



Images Awards for Excellence  
in Food & Grocery Retail



# HONORING THE BEST IN FOOD RETAIL

**T**he Coca-Cola Golden Spoon Awards powered by Kissan is the crowning highlight of the Forum every year. Launched in the year 2008 to acknowledge the rising importance of modern food & grocery retail, and its crucial role in the evolution of effective marketing and distribution of food and grocery brands in the country. The Award, given away for Excellence in Different Categories of Food Retail, is recognised as India's most prestigious honour for food and food service retailers.

The Coca-Cola Golden Spoon Awards powered by Kissan, at India Food Forum 2019 saw trophies being presented to brands, personalities and concepts; for exceptional initiative, outstanding/focussed performance, setting efficiency benchmarks, innovation, and broader impact to industry.

India's most innovative, successful and revered brands and professionals across food retailing were presented with the awards this year. The awardees were selected by an eminent jury that comprised **Amitabh Taneja**, Chief Convener India Food Forum; **Ajay Macaden**, Executive Director, Nielsen India; **Ankur Shiv Bhandari**, Founder & CEO Asbicon Group; **B. S. Nagesh**, Founder, TRRAIN; **Harminder Sahni**, Founder & Md Wazir Advisors; **Professor Ravi Dhar**, Yale School of Management; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Ajay Kaul**, Senior Director, Everstone Group; **Debashish Mukherjee**, AT Kearney Partner & Co-Head; **Amit Lohani**, Convenor FIFI; **Anand Ramanathan**, Partner, Strategy & Operations Consulting, Deloitte India; **Sreedhar Prasad**, Partner Kalaari Capital; **Samir Kuckreja**, Founder & CEO, Tasanaya Hospitality Pvt. Ltd; **Nitin Puri**, Senior President & Country Head, Food & Agri Strategic Advisory & Research, Yes Bank; **Pankaj Karna**, Managing Director, Maple Capital Advisors; **Dr. Prabodh Halde**, President – (AFSTI) Head – Regulatory, Marico Ltd.



IMAGES MOST ADMIRED FOOD & GROCERY RETAILER OF THE YEAR: **LARGE FORMAT**



**Awardee:** RELIANCE SMART

*Received by:* **Lalatendu Panda**, CMO, Reliance Retail,  
**Parul Khanna**, Vice President, Head of Merchandising- Reliance SMART  
*Presented by:* **Kabir Gossain**, General Manager, Retail & Omnichannel,  
Modern Trade-HUL

**Nominees:** SPAR | Big Bazaar

IMAGES MOST ADMIRED FOOD & GROCERY RETAILER OF THE YEAR: **NATIONAL SUPERMARKET/ CONVENIENCE STORE**



**Awardee:** 24SEVEN (Convenience Store)

*Received by:* **C K Sharma**, Regional Sales Manager, 24SEVEN

*Presented by:* **Oliver Mirza**,  
Dr. Oetker Fun Foods and **Kiran Gali**,  
Founder and CEO, Number Mall



**Awardee:** EASYDAY CLUB (National Supermarket)

*Received by:* **Hemant Mecwan**, Chief Head,  
Easyday Club (National Supermarket)

*Presented by:* **Oliver Mirza**, Dr. Oetker Fun Foods and **Kiran Gali**,  
Founder and CEO, Number Mall

**Nominees:** Miraj Retails | More | Reliance Fresh | Spencer's

## Awards

### IMAGES MOST ADMIRED FOOD & GROCERY RETAILER OF THE YEAR: REGIONAL SUPERMARKET



**RATNADEEP**  
HAPPY SHOPPING SINCE 1987

**Awardee:** RATNADEEP

*Received by:* Manish Bhartiya, Director, Ratnadeep

*Presented by:* Dr. Prabodh Halde, Head Regulatory Affairs, Marico Limited, Dr. Udayraj Prabhu, Marico and Nilesh Lele-AFST

**Nominees:** Heritage Fresh | Needs | Star Market

### IMAGES MOST ADMIRED FOOD & GROCERY RETAILER OF THE YEAR: SPECIALTY STORE

**MagSen**  
Fresh and Frozen  
Convenient Food Shop

**Awardee:** MAGSON FRESH AND FROZEN

*Received by:* Rajesh Francis, Director, MagSon Fresh and Frozen Foods

*Presented by:* Damian Irzyk, Consul General, Consulate General of The Republic of Poland In Mumbai and Naveen Gupta, CMO, Bikaji

**Nominees:** Food Hall | Fipola | Nuts n Spices | The Nut Lounge



### IMAGES MOST ADMIRED FOOD & GROCERY INNOVATION OF THE YEAR



**FALHARI**  
a fruitful habit

**Awardee:** FALHARI

*Received by:* Gulshan Sharma, Founder, Falhari

*Presented by:* Arvind Kumar, CEO, Dukes

**BRITANNIA**<sup>®</sup>

**Runner Up:** BRITANNIA TREATANAUT ACTIVATION

*Received by:* Rahul Khandelwal, Modern Trade Head, Britannia

*Presented by:* Arvind Kumar, CEO, Dukes



**Nominees:** Britannia Bluewell & Blueforce | Food Hall | Golden Harvest Recipe Ready | Nutty Gritties | Spencer's | Popi Corn

IMAGES MOST ADMIRED BRAND RETAIL PARTNERSHIP OF THE YEAR



**Awardee:** BIG BAZAAR & BRU COFFEE

*Received by:* **Kabir Gossain**, General Manager, Retail & Omnichannel, Modern Trade-HUL and **Dhiraj Kumar**, Sr. Manager, Future Group

*Presented by:* **Sudeep Goenka**, Director, Goldiee Group and **Mohammed Rafathullah**, CBO, Timla Foods



**1st Runner Up:** FUTURE GROUP & MCVITIE'S

*Received by:* **Prem Singh**, Category Manager, Future Group and **Abhishek Verma**, Sales Head, Future Group

*Presented by:* **Sudeep Goenka**, Director, Goldiee Group and **Mohammed Rafathullah**, Chief Business Officer, Timla Foods



**2nd Runner Up:** RELIANCE & BRITANNIA

*Received by:* **Rahul Khandelwal**, Head Modern Trade, Britannia

*Presented by:* **Sudeep Goenka**, Director, Goldiee Group and **Mohammed Rafathullah**, CBO, Timla Foods



**Nominees:** Amazon.com & Brylcreem | Apollo & Lifebuoy | Health & Glow and Ponds | MK Retail & HUL | More & Cornitos  
Reliance & Lovely Bake Studio | Reliance & Pepsodent | Star Bazaar & Desi Atta Company



IMAGES MOST ADMIRED **TECHNOLOGY IMPLEMENTATION OF THE YEAR**



**Perpule**

**Awardee:** PERPULE

*Received by:* Jignesh Barfiwala, VP- Head of Business, Perpule

*Presented by:* Rahul Singh, President, National Restaurant Association of India

**Nominees:** SPAR | Big Bazaar-Future Pay | Spencer's

IMAGES EXCELLENCE AWARD **FOR MARKET SEGMENTATION, TARGETING AND POSITIONING**



**Awardee:** POPICORN

*Received by:* Mohammed Rafathullah, Chief Business Officer, Timla Foods

*Presented by:* Manish Bhartiya, Director, Ratnadeep and Jean Mark, Yabon & Luxury Gourmet



IMAGES MOST ADMIRED **FOOD AND GROCERY RETAIL PROFESSIONAL OF THE YEAR**



**Awardee:** DAMODAR MALL, Chief Executive Officer, Grocery at Reliance Retail

*Received by:* Damodar Mall, CEO, Reliance Retail

*Presented by:* Lokesh Arora, Convenor, India Food Forum

IMAGES MOST ADMIRED STARTUP OF THE YEAR



**Awardee:** THE MUMUM COMPANY

*Received by:* **Shreya Lamba**, Co-founder, The Mumum Company and **Farah Nathani-Menzies**, Co-founder, The Mumum Company

*Presented by:* **Harshita Gandhi**, Director, Tree of Life and **Ian Wright**, UK, Food and Drinks Federation



**1st Runner Up:** POSHN

*Received by:* **Rahul H. Kakkad**, Founder, Poshn

*Presented by:* **Harshita Gandhi**, Director, Tree of Life and **Ian Wright**, UK, Food and Drinks Federation



**2nd Runner Up:** THE GOOD LIFE COMPANY

*Received by:* **Bhuvan Dani**, Co-founder and Director, The Good Life Company and **Shariq Ashraf**, Co-founder, The Good Life Company

*Presented by:* **Harshita Gandhi**, Director, Tree of Life and **Ian Wright**, UK, Food and Drinks Federation



**Nominees:** Eighty2o Foods | FIRMROOTS-Timios | Inner Being wellness | Muyum Milk Foods | NumberMall | On The Run | Vahdam Teas

FIFI HONOURS 2019



**Awardee:** FINE FOODS

*Received by:* **Rahul Kulkarni**, Director, Fine Foods

*Presented by:* **Amit Lohani**, Convenor, FIFI and **Mark Wallace**, U.S Embassy



**Awardee:** SHRI MAHALKASHMI STORE, VADODARA

*Received by:* **Gautam Dama**, Promoter, Shri Mahalkashmi Store

*Presented by:* **Amit Lohani**, Convenor, FIFI and **Nitin Verma**, Counsellor, High Commission of Canada

IMAGES MOST ADMIRED CATEGORY PERFORMER OF THE YEAR



**Awardee:** SUSHANT JANGALE,  
Manager, Liquor & Tobacco, Aditya Birla Retail Ltd.

*Presented by:* Vikas D Nahar, Happilo International and  
Akash Agarwal, Director, Zoff Foods



**Awardee:** HAMEED KHAN,  
Category Head, Meat, Fish & Livestock and Dairy, Foodhall

*Presented by:* Vikas D Nahar, Happilo International and  
Akash Agarwal, Director, Zoff Foods



**Awardee:** RAJESH NAIDU,  
Division Head, Fresh & Grocery - Staples, Fruit & Vegetables, Dairy, SPAR

*Presented by:* Vikas D Nahar, Happilo International and  
Akash Agarwal, Director, Zoff Foods



**Awardee:** VARUN SINGHAL,  
Category Manager, Beverage & Confectionery and  
International Foods, Foodhall

*Presented by:* Akash Agarwal, Director, Zoff Foods



**Awardee:** HEMANT MECWAN,  
Chief Head - Home, Personal Care & Beauty, Future Retail

*Presented by:* Vikas D Nahar, Happilo International and  
Akash Agarwal, Director, Zoff Foods



**Other Performers:** Abhijeet Patole, Category Manager, Staples and Processed  
Food & Savouries, Foodhall | Bhautesh Dave, Category Manager, Fresh Food,  
Foodhall | Jyoti Agarwal, Manager, Staples, Aditya Birla Retail Limited