

03:44 PM 24 NOV MARKET STATS ▾	SENSEX 25,860 ▼ -191.64	NIFTY 50 7,966 ▼ -67.80	GOLD (MCX) (Rs/10g.) 28,724 ▼ -105.00	USD/INR 68.72 ▲ 0.16	CREATE PORTFOLIO	Download ET MARKETS APP	CHOOSE LANGUAGE ENG
--	-----------------------------------	-----------------------------------	---	--------------------------------	-------------------------	--------------------------------	------------------------

Spencer's forays into grocery e-tail in NCR and Kolkata

By [Writankar Mukherjee](#), ET Bureau | Updated: Nov 21, 2016, 12:37 AM IST

[Post a Comment](#)

KOLKATA: [Spencer's Retail](#) is piloting its own food and grocery ecommerce venture in the national capital region (NCR) and [Kolkata](#), and has also initiated talks with three leading marketplaces including [Amazon](#) to list as a seller. The country's fourth largest food and grocery retailer with 37 hypermarkets and 12 supermarkets will soon scale up the ecommerce venture in the South in another six cities, said Shashwat Goenka who heads the retail business (Spencer's Retail) of [RPSanjiv Goenka Group](#).

As part of the strategy, the company is revamping its supermarket stores that will now focus on smaller packs that consumers buy for their weekly or daily needs, besides turning into fulfilment centres for ecommerce.

Goenka said the company wants a larger share of the consumer's wallet through ecommerce and hopes to achieve breakeven of the ecommerce business at the store level in 5-6 months.

"Consumers typically spend around 40-50% of their spendable amount on food and grocery purchase. Of this, consumers who shop at organised retail spend around 20% of their spendable amount and the balance goes to kiranas. We want to have a larger share of the balance portion. This would also mean either lowering or removal of minimum bill amount," said Goenka.

Last December, Spencer's retail acquired ecommerce startup meragrocer.com for its technical knowhow and processes.

Stay on top of business news with [The Economic Times App](#). [Download it Now!](#)



Goenka said the company wants a larger share of the consumer's wallet through ecommerce and hopes to achieve breakeven of the ecommerce business at the store level in 5-6 months.

[Live Market](#) [News](#) [Portfolio](#) [Mobile](#) [Live TV](#) [Newsletter](#) [Commodities](#) [Speed](#) [QnA](#) [Blogs](#) [Alerts](#) [RSS](#)

Other Times Group news sites

Times of India | इकोनॉमिक टाइम्स
 छद्म-मिड टाइम्स | Mumbai Mirror
 Times Now | Indiatimes
 नवभारत टाइम्स | महाराष्ट्र टाइम्स
 ವಿಜಯ ಕರ್ನಾಟಕ | Lifehacker
 Gizmodo | Eisamay | IGN India
 NavGujarat Samay

Living and entertainment

Timescity | iDiva | Zoom |
 Luxpresso | Gaana | Happytrips |
 Cricbuzz | Get Smartapp

Networking

itimes | MensXP.com

Hot on the Web

Budget 2017 | Sensex, Nifty Live
 Blog
 Gold Rate | US Presidential
 Elections Live Updates
 Festival Guide 2016 | Google
 expected to unveil Pixel
 smartphones
 Live: India's surgical strikes on
 PoK

Services

ads2book | Gadgetsnow | Free Business Listings
 Simplymarry | Astrospeak | Timesjobs | Magicbricks | Zigwheels | Timesdeal |
 dineout | Filmipop | Remit2India | Gaana | Greetzap | Techradar | Aliveear |
 Google Play