



Innovations in supply chain, retailing, packaging, branding & marketing of cashew kernels

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Supply Chain



- The industry is an emerging industry and supports a large number of rural people; it has been observed recently that exports of cashew kernels have decreased and import of raw cashew nuts has increased. The major constraints faced by the industry are insufficient and irregular availability of raw materials and the higher processing cost borne by the cashew processors.
- The cashew value chain includes both small producers and workers at processing units whose finished products are sold in India and abroad. As a bigger share of profits is captured by the middlemen who are distributed throughout the value chain, small-scale producers are not getting a good price for their crops.
- The need of the hour is to explore the Indian cashew industry supply chain for necessary adjustments to ensure a continuous supply of raw nuts to cashew processing units and finding out ways to reduce the involvement of middlemen in the cashew supply chain



Branding & Marketing



- Billions of people affected by the COVID-19 pandemic are driving a “historic and dramatic shift in consumer behavior”.
- 20-30% of business moved online during pandemic’s peak.
- The trend towards online shopping has also seen consumers focus on staying healthy So, Dryfruits are fetching a lot of traction in online space. Owing to numerous advantages of exclusive online distribution many wholesalers are now turning into e-retailers to reach out their consumer base directly.
- The major challenge in this advanced world is logistics and shipping. The customers’ needs quick service whereas there are days and events when the process turns slow. Every Step, growth and achievements teach us something. We have learned that let the quality be standard and prices be reasonable you will definitely capture the market.



Challenges



- Right from payments processing, inventory updating, logistics tracking, and uploading of static to dynamic content for visual catalogs, everything needs to be arranged in real-time to ensure that the customer's digital experience is not compromised. Any slight delay not only impacts that particular transaction but may result in the permanent loss of the customer.
- a delay in inventory updates will result in an inconsistency between the actual stock availability and what's reflected online, leading to loss of sales and conflict with the customers.
- it is very difficult to meet customer expectations. Thus, competing with them and fulfilling the ever-evolving customer demands is a huge challenge for retailers today.



Future



- E-commerce has transformed the way business is done in India. Dry fruits is an emerging category in the online space.
- The Indian online grocery market is estimated to reach US\$ 26.93 billion in 2027 from US\$ 3.95 billion in FY21, expanding at a CAGR of 33%. India's consumer digital economy is expected to become a US\$ 1 trillion market by 2030, growing from US\$ 537.5 billion in 2020, driven by strong adoption of online services such as e-commerce and edtech in the country.
- After China and the US, India had the third-largest online shopper base of 140 million in 2020.
- So it is clear that major share is going to be shifted from B2B to B2C.



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- The retail market is growing at quite a fast pace in India. With a population of over 1 billion people, India is a highly attractive market for domestic and global retail players. The total retail market in India is estimated to be around \$780 billion, which accounts for 10% of the country's GDP.
- Soon, Indian retailers will also be able to use 5G-enabled Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) to gain new efficiencies and competencies.
- India's retail industry has emerged as the economy's growth engine with several new unicorns from this sector.
- A Metaverse is a concept that's taking the world by storm. the possibility is of an ever-expanding network of shared and interactive spaces that could function as an add-on to the existing digital sales channels, further becoming ecosystems in their own right.



Ecommerce isn't the cherry on the cake, it's the new cake.

Thank You!