



Applauding Achievers, Innovators & Go-Getters



Once again, the Coca Cola Golden Spoon Awards (CCGSA 2014) honoured outstanding achievers in foodservice; and the food and grocery retail sectors. The Awards are presented to brands, personalities and concepts for exceptional initiative, outstanding/focussed performance, setting efficiency benchmarks, innovation, and broader impact to industry. A glittering ceremony saw retail leaders namely, Mark Ashman, CEO HyperCITY,

Devendra Chawla, CEO, Food Bazaar, and Rahul Singh, Founder and CEO, The Beer Cafe, as co-host -hosts for the evening, along with singer and host Dilruba.

Awardees were selected from the country's leading food service and food and grocery retailers across multiple categories, based on analysis of their key performance metrics such as growth in topline sales and retail presence, sales per square foot, average transaction values, and profitability, besides impact of

innovation, marketing, supplier relations, and employee practices.

The jury comprised Seema Chandra, Food Editor, NDTV Lifestyle and Convergence, Samir Kuckreja, President, NRAI, Dr Arbind Prasad, DG, FICCI, Harish Bijoor, Brand Expert and CEO, Harish Bijoor Consults Inc, Amit Lohani, Convenor, Forum of Indian Food Importers (FIFI), Jyoti Bhasin, Country Manager, NFS, and Amitabh Taneja, Chief Convenor of CCGSA and CMD, Images Group.





Mohit Khattar, MD & CEO, Godrej Nature's Basket received the award from Carmen, Eredad De Monte Agudo, Spain

**IMAGES Most Admired Food & Grocery Retailer of the Year:
Speciality Chain 2014 - Godrej Nature's Basket**

- Number of outlets grew by 20% over the previous year
- Retail space grew by 42% over the previous year
- Annual sales turnover grew by 39% over the previous year
- Same store sales grew by 25% over the previous year

Nominees:

Nuts 'n' Spices
Twenty Four Seven

**IMAGES Most Admired F&G Retailer of the Year:
Private Label Development 2014 - HyperCity**

- Retail space for food and grocery category grew by 11% over the previous year
- Retail space for private labels in food and grocery category grew by 9% over the previous year
- Annual sales turnover from food and grocery category grew by 14% over the previous year
- Annual sales turnover from private labels in food and grocery category grew by 18% over the previous year

Nominees:

Future Group
Sahara Q Shop
Star Bazaar



Mark Ashman, CEO, HyperCity, received the award from Sumit Saran, Director, SCS Group



Hemant Keshava, SBU Head, Sahara Q Shop, received the award from Kumara Veil, Founder, Natural Salon

**IMAGES Most Admired Food & Grocery Retailer of the Year:
Convenience store 2014 - Sahara Q Shop**

- Phenomenal growth in number of outlets and retail space over the previous year
- Outstanding growth in total annual sales turnover over the previous year
- Very impressive growth in same store sales growth over the previous year

Nominees:

Twenty Four Seven
In & Out
More

AWARDS



Tejas Dhabalia, Sr Manager – Customer Insight & SMG received the award from Manish Wadhwa, AGM Marketing, DS Group

IMAGES Most Admired Food & Grocery Independent Retail Innovation of the Year 2014 - Star Bazaar

- Started None Out The Back (NOTB) , a cross functional program and end to end review of supply chain to meet the business objective of great on shelf availability, improved customer shopping experience and simpler operations for staff
- By this innovation shelf availability improved from 80% to 94%, vendor fill rates improved from 35% to 54%, shelf replenishment fill rate improved from 10 cases per hour to 15 cases
- There has been a 7% increase in sales as a result of implementation of this program as seen in trial store in Thane

Nominees:

Ratnadeep Supermarkets
Foodhall
Haiko

IMAGES Most Admired Food & Grocery Retailer of the Year: Large Format 2014 - More Mega Store

- Number of outlets grew by 21% over the previous year
- Retail space grew by 10% over the previous year
- Annual sales turnover grew by 20% over the previous year
- Same store sales grew by 7% over the previous year
- Same store sales grew by 7%

Nominees:

Big Bazaar
Hypercity
Spencer's Hyper
& Star Bazaar



Sumit Chandna, Chief Merchandising Officer, Food & Grocery, Aditya Birla Retail, received the award from Hector Curves - Consulate of Ecuador



Saikat Sarkar Head, BFS & DCF, Spencer's Retail received the award from Seema Gupta, Editor In-Charge, Food Vertical, Images Group, and Arpindarjit Chadha, Vice President, Sales - Organised Trade, Nestle

IMAGES Most Admired Food & Grocery Retailer of the Year: Largest Expansion, Highest Trading Density, & Same Store Sales Growth 2014 - Spencers

- Very impressive growth in retail space, annual sales turnover and same store sales growth
- Retail space grew by 28%, annual sales turnover grew by 17% and same store sales grew by 13% over the previous year.



Sejal Chhutani, Modi Enterprises, received the award from Rakesh Gambhir, Business Head, Food Vertical, Images Group, and Samir Kukreja, President, National Restaurant Association of India

IMAGES Most Admired Food & Grocery Retailer of the Year: Highest Per sqft Sales 2014 - Twenty Four Seven

- Have shown highest sales per sqft
- Outstanding growth in number of stores, retail space and turnover

IMAGES Most Admired Food & Grocery Retailer of the Year: Success with a New Concept 2014 - Food Hall

- Launched in May 2011 in Mumbai, Foodhall is a premium lifestyle food destination by Future Group.
- Targets the well-travelled urban Indian consumers who love to experiment with global cuisine and promises to expose customers to the finer nuances of food.
- This store designed for food lovers is a one – stop shop offering novel concepts from around the world on one platter.
- This specialty store is a den full of the best discoveries. The Live demo counter, the Sushi Bar, the sampling activities, the unique displays, the engaging environment and the monthly thematic festivals makes shopping at Foodhall an enriching experience.



Jay Jhaveri, Business Head, Food Hall, and Devendra Chawla, CEO, Food Bazaar, received the award from Amitabh Taneja, CMD, Images Group



Ponnu Subramanian Senior Vice President- Foods & SCM, Max Hypermarkets received the award from R S Roy, Editorial Director, Images Group

IMAGES Most Admired Food & Grocery Retailer of the Year: Effective technique application, Suppliers Chain Management and Human Resource Policies/Initiatives 2014 - Auchan

- The Oracle Retail ERP project went live in 9 months the first instance of end-to-end rollout of Oracle Retail ERP in the Indian Hypermarket space which improved supply chain efficiency, fully automated, reduced labor cost, improved supplier collaboration and transport management, assisted multi channel selling, provided a superior shopping experience and improved billing efficiency.
- Fair Trade was introduced for the first time in Indian retail with the help of Fair trade International for the farmer groups to get a fair price for their products. A tie up with Technoserve for the supply of fruits and vegetables has helped local farmers revive their links with modern trade, by avoiding the middleman, helping to improve their profits.
- In order to make Auchan a great place to work, initiatives such as shared leadership by setting up of cross functional training was established. SHE (Safety , Health & Environment), Internal Complaints Committee, and introduction of Prevention of Sexual Harassment Policy were introduced.
- Consistency of engagement activities ranging from Joy of Giving Week with 540 units of blood donated, health camps for eyes and dental, Internal opportunities through the UP Process, and launch of Referral Schemes.



FIFI Awards 2014

The glittering ceremony saw FIFI Awards 2014 being announced. The Awards recognise the Excellence of Regional Retailers in the Foreign Food & Grocery segment. Amit Lohani, Max Foods and Convenor, FIFI, presided over the ceremony

Foreign Food Retailer – Goa region: Newton's

Newton received the award which was presented by Rakesh Banga of Banayan Fine Foods and Uday Chugh of Virddhi Specialty

Foreign Food Retailer – Pune region: Fine Foods

Rahul Kulkarni received the award which was presented by Dhiraj Dama of MRK and Puneet Gupta of L Comps Impex

Foreign Food Retailer – Delhi region: Gourmet Store

Purshotam Narang received the award which was presented by Vipin Agarwal of Grocery Impex and Harshita Gandhi of Tree Life

Foreign Food Retailer – Mumbai: Regal Plus

Alkesh Dedhia received the award which was presented by Jehangir Lawyer of Fortune Gourmet & Prakash Sanghavi of Delta Nutritive

Foreign Food Retailer – Chandigarh: Empire Stores

Subash Gulati received the award which was presented by Sanjay Bijoria, Bijoria Group and Chef Bill Marchetti

Foreign Food Retailer – Hyderabad: Balaji Grand Bazar's

Pramod Aggarwal received the award which was presented by Augusto Castillinos of Trade Commissioner Columbia and Harsh Kohli of Jivo Wellness