

**Hort
Innovation**

TG22500 Table Grapes India Outbound Mission 2022

SIAP Final report – 06/02/2023





Content

- Investment Objectives
- Budget & Timeline
- Mission Itinerary
- Market Insights
- Exporting to India
- Consumer and Retail Environment
- Key contacts

Investment Objectives

Outbound mission program plays an important role supporting Table Grape exporters to expand their potential in international markets and increase their revenue.

This mission will seek to connect Table Grape exporters to import partners, wholesalers, and potential retail buyers in India.

Highlights include:

- One-to-one meetings with foreign industry executives and government officials, pre-screened to match specific business objectives whether for representation, direct sales, or joint ventures in the local market.
- Networking with importers, distributors, wholesalers and retail category buyers from key supermarkets chain throughout India.
- Briefings and roundtables with the business agencies on local business practices and opportunities.
- Site visits to local facilities where our products may be applied.

Budget Breakdown

Items	Budget (AU\$)
Airfares	\$20,010.21
Accommodation & Catering	\$11,974.81
In-Country expenses; Travel, telephone	\$3695.34
Insurance	\$1021.81
Visas	\$950.89
ATGA CEO Chair Daily Consultancy Report Writing	\$32,541.94
Hort Innovation presentative	\$1805.00
TOTAL	\$72,000

Timeline

	August 2022										
	20	21	22	23	24	25	26	27	28	29	30
Australia											
Delhi, India											
Mumbai, India											
Chennai, India											
Bangalore, India											
Australia											

Itinerary



Flight	To/Via	Row	Status		
19:00	19:00	AI 531	Ahmedabad	E-G	
19:00	19:00	AI 624	Mumbai	E-G	
19:15	19:15	AI 939	Bahrain	A-B	
19:20	19:30	AI 973	Muscat	E-G	
19:30	19:30	G8 075	Abu Dhabi	E-G	
19:40	19:40	9I 643	Jaipur	D	
19:40	19:40	KE 482	ul-Incheon	C	
19:45	19:45	UK 985	Mumbai	A-B	
19:50	19:50	UK 809	Bengaluru	A-B	
19:55	19:55	5 SQ 47	Chennai	A-B	
20:00	20:00	AI 805	Mumbai	A-B	
20:00	20:00	AI 971	Doha	E-G	
20:00	20:00	I5 773	Goa	E-G	
20:00	20:00	SG 8169	Mumbai	D	
20:05	20:25	QF 070	Melbourne	C	Delayed
20:10	20:10	SG 8254	Kolkata	K	
20:15	20:15	AI 762	Kolkata	C	
20:25	20:25	SG 8190	Pune - Goa	E-G	
20:30	20:30	I5 560	Jaipur	C	
20:30	20:30	OZ 768	ul-Incheon	D	
20:30	20:30	7 SQ 47	Kolkata	J	
20:30	20:30	AI 995	Dubai	B	
20:35	20:35	UK 871	Hyderabad	F-G	
20:40	20:40	AI 540	Chennai	B	
20:40	20:40	UK 807	Bengaluru	F-G	
20:40	20:40	UK 953	Mumbai	B	
20:45	20:45	6E 1224	Dammam	B	
20:45	20:45	IX 135	Sharjah	H	
20:50	20:50	UK 973	Pune	A	
20:50	20:50			B	

5:05

Mission Itinerary

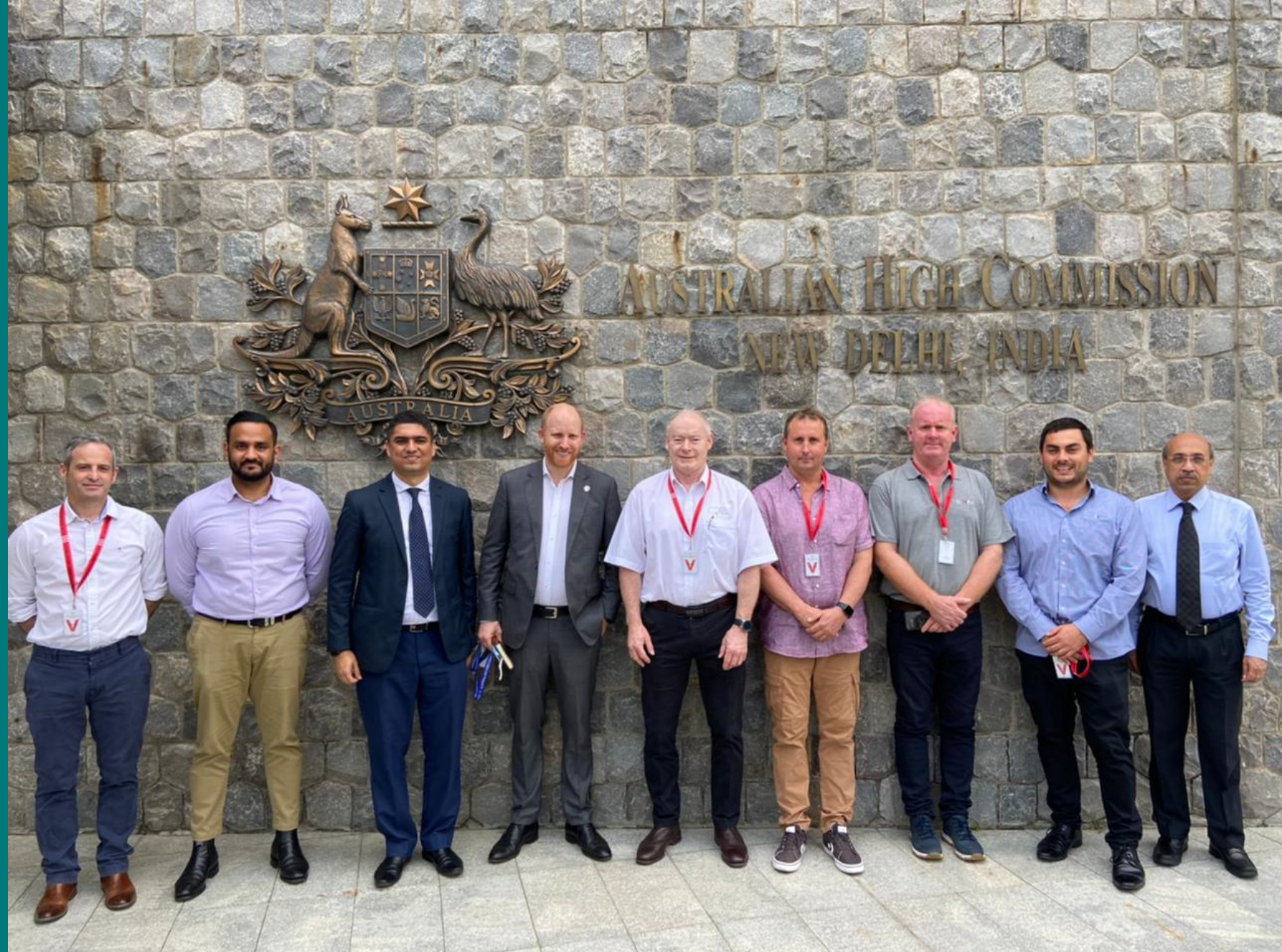
Saturday, 20/08/2022			
	Organiser	Travel	Details
6:00am	HIA	Depart Sydney to Melbourne	QANTAS AIRWAYS QF 401
10:00am	HIA	Depart Melbourne to Delhi - India	QANTAS AIRWAYS QF 69
6:00pm	HIA	Arrive in Delhi - India	Delhi Airport
7:00pm	HIA	Check-in to Hotel	Crowne Plaza New Delhi Rohini
Sunday, 21/08/2022			
Delhi			
10:00am	HIA	Azadpur Market (Asia's largest wholesale market)	P56G+439, Transport Centre, Azadpur, Delhi, 110088, India
11:30am	HIA	Mantan Supermart	Between Chattarpur & Metro station, GF & LGF, The Gallery on, Mehrauli-Gurgaon Rd, Sultanpur, New Delhi, Delhi 110030
1:00pm	HIA	Modern Bazaar	Rasvilas, Saket District Centre, District Centre, Sector 6, Pushp Vihar, New Delhi, Delhi 110001
2:30pm	HIA	Spar Hypermarket	Pillar No, Pacific Mall, Lower Ground Floor, Tagore Garden Metro, 464, Najafgarh Rd, Tilak Nagar, New Delhi, Delhi 110018
4:00pm	HIA	Markketo	T-540, Panchshila Rendezvous Complex, Malviya Nagar, New Delhi, Delhi 110017
5:00pm	HIA	More Supermarket	J-E-12, behind Main Market Road, Gupta Colony, Panchsheel Extension, Malviya Nagar, New Delhi, Delhi 110017
Monday, 22/08/2022			
Delhi			
9:00am	Austrade	Meeting with Austrade, GM Austrade, Agri Counsellor, High Commissioner/Dy. High Commissioner	
12:00pm	Austrade	Meeting Suri Agro (leading importers of fresh fruits)	C-129, Block C, New Sabzi Mandi, Azadpur, Delhi, 110033, India
2:00pm	Austrade	Meeting NGK trading (fresh fruit importer)	A-340, Block A, New Sabzi Mandi, Azadpur, Delhi, 110033, India
4:00pm	Austrade	Meeting GT Fruit Tech (fresh fruit importer)	C-106, New Fruit Market, Azadpur, Delhi, 110033, India
Tuesday, 23/08/2022			
Delhi			
10:00am	Austrade	Meeting with SS Associates (leading Agri consultants)	#25 Ground Floor JMD Megapolis, Sohna Road, Sector 48 Gurugram (Delhi NCR), HR 122018 INDIA
1:00pm	Austrade	Fresh Fruit Alliances Pvt Ltd	C-106, New Fruit Market, Azadpur, New Delhi, Delhi 110033, India
3:30pm	HIA	Depart Delhi	Vistara Air - Flight Number UK0933
5:40pm	HIA	Arrive in Mumbai	
6:30pm	HIA	Check-in to Hotel	Sofitel Mumbai BKC Hotel
Wednesday, 24/08/2022			
Mumbai			
10:00am	Austrade	Anusaya Fresh (leading importer)	Office: B-2/2 Central Facility Building, APMC Fruit Market, Sector 19, Turbhe, Navi Mumbai, Maharashtra 400705, India
12:00pm	Austrade	Visit APMC market (wholesale market of fruits and vegetables)	APMC Fruits and Vegetable Market, Sector 19, Turbhe, Navi Mumbai, Maharashtra 400705, India
2:00pm	Austrade	IG International (leading importer)	Akshar Blue Chip IT park, 8th Floor, MIDC, Thane - Belapur Rd, Turbhe MIDC, Turbhe, Navi Mumbai, Maharashtra 400705, India
4:00pm	Austrade	Aayush Impex (importer)	Bharat Diamond Bourse, EW-1070, G Block BKC, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra 400051, India

Mission Itinerary

Thursday, 25/08/2022		Mumbai	
9:00am	Austrade	Big Basket (e-commerce store)	32J7+M4F, Sector 19F Vashi Rd, Sector 19A, Vashi, Navi Mumbai, Maharashtra 400703, India
11:00am	Austrade	Meeting Ninjacart (leading e-commerce importer)	6, Rd 20, Shree Krishna Nagar, Marol MIDC Industry Estate, Andheri East, Mumbai, Maharashtra 400069, India
1:00pm	Austrade	FreshPik, Jio World (Reliance) (supermarket)	MAKER MAXITY, Ground Floor, Jio World Drive, opposite MMRDA, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra 400051, India
5:50pm	HIA	Depart Mumbai	Vistara Air - Flight Number UK0823
7:50pm	HIA	Arrive in Chennai	
8:30pm	HIA	Check-in to Hotel	Hilton Chennai
Friday, 26/08/2022		Chennai	
10:00am	Austrade	Kovai Pazhamudir warehouse	No.33,v.k.Iyer road,mandaveli, Chennai, Tamil Nadu 600020, India
12:00pm	Austrade	WayCool Foods and Products Pvt. Ltd.	New #6, Old #38, Bhagirathi Ammal St, Opp. Paati Veedu Restaurant, T. Nagar, Chennai, Tamil Nadu 600017, India
2:00pm	Austrade	Amazon Fresh India Pvt. Ltd	#40,3rd Floor, SP Infocity M G R Salai, Perungudi Kandanchavady, Chennai-600096
4:00pm	Austrade	PureCrop Agro Pvt Limited (importer)	97, Rasappa Chetty St, Edapalayam, Park Town, Chennai, Tamil Nadu 600003
Saturday, 27/08/2022		Bangalore	
9:00am	HIA	Depart Chennai	Vistara Air - Flight Number
9:55am	HIA	Arrive in Bangalore	
11:00pm	HIA	FoodHall (Gourmet Supermarket)	Level 4, 1 MG Road Mall, Trinity Circle, M. G. Road, Bengaluru, Karnataka 560008, India
3:00pm	HIA	Nature's Basket	Park End, 13, Rhenius St, Richmond Town, Bengaluru, Karnataka 560025, India
5:30pm	HIA	Check-in Hotel	JW Marriott
Sunday, 28/08/2022		Bangalore	
10:00am	HIA	India Foodex Trade Show	10th Mile Tumkur Road Madavara Post Dasanapura Hobli NH48 Bengaluru Karnataka 562123 India
2:00pm	HIA	Reliance Fresh/ Smart Bangalore	242, 13th Cross Rd, Stage 2, Eshwara Layout, Indiranagar, Bengaluru, Karnataka 560038, India
4:00pm	HIA	Gourmet Basket	No:06, Jakkur main road,MCHS Layout, Bengaluru Karnataka - 560064
9:00am	HIA	Check-out Hotel	
11:30am	HIA	Bangalore to Dehli	Vistara Air - Flight Number UK0816
2:20pm	HIA	Arrive in Delhi	Delhi Airport
2:40pm	HIA	Airport Lounge	Working time
8:05pm	HIA	Depart Dehli to Melbourne	QANTAS AIRWAYS QF 70
Tuesday, 30/08/2022		Travel	
1:00pm	HIA	Arrive into Melbourne	Melbourne Airport
3:00pm	HIA	Melbourne to Sydney	QANTAS AIRWAYS QF 454
4:25pm	HIA	Arrive at Sydney Airport	Sydney Airport
5:30pm	HIA	Home	Home

Hort
Innovation

Market Insights



Market Insights

The table grape market in India is projected to witness a CAGR of 7.67%

Rising awareness regarding the benefits of consuming various healthy and sustainable fruits is further boosting the consumption of table grapes, thus positively impacting the growth of the table grape market. Furthermore, technological advancements with respect to storage and controlling the decaying and water loss of grapes are also supporting the growth of the table grapes market. Most of the table grapes are sold for fresh consumption and as raisins. China is one of the major contributors to the growth of world production, followed by India and Turkey. Countries like South Africa and Peru emerged as new players in the table grape trade market which are contributing to the market expansion and growth. Table grape yields depend greatly on cultivation and climatic conditions can also vary from one variety to another.



Market Insights

Indian Grape Imports

India is a large producer of table grapes with relatively small volumes imported mostly from China. India's lack of cold chain infrastructure inhibits table grape development. In 2021/22 India recorded imports of 8,190 tonnes of table grapes, of which 10 per cent was imported from Southern Hemisphere suppliers and Australia accounted for 21.6 per cent of the southern suppliers. Table grape imports have increased 9 per cent per year over 5 years, though Australia was down 25 per cent to 182 tonnes last year against Chile's 34 per cent increase to 571 tonnes. South Africa and have smaller volumes. Table grape imports have been decreasing while trade from China and Afghanistan have increased.

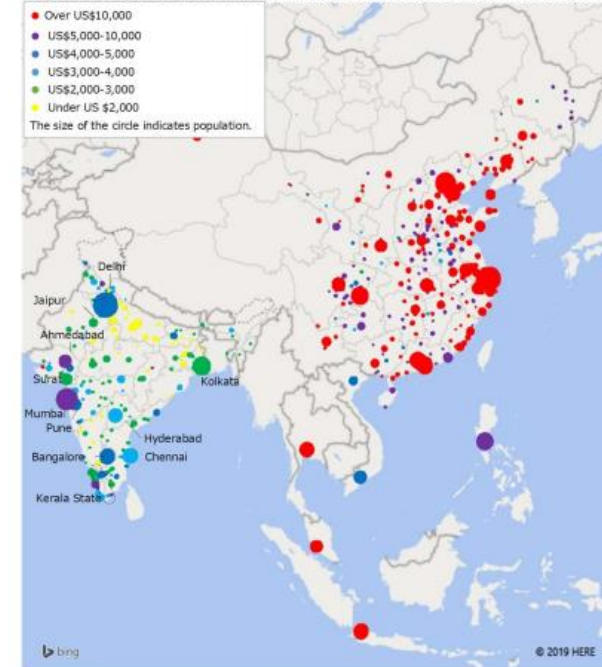
India Imports of Table Grape data:

Region	Import Market Share
China	63.30%
Afghanistan	16.69%
Chile	8.21%
Australia	3.84%
Peru	3.33%
United States	2.20%
Italy	1.02%
UAE	0.64%
Egypt	0.45%
Turkey	0.14%

Market Insights

- Mumbai’s GDP per capita is estimated to be US\$ 5,328, while Delhi’s was estimated to be US\$ 4,311, which are close to that of Ho Chi Minh City and Hanoi. The GDP per capita of Indian cities is by no means high.
- There are nine megacities with populations of over five million scattered across the Indian subcontinent, and these cities have reasonably large populations of high-income households. For the time being, eight to ten Indian cities that have historically been regarded as Tier 1 cities and have a combined population of around 100 million should be regarded as substantial markets.
- India’s demographics have growth-driving elements, and the country is steadily accumulating capital stock. While India is unlikely to catch up with China in the medium to long term, it is highly likely that it will grow to reach China’s current level in the future

Fig. 1 GDP per capita of cities in India, China, and Southeast Asia (2015)



Source: Produced by MGSSI based on data from MGI and the United Nations

Fig. 2 A comparison of major cities of India, China, and Southeast Asia (2015)

	Delhi	Mumbai	Kolkata	Bangalore	Chennai	Hyderabad	Ahmedabad	Pune	Surat	Jaipur
Population (unit: 10,000)	2,587	1,932	1,442	1,014	968	870	711	575	567	343
GDP per capita (US\$)	4,311	5,328	2,364	4,754	3,224	3,628	5,085	4,488	2,488	2,343
	Shanghai	Beijing	Chongqing	Tianjin	Guangzhou	Jakarta	Ho Chi Minh City	Hanoi	Bankok	Kuala Lumpur
Population (unit: 10,000)	2,348	1,842	1,337	1,252	1,169	1,017	735	366	940	685
GDP per capita (US\$)	19,028	18,883	10,221	22,031	23,907	14,610	4,852	4,932	11,593	22,133

Source: Compiled by MGSSI based on data from the United Nations and MGI

Market Insights

Rising awareness regarding the benefits of consuming various healthy and sustainable fruits is expected to boost the market.

The rising penetration of consuming various healthy and sustainable fruits makes companies to focus on addressing such trends through the supply of products with characteristics for which consumers are ready to pay an extra price which also significantly contributes to the overall market growth. Table grapes could be considered a product with functional characteristics since offering a wealth of health benefits due to their high nutrient and antioxidant contents. Thus, table grapes are suitable mostly preferred for consumption.



Hort
Innovation

Exporting to India



Exporting to India - Challenges

High Tariffs and Protectionist Policies

Exporters face non-transparent and often unpredictable regulatory and tariff regimes.

Price Sensitivity

Even before the economic slowdown and the pandemic, Indian companies and consumers were extremely price sensitive.

Infrastructure

Insufficiently developed roads, railroads, ports, airports, education, power grids and telecommunications infrastructure are significant obstacles as the country strives to achieve strong economic growth. India's ongoing urbanization, together with rising incomes, has resulted in a heightened need for improved infrastructure, both to deliver public services and to sustain economic growth.

Intellectual Property (IP)

India is one of the world's most challenging major economies with respect to protection and enforcement of IP.



Exporting to India - Opportunities

In many situations, the potential rewards of exporting to India outweigh any challenges exporters may face. Exporters should identify and cultivate business opportunities while building a strategy to minimize the risks.

India's \$900 billion retail market is dominated by the food and grocery category, which accounts for nearly 70 percent of sales across more than 13 million stores. Only about 8,000 of these stores operate in the organized modern trade space, capturing a market of about \$20 billion.

India is one of the world's most favourable markets for organized modern trade, fuelled by the fact that less than 10 percent of the grocery retail market is organized as of today. Compare this with western markets, where the penetration is more than 80 percent, and with Southeast Asian markets, where it's hovering between 30 and 60 percent, and it's clear that India has a wealth of untapped potential to invest in modern trade.



Exporting to India



Exporting to India



**Hort
Innovation**

Consumer and Retail Environment



Consumer and Retail Environment

Big Bazaar

Big Bazaar is a household name that is used synonymously with 'Retail' in India. We represent the requirements of a typical Indian home. Founded in 2001 by Kishore Biyani, we as a retail chain operate under the parent organisation – Future Group – that holds a significant prominence in the Indian retail and fashion sectors. Big Bazaar is not just another hypermarket; it caters to every need of your family. Where Big Bazaar scores over other stores is its value for money proposition for Indian customers. We guarantee the best products at the best prices. With the ever-increasing array of in-house brands, we have opened doors in the world of fashion and general merchandise, including home furnishings, utensils, crockery, cutlery, sports goods and much more at prices that will surprise you.

Address: Big Bazaar, 4th Floor, Tower C, 247 Park, LBS Marg, Vikhroli West Mumbai 400083, Maharashtra, India

Contact No.: +91-18002662255

Website: <https://shop.bigbazaar.com/>

D Mart

Established in the year 2012, D Mart in Sanath Nagar, Hyderabad is a top player in the category D Mart in the Hyderabad. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Hyderabad. Over the course of its journey, this business has established a firm foothold in it's industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company.

Address: B – 72/72A, Wagle Industrial Estate, Road No. 33, Kamgar Hospital Road, Thane – 400604

Contact No.: +91-040-46911700

Website: <https://www.dmart.in/>



Consumer and Retail Environment

Star Hyper

STAR is India's most pioneering and significant modern retailer for fresh food and groceries. We offer our customers a wide range of daily essentials, fresh produce, poultry and a host of exclusive TATA brands at great value. STAR is present across 48 stores in Mumbai, Pune, Bangalore, Kolhapur and Hyderabad. STAR is now the sourcing partner for StarQuik and has now truly become Omni-channel, offering customers the convenience of ordering groceries online and getting it delivered to their homes.

Address: 25th & 26th Floor, Lodha Excelus, New Cuffe Parade, Sewri – Chembur Road, Near Imax Dome Theatre, Wadala, Mumbai – 400037, Maharashtra, India.

Contact No.: +91-090290 02233

Website: <https://starbazaarindia.com/>

More Supermarket

Aditya Birla Retail Ltd. operates food and grocery retail supermarkets, and hypermarkets in India. Its product categories include fresh fruits and vegetables, beauty concepts, beverages, basic apparels, cutlery and cookware, frozen and dairy products, mobile store, FMCG products, general merchandise, home care products, home needs and home upkeep products, home decor products, personal care and cosmetics, processed food, pharmacy, ready to cook/prepared food, audio and video, computer and accessories, auto accessories, electronics, footwear, furniture, information technology products, luggage, sporting goods, sun glasses and fine jewellery, two wheelers, toys, small white appliances, staples, stationery, women's accessories, and bakery. The company was incorporated in 1988 and is based in Mumbai, India with hypermarkets in Mysore, Vadodara, Aurangabad, Indore, and Bengaluru, India, as well as supermarkets in Andhra Pradesh, Delhi, Haryana, Kerala, Karnataka, Maharashtra, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, and West Bengal. Aditya Birla Retail, Ltd. operates as a subsidiary of Aditya Birla Management Corporation Pvt Ltd.

Address: Skyline Icon Building | 5th & 6th Floors Near Mittal Commercial Estate | Opp Wellington Business Park 86 / 92, Andheri Kurla Road Andheri East | Mumbai – 400059. India

Contact No.: +91-074488 07613

Website: <https://www.moreetail.in/>



Consumer and Retail Environment

Reliance Fresh

Reliance Fresh and Smart makes your grocery shopping even simpler. No more hassles of sweating it out in crowded markets, grocery shops & supermarkets – now shop from the comfort of your home; office or on the move. We offer you convenience of shopping everything that you need for your home – be it fresh fruits & vegetables, rice, dals, oil, packaged food, dairy item, frozen, pet food, household cleaning items & personal care products from a single virtual store.

Address: 3rd Floor, Court House, Lokmanya Tilak Marg, Dhobi Talao, Mumbai-400 002

Contact No.: +91-1800 890 1222

Website: <https://www.jiomart.com/>

Spencer's Retail Limited

Spencer's Retail Limited, part of RP Sanjiv Goenka Group, is a multi-format retailer providing a wide range of quality products across categories such as food, personal care, fashion, home essentials, electrical and electronics to its key consumers. Specialty sections such as Spencer's Gourmet, Patisserie, Wine and Liquor, and the recently launched Epicuisine section are some of the key differentiators in our hypermarket stores.

Address: Duncan House, 31, Netaji Subhas Road, Kolkata 700001, West Bengal, India

Contact No.: +91-25522053 / 252 / 054

Website: <http://www.spencersretail.com/>



Consumer and Retail Environment

Spar Hypermarket

SPAR Hypermarkets in India is a result of a strategic partnership between Dubai based Landmark Group's Max Hypermarkets India Pvt. Ltd. & Amsterdam based SPAR International. The company started with one store in 1932 and now comprises of 12,500+ stores in 44 countries across 4 continents. The success story of SPAR has been underpinned by a set of values that have guided the organization since its inception which was more than 80 years ago. At the heart of these core values is the commitment of SPAR stores worldwide towards Freshness, Choice, Value, & Service.

Address: Vegacity Mall, Dollar Layout, 3rd Phase, Jp Nagar, Bangalore – 560078

Contact No.: 18605009418

Website: <https://www.sparindia.com/>

LuLu Hypermarket

LuLu Hypermarket, the retail division of the multidimensional and multinational LuLu Group International has always been known as a trend setter of the retail industry in the region. Today, LuLu symbolizes quality retailing with 201 stores and is immensely popular with the discerning shoppers across the Gulf region. With its pleasant and novel variation from the usual supermarkets, LuLu offers an ultra-modern shopping ambience by integrating all conceivable needs of the consumers under one roof. LuLu Hypermarkets have extensively laid out counters, sprawling parking spaces, play areas for children, food court, money exchange and bank counters besides a panoply of international and regional brands aptly justifying its tagline, 'LuLu, where the world comes to shop'.

Address: 34/1000, N.H 47, · Edapally, Kochi – 682 024, · Kerala

Contact No.: +914846676666

Website: <https://www.luluhypermarket.in/>



Consumer and Retail Environment

To succeed in the competitive environment, Australian premium table grapes need to position themselves in up-market style retail outlets, 'modern trade'. The key to the modern trade market lies in taking a comprehensive, customer-first approach. Capturing the prize will be challenging, but it can be an exciting and rewarding.

1. Set a clear value proposition

2. Leverage omnichannel sales

3. Maintain a lean & profitable model for unit economics

4. Take a digital-first approach



Consumer and Retail Environment

1

Set a clear value proposition: deciding where to play

The modern trade landscape is dotted with a variety of business models with retailers trying several models based on local and global practices. It is suggested, the most successful retail models are customer-centric and clearly define the business contours for geography, pricing, assortment, and store experience. Each of these elements is interconnected and needs to be carefully chosen to establish a unique position in the crowded modern trade space. The choices that the retailer makes will determine which growth driver will work best and which path will be the surest route to profitability.

2

Leverage omnichannel sales: no longer an option but a necessity

Online grocery sales have been gaining prominence in India, fuelled by the pandemic-related surge in demand, offline retailers' growing omnichannel presence, and the arrival of big players such as JioMart, Flipkart, and Amazon. During the pandemic, major Indian modern trade retailers saw their share of online sales skyrocket to more than 10 percent, and this is expected to reach about 20 percent consistently for the leading omnichannel retailers over the next two to three years. The country's expanding Internet penetration along with consumers' heightened digital awareness and embracing of the convenience of delivery are also escalating the switch to online grocery shopping.

3

Maintain a lean and profitable model for unit economics

Modern trade, especially grocery retail, has traditionally been a low-margin business with most players around the world managing low single-digit margins. Unit economics is not just about cost-cutting; it's also about fitting all the pieces of the puzzle together with a sharp value proposition and then ensuring the entire model is efficiently geared for providing that value to the customer. Although there is no silver-bullet solution to improve profitability, retailers can adopt certain levers over various cost heads such as commercial income they receive from brands and marketing costs. Over the next few years, we expect more than 25% of the growth in organized grocery retail to come from e-commerce.

4

Take a digital-first approach

The modern trade industry is being pushed to innovate in the digital space, with e-commerce fuelling consumers' expectations of a convenient and smooth checkout experience. Technology is thus becoming a core part of modern trade strategies and a necessity to remain competitive. India's modern trade pie is only going to get bigger as per capita incomes rise along with more urbanization. The space is slowly maturing as players find their feet and home in on their own niche markets after experimenting with various propositions and formats over the years. The key lies in taking a comprehensive, customer-first approach to growing profitably in this space

Consumer and Retail Environment



Consumer and Retail Environment



Consumer and Retail Environment



Hort
Innovation

Key Contacts



Key Contacts

NAME	Suri Agro Fresh	IMPORTER
PHONE	+91-1127453562	Suri Agro Fresh Private Limited is one of the largest distributors and importers of fresh produce in India, handling over 65,000 MT of fruits and vegetables every year and leading the Indian fresh produce sector through innovation, technology and sustainable growth.
Email	info@suriagrofresh.com	
Website	www.suriagrofresh.com	

NAME	NGK Trading	IMPORTER
PHONE	+91-9810601234	NGK Trading is one of the Top Fruit Traders in India. We have expertise in sourcing the choicest of fruits from around the world and distributing it across the length and breadth of India. Our top-notch distribution network strengthened through almost a century of existence in the fruit business, works efficiently to ensure the fruits are delivered far and wide with an intriguing depth of freshness.
Email	gagan@ngk.co.in	
Website	www.ngktrading.com	

NAME	Aayush Impex	IMPORTER
PHONE	+91-9820155085	Aayush Impex(Ai) is a Fresh Fruit Importing firm with its Head office based in APMC fruit market, Navi Mumbai, INDIA and its branch office in Delhi, INDIA supplying fruits all over the nation. Ai imports all types of fresh produce of the highest quality fruit produced, throughout the year.
Email	aayushimpex@yahoo.com	
Website	www.aayushimpex.com	



Key Contacts

NAME	IG International Pvt Ltd	IMPORTER
PHONE	+91 22 66272000	With over 50 years of experience grown into a group of 14 companies committed towards supplying the demand of high-quality fresh produce. Imports of fresh produce is the core activity. Now handling volumes to the tune of 2000 – 40 feet refrigerated containers from over 22 countries across the globe.
Email	info@iginternational.net	
Website	www.iginternational.net	

NAME	G T Fruitech Pvt Ltd	IMPORTER
PHONE	+91 11 444 66 812	G T Fruitech Pvt. Ltd. is one of India's leading fresh fruit suppliers following a B2B model. Based in the very heart of the country, we supply healthy and fresh fruits imported from 21 countries across the globe from the best locations and grown within the perfect conditions, to help sellers across the country get the best quality fruits.
Email	info@gtfruitech.com	
Website	www.gtfruitech.com	

NAME	Fresh Fruit Alliances	IMPORTER
PHONE	+91 (11) 27677 444	Imports more than 25 products from 6 continents and distribute them to 500+ cities, through their distribution hubs in Delhi, Mumbai, Chennai, and Kolkata. Some of their brand partners are Dole, Alps, Grupo Metro, Fruit ways and Indian clientele are METRO, Swiggy, Walmart, Reliance Fresh, Amazon India, BigBasket
Email	info@freshfruitalliances.com	
Website	www.freshfruitalliances.com	

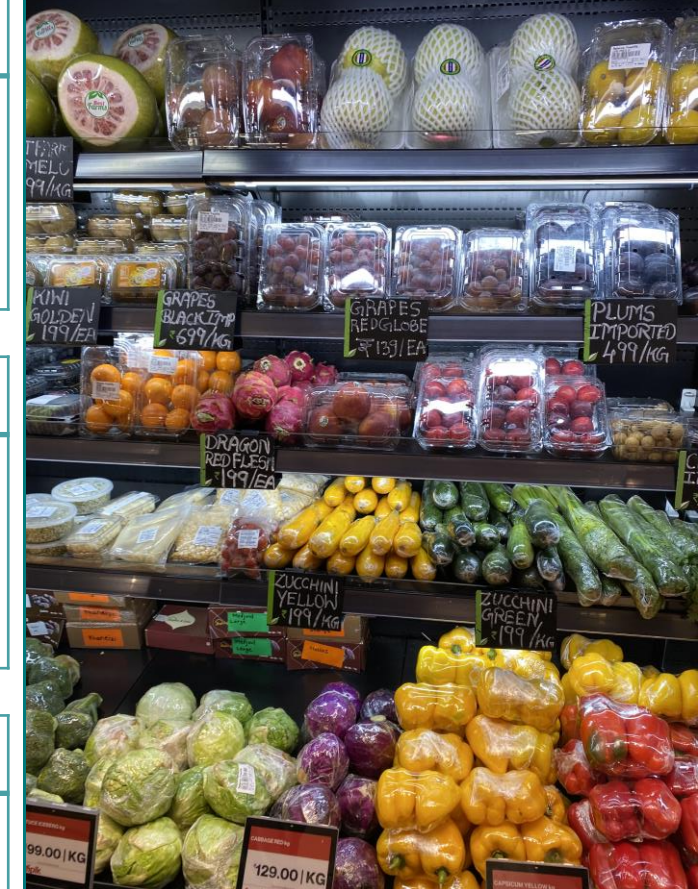


Key Contacts

NAME	Reliance	SUPERMARKET CHAIN
PHONE	+91-9082963165	Reliance Retail started its journey in 2006 with the opening of its first Reliance Fresh store. With the three core promises of Reliance Freshpik, Reliance SMART, and Reliance Smart point. Reliance is a one-stop-shop for fresh grocery instore and online.
Email	Sunil17.singh@ril.com	
Website	www.ril.com	

NAME	Natures Basket	SUPERMARKET CHAIN
PHONE	+91-7039406588	Nature's Basket is a grocery store operating in Mumbai, Bangalore and Pune with deliveries to all cities across India including Hyderabad, Delhi, Kolkata, Chennai, Surat and more. We offer a wide range of food products for all your everyday needs and even offer grocery home delivery as well as a grocery shop online for you to purchase from.
Email	suresh.kolamala@rpsg.in	
Website	www.naturesbasket.co.in	

NAME	Kovai Pazhamudir	SUPERMARKET CHAIN
PHONE	+91-044 - 26 200 200	Since its establishment in 1965 they have emerged to become the leading retailers of fruits and vegetables in South India. It has branches across Tamil Nadu, Pondicherry serving on an average 30,000 in house customers per day with variety of fresh produce from national and international market. They have also started deliveries of groceries and home essentials at doorstep
Email	info@kovaipazhamudir.com	
Website	www.kovaipazhamudir.com	



Key Contacts

NAME	Ninjacart	SUPPLY CHAIN PLATFORM
PHONE	+91 08069155666	India's largest Fresh Produce Supply Chain platform, which is built to improve the supply chain distribution when it comes to fresh produces. connects producers of food directly with retailers, restaurants, and service providers with the help of in-house applications that drive the end-to-end operations.
Email	queries@ninjacart.com	
Website	www.ninjacart.in	

NAME	SS-Associates	SALES & MARKETING AGENCY
PHONE	+91-9810273513	SS Associates is strategic consulting company working in the areas of food trade and marketing. We are a team of experienced professionals having focused approach to create value for customers, business partners and ourselves. SS Associates with its depth of knowledge, market experience and useful vast database is the perfect team for prospective clients, eager to enter Indian market.
Email	ssaran@ss-associates.co.in	
Website	www.ss-associates.co.in	

NAME	John Southwell	AUSTRADE
PHONE	+91-2261167109	Austrade's full suite of export services is available to Australian companies looking to grow their business in India. Austrade also works to promote the Australian education sector within India and attract productive foreign direct investment into Australia.
Email	John.southwell@austrade.gov.au	
Title	Trade Commissioner	



How the industry can benefit from future trade missions

These trade missions can save companies valuable time and resources by maximizing contacts with prospective distributors, sales representatives, or partners. Face-to-face meetings, especially when facilitated by Austrade and Hort Innovation, can make a good impression with foreign buyers.

Key takeouts

- Connect with international buyers, distributors, trading partners and business leaders
- Enhance your international profile and showcase your business' capabilities
- Secure international orders for your product and/or service
- Develop knowledge of international markets in areas including pricing, promotion and distribution strategy, and cultural nuances
- Understand regulatory requirements in international markets.

We encourage industry stakeholders to participate in future trade missions to help stimulate a competitive edge and drive demand for your business. For more information on the India trade mission, please contact ATGA.

**Hort
Innovation**



Thank you!