

- **Event Name:** Annapoorna Food Retail Awards 2017 - Supported by RAI
- **Start Date for Entry:** 20<sup>th</sup> July 2017
- **End Date for Entry:** 20<sup>th</sup> Aug 2017
- **Awards Nights on:** 14<sup>th</sup> Sept 2017
- **Venue:** to be decided

## **Annapoorna Food Retail Awards 2017**

### **Supported by RAI (Retailers Association of India)**

For Indians, food is more than a necessity – it's life. Indians love food and are open to food from different cuisines and cultures. Thanks to this passion, the Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales. The Indian food retail market is expected to reach Rs 61 lakh crore (US\$ 915 billion) by 2020.

The Indian Food Retail scene is sizzling with the influx of fresh players, fresh ideas and fresh brands.

Annapoorna Food Retail Awards is an attempt to recognize Individuals/companies who with their unique contribution have enhanced the flavor of food retail in India.

# Category of Awards

1. Hypermarket of the Year
2. Supermarket of the Year
3. QSR of the Year
4. Restaurant of the Year
5. Food App of the Year
6. Food Startup of the year
7. Food CEO of the year

## Awards Eligibility:

- Applicant/s must be Indian Nationals who are residents of India and must be above 18 years of age.
- The Company should be registered under Indian Law

\*Any other criteria as decided by Jury

\*\* Decision of RAI Jury regarding terms & conditions, eligibility and selection will be deemed final

## Process for entries:

- Call for entries
- Last date for entries.....
- First level screening
- Jury will select Winners
- Winners will be awarded on .....

# Jury & Judging Parameters

## **Jury:**

- Food Retail Expert
- Restaurant/QSR Consultant
- Food critique / blogger
- Celebrity Chef

## **Judging Parameters:**

- Business economics
- Viability & scalability
- Effectiveness
- Innovations
- Sustainability

# Marketing Activities

- PR mentions
- Social Media
- EDMs
- Website
- Storai Magazines
- SMS/ Whatsapp
- Blogs