

Fast Moving Bangalore Market

Home to many brands and modern trade chains and even online grocery stores, Bangalore has been active in the consumer brands space for decades now. Along with this, the city even developed a great set of retail solution providers to drive BTL activity at GT and MT. Here some leading retail solution providers in Bangalore who have successfully partnered with FMCG brands and evolved to provide new-age in-store branding solutions at retail environments.

Bangalore, the IT hub of the country has always been in the forefront since last two decades in welcoming new ideas, brands and products and of course technologies. Be it the launchpads of several brands in the FMCG sector, it is the headquarter of various popular labels which are a part of our daily lives. And with the city witnessing the birth of supermarkets dating back to 1936 with Nilgiris's first store on Brigade Road and followed by Foodworld in the late 90s, Bangalore has been on the frontier of modern retail business in India.

The FMCG market of Bangalore has been the birthplace of many modern retail chains and famous brands such as ITC FOODS, MTR, Wipro Consumer Care, Himalaya Herbals, Jyothi Laboratories, Paperboat, ID Fresh Foods and Unibic Biscuits who used this city as their launch pads and now have expanded their presence all over the country.

Industry Speaks

Retail solution providers in the region have grown in number over the years and are strong in understanding retail & support the industry with in-store

marketing materials/ elements. The prominent retail solution providers from Bangalore believe that city has plenty of scope of the growth of consumer brands and retailers in the region, however the city poses certain hurdles for the solutions providers. Here's what they had to say:

Jose Palanthinkal, Director, Ideal Design mentions, "We entered the Indian POP market from Bangalore four years back when we expanded from Dubai. This industry has matured in the last 5-7 years with the spending power of consumers

TOP BANGALORE-BASED FMCG BRANDS

- ITC FOODS
- BRITANNIA
- MTR
- HIMALAYA HERBALS
- HECTOR BEVERAGES - PAPER BOAT
- ID FRESH FOODS
- GLOBAL CONSUMER PRODUCTS - LUV IT & CHERIO
- WIPRO CONSUMER CARE
- KMF - NANDINI
- 3M
- UNIBIC



BANGALORE BASED RETAIL SOLUTION PROVIDER	
CATEGORY	NO OF COMPANIES
Sign Maker	218
POP Producer	57
Indoor Digital Printer	149
POP Designer	21

The city has close to 500 retail solution players which includes POP manufacturers and designers, signage makers, digital printers and such, and the number is increasing day by day.

* According to VJ Media Works resource data

going up along with the brands investments. We have been able to give clutter breaking solutions to the brands but as this industry is highly fragmented each one is fighting for other's pie."

On the same note, **Dibashmoni Das, Director, Acumen Marketing Solutions** shares, "As there is no entry barrier in this industry it is very cluttered. People without proper knowledge or infrastructure are coming and diluting the quality of the work. Also in some cases timely payment is another big challenge."

Deepak Magar, Proprietor, Supra Digital, says "It is important for this industry to unite and create a platform or association which will represent the current issues and problems of this sector in front of the government and in that way we can earn respect from what we are doing." Thus we may say that Bangalore being one of the most important city of the south region has more to offer in spearheading the growth of the POP industry in the country.

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