



Grofers is growing at a steady pace with \$165 mn worth of FDI ~Innovate and evolve to remain in business: Albinder Dhinda at India Food Forum~

Mumbai, February 2, 2017: One has to be really efficient and fast to sustain the competition in retail grocery market. Customer control and retention depends on the efficiency in meeting the demands, said Albinder Dhindsa, Co-Founder, Grofers.

Speaking exclusively at India Food Forum at BKC, here, Albinder Dhindsa said, “Customers want their orders fulfilled completely. If the orders are not complete there is a risk of losing them forever. We learnt the lesson the hardest way last year. After that we shifted to inventory based supply from market place supply,” Dhindsa said. Before changing the business module, Grofers has tied up with major retailers in the country. The customers could access the list of groceries available with these retailers on the Grofers mobile App and order as per their needs. The items would be delivered at their doorstep by Grofers.

“Most of the times there would be issues with completing the orders. We could not deliver all the items ordered by the customer. This would hit the business. Moreover, we were not growing as expected. It was when we decided to have our own inventory to meet the needs of our customers,” Dhindsa said.

Today Grofers has three collection centers at Delhi, Mumbai and Bangalore where 2 lakhs to 20 lakhs products are available at any given time. “Considering the perishable nature, vegetables and fruits are sourced directly from growers. These items are delivered to customers within 24 hours. Started as B2B Company, we faced lot of problems in holding pressure on customers while in partnership with local stores. As a result, end users would not get what they wanted. Today we are growing at a steady pace with \$165 mn worth of FDI,” Dhindsa said.

The retail trade in the country is all set to undergo transition with growing online trade. “It is the cause of concern for all the businesses, not just retail. Hotels and restaurants have already started facing the heat as online trade in readymade food is growing. But, the businesses with strong ethics and customer loyalty will survive any competition,” he said. When asked about possibility of competition in future, Dhindsa confidently yet humbly ruled out any pressure of such competition. “This business is solely dependent on trust of the customers and how you serve them. This is a dynamic field, with every changing customer needs and preferences. One has to be innovative in meeting and creating demands for products. Innovation is the sole reason of our growth over last four years,” Dhindsa said.

About India Food Forum:

The India Food Forum was formed in the year 2008 under the chairmanship of the then Food Processing Minister with India's leading manufacturers, marketers and retailers of food, grocery and FMCG products joining in to take up a series of support initiatives for the Indian food retail business. The forum's sole purpose has been to connect all key stakeholders of food & grocery retail and HoReCa businesses with their respective potential



partners to collaborate for profitable growth, collectively work towards new category development, boost consumption, share global best practices, benchmark new standards, and serve customers efficiently. Comprising a 360-degree format of conference, exhibition, networking and industry awards, India Food Forum is unarguably India's most exciting and forward looking knowledge sharing venue for food, grocery and FMCG brands, distributors, marketers, grocery retailers and foodservice companies.

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