

EXPOSICIONES EN INGLES

COMIENZA A LAS 10 AM

Oportunidades y Desafíos del Mercado Frutícola de la India

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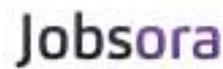


MODERADOR



Charif Christian Carvajal
Director de Marketing
Europa y Asia
ASOEX

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Sumit Saran
Director, SS Associates

Sumit Saran Director, Asociados SSSumit Saran tiene más de 20 años de experiencia en la gestión e implementación del lanzamiento y promoción de varios productos alimenticios internacionales en India.

En la actualidad, Sumit Saran es director de SS Associates, una empresa consultora internacional de marketing de alimentos con sede en Delhi NCR, India.

La firma actualmente representa y comercializa Washington Apples, USA Pears, American Pistachios, US Cranberries y ha emprendido el lanzamiento y promoción de la marca sectorial Kiwi de Chile en India.

Antes de esto, de 2014 a 2018, Sumit Saran fue director de alimentos internacionales en Future Group, uno de los minoristas más grandes de la India. El Sr. Saran tiene una Maestría en Relaciones Internacionales (especializándose en negocios internacionales de alimentos) y ha sido especialmente capacitado en los Estados Unidos en gestión y difusión de información sobre agronegocios.

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EXPOSICIONES



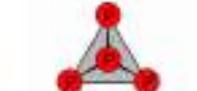
Vipul Mittal
National Category Head
- F&V, BigBasket

Vipul Mittal Jefe de Categoría Nacional - F&V, Big Basket Vipul Mittal es el jefe de categoría nacional de frutas y verduras en Big Basket.

Ha ayudado a Big Basket a impulsar su programa "Farmer Connect", en el que Big basket ha podido llevar los frutos del modelo de negocio en línea a los agricultores pequeños y marginales en India. Vipul asistió a la "London School of Economics" y se graduó en Física de la Universidad de Delhi.

Big Basket es la principal tienda de alimentación y abarrotes en línea de la India. Su catálogo incluye más de 25.000 productos que abarcan distintas categorías, desde productos frescos hasta accesorios de limpieza. Desde 2011, la compañía ha sido una fuerza disruptiva en la industria minorista de comestibles en India y hoy opera en las 25 principales ciudades de la India, con una base de clientes de más de 10 millones y actualmente está alcanzando una facturación de más de \$ 1 mil millones en ventas anuales. Tiene múltiples formatos como modelo B2C, B2B y suscripción para atender las diferentes necesidades de sus clientes.

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Sumit Saran
Director, SS Associates

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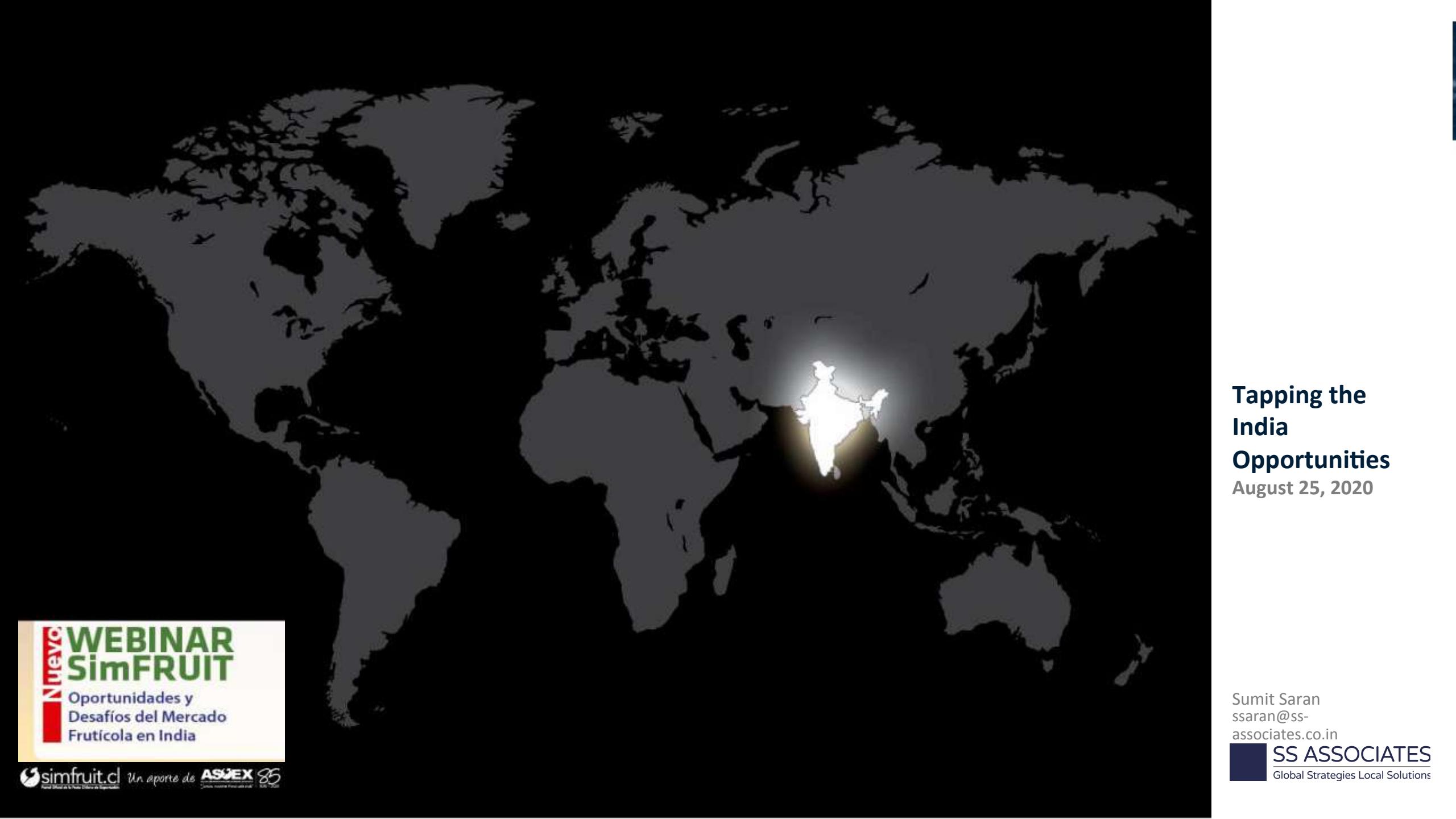


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Tapping the India Opportunities

August 25, 2020

WEBINAR SimFRUIT

Oportunidades y
Desafíos del Mercado
Frutícola en India

 simfruit.cl Un aporte de ASVEX 85

Sumit Saran
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 SS ASSOCIATES
Global Strategies Local Solutions

Presentation Roadmap

- About Us
- Current Situation
- Knowing/Understanding India
- Indian Economy
- Indian Consumers
- Indian Retail
- Opportunities for Chilean Products
- Way Forward

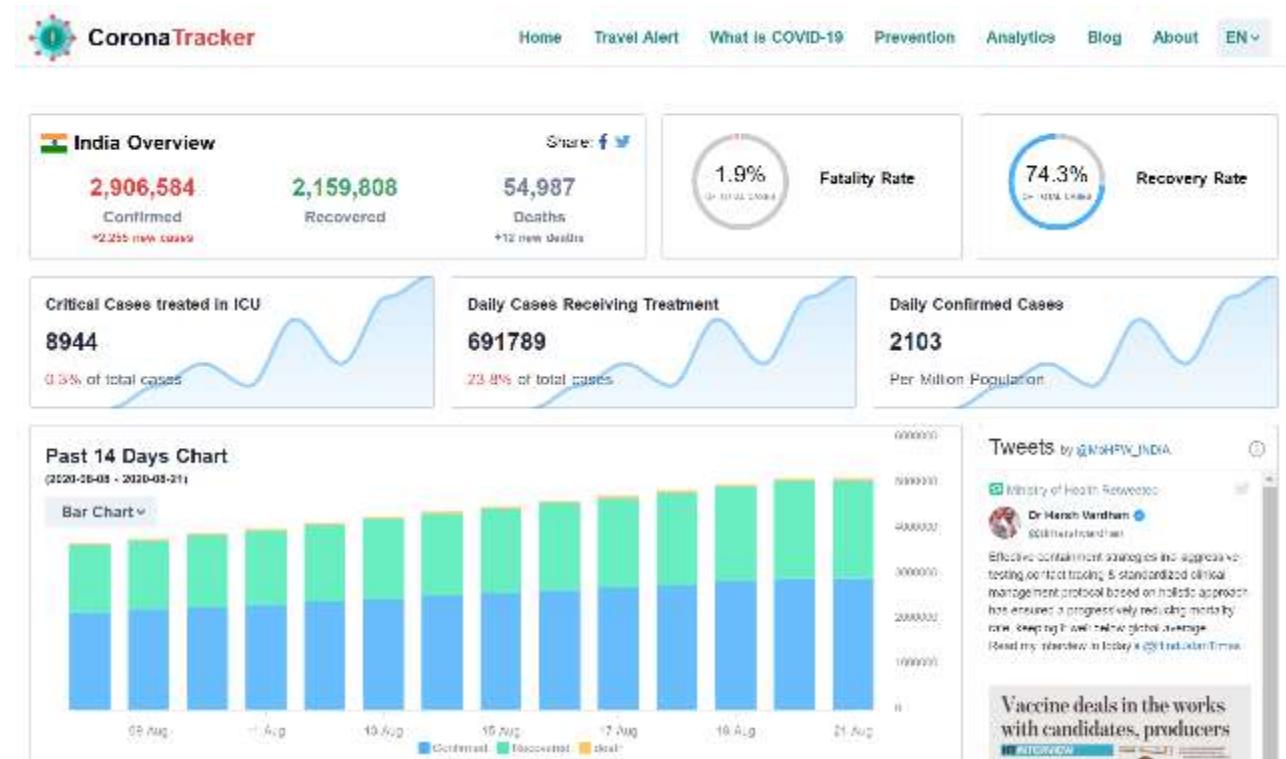
About Us

- SS Associates is strategic consulting firm working in the areas of international food trade and marketing.
- The firm was established in 2014.
- SS Associates specializes in designing marketing solutions for businesses in the food and drink industry to successfully launch and market their products in the complex Indian market.
- The firm is positioned to bring a full suite of marketing, advertising, planning and public relations services designed to connect brands with people, buyers with sellers and sales with marketing.



Current Situation with COVID - 19

- Entire country went under a 100% lockdown from March 24, 2020
- India started Unlocking from June 1, 2020
- Unprecedented situation
- Difficulties
 - Port
 - Storage
 - Wholesale
 - Retail
- The country is doing its best to fight the pandemic and it is generally believed that the country is destined to come out stronger from this crisis



COVID Era – Key Trends

Key Trends

- Health is a key concern
- Rise in Fruit Sales
- Theories galore
- Importance of the neighborhood vendor
- Importance of a good partner
- Important to focus on what is controllable

Winners

- Vendors won
- Shopkeepers won
- Delivery staff won
- Store staff won
- Authorities won
- Daily cash flow models won
- New businesses won
- Consumers won

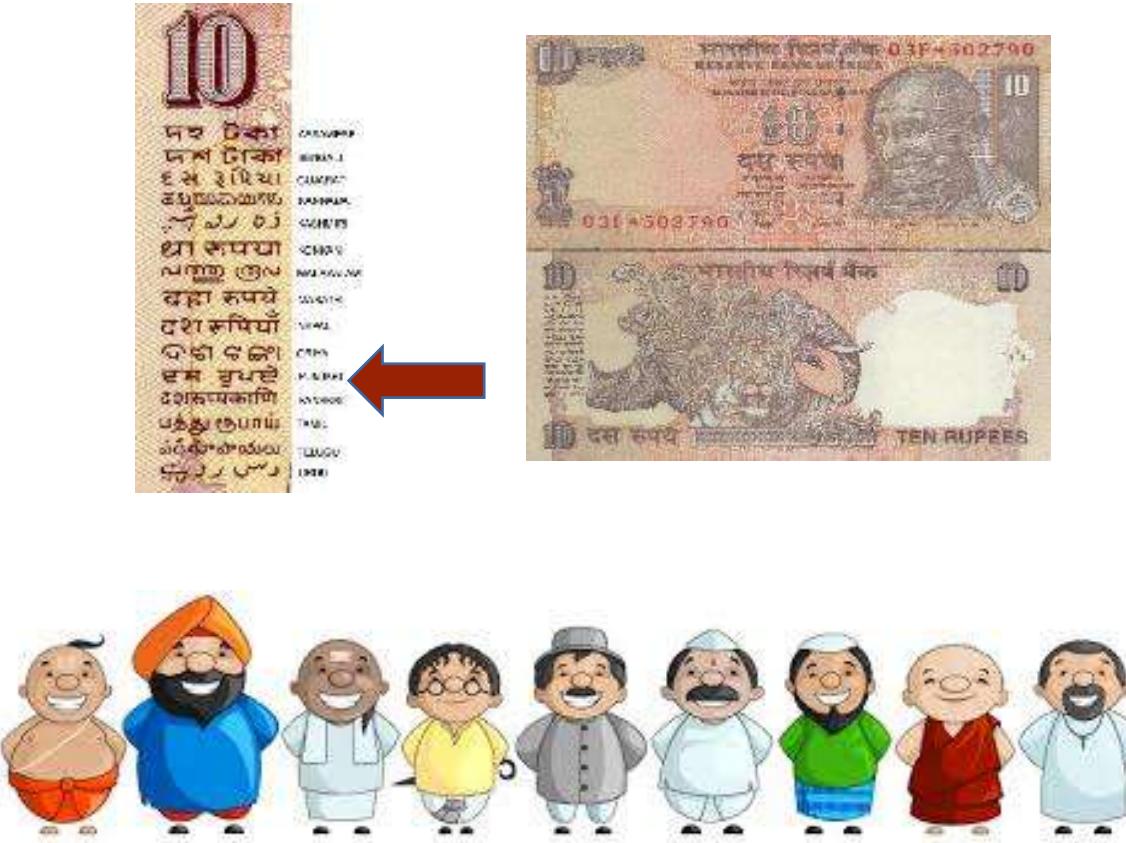
Understanding India is not Easy



Tapping the India Opportunities - August 25, 2020

Knowing India

India at a Glance	
Population	1.38 Billion
Consuming Class	250 – 300 Million
GDP Growth Rate*	2.0% (2020-21 Est.)
Polity	Democracy
Ethnicity	Multi Cultural
Languages	22 Official
Food Patterns	Diversified
Legal Framework	WTO Signatory
* Post COVID Outbreak	



Understanding India

- **It is not a country**
 - It is a continent
- **Strong Economy**
 - Based on growing domestic consumption
- **250-300 Million Consumers!**
 - Unified by aspiration
- **Young population**
 - Part of a global village
- **Small Families**
 - Open to change
- **High disposable incomes**
 - Willingness to spend
- **Media Revolution**
 - Part of a Global Village
- **International Foods**
 - Niche to Mainstream

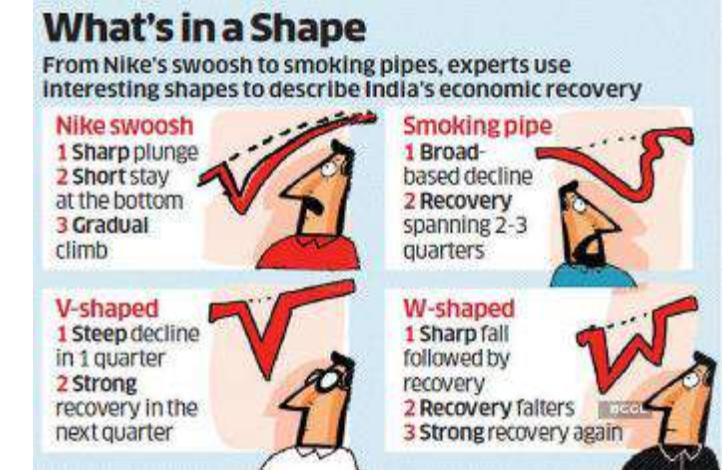
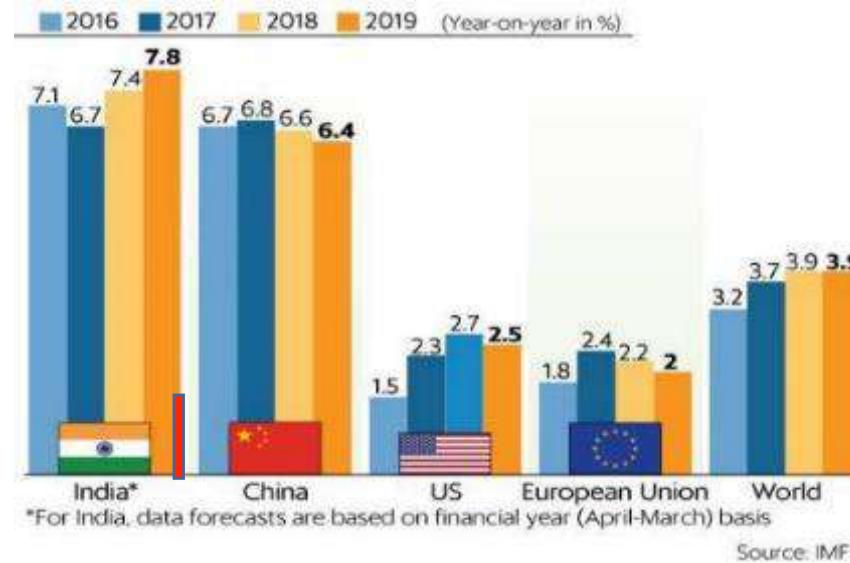




Indian Economy

Indian Economy

- Among the fastest-growing trillion-dollar economy in the world and the fifth-largest overall
- Overtook the United Kingdom and France in 2019
- Took 60 years for the first trillion and 5 for the second
- Transformation from an agrarian economy to a one now driven by services and manufacturing
- Growth coming from internal consumption



AT Kearney ranked India as the 2nd most attractive retail destination for 2019

India remains a stand-out retail leader. Modern retail should grow at an 18 percent clip for the next five years, with online retail—especially grocery—taking off.

BCG says that an Indian born in the 2009 will spend 13X more over her lifetime compared to one born in 1960

Average household income is set to rise nearly 3 times between 2010 and 2020. More than one-third of the population is likely to reach the wealthier class by 2020, compared with 20 percent in 2010 and 9 percent in 2000.

Boston Consulting Group, The Tiger Roars India (2012/14)

McKinsey estimates India's cities to house 590 million people by 2030

Households with true discretionary spending power could rise sevenfold from 13 million in 2005 to around 90 million in 2025.

McKinsey: India's Urban Awakening (2011) & The Bird of Gold (2007)

Indian Consumer

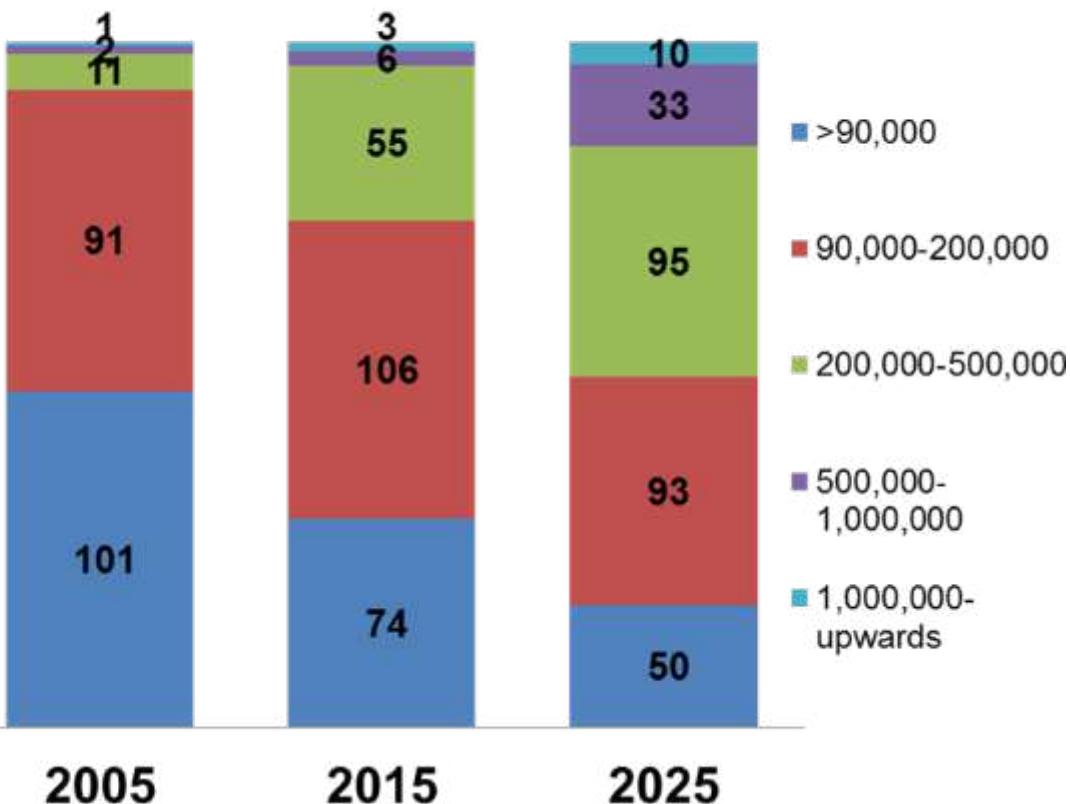
	European Union	India
Comprises of	28 countries	29 States, 7 Union Terr.
Area	4.08 million km ²	3.3 million km ²
Population	511+ million	1.2+ billion
Languages	24 official, 150 minority	22 official, 1600+ other major & minor



Source: Third Eyesight

Indian Consumer Base

Million Households, Income in ₹



India is What India Is



There is nothing artificial

India and It's Rich Dads

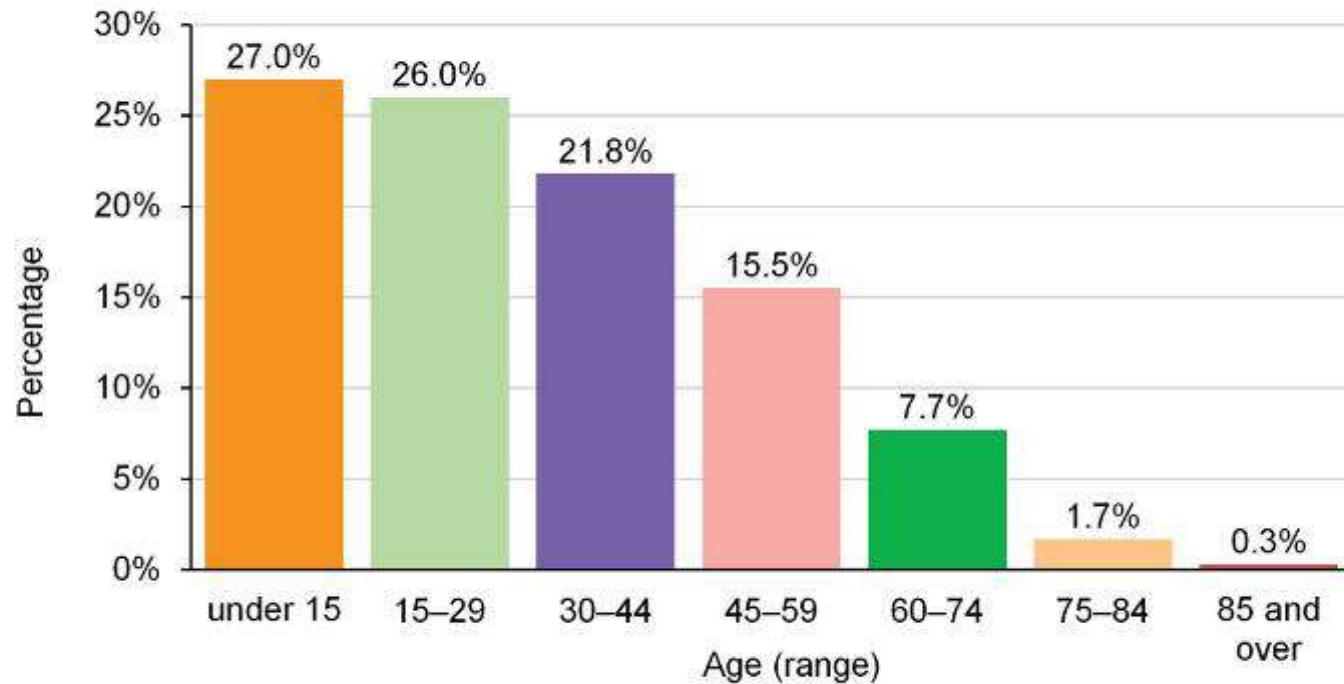


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A very young population with an open mind and buying power

India age breakdown (2018)



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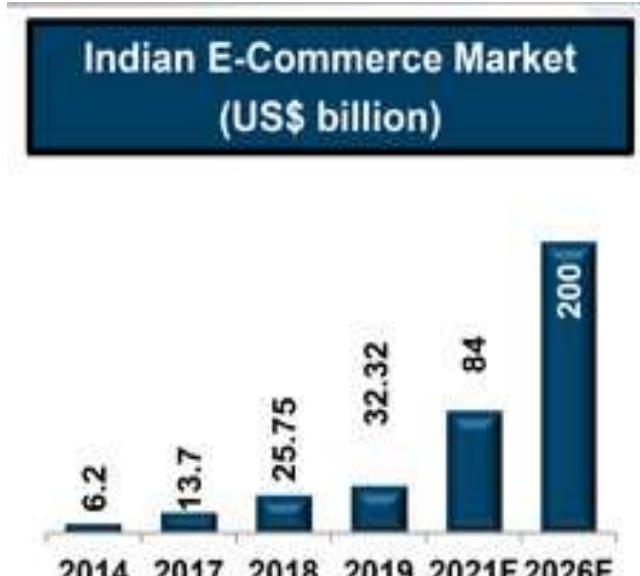
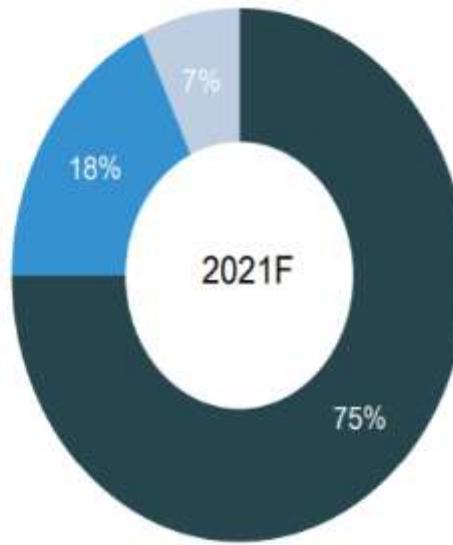
Indian Retail

Retail Landscape in India

- Myriad of Formats
 - Traditional Roadside and Pushcart
 - Home Delivery
 - Modern Organized
 - Green Grocery
 - Cash and Carry
 - Online
- Leapfrogging
- Fast changing



Retail Breakup



Note: F – Forecast, E – Estimate

Traditional Retail – Roadside and Pushcart



Traditional Retail – Home Delivery



Retail – Modern Organized Chains

Hypermarkets/Supermarkets



Cash & Carry Wholesale



Specialty Stores



Gourmet Stores



E-Retailers



Hypermarkets and Supermarkets



Retail - Cash and Carry



Retail - Green Grocery



Retail - Online

You are seeing our catalogue in Bangalore, 100 Feet Rd-Koramangala Change Location

1860 123 1000 100 Feet Rd-Koramangala, Bangalore Login | Sign up

big basket

Search for Products... NEW LAUNCHES My Basket 0 Items

SHOP BY CATEGORY OFFERS BB EXPRESS BB SPECIALTY MORE STORES

HOME > FRUITS & VEGETABLES

Fresh Offers Only For You

Featured Products

 4 pcs (530g-640g) Fresho Apple - Washington, Regular MRP: Rs 129.60 BIGSAVE PRICE: Rs 123.12 ADD TO BASKET	 200 gm Fresho Sprouts - Mixed Gram MRP: Rs 40 BIGSAVE PRICE: Rs 38 ADD TO BASKET	 250 gm - Rs 5.60 Fresho Radish - White MRP: Rs 5.60 BIGSAVE PRICE: Rs 5.32 ADD TO BASKET	 3 pc (270g-300g) Fresho Kiwi - Green MRP: Rs 59 BIGSAVE PRICE: Rs 56.05 ADD TO BASKET	 100 gm - Rs 16.00 Fresho Baby Corn - Peeled MRP: Rs 16 BIGSAVE PRICE: Rs 15.20 ADD TO BASKET	 250 gm - Rs 19.20 Fresho Pakka MRP: 24 Rs 19.20 BIGSAVE PRICE: Rs 18.24 ADD TO BASKET
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Category Fruits & Vegetables (413) Popularity

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Key Retail Message

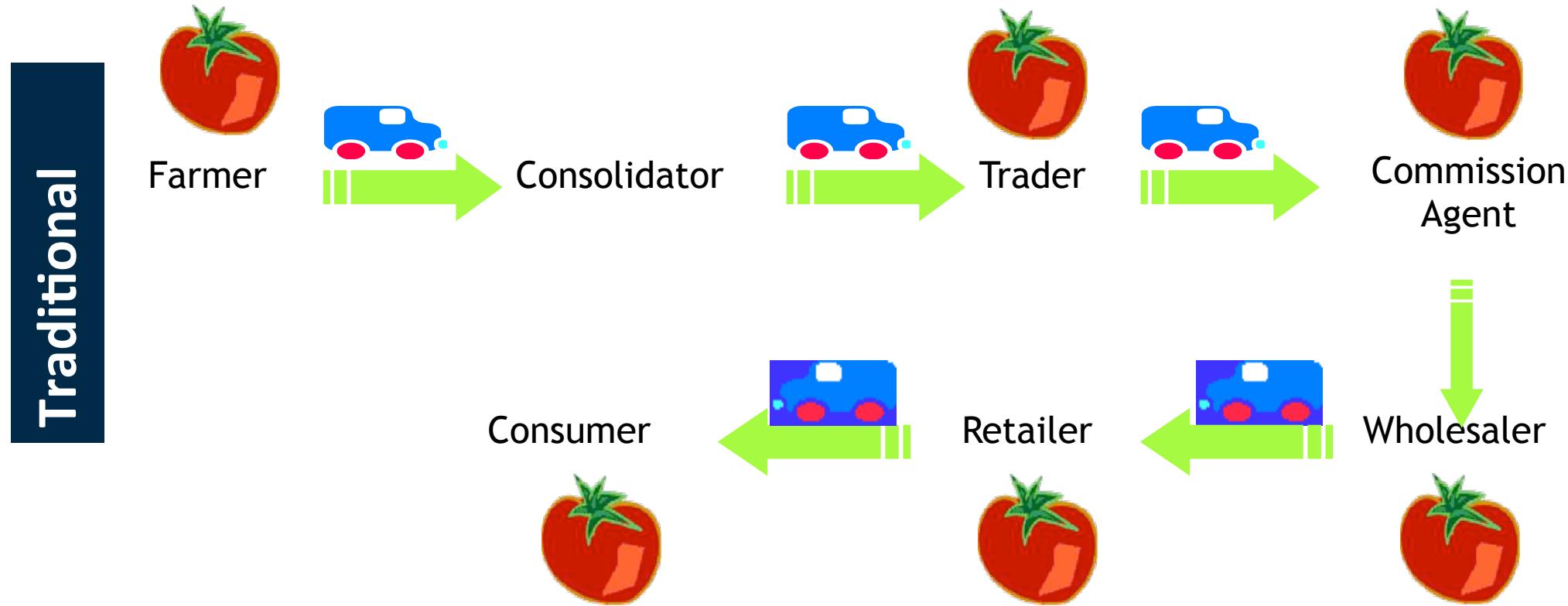
Fruit Wholesale Markets and Small Vendors will continue to be very important



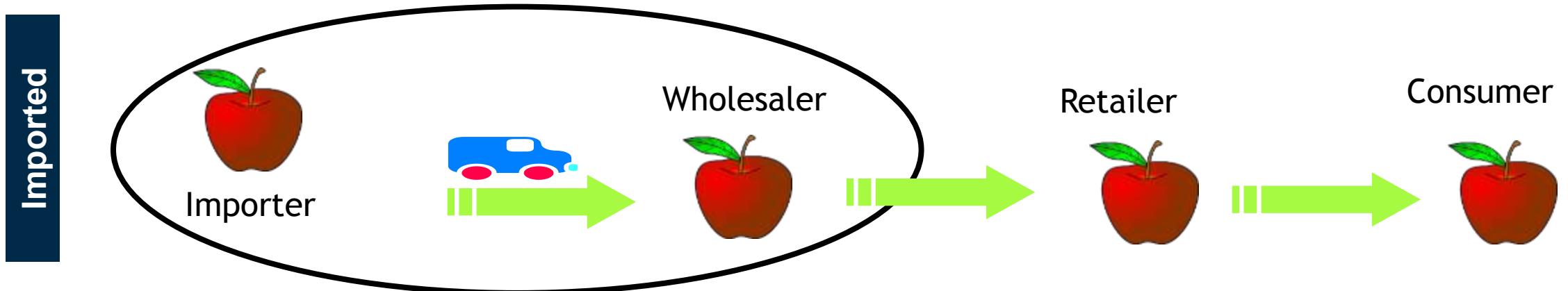
Imported Fruits

- India has imported more than USD 720 Million of fresh fruits in 2019.
- Growing at CAGR of 9%.
- Apples, Citrus, Kiwi, Pears and Grapes are top 5 imported fruits in India.
- Market share of Apples are 60%
- Major sourcing countries for India: USA, Chile, RSA, EU, NZ etc.
- Exotic Fruit market have seen rise of 30 % in 2019-20.

Trade Route - Traditional



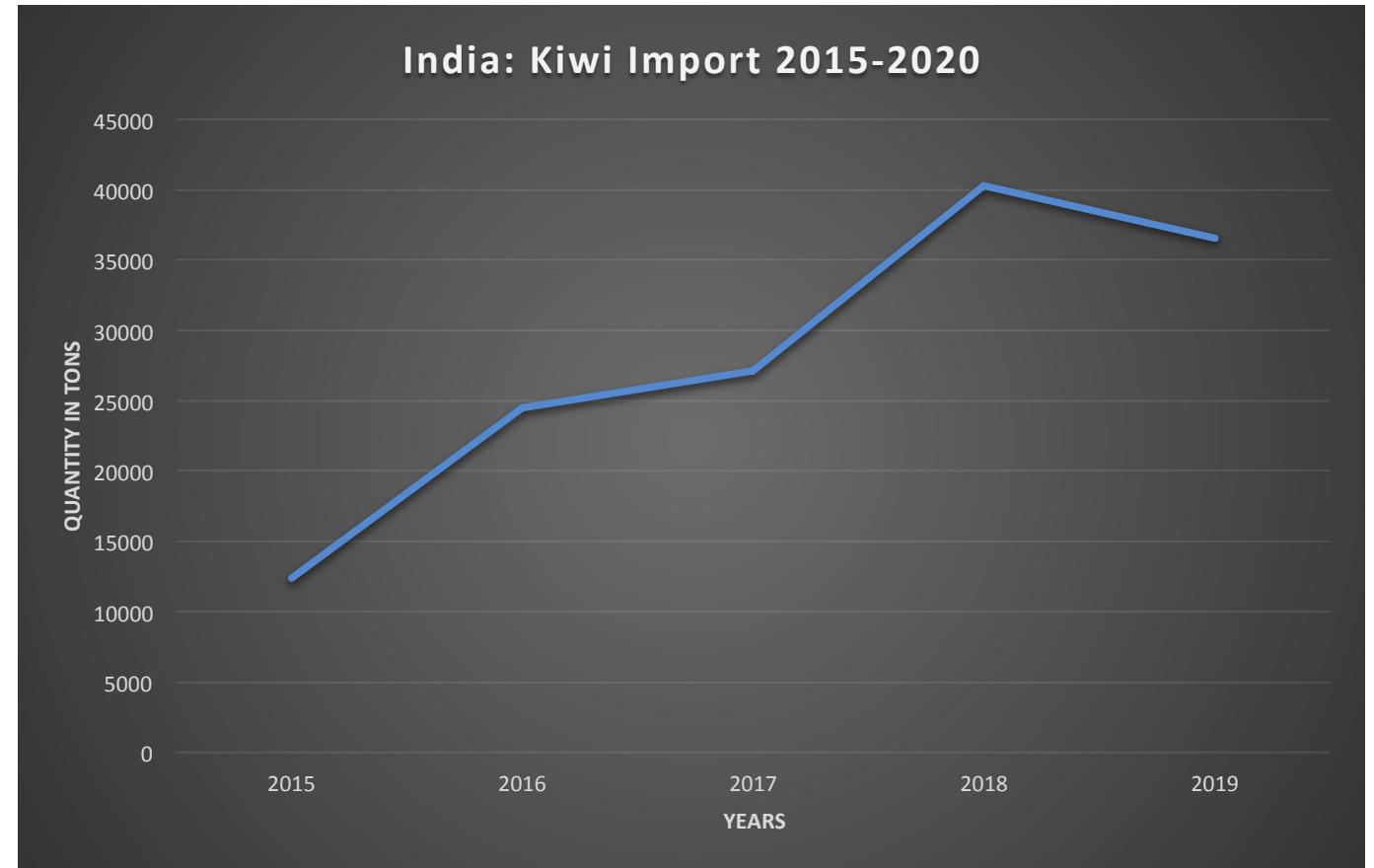
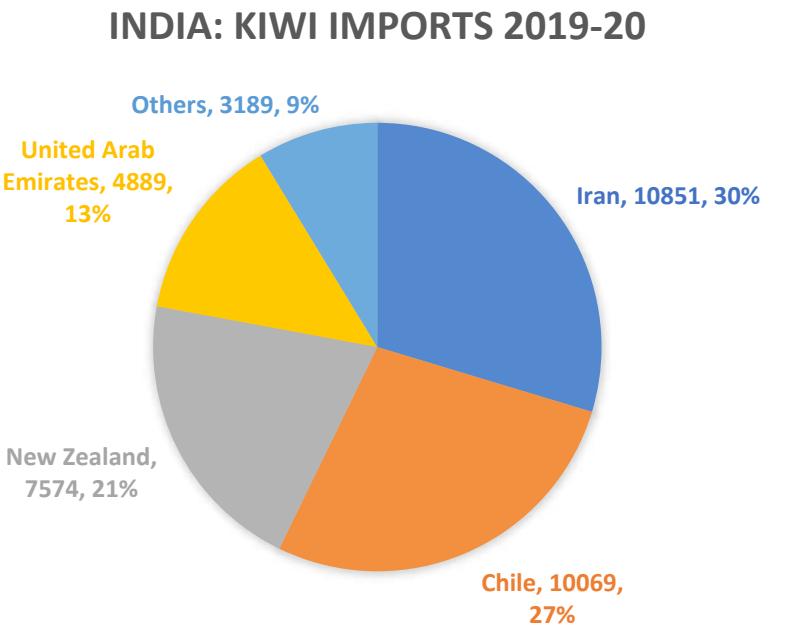
Trade Route – Imported



Chilean Fruits in India

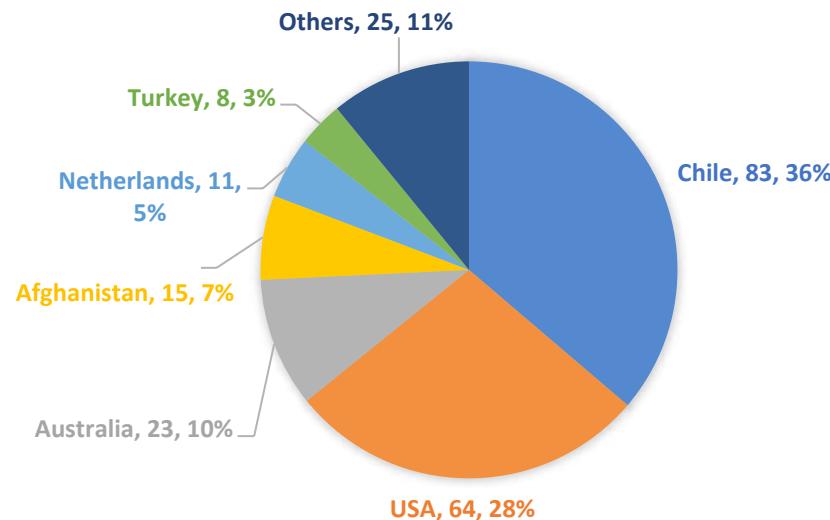
- Increasing presence at the trade level for select products
 - Kiwis
 - Apples
- Huge advantage of low Custom Duties on certain products
- Tremendous opportunities to take leadership position in certain fruits
- Important to consolidate the gains

Kiwifruit from Chile – Unparalleled Success

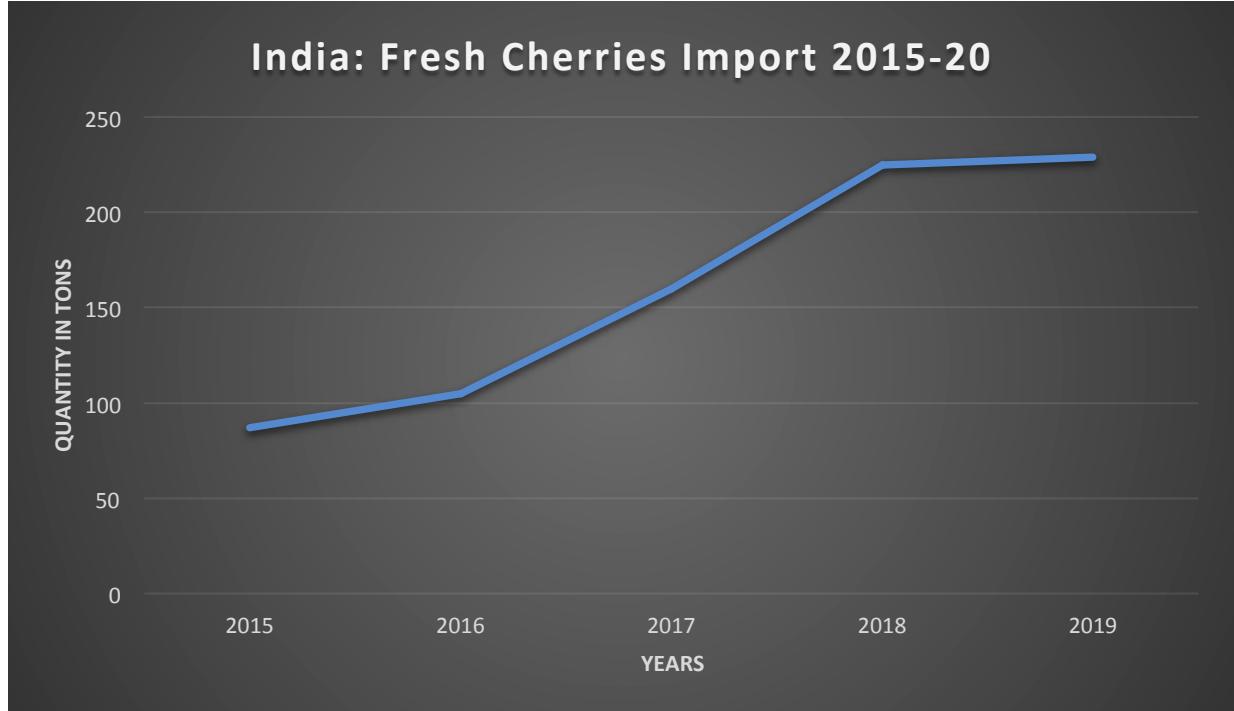


New Product Potential - Cherries

INDIA: CHERRIES IMPORT 2019-20

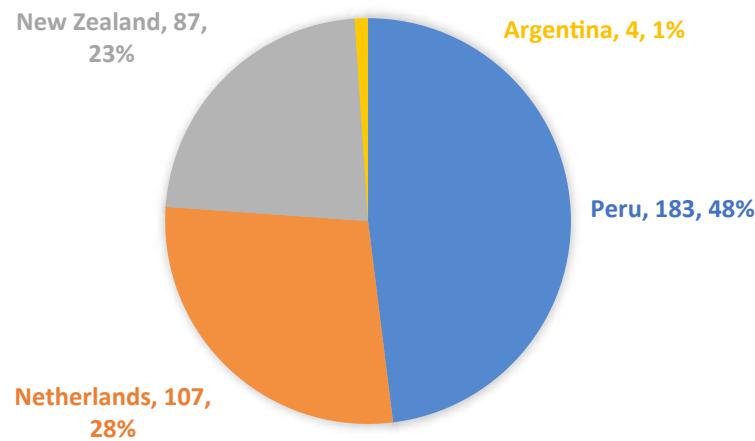


India: Fresh Cherries Import 2015-20

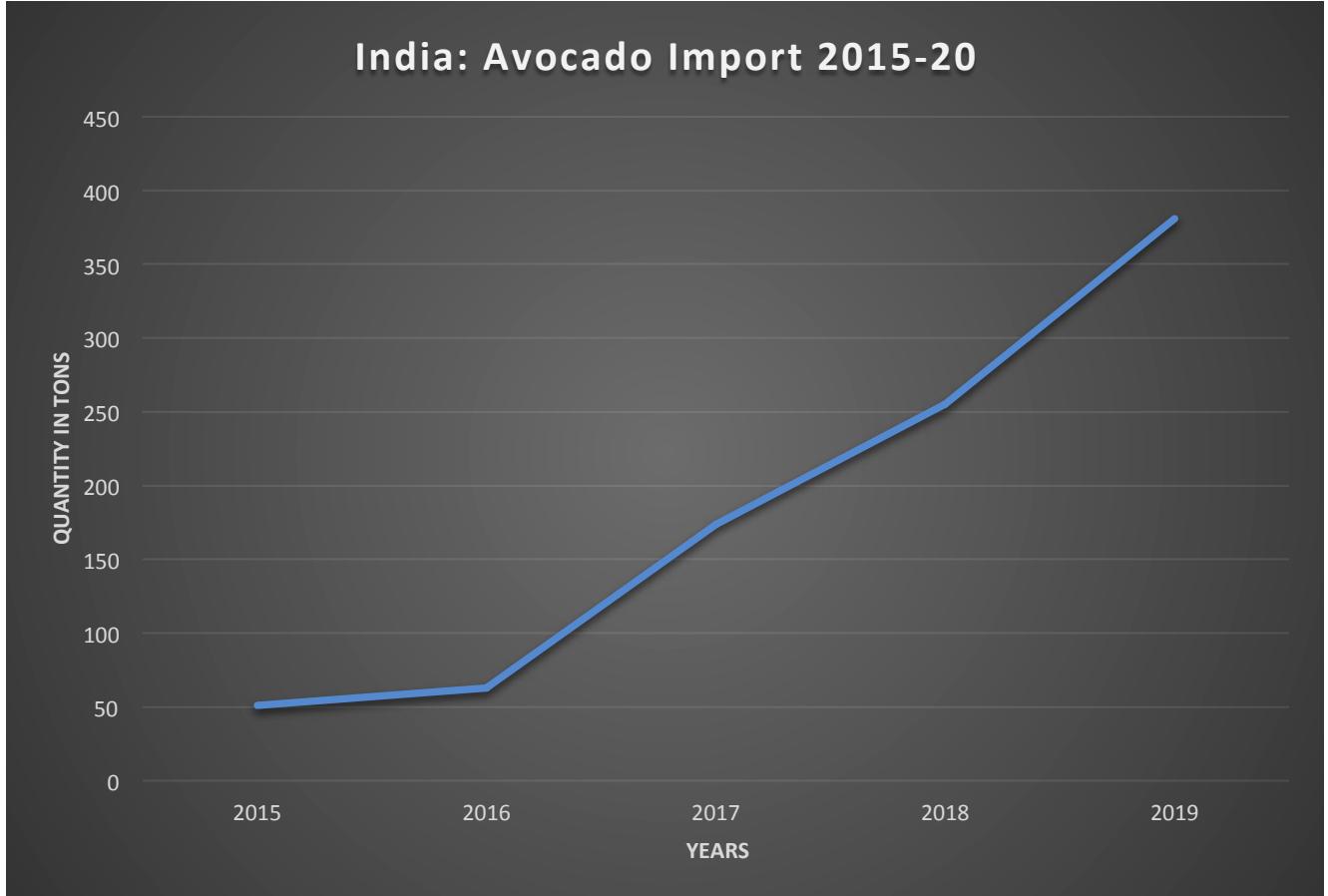


New Product Potential - Avocados

INDIA: AVOCADO IMPORT 2019-20



India: Avocado Import 2015-20



Way Forward

- **Troubles will not go away**
 - Growth will continue... Embrace it
- **Choose the products you promote**
 - Work to increase the size of the pie
- **Define your India**
 - Have a good and implementable market strategy
- **India is beyond its Metros**
 - Go deep... Go regional
- **Choose your partner carefully**
 - Most important key to success
- **Reach out**
 - Or you will loose out
- **Firecrackers**
 - Candlelight succeeds
- **Have a long term plan**
 - It is the only plan



Thank You



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Efficient. Effective. Experienced.
WESTERN
FUMIGATION



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Rueda de Preguntas

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