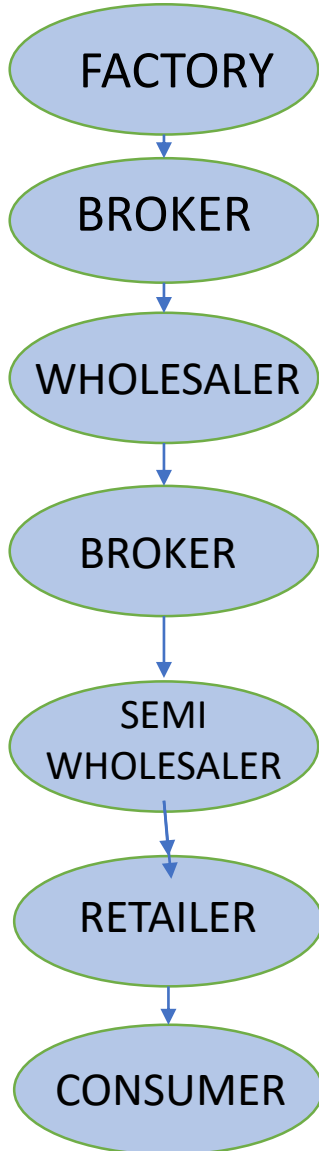
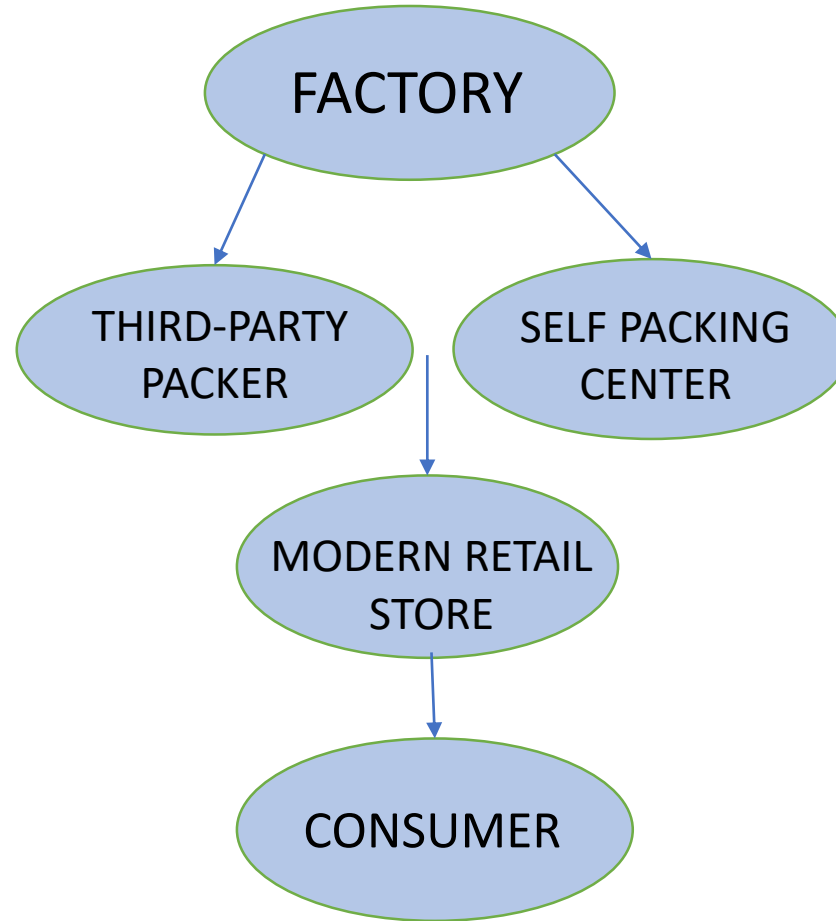


SUPPLY CHAINS

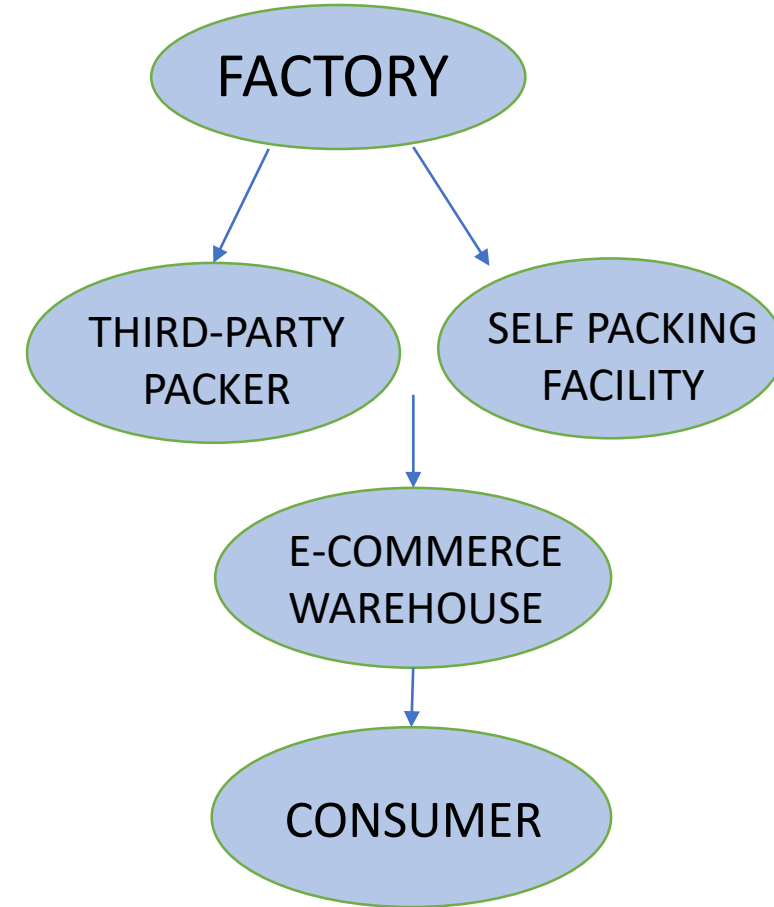
CONVENTIONAL SUPPLY CHAIN

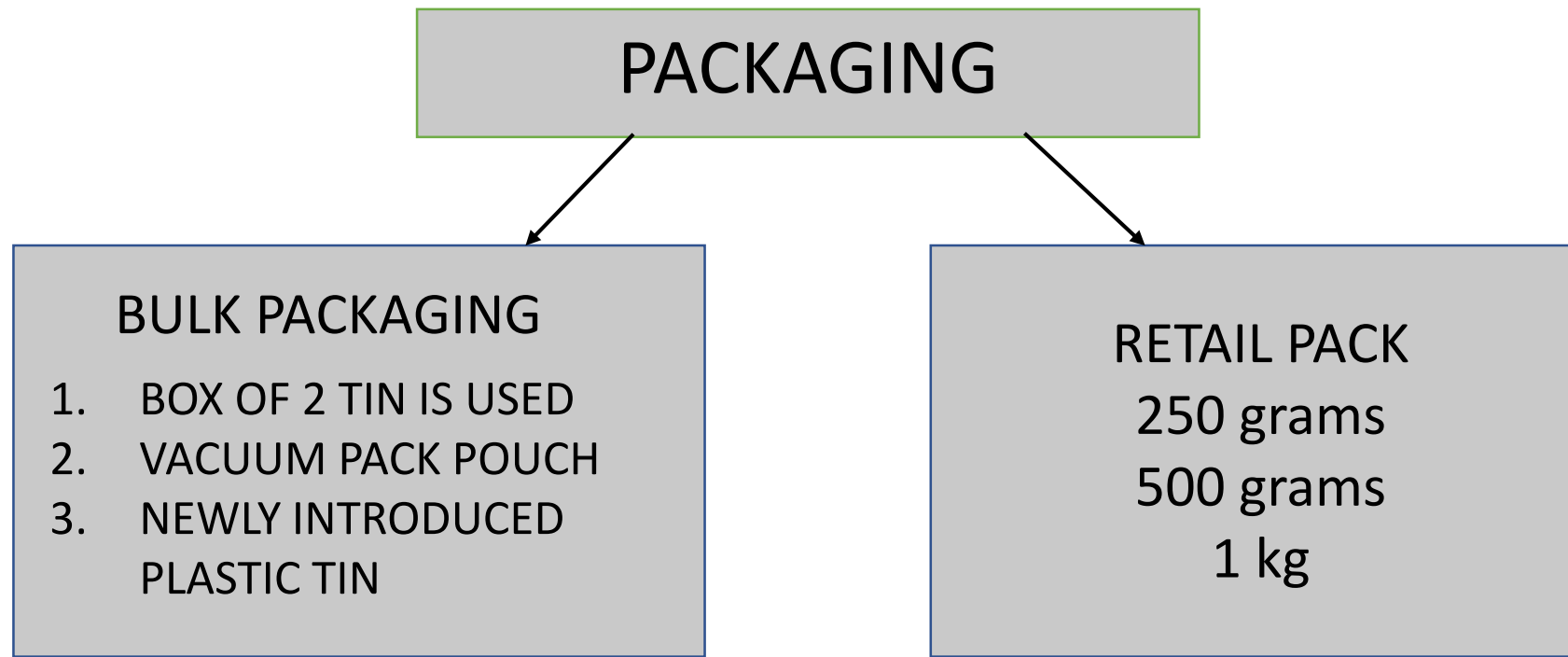


MODERN RETAIL



E-COMMERCE





CHALLENGES FACED BY SELLERS IN RETAIL PACKAGING

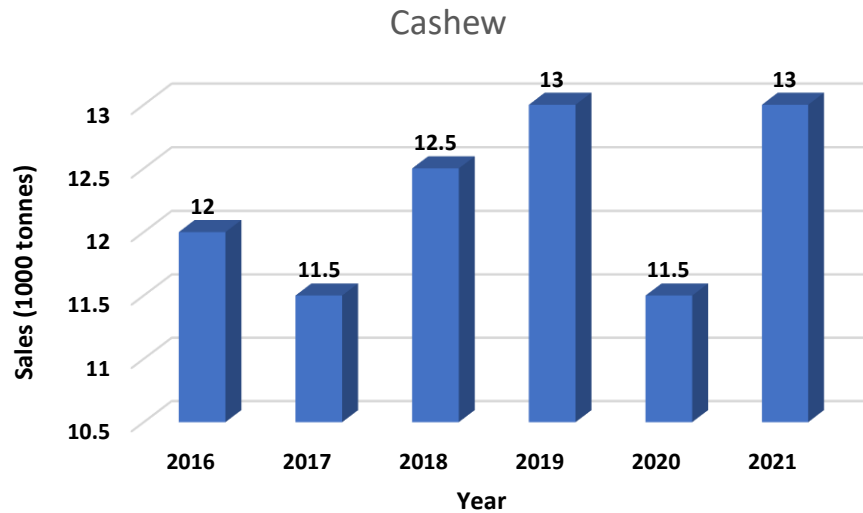
1. SALE OF RETAIL PACK IN LOCAL MARKETS–

Most of the mandis are flooded with 250 packaging with a kernel weight of 230 grams packed in name of 250 grams gross weight, sellers sell much cheaper due to gross weight.

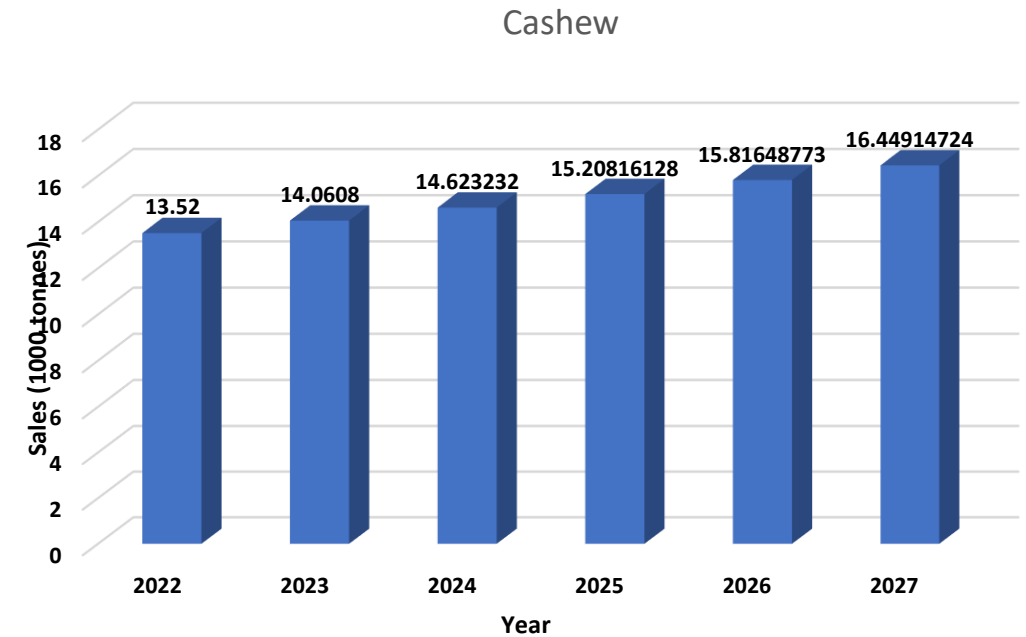
2. E-COMMERCE SALES –

Cost for delivery, rejection, advertisement is high so seller cannot make much margin. Mostly, the seller put their brands so their brand can be visible in the market.

Cashew sales (by volume) in India 2016-2021



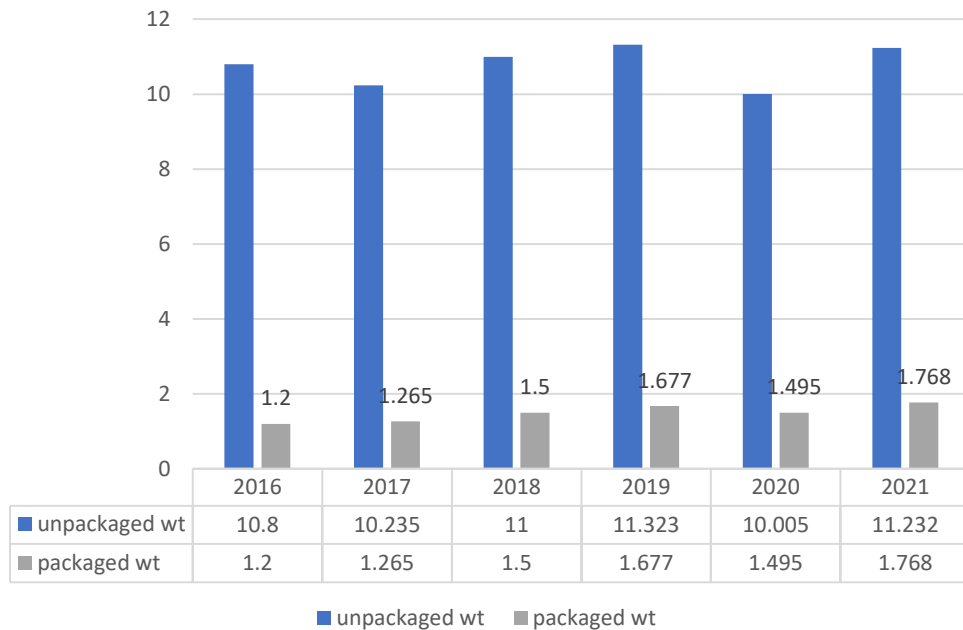
Forecast of Cashew sales in India 2022-2026



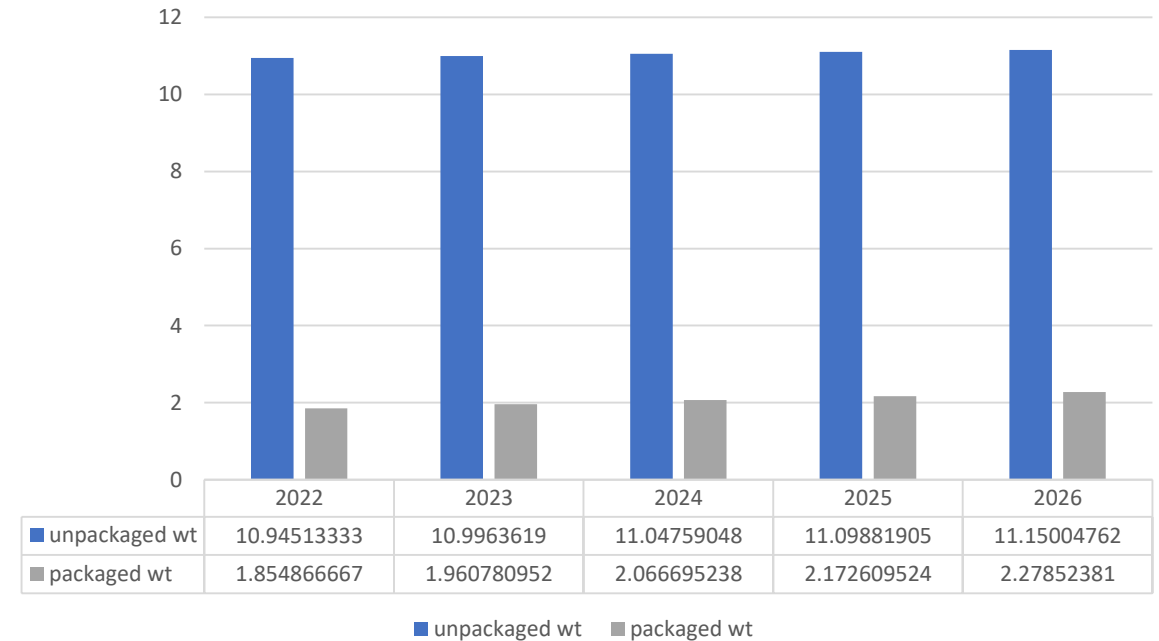
Key learnings: The total volume sales of Cashew is increasing at 4 % CAGR (2022-2027).

Cashew Market in Packaged & Unpackaged form (with forecast)

Cashew market (in m. tonnes)



Forecast



- The data shown is approximate to values.

B2B Brands (Brand behind Brands)

1. VLC
2. INDIA FOODS
3. GAJANAN (HEBRI)
4. ALPHONSA
5. BSK
6. OLAM

B2C Brands

In the last 5-10 years couple of dry fruit brands are popular in market like Tulsi, Natraj. If we see solely cashew brands Achal is a nice B2C brand. There is lots of space in packaged cashew industry. As we can see from data packaged cashew industry is only 10%.