

Launch section

Soak up some sun

Nature's Essence introduces Lacto Tan Clear, a formula to fight against sun burns. It is a perfect after Sun Tan Removal solution. Lacto Tan Clear is enriched with natural milk, honey and geranium oil, the product ensures that the skin is totally free from sun tan. The cream also cures the skin from patchiness and pigmentation. Nature's Essence Sun Tan Removal solution will be available at all the leading convenient stores, supermarkets, select pharmacies and beauty saloons in Delhi, Mumbai, Chennai, Ahmedabad, Hyderabad, Bangalore, Jaipur, Lucknow and Chandigarh. The Lacto Tan Clear will be retailed in 40g and 100g pack for Rs 60 and Rs 125 respectively.



No more two minutes

Nestle India's brand Maggi expands its product portfolio with the launch of Maggi Cuppa Mania Instant Noodles and Maggi Pichkoo. Maggi Cuppa



Mania are delicious Instant Noodles in a Cup, with the goodness of real vegetables. These instant noodles in cup are launched in two delicious flavours of 'Masala Yo' and 'Chilli Chow Yo'. And new Maggi Pichkoo is a rich tomato ketchup in a unique, easy to handle pack Squeezable.

Initially Cuppa Mania and Pichkoo will be available at retail outlets in metro cities. Cuppa mania noodle is available in a cup with a serving size of 75g for Rs 25 and Pichkoo in a 90g pack for Rs 12.

Healthy Rise

A health and wellness company, Avesta Good Earth Foods Pvt Ltd expanded its breakfast cereal portfolio with launch of Fruit Twist muesli and Very Berry muesli. Avesta Good Earth's offerings are 100 percent natural that will deliver consumers with enhanced nutrition in a convenient form. Fruit Twist is loaded with vitamin B from cashew nuts, vitamin C from apples and antioxidant nutrients from papaya for extra health. It is naturally sweetened with raisins and honey. Very Berry Contains tasty cranberries crammed with powerful nutrients that purify blood and boost immune system and black currants that bring health promoting antioxidants and vitamin C. The products are available in a pack size of 400g, priced at Rs 180 each. Both these products are available at all the leading retail outlets and supermarkets



More in every sip

PepsiCo India has relaunched its delicious pulpy mango drink Slice to help people combat blazing heat this summer. The new reformulated mango drink is filled with more essence of mango in every sip and as the tag line says its 'Absolutely Mangolicious'. This new Mangolicious drink will be available at all the retail outlets and supermarkets in a jar of 1.2 litre for Rs 45.

Libresse liberty for sensitive days

Godrej SCA Hygiene Ltd. announced its entry into the female hygiene market with the launch of 'Libresse' sanitary napkin. Libresse is India's first napkin enriched with Aloe Vera and Chamomile extracts that are known to have soothing and hydrating qualities that are essential for sensitive skin. Libresse also has the patented 'Secure Fit' technology in which the towels are designed to fit the female body perfectly.

Libresse will be available at all the leading departmental stores, supermarkets and pharmacies in Classic Regular pack with 8 pads for Rs 18, Classic Singles for Rs 3 each, pack of Extra Thick with 8 pads for Rs 38, Extra Thick Large for Rs 42



Baker's Perfection

Sunfeast, the flagship biscuit brand of ITC Foods, expands

its product portfolio with the launch of Sunfeast 'Golden Bakery' cookies. These cookies are claimed to be baked with perfection master chefs. The cookies are launched in three rich flavours of choco-nut, butter and butter scotch in a pack size of 70g for Rs 14. Sunfeast Golden Bakery cookies are available at all across the retail outlets.



New Concepts section

Front End



nutrition, water conservation and cutting green house gases as well.

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods company with the claimed mission to "add vitality to life" through its presence in over 20 distinct categories in home & personal care products and foods & beverages. The company has been meeting everyday needs for nutrition, hygiene, and personal care, with brands that help people feel good, look good and get more out of life for more than decades.

Avesthagen's diabetes control wheat crackers

Avesthagen, a research-based life sciences company, dedicated to developing unique food products

announced the launch of clinically validated bioactive Teestar, aimed at promoting wellness through better blood sugar management. Teestar would be launched on 15 May, 2008 in the form of wheat crackers with no trans-fat and high fibre content, it will also come in the form a capsule.

It would work by slowing down the process of carbohydrate breakdown in the body.

Teestar has been formulated from a propriety database covering the curative properties of around 2500 herbs that have been given recognition in traditional Indian medical system.

Nestle India's growth leap

Nestle India announced the financial results for Q1, 2008 and

31, March 2008. The net profit grew by 38 percent that resulted in an EBIT margin of 13.6 percent.

Martin Rolland, CEO and Managing Director, Nestle India, said, "The combination of strong organic growth, clear strategic direction, focused execution, and engagement of our employees has enabled us to continue to report strong organic growth in our EBIT margin. The environment continues to support our business. There have been recent concerns about a slowdown in the economy, but we believe the growth potential of India remains strong, though there may be some moderation in growth. Commodity prices are at high levels and pose a challenge as do the white collared costs."

Kaati Zone plan expansion

Owned by the East Zone Foods Private limited, Kaati Zone, is planning for expansion. Conceived as a brand of Indian quick service restaurants that will reach to customers within India as well as overseas. Kaati Zone now plans to raise a crore in the next five years to expand in India and neighboring countries. Kaati Zone has 11 outlets in Bangalore and plans to launch 25 more stores in cities like Hyderabad and Pune. It stated that Kaati Zone also plans to set up a research & development center along with opening outlets in high streets and complexes, high streets and malls. Kaati Zone is already in a BPCIL towards its initiative on highways. ■



known norms of GMP and proper sanitation for the food industry.”

He adds, “The muesli manufacturing unit of Bagri’s is at Baddi in Himachal Pradesh, and its production capacity is 150 metric tonnes per month. The oat manufacturing unit is in Delhi and its current monthly production capacity is 300 metric tonnes.”

Dang suggests, “Investment is a function of scale that needs to be achieved. To start with, a minimum of Rs 10 crore is required to build up production facilities to cater to the domestic market in select cities. Further investments are needed in innovations & development and marketing, depending upon the category and the desired size of operations.”

Overcoming barriers

Despite the flurry of activities in the functional foods segment, the breakfast cereal market has not yet stabilised. There are kinks in the consumption level and aberrations in the growth rates. The breakfast cereal market is confronted by some major barriers:

Habit: Indians believe that breakfast should be heavy and filling – saturated with ghee and other fats to keep you active throughout the day. Also, Indians by nature savour food with lots of Indian spices. This barrier can be

overcome if manufacturers and retailers in a joint venture educate consumers about the pluses of consuming high-fibre and low-fat breakfast cereals.

Until now, many manufacturers have not cashed upon mass-appealing media advertising. In order to reach more consumers in a shorter span of time, they should start allocating resources for advertising on TV, newspapers, etc.

Grocers can communicate the benefits of consuming breakfast cereals to the shoppers visiting their outlets, as they are the ones who get to interact with the consumers directly. Organising free test-sampling at the retailer’s end can further help in enhancing awareness.

Dang says, “An integrated marketing programme based on effective segmentation of market with focus on delivery of appropriate products for varied needs, will drive awareness and demand. Retail must develop optimal merchandising solutions and promotion programmes to generate awareness and trials.”

Psychology barrier: Fighting through the rigid orthodox mentality of Indian consumer – advocating against consuming any kind of ready-to-eat food – is another tough task. People in India are ruled by the doctrine that home-cooked food is healthy and reliable.

Large disposable incomes, nuclear families seeking convenience, and a desire to experiment are creating demand for hitherto unknown tastes.

Manufacturers should get their breakfast cereals certified by nutritionists and health experts. The manufacturers can even take the support of various studies and findings in favour of regular consumption of ready-to-eat breakfast cereals. They can display such research findings on their product packs.

High price and inflation: According to the recent budget announcement by finance minister P. Chidambaram, the import duty on most processed foods has been reduced, and in the case of breakfast cereals, the duty has been almost halved to 8 per cent. But as commodities inflation persists, the benefits of the duty cut are unlikely to be passed down to the consumers. Breakfast cereals are already expensive in comparison to consuming any other home-cooked food. This further restricts the consumption of breakfast cereals to the upper-middle class and upper class, while the Indian market happens to be largely dominated by middle-class families.

To fight out the price rise barrier, manufacturers in association with retailers should try to seek government support to control the price rise.

Taste barrier: Indians, by nature, always relish peppery and pungent food, as compared to flavoured cereals that are best consumed with milk, sweetener and fruits. Even when they wish to consume high-fibre, nutritious breakfast, they prefer cooking dalia-porridge or poha-rice flakes with Indian spices and vegetables.

Taste problems can be addressed by manufacturers through better and more intelligent innovations, keeping Indian taste buds in mind.

Road ahead

The industry is growing at a moderate rate of 30-40 per cent. Once the hurdles in the growth path are tackled, we can expect a flourishing growth

rate in this traditionally neglected breakfast cereal industry.

“The latest happening on the breakfast cereal platform wheat porridge, which is produced under the Murgir brand. The product is unique, as it can be prepared instantly by adding hot milk and stirring it for a few seconds. Normally, it takes 10 minutes to cook porridge (dalia) in the traditional way. If we manufacturers are able to provide consumers with options that are unique, then the market will grow,” says Khemka.

On future trends, Girish Kumar says, “The breakfast cereal market almost doubled between 2004 and 2006, and if manufacturers continue to create new tastes in mind while creating products, the industry will surely grow.”

As Bagri cites, “The breakfast cereal market is growing very fast. The overall market is increasing rapidly, which is because it will ensure that more companies will make products to provide better-quality breakfast. More brands will also tend to enter the market size and aware people. High-fibre breakfast cereals form a niche market and are moving to a mass scale. In addition, as consolidation will continue, and all this depicts a bright future ahead for the breakfast cereal industry in India.”

Dang’s thoughts may conclude this chapter: “The health-food market is in its early stage, but is definitely on an upward trend. Growing awareness will give rise to demand for healthier and more balanced products even within the processed food segment. The proliferation of brands and the increase in global developments in food technology and Internet will continue to influence consumers’ experience levels.” ■

