

# Coca Cola Golden Spoon Awards 2010



On the evening of March 6<sup>th</sup> at The Renaissance in Mumbai, 13 glittering trophies added to the lustre of Coca Cola Golden Spoon Awards 2010. Professionals from the business of F&B services and food & grocery retail, and others who have been key observers of the developments in this industry, were invited to participate in the Coca Cola Golden Spoon Awards' decision-making process. The awards selection process used a three-pronged strategy. On the one side, multinational and Indian FMCG and food majors were quizzed on their preferred retailers. They were asked to judge retailers on systems, vendor relationships, payment disciplines etc. On the second side, food importers and distributors were asked to name retailers from across India, who showed initiative and innovation in pushing consumption in low-volume, high-value foods. Key variables such as retail presence in terms of number of outlets, geographic coverage, operational retail space, turnover, growth over the past year, private label penetration, new formats introduced, new marketing initiatives and communication were considered in the selection criteria. This massive response was coordinated and structured by knowledge partner IRIS Retail Intelligence.



**MOST ADMIRED F&B RETAILER OF THE YEAR: QSR INDIAN ORIGIN**

**NOMINEES**

**Awarded to**



- Haldiram's
- Nirula's
- Street Foods of India
- Mad about China
- Sagar Ratna



**Presented by:** Amit Burman, vice chairman, Dabur India  
**Received by:** Ashish Maheshwari, director, Encore Hotels Pvt Ltd.

Taking its count to 30 outlets in 2009-10, from 17 in 2008-09, Khandani Rajdhani has significantly increased its retail footprint in the country. An increase of 55 percent for retail turnover is expected in FY 2009-10 over the previous fiscal.

**MOST ADMIRED F&B RETAILER OF THE YEAR: QSR FOREIGN ORIGIN**

**NOMINEES**

**Awarded to**



- Pizza Hut
- McDonald's
- Subway
- KFC



**Presented by:** Nigam Patel, director, Provogue India  
**Received by:** Ajay Kaul, CEO, Jubilant Food Works Ltd

Taking its count to 306 outlets across 72 cities, in 2009-10, Domino's Pizza boosted its presence significantly in the country as compared to the previous year. Domino's is expected to increase its turnover by 50 percent in FY 2009-10 year in comparison to last fiscal.

**MOST ADMIRED F&B RETAILER OF THE YEAR: CAFES & JUICE BARS**

**NOMINEES**

**Awarded to**



- Barista
- Costa Coffee
- Baskin Robbins
- Jus Booster Juice



**Presented by:** Sudeep Goenka, director, Shubham Goldiee Masale  
**Received by:** S Shriram, GM, Key Accounts, Café Coffee Day

During fiscal 2009-10, Café Coffee Day took its retail presence to 882 outlets across the country, which is a growth of nearly 16 percent over the previous fiscal year. Café Coffee Day was ranked as the most likely winner by the industry due to its continuous and significant marketing initiatives through the year.



**MOST ADMIRED F&B RETAILER OF THE YEAR: DINE-IN INDIAN ORIGIN**

**Awarded to**



**NOMINEES**

- Mainland China
- Pind Baluchi
- Swagath
- Punjab Grill
- The YellowC hilli
- Copper Chimney



**Presented by:** Samir Kuckreja, president, National Restaurant Association of India  
**Received by:** Monish Gujral, MD, Moti Mahal

During 2009-10, Moti Mahal raised the number of its outlets to 74 as compared to 52 in the previous year, reflecting a growth of 42.3 percent. Moti Mahal is expected to show 65 percent increase in sales and 100 percent increase in its profitability in 2009-10, as compared to the previous financial year.

**MOST ADMIRED F&B RETAILER OF THE YEAR: PREMIUM RESTAURANT**

**Awarded to**



**NOMINEES**

- Shiro
- Smokehouse Grill
- Sahib Sindh Sultan
- Zest



**Presented by:** Amit Lohani, convenor, Forum of Indian Food Importers  
**Received by:** Rahul Akerkar, MD, deGustibus Hospitality Pvt Ltd.

In 2009-10, Indigo occupied a space of 6,215 sq.ft. Uptill January 2009-10, Indigo registered a turnover of Rs.9.06 crore and is expected to surpass both the sales and profit margins made last year.

**MOST ADMIRED F&B RETAILER OF THE YEAR: FOOD COURTS**

**Awarded to**



**NOMINEES**

- Food Union by Lite Bite Foods
- Transit by Prestige
- Spoon by Blue Foods
- Polynation Food Court



**Presented by:** Paolo Annavini, CEO, A&Elle Associati  
**Received by:** Sunil Kapur, chairman, Blue Foods Pvt Ltd

In 2009-10, Food Talk is expected to increase its sales turnover by 6.5 percent over 2008-09. Profitability is also expected to go up by six percent over the previous financial year.



**MOST ADMIRED FOOD & GROCERY RETAILER OF THE YEAR: SMALL & MEDIUM FORMATS**

**Awarded to**



**NOMINEES**

- In & Out
- More
- Spencer's
- Food Bazaar
- Reliance Fresh



**Presented by:** Anshuman Singh, MD & CEO, Future Supply Chain Solutions  
**Received by:** Rahul Walia, Bharti Wal-Mart

Launched in April 2008, Easyday today serves customers across 29 cities in India. During 2009-10, Easy Day grew to operate with 56 outlets across these cities, compared to 11 stores in 2008-09.

**MOST ADMIRED F&G RETAILER OF THE YEAR: LARGE FORMAT**

**Awarded to**



**NOMINEES**

- Spar
- Star Bazaar
- HyperCity
- More MegaStore
- Spencer's Hyper
- Total
- Easyday Market



**Presented by:** Sangeeta Pendurkar, VP – strategic and commercial beverages, Coca-Cola India  
**Received by:** Dupindera Sandhu, GM, Food Bazaar

Big Bazaar now has 125 stores in the country as compared to 110 in 2008-09, which is an increase of 16.63 percent. These stores also are clubbed with Food Bazaar outlets. The retailer currently occupies 6.8 million square feet of retail space in the country.

**MOST ADMIRED INDEPENDENT REGIONAL FOOD RETAILER OF THE YEAR**

**Awarded to**



**NOMINEES**

- Needs, Gurgaon
- Nuts 'N' Spices, Chennai
- Arambagh Foodmart, Kolkata
- Ratnadeep Supermarkets, Hyderabad
- Varkeys, Kochi



**Presented by:** A S Chaddha, Modern Trade Head, Nestle India  
**Received by:** T Thanushgaran, chairman, Shri Kannan Departmental Store P Ltd., Coimbatore

Kannan increased the number of its stores to 28 in 14 cities during 2009-10, which is a growth of 27 percent as compared to 2008-09. With a projected turnover of Rs 375 crores, the retailer is looking at significant increase in profits – at about 200 percent in 2009-10 as compared to 2008-09. Kannan is largest seller of Hindustan Unilever products in the southern India region with an average turnover of Rs 2.5 crores per month.



**MOST ADMIRED F&G RETAILER OF THE YEAR: GOURMET FOODS**

**Awarded to**



**NOMINEES**

- Nature's Basket, Mumbai
- Ruchi & Itoni, Hyderabad
- Q-Mart, Hyderabad
- Modern Bazaar, Delhi

**Presented by:** Vinod Menon, Head of Dairy Business, Britannia  
**Received by:** Mini Yadav, MD, Marche Retail Pvt Ltd.



Le Marche was ranked the most likely winner by industry experts in the category. In 2009-10, Le Marche is expected to register Rs 48 crores in retail turnover, a growth of 54 percent over the last year. During the fiscal it expanded its presence to six stores across the country, showing a growth of 50 percent in retail space.

**MOST ADMIRED F&G RETAILER OF THE YEAR: PRIVATE LABEL**

**Awarded to**



**NOMINEES**

- Aditya Birla Retail
- Spencer's Retail
- Max Hypermarket
- Trent Ltd.
- Reliance Retail

**Presented by:** Sumanta Dutta, VP – Customer Commercial Leadership, Coca-Cola  
**Received by:** Devendra Chawla, head, Private Brands, Future Group



Future Group is set to register a turnover of Rs 440 crores through its private label for Food and Packaged Food, of which Rs 130 crores is contributed by private brands for Food – Fresh & Pure, Tasty Treat, Premium Harvest, Sach, Clean Mate and Carmate. About 85 percent of the retailer's private label business is contributed by packaged food items.

**MOST ADMIRED FOOD PROFESSIONAL OF THE YEAR: F&B SERVICES**

**Awarded to AJAY KAUL, CEO, Jubilant Food Works Ltd**

**NOMINEES**

- Alok Gupta
- Sanjay Coutinho
- Sunil Kapur
- Manpreet Gulri
- Niren Chaudhary

**WINNER:** Ajay Kaul, CEO, Jubilant Food Works Ltd  
**Presented by:** Dr. Kristian Moeller, MD Global GAP, Germany



**MOST ADMIRED FOOD PROFESSIONAL OF THE YEAR: F&G RETAIL**

**Awarded to THOMAS VARGHESE, CEO, Aditya Birla Retail Ltd.**

**NOMINEES**

- Vineet Kapila
- Viney Singh
- Raghu Pillai
- Raj Jain
- K. Radhakrishnan

**WINNER:** Thomas Varghese, CEO, Aditya Birla Retail Ltd  
**Presented by:** Amitabh Taneja, chief convenor, Food Forum India

