

HERITAGE FOODS LIMITED



fresh



January 21, 2016

Heritage Fresh is the "IMAGES Most Admired Food & Grocery Retailer of the Year - Regional Supermarket"



Heritage Fresh has won "IMAGES Most Admired Food & Grocery Retailer of the Year - Regional Supermarket" at the 9th annual mega congregation of the India Food Forum. The Coca Cola Golden Spoon Awards (CCGSA, 2016) held in Mumbai on 20th January 2016 felicitated outstanding achievements of food service operators and food & grocery retailers for the calendar year 2016. Heritage Fresh emerged as one of the winners at CCGSA 2016 in the regional supermarket category. It may be recalled that Heritage Fresh has bagged this Award last year too.

Coca Cola Golden Spoon Awards, India's most prestigious accolades for food and food service retailers, were 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 & distribution of food and grocery brands in the country.

On receiving this award again in 2016 (Heritage Fresh won this award in 2015 as well), a delighted Mr. Dharmender Matai, COO, Retail and Bakery division, Heritage Foods Ltd., said "*Heritage Fresh has been the most preferred supermarket for shoppers in Hyderabad, Bengaluru and Chennai over last many years. Heritage Fresh has established strong consumer/local connect by refining assortments and improving service standards year after year since we opened our first store in 2006. Heritage Fresh has one of the highest productivity per sq. ft. in the Industry and has one of the most favorable cost structure in the industry. On behalf of the entire Heritage Fresh team I would like to take this opportunity to thank all our stake holders and our loyal customers. We are committed to providing an enhanced customer service and will continue to do so.*"

About Heritage Fresh

Heritage Fresh is a chain of food and grocery retail stores promoted by Heritage Foods Ltd- the leading dairy brand in South India and has 105 stores across Hyderabad, Bengaluru and Chennai. What makes us unique is our unique farm to fork model which helps the brand to source fresh fruits and vegetables directly from the farmers and offer extensive choices to the customers. The business has made substantial investment in the backend sourcing of Agri products and has a capacity to handle 300 Metric tons of fruits and vegetables per day at its 2 state of the art pack houses, which are strategically located to serve its customer base across Hyderabad, Bengaluru and Chennai.

The retail chain has two store formats - Fresh store and MART store. The former is spread over 3000 sq ft with a merchandise mix that fulfills all the essential home needs of an Indian housewife such as fresh fruits, vegetables, grocery, processed food, cleaning aids, general merchandise, bakery, dairy, beverages, and frozen food. While, the later format is spread over 10000 sq ft, and is a compact hyper store with best in class assortment comprising of fresh fruits and vegetables, dairy, frozen food, grocery, branded foods, cleaning aids, all household articles, home décor etc., Heritage MART store offers equivalent range and ambience of hyper market but is located in the neighborhood.

The brand also offers wide range of staples like rice, pulses, spices & dry fruits of highest quality that are sourced from the best growing areas in the country and sold at the store at competitive prices under the brand name - 'Farmers Pride'.