Changing face of Indian Food Industry’ on 15<sup>th</sup> September 2017. Panellists included, Damodar Mall, CEO, Reliance Retail Ltd.; Harpal Singh Sokhi, Celebrity Chef; K RadhaKrishnan, Co-Founder, Grocermax; Ramesh Menon, CEO, Hypercity Retail (In-





► From L-R: Sadashiv Nayak, CEO, Big Bazaar; Shitij Agarwal, CEO, Sahyadri Agro Retails Ltd.; Harpal Singh Sokhi, Celebrity Chef; Anmol Bhandari, Partner, Deloitte; Damodar Mall, CEO, Reliance Retail Ltd.; Ramesh Menon, CEO, Hypercity Retail (India) Ltd. and K RadhaKrishnan, Co-Founder, Grocermax

dia) Ltd.; Sadashiv Nayak, CEO, Big Bazaar; Shitij Agarwal, CEO, Sahyadri Agro Retails Ltd. The panel was moderated by Anmol Bhandari, Partner, Deloitte India. Attended by 400 attendees, the conference uncovered some every interesting insights on food retail.

For instance, Sadashiv Nayak, CEO, Big Bazaar shared a unique perspective, “Food moving from one part of the country to another is also globalization if you consider India as a world in itself,” he said. Ramesh Menon, CEO, HyperCITY Retail (India) Ltd said, “What’s changed in the last 10 years is the use of technology and global processes to make instant Indian food. This is glocalisation too. And I see it happening right at our stores.”

“There is a good market for those who have a value-added or premium products, provided they evolve with the modern retail in

the country,” Damodar Mall, CEO, Reliance Retail said.

The panel felt that anyone who aims to do a successful pan India food business, should first understand that India is several different markets, not one. Those who will be able to cater to the variety of preferences while giving a global experience, will succeed.

All panel members also agreed on the fact that Indian consumers today are very different from what they were before in terms of preferences about food. They are open to experimenting, which presents both opportunities and challenges for food retailers.

For instance, although there is an increasing interest in organic foods, the category hasn’t taken off as expected. “It’s not that Indian consumer is not ready to pay for organic food; The key lies in consumer awareness or education about it,” said Shitij

Agarwal, CEO, Sahyadri Agro Retails explaining the reason.

With regards to foreign players testing the Indian market, Celebrity Chef Harpal Singh Sokhi said, “It’s important for companies to remain consistent in their supply. That can only happen by coming to India and first understanding the market or else the international food will fall out of favour.”

Echoing the sentiments of the panel, K Radhakrishnan, Co-Founder, Grocermax stated an unequivocal truth that could serve as invaluable advice for foreign food brands eyeing the Indian market, “International food brands need to first understand the country, its people and distribution...the consumer is ready. They need to come into India and take pains to understand the market. Foreign food brands can’t invade the country; they need to become a part of it.” 😊



# RECOGNISING THE BEST IN INDIAN FOOD RETAIL

*Annapoorna Food Retail Awards, supported by Retailers Association of India (RAI), are the first to recognize exemplary work in the food retail space*



**T**he inaugural edition of Annapoorna Food Retail Awards, supported by RAI, are an attempt to recognize individuals/companies who with their unique contribution have enhanced the flavor of food retail in India.

The process involved inviting entries, evaluation by an esteemed jury panel comprising some of very respected and popular names from the Indian Food industry. Being the first of its kind, the award received an overwhelming response from all corners of India. The quality of the entries was such that it made the job of the jury panel that much tougher. However, through a stringent process that was completely automated end-to-end, the jury were able to choose the best, though it wasn't exactly cakewalk. 🍪

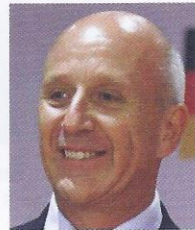
## THE ESTEEMED JURY



▶ Anil Talreja, Deloitte India



▶ Chef Abhiru Biswas, Sheer Delite Confectionery LLP



▶ Dr. Jürgen Morhard, Consul General of the Federal Republic of Germany, Mumbai



▶ Dr. Prabodh Halde, Marico Ltd



▶ Gerald Böse, President & CEO, Koelnmesse GmbH



▶ Harpal Singh Sokhi, Celebrity Chef



▶ Kumar Rajagopalan, Retailers Association of India



▶ Marika Jakas, European Union External Action



▶ Sagar Anand N. Kurade, Suman Project Consultants Pvt. Ltd.



AND THE WINNERS ARE...



► Supermarket of the Year: 24Seven  
Accepted by Samir Modi - Founder



► Food Startup of the Year: Go4fresh.in  
Accepted by Anjaney Bhutada - Director



► QSR of the Year: KFC  
Accepted by Deba Adhya - Franchise Partner



► QSR of the Year: Natural Ice Cream  
Accepted by Girish Pai & Srinivas Kamath - Director



► Restaurant of the Year: Jonah's Bistro  
Accepted by Blessing A. Manikandan - CEO



► Hypermarket of the Year: Spencer's & Reliance Smart  
Accepted by Manoj Rooj - Business Head, E-Commerce,  
Spencer's and Damodar Mall - CEO, Reliance



► Food CEO of the Year: Damodar Mall, CEO, Reliance Retail



► Awards Night