

How FMCG firms are tweaking strategies on Q-comm channel

RIISING COMPETITION. The idea is also to protect the traditional retailer network

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FMCG companies are tweaking their strategies in a bid to meet evolving consumer needs and focusing on different price pack architecture for quick commerce platforms. The companies are offering different price points, stock keeping units (SKUs) and even quick-commerce exclusive products. This comes at a time when consumers in top metros are willing to pay a premium for convenience. These strategies are also aimed at allaying growing concerns of general trade store owners in the backdrop of buyers' preference for quick commerce platforms in top cities.

Ritesh Arora, CEO - India Business & Far East, LT Foods Ltd said, "We have certain products that are quick-commerce focused. Also, we are selling SKUs



EASY ACCESS. This comes at a time when consumers in top metros are increasingly turning to quick commerce platforms

which are specifically designed for quick commerce channel with different price points. We are seeing certain price points which are more popular on quick commerce. These strategies also help us to protect all sales channels and have minimal clashes."

SHARPER TARGETING

Companies are also leveraging quick commerce for sharper targeting of premium products. Sundee Bajoria, Vice President, Coca-Cola India and South

West Asia said that the company is adopting a strategic mix of channels for wider availability of its product portfolio. "For Coca-Cola India, both traditional and new age channels are key to driving growth in the fast-growing Indian market. We've partnered with quick commerce platforms to deliver convenience and meet rapidly evolving demand of urban consumers. We've launched Q-comm-first products like Honest Tea, Schweppes, and Coke Zero.

At the same time, we're committed to the future of retail by ensuring general trade channel kiranas remain integral, profitable players in this new era of commerce," Bajoria added.

Angshu Mallick, MD & CEO, Adani Wilmar stated, "Earlier, we were not selling bigger packs on quick commerce as consumers were largely using these platforms for top-up or replenishment purchases. We have begun selling larger packs on quick-commerce as consumers are also turning to this channel. We are also giving a lot more bundled offers enabling consumers to buy a wider assortment. This also avoids direct comparison between products available across channels," he explained.

Mayank Shah, Vice-President, Parle Products said the company is designing SKUs for quick commerce channel, which are priced between ₹50—₹100."