accenture

TRANSFORMING KIRANA STORES TO DRIVE ECONOMIC GROWTHHEADLINE HEADLINE

VIDEO TRANSCRIPT

Flow	Script
Context	Retail is the cornerstone of India's economy
	Accounting for ~11% GDP and 43.3 million jobs in 2017–18
	It's now facing the winds of unprecedented disruption
	By 2030, India will be middle income-led
	Contributing ~US$3 trillion in consumption
	In a post-COVID-19 world, consumer behavior will further evolve
	With preference already seen for locally sourced, cheaper products
	And contact-less and digital payments
	Translating into a bigger playing field for modern retailers in 500+ cities
	With 88% of India's retail sector being informal in nature
	What does this mean for traditional formats?
Research findings	Kirana stores that digitally transform will likely emerge winners in the post-COVID-19 world.
	We spoke to 57 kirana store owners who had got a modern facelift and found mind-bending results. •Up to 300% revenue gains •Up to 400% profit •Up to 300% sales growth
Deep dive	Modernizing kirana stores is a sweet deal Not just for store owners But, also customers And, key stakeholders—FMCG players, and ecommerce and other retailers

	So, what's holding kirana stores back? •Competition and price war with large modern formats •Poor access to funds •Slow digital adoption •Supply chain infrastructure limitations •Challenges in ramping up capacity
	Kirana stores are in urgent need of guidance
	And the confidence to execute
	FMCG players and retailers can step in and help bridge the gap by: •Carrying out innovative retailing and marketing techniques •Creating a level-playing field for small modern retailers through competitive pricing •Plugging gaps in rural distribution •Providing know-how and technology support
Conclusion	It's time for kirana stores to undergo a modern makeover
Conclusion	And evolve as the retailer of choice for the modern Indian customer