

# Top Food Retailers and Brands Shine at



*Images Awards for Excellence  
in Food & Grocery Retail*

**The Coca-Cola Golden Spoon Awards are India's premier accolade for excellence in the Food and Grocery retail sector. These prestigious awards honor retailers and brands who lead with innovation, drive sustainable growth, and harness digital transformation to stay ahead in an ever-evolving market. The awards celebrate outstanding achievements in elevating customer experiences and setting industry benchmarks for leadership and success.**

By Business of Food Bureau

**O**n November 27, 2024, the IMAGES Group hosted a spectacular ceremony at Hotel Westin, Mumbai, to honor India's top Food and Grocery retailers and brands with the coveted Coca-Cola Golden Spoon Awards. The 2024 edition of India Food Forum gathered industry leaders to celebrate the exceptional achievements and

innovations of food retailers and brands.

Since its inception in 2008, the Coca-Cola Golden Spoon Awards have become a hallmark of excellence in the sector. These awards recognize trailblazing retailers and brands that have not only driven growth but also transformed marketing and distribution strategies, shaping the future of India's vibrant food retail landscape. Powered by Coca-Cola, the awards symbolize innovation, leadership, and enduring success in this

dynamic industry.

Sharing his thoughts on concluding the 2024 edition of the award ceremony, Nikhil Behl, CEO - Food Business, IMAGES Group, said: "What better way to end an ecstatic day than to honour the champions of our industry who have displayed utmost grit, passion and commitment towards challenging the norms and re-shaping the sector with their steadfast approach."





## The Jury

- ▶ **Ankur Shiv Bhandari**, Managing Director, The Asbiverse Group
- ▶ **Pakhi Saxena**, Business Director- Retail CPG, Wazir Advisors
- ▶ **Yogesh Samat**, Executive Director, Grauer & Weil (India)
- ▶ **Nandini Kelkar**, Director Customer Research, Frost & Sullivan (MEASA)
- ▶ **Ashish Dhir**, Executive Vice President (Consumer and Retail), 1Lattice
- ▶ **Dr Prabodh S Halde**, Chairman, Chamber for Advancement of Small and Medium Businesses
- ▶ **Harshita Gandhi**, Founder & Principal Advisor, Fulcrum CPG Labs
- ▶ **Sonu Shah**, Director, Customer Success Retail Vertical India, NielsenIQ
- ▶ **Sreyoshi Maitra**, Consumer Insights Lead, Kantar
- ▶ **Saloni Nangia**, President, Technopak
- ▶ **Viren Razdan**, MD, Brand-nomics
- ▶ **Smita Bhatia**, Business Consultant, Third Eyesight
- ▶ **Shardah Uniyal**, Marketing Consultant, Lifestyle/Retail/Fashion
- ▶ **Sumit K Lal**, Managing Director, Retail One Solutions and Services
- ▶ **Vasanth Kumar**, Strategic Coach, Mentor
- ▶ **Anuj Puri**, Chairman & Country Head, Anarock
- ▶ **Amit Khanna**, Partner & Leader, Front Office Transformation, PwC India
- ▶ **Ravi Wazir**, Startup Mentor, Growth Advisor, Leadership Coach, Author
- ▶ **Prateek Mishra**, Senior Director, Retail & Leisure Advisory, JLL
- ▶ **Abhinav Joshi**, Head of Research – India, Middle East and Africa, CBRE South Asia

# And the award goes to...

★IMAGES Most Admired **Launch** Of The Year



For Flagship Store Launch

**Freshpik**  
1 MG Mall, Bengaluru

Received by: **Hameed Khan**, Head, Alliances;  
**Avinash Tripathi**, Head, Concept;  
**Aditya Saraswat**, Head, Operations



For New Store Launch

**GoFresh**  
Chennai

Received by: **Hameed Khan**, Head, Alliances;  
**Avinash Tripathi**, Head, Concept;  
**Aditya Saraswat**, Head, Operations



For Brand Debut

**Nasta Bazar,**  
Shela, Ahmedabad

Received by: **Nirav Choudhry**, Director,  
Purchase and **Mitul Patel**, Manager,  
Purchase

Presented by: **Sunil Pissay**, Zonal Vice President, Hindustan Coca Cola Beverages

Nominees: National Mart, Athvally Medchal, Hyderabad | The Goan Bakery, Bodakdev, Ahmedabad | More Retail, Sholinganallur, Chennai

★IMAGES Most Admired **Speciality Retailer Of The Year**

**Freshpik**

Presented by: **Arvind Kumar Sharma, CBO, Desai Brothers.**  
 Received by: **YV Rao, Head, Buying and Merchandising; Avinash Tripathi, Head, Concept; Aditya Saraswat, Head, Operations**  
 Nominees: **MagSon | Nature's Basket | Thaggu Ke Laddu | 7to9 Greenstore**



★IMAGES Most Admired Retailer Of The Year: **Market Expansion**

**Reliance Fresh Signature**

Presented by: **Salil Saxena, National Head West Cluster, Hindustan Coca Cola Beverages**  
 Received by: **YV Rao, Head, Buying and Merchandising; Avinash Tripathi, Head, Concept; Aditya Saraswat, Head, Operations**  
 Nominees: **National Mart - India Ka HyperMart | Patel's R Mart | Wellness Forever**



★IMAGES Most Admired Retailer Of The Year: **Single Store With Highest YoY Growth**

**Lulu Hypermarket**

Presented by: **Dr. Prabodh S Halde, Chairman Chamber for Advancement of Small and Medium Businesses**  
 Received by: **Noman Aziz Khan, GM Retail**  
 Nominees: **Kipps Mart | Nature's Basket | Fresh Signature**



★IMAGES Most Admired Retailer Of The Year: **Innovation In Operational Areas**

**Nature's Basket**

**Innovation in Employee Practices & Customer Experience**  
 Presented by: **Pranav & Madhusudhan, Vishaal Natural Foods**  
 Received by: **Shiva Ramachandran, Cluster Head; Rahul Kapoor, Category Head, Experiences; Vijay Dhonde, Cluster Head; Pradeep Shetty, Cluster Head; Zenia Fernandes, HR Manager**  
 Nominees: **Nuts 'n' Spices | Daymart**



★IMAGES Most Admired Retailer Of The Year: **Marketing & Promotions**

For Celebrity Endorsement Campaign

**Freshpik**

**Outlet Launch with Srinidhi Shetty**

Received by: **Hameed Khan**, Head, Alliances; **Avinash Tripathi**, Head, Concept; **Aditya Saraswat**, Head, Operations



For Mass Media Campaign

**LuLu Hypermarket**

**Multi Channel Marketing Strategies**

Received by: **Noman Aziz Khan**, GM Retail



For Launch Campaign

**Nature's Basket**

**Artisan Pantry Launch**

Received by: **Sachin Agarwal**, COO and **Sameer Sanyashiv**, Marketing Manager

For Festival Sales Campaign

**Wellness Forever**

**Wellness Mahotsav 2024**

Received by: **Saibal Chandra Banerjee**, Sr. VP Merchandising & CMO; **Pankaj Kumar**, COO; **Saloni Sancheti**, Manager Marketing; **Siddharth Gandhi**, Category Manager, Food

Presented by: **Sandeep Ghosh**, Business Head, DS SpiceCo.

Nominees: Daymart 9 to 99 Sale | Daymart: #DeyOnamDaymartOnam | Daymart's 99 MARKET | FRESH2DAY: Community Basket Concept | LuLu Hypermarket | Nature's Basket 19th Anniversary Campaign | Spencer's Retail: Your Festive Shopping Destination



★IMAGES Most Admired **Category Leader** of the Year



**Bhavin Gada**  
For Confectionery  
Reliance Retail



**Noman Aziz Khan**  
For Meat Fish & Livestock  
LuLu Hypermarket



**Sushil K Singh**  
For Fresh Foods (Fruits & Vegetable)  
Reliance Retail



**Mandar Shinde**  
For Beverages  
Reliance Retail



**Mukesh Somra**  
For Processed Food & Savories  
Reliance Retail



**Tukaram Gaonkar**  
For Staples  
Nature's Basket

Presented by: **Kabir Gosain**, Vice President, Modern Trade and Digital Commerce and **Dheeraj Arora**, MD & CEO, Hygiene Research Institute

Nominees: **Anuj Srivastava**, Sr. Category Manager, Reliance Retail | **Bharat Gupta**, Reliance Retail | **Edison Coutinho**, Reliance Retail | **Girish Kadam**, Nature's Basket | **Manoj Kumar Chandolia**, Reliance Retail | **Nitin Bhujbale**, Reliance Retail | **Rahul Kapoor**, Nature's Basket | **Siddharth Gandhi**, Wellness Forever | **Suresh Kolamala**, Nature's Basket | **Yadvendra Singh**, Reliance Retail | **Zubin Nowrojee**, Reliance Retail | **Chirag Jain**, Reliance Retail | **Lily Vincent**, Nature's Basket



★IMAGES Most Admired Brand - Retailer Partnership Of The Year: Sales Growth

**Conscious Food & Nature's Basket**

Presented by: **Ushpreet Singh Bawa**, Sales, Lead Retail Vertical, Neilson IQ and **Alok Seth**, GM Sales, Goldiee Group.

Received by: **Kartik Yadav**, Key Accounts Manager, Conscious Food; **Tukaram Gaonkar**, Category Head; **Namrata Thakur**, Category Manager - Staple, Nature's Basket

Nominees: Mondelez India Foods & Smart Bazaar | Yoga Bar & Smart Bazaar | Conscious Food & Nature's Basket | Continental Coffee & Smart Bazaar | Dabur Real Juices & More Retail | Godrej Park Avenue & Smart Bazaar | Saffola Oats and Smart Bazaar | Tong Garden & Smart Bazaar | Wipro Consumer Care & Smart Bazaar | Pringles & Smart Bazaar | Nabati & Nesto Hypermarket



★IMAGES Most Admired Brand - Retailer Partnership Of The Year: Market Expansion

**Nabati & Patel Retail**

Presented by: **Ramdas**, COO, Path Finder

Received by: **Kirti Thakkar**, Category Manager, Patel Retail and **Prince Maheshwari**, Omni Channel Head - India, Nabati and Team

Nominees: Dabur Honey & More Retail | Godrej Aer & Smart bazaar | Fab & Grace Supermarket | Wonderland Foods & Reliance Smart | Bombay Hot & Smart Bazaar | Hindustan Unilever Ltd & More Retail | Nabati & Patel Retail | Dabur & Blinkit



★IMAGES Most Admired Brand - Retailer Partnership Of The Year: Launch

**Tata Soulfull & Smart Point**

Presented by: **Ravi Wazir**, Startup Mentor, Growth Advisor, Leadership Coach, Author and **Amit Suryavanshi**, VP - Sales, Marketing & Supply Chain, Suhana Spices

Received by: **Siddhant Bose**, Sr. Key Account Manager, Tata Consumer Product and **Mukesh Somra**, Category Manager, Reliance Retail and Team

Nominees: Hector Beverages & Reliance Smart | MamaEarth & Smart Bazaar | Tata Soulfull & Smart Point | Heritage Foods & Reliance Smart | Adrish & Freshpik

★IMAGES Most Admired Brand - Retailer Partnership Of The Year: Brand Building

**Godrej Genteel & More Retail**

Presented by: **Sharda Uniyal** and **Sanjay Arora**, General Manager, Suruchi Spices

Received by: **Manikanth D**, Key Account Manager, GCPL - Genteel; **Pranav Rawat**, Category Manager, More Retail and Team

Nominees: Godrej Genteel & More Retail | Godrej Kamasutra & Apollo Pharmacy | Dabur Gulabari & Smart Bazaar | Storia & Reliance Smart Bazaar | D'lecta & Nature's Basket





★IMAGES Most Admired Brand - Retailer Partnership Of The Year: **Product Innovation**

**HyFun & Jio Mart**

Presented by: **Ashish Dhir**, Executive Vice President (Consumer and Retail) 1Lattice and **Himanshu Arora**, National Head (FMCG), SHR Tradecorp Pvt. Ltd.

Received by: **Kamlesh Karamchandani**, Executive Director - HyFun and **Balendu Choudhary**, Business Head, Fresh Foods - Reliance Retail and Team

Nominees: DMB Sweets & Smart Bazaar | HyFun & Jio Mart | Millets & More & Smart Bazaar | Bikano & Smart Bazaar



★IMAGES Most Admired Brand - Retailer Partnership Of The Year: **Merchandise Differentiation**

**Dabur Honey & Smart Bazaar**

Presented by: **Chef Manjit Singh Gill**, President - IFCA, MD, Ecogreen Hospitality

Received by: **Deepak Dafauti**, Key Account Manager, Dabur Honey and **Mukesh Somra**, Chief Category Manager, Reliance Retail and Team

Nominees: Dabur Honey & Smart Bazaar | Real Juices & Smart Bazaar | Geki & Jiomart | Hindustan Unilever Ltd & LuLu Hypermarket | Bauli & Reliance Superstore



★IMAGES Excellence Awards: **Enhancing Farmer Income and Ensuring Food Safety**



**Reliance Retail's Green Initiative**

Presented by: **Vijay Vashisht**, VP, Safexpress

Received by: **Partho Dev Sharma**, FMCG Food Business Head and **Zubin Nowrojee**, Category Head, Processed Food

★IMAGES Excellence Awards: **Empowering Young Minds to Shape the Nation's Future**



**Lulu Hypermarket's CSR Initiative**

Presented by: **Nikhil Behl**, CEO, IMAGES Group

Received by: **Noman Aziz Khan**, GM Retail