

News monitored for: Pepsi - Corporate

All set for growth

Manu Anand, chairman and CEO, PepsiCo India, shares his views on the retail industry in India and experience of being a part of the ET Retail 2013 Awards ceremony



The Indian retail market is poised for growth. One of the key aspects of the retail industry is absolute acknowledgement of the fact that 'the consumer is the real

king'. The industry is by far, based on achieving success on this factor.

Organised retail has huge potential in India and one of the main reasons that drive this growth is the demographics of our country. The urban population of Indian is a whopping 377 million and this is the section of people that has increased incomes and is subjected to a constantly changing lifestyle. Notably, there are about a 100 million working women in India and almost two-thirds of the population of our country consists of the youth that is below the age of 35 years. Quick Service Restaurants (QSR), multiplexes and the thirst for new experiences are what will define the next generation of retail. One of the main aspects to look forward to would be how FMCGs partner with retailers.

THE MANTRA FOR SUCCESS

The success mantra would be to blend the strengths of the people and the departments and evolve models, which can offer: multiple brands under one roof; provide very powerful insights; great innovation capability, combined with great execution and growth; innovation in supply chain and scale capability by enhancing same store growth.

LOOKING AHEAD

The game plan for the success of the industry for the next five years will include: creating a common vision by sharing problems and converting them into opportunities; driving more brands; formulating channel specific formats and ensuring backend integration with FDI, while providing benefits to the farming community.

SIGNIFICANCE OF INDUSTRY AWARDS

Events such as, 'ET Retail Awards' are a great initiative to recognise and award the excellent work that the small and big players of the retail sector have done or do towards the success and expansion of the industry. The players of the industry have brought India amongst the top five countries in the retail industry, worldwide and has enabled the sector to provide 15 per cent of the country's annual GDP and has given employment to more than 40 million people in India.

(Noopur Modi)



Catch the coverage of the Global Master Class panel discussion on "Next-Gen Retail" on ET NOW on Feb 23, 2013 (Sat) at 5:30 pm and coverage of the ET Retail Awards 2013 on Feb 24 2013 (Sun), at 6:00 pm.