

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary  Public

**Date:** 3/2/2016

**GAIN Report Number:** IN6036

## India

**Post:** New Delhi

### Emerging Growth Market - Chandigarh

**Report Categories:**

Exporter Guide

Retail Foods

Food Service - Hotel Restaurant Institutional

Food Processing Ingredients

Market Development Reports

Beverages

Fresh Fruit

Tree Nuts

Livestock and Products

Poultry and Products

Wine

Dairy and Products

**Approved By:**

Jonn Slette

**Prepared By:**

Shubhi Mishra

## Report Highlights:

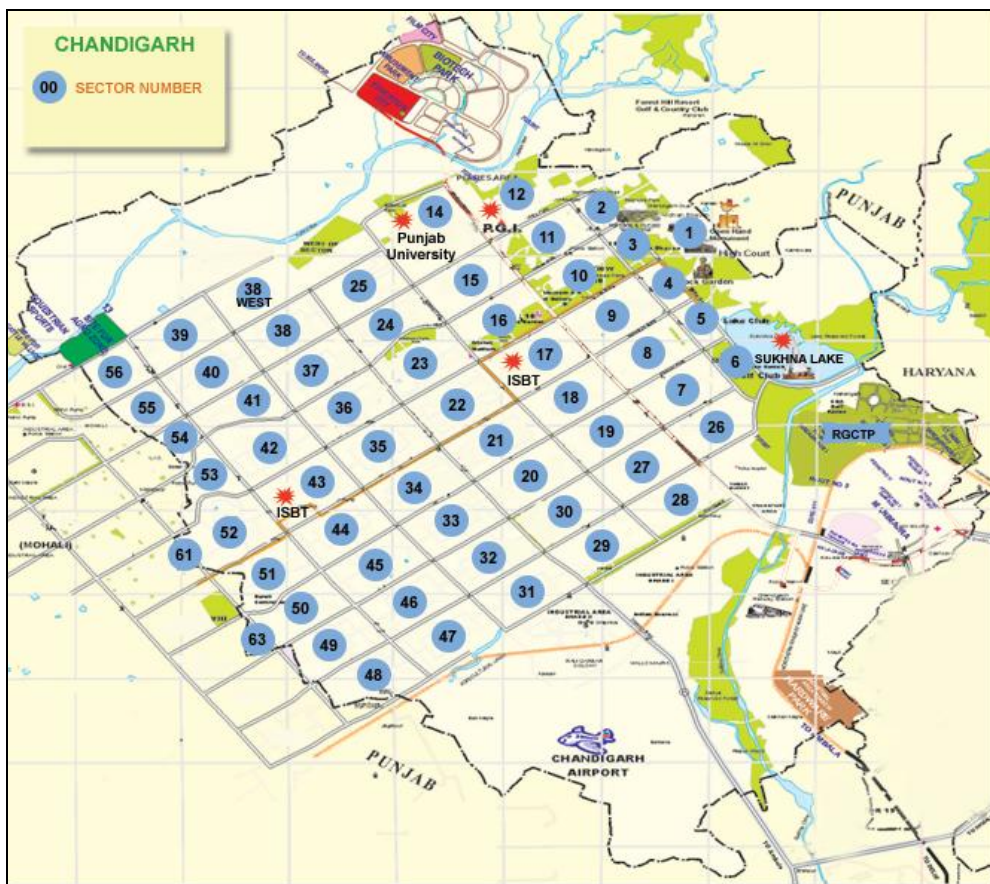
Chandigarh is a city and a union territory in northern India that serves as the state capital to both the states of Punjab and Haryana. Chandigarh has a relatively affluent population and is ranked as India's sixth most prosperous city. Chandigarh offers increasing market potential for U.S. food and agricultural products as its population becomes more exposed to international cuisines and brands. Rapid economic development and geographical expansion are also likely to serve as drivers for demand of imported food and ingredient products.

## General Information:

### Introduction:

Chandigarh is located 160 miles north of Delhi at the foothills of Shivalik range and is the capital of the states of Haryana and Punjab. Because of its unique status as a union territory, it is under direct control of the Government of India (GOI). Inaugurated in 1966, it is India's first planned city, with symmetrically designed and dedicated shopping areas, parks, avenues, and tree-lined streets. Chandigarh, along with the cities of Mohali (Punjab) and Panchkula (Haryana), forms a tri-cities area.

**Image 1: Chandigarh: City Layout**

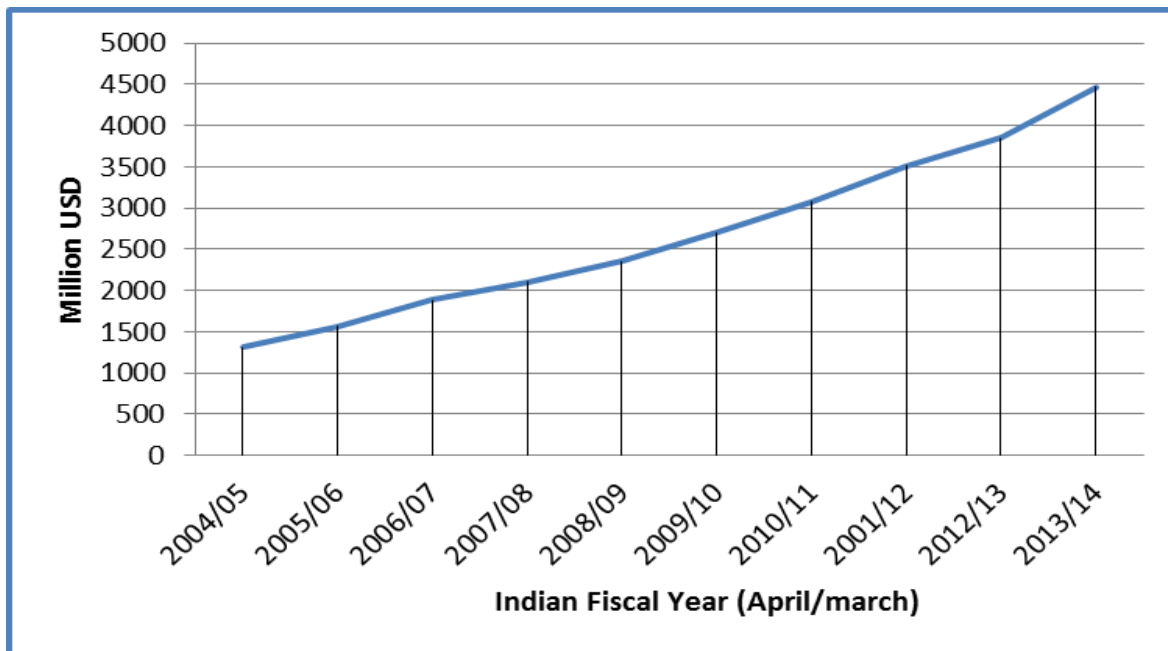


**Table 1: Chandigarh: Key Trade and Demographic Information**

Total Population (2011 census)	1,055,450
Population Size Male	580,663
Population Size Female	474,787
Sex ration	818 females to every 1000 males
Average Literacy Rate	86.77 %
Urban and Rural Population	97.25 % and 2.75 %

Chandigarh’s annual gross state domestic product (GSDP) reached 16.09 percent in 2013/14, a significant increase over 9.73 percent in 2012/13 over 2011/12.

**Table 2: Chandigarh: GSDP at Current Price**



Source: Directorate of Economics & Statistics, Government of India

As the capital of two states, Chandigarh is overwhelmingly a ‘government town’, with a large percentage of its workforce engaged in government service, or retired from the government. There are two industrial areas and one special economic zone (SEZ) in Chandigarh. A hardware park, a biotech park (Science Park) and an agricultural park are also currently being developed. As well, the Rajiv Gandhi Chandigarh Technology Park was established in 2001 to attract high-tech and IT investment.

Chandigarh’s infrastructure is well-developed and includes a busy airport with domestic and international flight and good rail and road connectivity. It has a variety of domestic and international retail outlets, hotel chains and restaurants are establishing their presence in the city. International brands like Zara, Superdry, Steve Madden, and others. Five-star hotel chains like JW Marriott, Hyatt, and Taj are established.

**Image 2: India: Location of Chandigarh on the Indian Map (two perspectives)**



### **Retail Snapshot:**

*Best retail product prospects: breakfast cereals; sauces and salad dressings, confectionery, pastas and noodles, popcorn, meats, poultry, cheeses, fruits (oranges, apples, peaches and pears), tree nuts (almonds, walnuts, pistachios)*

Chandigarh is a vital shopping hub for residents of Punjab and Haryana and the retail sector continues to grow. Many of its residents have international experience and are exposed to different lifestyle and food habits, which translates into changes in shopping patterns. Retail food stores in the city carry a wide range of foods and beverages, including more and more imported food products.

**Image 3: India: Retail Stores in Chandigarh**



Although consumers are willing to try new products and the retail sector is growing and becoming more modern, it faces challenges in terms of a lack of trained manpower, inconsistent supply, and shifting demand. Also, many consumers remain price conscious and look for low-price, high-quality products. Also, small neighborhood ‘mom and pop’ stores remain many consumers’ preference for staple products. A key to attract new consumers is sampling, promotions, demonstrations, and seasonal discounts. Wide ranges of imported food products across all categories are available.

**Hotel and Restaurants Snapshot:**

*Best HRI product prospects: poultry, seafood, meats, cheeses, wines, olives, olive oil, pastas, sun-dried tomatoes, bread flours, fruits (oranges, apples, peaches, plums, grapes, and pears); tree nuts (almonds and walnuts), bakery ingredients, intermediate products, salad dressings, sauces, and spreads.*

Most five star hotels procure imported food products from the local distributors and/or via their central procurement office. Restaurants and lounges in city offer a range of products which cater to a variety of socio-economic levels. Industry sources report that, while Chandigarh’s night-life scene remains relatively tame, there has been a significant increase in the number of bars and pubs over the past decade.

**Table 3: Chandigarh: Five Star Hotels**

Name of	Address	Restaurants with in the Hotel
---------	---------	-------------------------------

<b>Hotel</b>		
Taj Chandigarh	Block No. 9, Jan Marg, Sector 17A Chandigarh	Black Lotus, Café 17, Dera, Lava Bar
Lalit	Rajiv Gandhi IT Park, Near DLF Commercial Complex, Chandigarh	24/7 Restaurant, The Circle, Le Petit Café, Baluchi, Kitty Su, Oko
JW Marriott	Plot no: 6, Sector 35-B, Dakshin Marg · Chandigarh,	Chandigarh Baking Company, Oregano Restaurant and Bar, Saffron, The Café @JW, The Lounge
Park Plaza	Block No.10, Next to RBI ,Sector 17 A, Chandigarh	
Hayat (Upcoming)		

Quick service restaurants like Subway, Dominoes, Pizza Hut, McDonalds and KFC are visible in the city. Nandos, Chili's and the Irish Pub are popular “international” casual dining restaurants. The number of brew-pubs is also increasing.

**Table 4: Chandigarh: Major Restaurants**

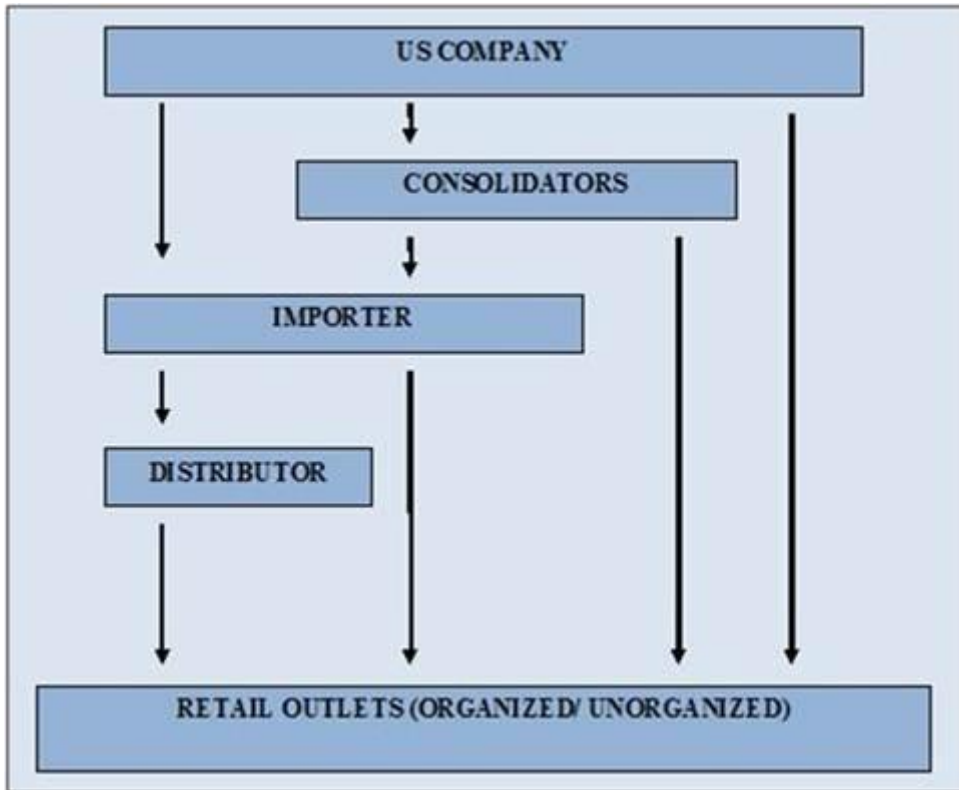
<b>S.no.</b>	<b>Major Restaurants in Chandigarh</b>
1	Backpackers Cafe
2	Chili's
3	Red Mango
4	The Coffee Bean & Tea Leaf
5	Brooklyn Central
6	Kylin Experience
7	Nando's
8	Copper Chimney
9	Pirates of Grill
10	Mocha
11	Nik Baker's
12	OvenFresh
13	The Beer Cafe
14	Underdoggs Sports Bar & Grill
15	Peddlers
16	Dunkin Donuts
17	Ni Hao
18	Burger King
19	Noodle Bar
20	Sole Mio
21	Kelong
22	Juice Lounge

23	Subway
24	Hoppin RestoBar
25	Anaaj
26	McDonald's
27	Barista Lavazza Espresso Bar
28	Bikanervala
29	Gelato Vinto
30	Baker's Oven
31	Domino's Pizza
32	Swagath Express
33	Shree Rathnam
34	Sizzles Cafe
35	Sindhi Sweets
36	Pizza Hut
37	Amritsar Express
38	Cafe Coffee Day Lounge
39	Cuppa Bistro
40	Yo! China
41	Plum
42	Girl In The Cafe
43	Krazy Kabab
44	Suaad - The Taste



### Marketing Network:

Major importers based out of Delhi, Mumbai, and Chennai and have distribution networks which supply products to retailers, hotels, and restaurants. Goods bound for Chandigarh generally are shipped overland via truck.



## POST CONTACT AND FURTHER INFORMATION

For further information about Chandigarh and other markets, please contact the following USDA offices in India.

### Office of Agricultural Affairs

Embassy of the United States of America  
 Chanakyapuri, New Delhi - 110 021, India  
 Phone: +91-11-2419-8000, Fax: +91-11-2419-8530  
 E-Mail: [agnewdelhi@fas.usda.gov](mailto:agnewdelhi@fas.usda.gov)  
 Web: [www.fas.usda.gov](http://www.fas.usda.gov)  
 Twitter: @USDAIndia

### Office of Agricultural Affairs

American Consulate General  
 C-49, G-Block, Bandra Kurla Complex, Bandra (E)  
 Mumbai - 400 051, India  
 Phone: +91-22-2672-4000  
 E-mail: [agmumbai@fas.usda.gov](mailto:agmumbai@fas.usda.gov)  
 Web: [www.fas.usda.gov](http://www.fas.usda.gov)  
 Twitter: @USDAIndia