

Five Must Do's to ride Modern Trade Momentum

Growth Driver
Is price the
determinant?

Pricing Game
Is mass pricing
catching up?

Big Days
Are Big Days Big
enough?

Competition
Who is eating the pie?

Pack Play
Is Large pack still
relevant?

[Connect with your Nielsen Representative to get the Full View](#)

Time Period : MAT MAR'25
Cost : INR 4 lakhs