

# KIRANA KING

## REVAMPING THE GROCERY RETAIL LANDSCAPE

*Kirana King is the fastest growing grocery retail company with a mission to bring about a sea change in the grocery retail landscape and encourage small and big retailers to transform their grocery stores to move up the ladder and to provide a well-organized retail platform*

**S**tarted with an objective to revamp and face-lift the grocery retail ecosystem, Kirana King seamlessly strives to empower and bring to the fore the conventional Kirana or grocery stores allowing them to witness a makeover and revolution by understanding the consumer attitudinal and behavioral changes, undertaking inventory management, effectively managing operations and providing them with a modern infrastructure, which would enable them with immense opportunities to standardise, centralise and digitise the traditional Kirana system and address their core problems while maximizing profits.

### ORGANISING THE UNORGANISED

With a unique brand name, Kirana King – India Ki Nayi Dukan, under its flagship, the company kicked off its operations with 13 value stores and one superstore in Jaipur, India, and has ambitious plans to scale it up by opening more than 100 stores by the end of 2018.

Application of sound and tactful business practices clubbed with best marketing strategies and a dedicated team of seasoned professionals efficiently allow the retailers to retain the regular customers and to attract new customers profiting from the economies of scale and scope of a large retail chain, and, needless to say, while making existing identity remaining together.

### A UNIQUE AND HEALTH MARKETING MIX

Kirana King not only conducts press/media coverage and PR activities to ensure excellent visibility of their store, but also organises presentations and seminars with channel partners to train them on operational effectiveness and customer service.

Highly optimistic about its channel partners, projects and customers, Kirana King has a robust supply chain network

to improve and augment value customers perceive and experience at traditional grocery stores by optimising supply chain drivers such as inventory, logistics, procurement, pricing and information.

Among various strategies and methods to strengthen the supply chain and the entire retail network, the prominent ones include strategic network optimization by partnering with suppliers, distributors, and customers; product life cycle management; IT infrastructure to support supply chain operations; product procurement; demand planning and forecasting; and inbound and outbound operations.

### TAKING ALL THE WOES AWAY

Kirana King assists all the retailers in shelf-space planning, product visibility and variability, excellent packaging, and timely delivery, advertising and marketing, and transfers to its valued partners the benefits of large-scale economies by single-source purchases and centralised supply system catering to the requirement of the grocery retail, thereby streamlining

the whole selling system. Through its valued assistance services such as store renovation to inventory management, the retailers associated with Kirana King can do away with bad inventory management and focus only on customer service and business growth.

