

# Testing Times For Food Retail

The Supply Chain Leadership Council organised a summit at which industry veterans discussed logistics challenges in food retail and innovations in packaging. Pamela Cheema reports

On Dec. 3, 2010 the Supply Chain Leadership Council organized the first Food Retail, Logistics and Packaging Summit and Awards at Regus Business Centre, Bandra Kurla Complex, Mumbai. The summit spanned the entire gamut of food retail and its supply chain, discussing ways to manage logistics challenges in food retail in the frenetic business environment, while spurring innovation in packaging simultaneously. The summit also focused on the role of cold chains in warehousing, expatiating on the neglect of this opportunity in Indian logistics.

## Food Retail Grows

The keynote address was delivered by Ramesh Srinivas, Executive Director, KPMG. KPMG has predicted that the \$70-bn food retail business will more than double to \$150-bn by 2025.

Interesting presentations were made by industry specialists like Lt.Col. Vijay Nair, GM, Supply Chain, Hypercity Retail (India) Ltd, Ashu Khanna, Head-Supply Chain, Marico and Vivek Sarbhai, VP (Logistics & Customer Operations), Cadbury India. Sarbhai emphasized that “an end-to-end cold chain is required to drive consumer satisfaction through reduced heat damage complaints. At least 69 percent of our consumer complaints are due to heat damage.” He advocated constant monitoring and managing of temperatures throughout the cold chain.

Varun Sharma, Manager-Supply Chain, Jubilant Foodworks, the parent company of Dominos, said his corporate which has 370 stores in 71 cities in the country has opted for the multiple hub and spoke model for greater

optimisation of transport. It has also introduced a packaging initiative like heat wave bags for better temperature retention while delivering pizzas. Dominos has installed GPS tracking system and the hydraulic tail gate lift which is under trial in north India.

## Innovations In Packaging

Most packaging trends in India are of recent vintage. Thick, bulky packing has been replaced with silky matte packing for chocolates and candies. Sameer Mehendale, Associate VP, Packaging Development, Indian subcontinent, Cadbury, underscored in his presentation that “the opportunity to touch and feel the product wasn’t there earlier, hence the development of silky matt finish which our new products Silk and Bournville chocolates give. The product shape and size was also modified to suit the multipack option - a requirement of modern trade.”

Adityendra Kumar, Sr. Manager, Food and Agribusiness, Research and Advisory, Rabo Bank, India, disclosed that the cold chain industry is growing at 20-25 percent and “is expected to touch ₹400 billion by 2015”. However, corporates are vary of investing due to high capital costs, large payback periods, erratic power supply and the single biggest deterrent across the country, land acquisitions.

## Industry Award Winners

The summit wound up with cocktails and an awards function which was hosted by TV host, Cyrus Broacha, who set the evening alive with his inimitable style peppered with jokes, starkly different from the dense in-



Participants of the panel discussion were (l to r) Vivek Sarbhai (Cadbury-Kraft), Pradeep Dubey (Snowman), Girish Deshpande (RK Foodland)

**Date:** December 3, 2010

**Event:** Food Retail, Logistics & Packaging Summit and Awards

**Organizer:** Supply Chain Leadership Council

**Venue:** Regus Business Centre, Mumbai

tellektual discourse earlier in the day!

And the awards went to:

1. Food Supply Chain Manager of the Year (manufacturer/processor): Cadbury and Pepsico.
2. Food Supply Chain Manager of the Year (QSR): Yum Restaurants.
3. Food Supply Chain Manager of the Year (Modern Format Retailer): Future Value Retail.
4. Food Logistics Personality of the Year: Ashok Kumar of Pepsico.
5. Cold Logistics Service Provider of the Year: Snowman Frozen Foods.
6. Cold Chain Personality of the Year: Pawanexh Kohli, Chief Cold Chain Solutions Officer, Gati.
7. Cold Logistics Tech Enabling Company of the Year: Bristlecone.
8. Food Packaging Innovating Company of the Year: Yum Restaurants.
9. Food Supply Chain Innovating Company of the Year: Marico. 🌞