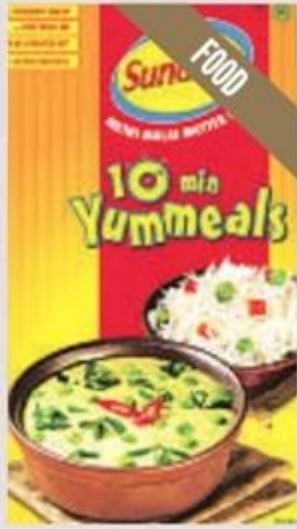


IT TASTES JUST LIKE HOME FOOD

Are you staying away from your family and are tired of looking for healthy home cooked food? Sundrop Yummeals, has launched Dal Tadka, Aloo Mutter, Palak Paneer, Chana Masala, Kadhi Pakoda etc. Each dish pack comes with the rice combination, making it a complete meal. The meal-in-jiffy options are priced at ₹35-₹45. Now you no longer have to eat unhealthy food.

HTC



[HT City - Hindustan Times - July 24, 2011](#)

SHELF SPACE

Cook healthfully

When you need to line a non-stick cooking pan with a bit of oil, instead of roughly measuring out 1/2 a teaspoon of it, using a cooking spray can be much more convenient. The next time you are making eggs, stir-frying or baking try the Sundrop SlimLite Cooking Spray (Olive), that claims to deliver just two calories per spray. Available in all major cities, Rs 200 for a 141 g can.



[Magazine Prevention - August 2011](#)

रेडी टु ईट फूड



अगर आप खाना बनाने के झंझट में उलझे बिना घर जैसे स्वाद का लुत्फ उठाना चाहते हैं, तो '10 मिन यम मील्स' ट्राई कर सकते हैं। इस रेडी टु ईट रेंज में दाल तड़का, आलू मटर, पालक पनीर, चना मसाला, मेथी मटर और कड़ी पकौड़ा वगैरह लाए गए हैं। प्रत्येक डिश पैक चावल के कॉम्बिनेशन के साथ है। कंपनी के मुताबिक, इसमें रिटॉर्ट टेक्नालॉजी का इस्तेमाल किया गया है, जो खाने को लंबे समय तक ताजा बनाए रखती है।

[Navbharat Times - August 12, 2011](#)

SAY YES TO TASTY HEALTH

Sundrop SlimLite Cooking Spray is a perfect example of taste and health with a low calorie way of cooking. It significantly reduces your calorie intake with only two calories per spray instead of the whopping 135 calories in one tablespoon of clarified butter. What's more, it ensures that the food does not stick to the utensil while cooking thereby consuming lesser cooking medium and lesser calories.

NW recommends: Now you can stay healthy in spite of being a foodie!



[Magazine: New Women - August 2011](#)

POWER MOVES

Sundrop Yummeals

Ready, steady, grow

Preeti Khicha

Agro Tech Foods has stepped into the ready-to-eat meal segment with Sundrop Yummeals. Sundrop is accompanying its meals with uncooked rice, making it a complete meal offering. The packaged meals, priced between ₹35 and ₹45, will be manufactured through an outsourced partner in Gujarat, under the company's supervision.

To play safe, the brand is initially launching only six north Indian flavours. Gradually, the range will include south Indian dishes, which are slightly difficult to standardise.

To market its meals, Sundrop is drawing lessons from sister brand ACT II popcorn. One of the major growth drivers for the ACT II brand was showing people how to make popcorn in pressure cookers. "Likewise, we will have demonstrations at trade stores and

high traffic zones near colleges," says Asheesh Kumar Sharma, head, marketing, Agro Tech Foods. Initially, Sundrop Yummeals will be available in the top 8 cities after which it will be rolled out in another 32. Print and television advertising are also on the cards, but will happen once the brand gains critical mass.

The estimated ₹450-crore Sundrop brand

AGRO TECH FOODS HAS STEPPED INTO THE READY-TO-EAT SEGMENT WITH SUNDROP YUMMEALS, STARTING WITH SIX NORTH INDIAN FLAVOURS

whose flagship product is a premium edible oil, has been vigorously extending its portfolio to new formats and categories. For example, it has recently unveiled Sundrop Slim-Lite cooking spray; just before that it was the turn of Sundrop Peanut Butter and Healthy

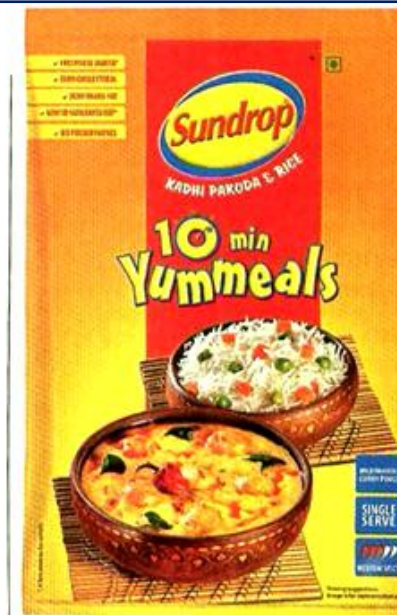
World frozen peas. "This is in line with Agro Tech's strategy to become a health and convenience-driven food company," says Sharma. Newer products touting similar benefits are in the offing, says Sharma.

Analysts say the move makes sense given that margins in ready-to-eat foods are much higher than in edible oil. Arch-rival Marico's Saffola has also extended its Saffola brand to rice (Saffola Arise) and oats (Saffola) for better margins. Marico's entry into ready-to-eat foods will not be surprising, says an analyst who does not wish to be named.

Sundrop, which has established an element of trust among Indian housewives, might have an edge, but it has to fight big players with strong marketing and distribution muscle. Among its competitors are ITC's

Aashirvaad and Kitchens of India, Heinz Kitchen Classics, MTR Foods and local warriors Gits Ready Meals and Rasoi Magic, which have their strongholds in certain regions.

While urbanisation and an increasing working population is fuelling growth of



ready-to-eat foods, a big challenge is changing consumer habits and attitude towards ready meals. According to industry estimates, in the ₹10,000-crore packaged food market, ready-to-eat is still a small segment, valued at ₹300 crore. MTR Foods head (marketing) Vikran Sabherwal says, "The segment is one of promise rather than actual delivery." Indian homemakers prefer intermediary offerings that assist them while cooking. "Our breakfast mixes which allow housewives to customise is growing much faster than our ready-to-eat foods," claims Sabherwal.

AgroTech goes health conscious with Sundrop spray

Sravanthi Challapalli

Chennai, June 30

Catering to calorie-conscious consumers, AgroTech Foods has launched Sundrop SlimLite Cooking Spray, a category of cooking medium that's rather new to India. Promising only two calories to a spray, the company says it will cater to a "big, rising need" for foods low on calories without compromising on the taste. AgroTech's brands are the

Sundrop range of oils, peanut butter and snacks, Act II popcorn and Healthy World dried green peas.

Speaking to *Business Line*, Mr Asheesh Kumar Sharma, Head (Marketing), says the challenges in marketing this product involve recognising the fact that cooking habits don't change overnight. Apart from advertising on TV, in print and outdoor, the company is demonstrating its use in stores.

The spray, available in Olive and Original variants, costs Rs 200 for a 141 ml can. It is available in modern trade and high-frequency stores in New Delhi, Mumbai, Bangalore, Kolkata, Hyderabad and Chennai now but will be in at least 32 cities in the next two years, said Mr Sharma.

The priority was to get people used to this benefit now, rather than volumes and penetration. Of late, some outlets in big cities

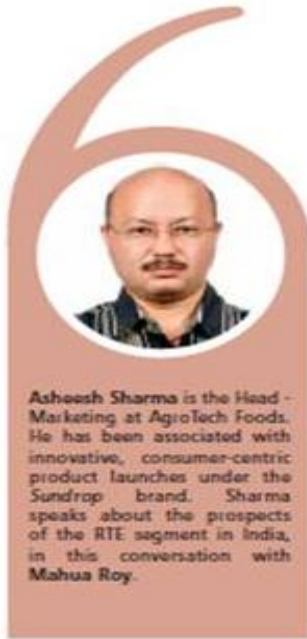
have started stocking imported cooking sprays. Spraylite is one such brand, priced above Rs 200 (but below Rs 300) for three variants. PAM is a brand of cooking spray well-known in the West.

AgroTech aims to get people buying by showing them how one can of SlimLite (which yields 440 sprays) can be used for as many as "220 *dosas/cheelas/other pancakes*", Mr Sharma said. The olive oil

variant will be in focus. The Original is made of Canola.

The Rs 720-crore AgroTech Foods claims 43 per cent share of the premium edible oil market, according to Mr Sharma. The edible oil market is estimated at 9.6 million tonnes (*vanaspati* accounts for about one million tonnes), and the premium segment is 7 per cent of that. The company is an affiliate of the US-based ConAgra Foods Inc.

“Consumers are looking for options that are both healthier and tastier”



Ashwesh Sharma is the Head - Marketing at AgroTech Foods. He has been associated with innovative, consumer-centric product launches under the Sundrop brand. Sharma speaks about the prospects of the RTE segment in India, in this conversation with Mahua Roy.

Performance of the RTE segment

With changing lifestyles of Indian consumers, there is a growing need for healthy and convenient meal options among young urban consumers. According to the Ministry of Food Processing Industries, the Ready-to-Eat (RTE) segment stands at ₹ 800-1,000 million and growing rapidly at 30 per cent per annum. It is opening up new avenues in the Indian scenario as far as taste and acceptance are concerned.

Emerging trends

Changing dynamics in the Indian society like growing number of nuclear families, increase in household incomes is boosting the RTE segment. Also, a significant rise in the number of single working men who look for quicker options and women professionals who prefer convenience has opened several opportunities for the RTE segment. The changing trends have led to irregular schedules and less time for cooking, leading to an increased demand.

Hurdles faced by the RTE foods segment

The biggest challenge we face is pertaining to consumer awareness. Though the consumer preference for RTE foods is growing, consumer perception about the RTE food containing preservatives needs to be addressed.

Success strategies of AgroTech Foods

Keeping up with the philosophy of innovation and making a difference,

AgroTech Foods Ltd has forayed into RTE category with Sundrop Yummeals, offering variants to suit the taste buds of consumers. We have incorporated health, taste, value for money and quality to provide consumers a convenient and healthy food option. It took us 18 months from idea to execution, including recipe formulation and consumer testing. The formulation was suitably modified depending upon the Indian tastes.

To ensure quality, Sundrop Yummeals uses retort technology such that the food does not require rehydration or cooking, and can be consumed straight from the pouch after heating. These foods meet the specific needs of convenience, nutritional adequacy, shelflife, storage and easy distribution. Retort technology helps to retain nutrition and freshness, which makes Sundrop Yummeals a healthier and tastier food option.

Future of this Industry in India

RTE market is growing at a rapid rate in India, and has a good scope as the target consumer base is expanding with time. Major chunk of the Indian population is young & working, who do not have time to cook and keep looking for easy available food options. RTE foods readily fulfil this need by providing a variety of options. Also, consumers are no longer ready to sacrifice nutrition to taste. In fact, they are looking for options that are both healthier and tastier. With the changing consumer habits and preferences of Indian consumers, RTE market will witness entry of more players with differentiated offerings.