

NHC Foods to push sales with online grocers

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Mumbai: NHC Foods, the country's leading branded spices and gourmet foods player, has logged onto the billion-dollar online groceries market by joining hands with grocery e-tailers like BigBasket.com and plans to approach Localbanya.com and Greencart.in too. The move is an effort to tap the changing preferences of Indian consumers who are increasingly logging onto sites that sell groceries, vegetables and packaged foods.

Online retail had already caught the fancy of FMGC majors like Dabur, Marico, Bisleri and ITC, which have started pushing their products through this route. It is now becoming popular among mid-sized firms as well to directly push sales.

"We have tied up with BigBasket.com for launch of our brand range of spices and plan similar tie-ups with Localbanya.com and Greencart.in to directly reach our consumers. BigBasket.com has one million registered consumers in Mumbai and over 10 million in Bangalore. With this, we plan to more than double our turnover to over Rs 300 crore in the next few years," Samir Sanoi, VP (sales, marketing & operations) at NHC Foods, told **TOI**.

At a time when leading e-commerce portals like Amazon, Flipkart and Snapdeal have stayed away from India's online grocery market, consumers are surfing the internet for specialized groceries and visiting websites like that of food e-tailers.

Online groceries is emerging as the fastest growing channel in modern retail due to its lower costs and high convenience factor, according to a CII-Grant Thornton report 'Indian Food & Beverage sector - The New Wave' released on Friday.

Of late, many specialized city-specific e-tailers like Localbanya.com, oneKirana.com, EazyGrocery.com and CityKirana.com, among others, have mushroomed. But BigBasket.com has a presence in the three cities of Mumbai, Bangalore and Hyderabad.

Vipul Parikh, co-founder and CFO, BigBasket.com, believes that logistics is a challenge in terms of timing, order sizes and the large inventory.