



Upcoming Events	VPC Sectors
<p>Upcoming Trade Exhibitions</p> <hr/> <p>India Fashion Forum</p> <p>Venue: Renaissance Mumbai Convention Centre Hotel, Mumbai.</p> <p>Date: 27 – 28 Mar. 2019</p> <hr/> <p>Makeup Week India</p> <p>Venue: The St. Regis Mumbai, Mumbai.</p> <p>Date: 25 – 26 Mar 2019</p> <hr/> <p>Bridal Asia</p> <p>Venue: The Ashok Hotel, New Delhi.</p> <p>Date: 2 – 3 Mar 2019</p>	<p>CONSUMER MARKETS</p> <p><i>Online Retail</i></p> <ul style="list-style-type: none"> Reliance Retail and Reliance Jio Infocomm will jointly launch a new e-commerce platform in the country. Mukesh Ambani intends to take on the world’s largest retailers like Amazon and Flipkart by combining his Jio telecom service, mobile devices and a vast physical retail network. On February 1st the new FDI norms for e-commerce kicked in. The move has caused disruptions at both Flipkart and Amazon as they both took thousands of products off of their website in order to oblige to the new norms which restrict them from selling products of suppliers in which they hold an equity interest. <p><i>Food & Grocery - HoReCa</i></p> <ul style="list-style-type: none"> Azure Hospitality has opened the 10th outlet of its casual dining “Dhaba Est 1986” in Delhi. Barista in an advanced stage of talks with Swiggy and one more player to sell its food items through the food delivery platforms which would be cooked at its facility and distributed by the online aggregators. Kraft – Heinz has inked a distribution partnership with the Indian subsidiary of diversified Japanese food maker and distributor Nissin Food Products. Nissin brags a distribution network of 250,000 stores in the country. UK based Toy Room has opened its 1st location in the country in Aerocity, New Delhi. Toy Room is the first international nightlife brand to enter the Indian market. Starbucks is taking beverage innovation to new heights with the simultaneous launch of 134 new, crafted beverages. Till the end of February, all Starbucks stores across India will serve a specially curated beverage. Impresario Entertainment and Hospitality Pvt Ltd have come up with the 22nd outlet of his resto-bar Social. The new outlet is located at Ambience Mall in Vasant Kunj. Karan Tanna-led Yellow Tie Hospitality has acquired casual dining brand Bombay Blues from Blue Foods owned by Everstone Capital. The brands operated by the company include Spaghetti Kitchen, Copper Chimney, Gelato Italiano, The Coffee Bean & Tea Leaf, Bombay Blues, Noodle Brand spoon. India’s largest alco-beverage chain Beer Cafè has opened its 40th outlet in Delhi’s Aerocity. Leading F&B management company Yellow Tie Hospitality has acquired casual dining brand Bombay Blues from Everstone Capital owned Blue Foods. Impresario Entertainment & Hospitality has opened its 22nd “Social” outlet in the capital Delhi. Social is a resto-bar format with large open spaces offering minimalistic yet impressive fit outs and an environment that fosters creativity, culture and change. The Indian burger chain Burger Singh has announced that it plans to invest in the concept of drive thrus, by launching 10 drive thru outlets within the next three years. Overall, the company aims to open 100 outlets in the country by 2022. Barcelos India, planning to open 10-12 more outlets of Barcelos and a new brand Rassasy By Barcelos serving American and European cuisines. Quick service restaurant startup Burger Singh is planning to treble its headcount to more than 600 in 2019. This is part of a plan to increase the number of outlets to 46 from 26. Future Group is now planning to deliver food directly to consumers that are prepared at the company’s facilities. Future Group will soon start “cloud kitchens” to supply hot meals to consumers in the coming month. Future Supply Chain Solutions will invest € 125 Mn. to create India Food Grid, a network of 38 integrated food distribution centres, that will provide pan-India reach.