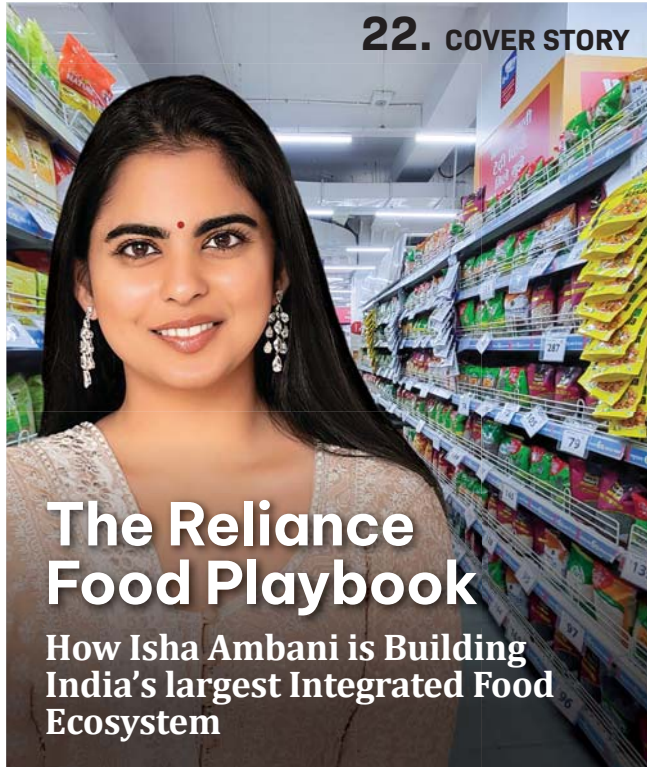


## 22. COVER STORY



## 10. News in Numbers

Food & Grocery and foodservice insights through numbers.



## 12. Market Update

News and reports on the food retail and food service industries.



## 18. Logistics | Supply Chain

**Safexpress: Powering India's Next Era of Supply Chain Excellence**

Safexpress continues to evolve as a strategic supply chain partner, leveraging technology, infrastructure, innovation, and operational excellence to enable agile, resilient, and future-ready supply chains.



## 46. Category Watch | Health & Wellness

**Health, Function & Convenience: India's \$258 Billion Wellness Opportunity**

India's health and wellness economy is entering a new phase, where transparency, convenience and functionality matter as much as taste.



## 52. Healthy Bites | Brand Focus

**Crave Better: Everyday Smart Snacking**

Crave Better builds its bars around nutrient-rich ingredients, delivering a fibre and protein-rich snack that supports sustained energy while minimising sugar spikes.

## 57. Healthy Bites | Brand Focus

**Expanding the Unibic Basket**

Unibic has evolved from a cookies-led brand into a differentiated snacking company, expanding its portfolio while retaining its core promise of delicious indulgence at value.



## 58. Research | Plant Based Food

**The HoReCa Playbook for Plant-Based Brands**

How hotels, cafés, quick-service restaurants and an evolving supplier ecosystem are shaping the next phase of India's plant-based food industry.

## 62. Food & Grocery | Supermarket

**Balaji Grand Bazar: Neighbouring Retail, Premium Ambitions**

Balaji Grand Bazar is taking organised grocery retail closer to where customers live, work and shop everyday.



## 65. Spotlight | Beverages

**Lahori Zeera's Fizz Formula**

As consumers rediscover the appeal of traditional Indian flavours, Lahori Zeera is transforming nostalgia into a fast-growing, modern beverage business.