

Coca Cola Golden Spoon Awards 2012



The 6th edition of India's most prestigious accolades, felicitating food and grocery retailers - the Coca Cola Golden Spoon Awards were held in Mumbai at the Renaissance Hotel on 12 December, 2012. The award ceremony was part of the two-day event, Food & Grocery Forum India (FGFI). The event that aims to develop and nurture the food retail business in India through industry engagement, debates, knowledge workshops and recognition.

Coca Cola Golden Spoon Awards were launched in the year 2008 to acknowledge the rising importance of modern food and grocery retail, and its crucial role in the evolution of effective marketing and distribution of food and grocery brands in the country.

These awards are honours not just based on statistics solely; they award risk taking, adventure, innovation, ideas, geographical expansion and especially, profitable strategies.

The Coca Cola Golden Spoon Awards 2012 selection process involved inviting entries from the nation's leading food and grocery retailers across multiple categories. In their official

entries, contenders were asked to provide data relating to their performance for the year 2011-12 across three main parameters – retail expansion, business performance, and the same store sale growth percentage during the period 1st October, 2011 to 30th September, 2012.

All submissions for Coca Cola Golden Spoon Awards 2012 were independently judged by a jury comprising some of the most prominent names in the local, regional, and international food service and grocery industry, including, Atul Singh, President, India & South West Asia, Coca Cola India; Amit Lohani, Convenor, FIFI; Siraj Chaudhary, Chairman, Cargill Foods; Amitabh Taneja, CMD, Images Group; Samir Kuckreja, President, NRAI; Rashmi Uday Singh, Food Writer, Author, TV Host; Anuj Puri, Chairman and Country Head, JLL; Arvind Singhal, President, Technopak Advisors; Professor Piyush Sinha, Chairperson, Centre for Retailing, IIM(A); Harish Bijoor, Brand - Expert and CEO, Harish Bijoor Consults Inc; Kishore Bhatija, CEO, Inorbit Malls; Vishal Mirchandani, CEO-Retail, Brigade Group; and Jyoti Bhasin, Country Head- India and Middle East, NFS

NOMINEES & AWARDEES FOOD & GROCERY

1 IMAGES Most Admired Food & Grocery Retail Chain of the Year: Large Format

Nominees: Big Bazaar, Hypercity, Spencer's Hyper
Awardee: Auchan (Max Hypermarkets)

- Number of retail outlets grew by 30% during October, 2011 to September, 2012
- Retail space grew by 29% during the same period
- Annual retail sale during October, 2011 to September, 2012 grew by 54% over previous year



2 IMAGES Most Admired Food & Grocery Retail Chain of the Year: National Supermarkets

Nominees: Food Bazaar, More
Awardee: Nature's Basket

- Number of retail outlets grew by 64% and retail space grew by 75% during October, 2011 to September, 2012
- Same store sale grew by 26%
- Annual retail sale during October, 2011 to September, 2012 grew by 58% over previous year

3 IMAGES Most Admired Food & Grocery Retail Chain of the Year: Regional Supermarkets

Nominees: Balaji Grand Bazar, Le Marche, Namdhari's Fresh, Needs, Ratnadeep Supermarkets
Awardee: Nilgiri's

- Highest growth in number of retail outlets during October, 2011 to September, 2012
- Retail space of more than 2.57 lakh sq ft is the largest amongst all nominees
- Annual retail sale during October, 2011 to September, 2012 grew by 25% over previous year



4 IMAGES Most Admired Food & Grocery Retailer of the Year: Speciality

Nominees: Brown Tree, Dolce Vita, Food Hall, Le Marche, Leonidas, Q-Mart
Awardee: Nature's Basket

- Number of retail outlets grew by 64% and retail space grew by 75% during October, 2011 to September, 2012
- Same store sale grew by 26%
- Annual retail sale during October, 2011 to September, 2012 grew by 58% over previous year

5 IMAGES Most Admired Food & Grocery Retailer of the Year: Independent / Mini Chain

Nominees: Kipps Mart, Leonidas, Metropolis, Morning Store, Q-Mart, Sarvodaya
Awardee: Haiko

- Same store sale grew by 22% during October, 2011 to September, 2012
- Most favoured by Jury



6 IMAGES Most Admired Food & Grocery Retailer of the Year: Private Label Development

Nominees: Auchan (Max Hypermarkets), Brown Tree, Food Bazaar, Morning store, Nilgiri's
Awardee: Hypercity

- Annual retail sale of Private label grew by 25%
- Most favoured by Jury

7 IMAGES Most Admired Food & Grocery Retail Personality of the Year

Awardee: Jamshed Daboo, CEO - Trent

