



Millet-based RTC & RTM, and RTU Convenience Food products

Consumer Research for a growing FMCG, Nov. 2013

What are the top qualities that give a permanent place to the RTC, RTM* and RTU* products in the shelves of Indian urban consumers?*

Which are the RTC, RTM & RTU food products that urban Indian consumers have longed to see on the shelves of their favourite shops?

Who are the players in the Diet-Rich Wholesomely Nutritious Millet-based RTC & RTM, and Healthily Convenient RTU Food products in India?

What is 'top-of-the-mind recall'? Which are the popular brands in this category?

Ask for the insightful report made by BuSiBeeS....

***RTC- Redy-to-Cook, RTM- Ready-to-Mix, RTU- Ready-to-use**