

Mahindra Agri Inaugurates its First Saboro Lounge in Mumbai

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The Hindu Business Line

Mahindra Group whips up a 'healthy' mix with Saboro Lounge

To sell cold pressed juices and salads through its fruit and dairy brand Saboro

PURVITA CHATTERJEE
Mumbai, July 12

The \$17.8-billion Mahindra Group has decided to enter the 'healthy' QSR segment with cold pressed juices, smoothies and salads under the brandname of its existing fruits and dairy brand - Saboro (Tasty in Spanish).

The first Saboro 'Lounge' was launched in South Mumbai recently with more slated to come up in the city in places like the T2 airport and Bandra Kurla Complex in the coming months.

Through its subsidiary - Mahindra Agri Solutions, the group's foray into food retail is being looked upon as a brand building and marketing exercise for the Saboro brand of fruits such as apples and grapes, which will also get sold through the QSR outlets.

Ashok Sharma, MD & CEO, Mahindra Agri Solutions, told Businessline, "We will be investing almost ₹30 crore in the next



Ashok Sharma, MD & CEO, Mahindra Agri Solutions

four-five years to build the QSR business and there would be five stores under Saboro Lounge this year. Our entry into the QSR segment is expected to have a rub off on the fruit brand of Saboro

since brand building is a difficult exercise in the unorganised fruits category."

Business model
With plans of having nearly 40 stores under Saboro Lounge, its business model will also be driven through subscription revenues and a home delivery model to entail supply of cold pressed juices and salads at the customer's doorstep.

"We want to target health conscious customers through our subscription model, which will be run as an app in future as there is a need for healthy snacks in the Indian market," added Sharma.

Keeping its QSR outlets small between 300 sq ft and 700 sq ft, Saboro Lounge would engage in revenue share arrangements with the landowners in expensive real estate markets like South Mumbai, where it has launched its first outlets in the residential and office hub at Churchgate.

Besides with a background in grape exports and fruit cultivation, Mahindra Agri Solutions would be tapping into these advantages as it enters the competitive QSR category.

"We already have control over the supply chain since we have a network of 1,000 farmers, apart from our own 300 acres for cultivation of fruits. Consistent quality is going to be the key differentiator for the Saboro brand of fruits, which we are already selling in Mumbai and Delhi, and would also get sold through the Saboro Lounge," he added.

The Saboro brand of fruits launched about two years ago currently has apples, bananas and dairy in its portfolio. "Saboro is expected to have a turnover of ₹50 crore in the next three years. The creation of the QSR brand under Saboro will help build the brand and make it the largest fruit brand in the country," added Sharma.

Mahindra Agri Solutions, which also includes other businesses such as agri chemicals, edible oils, dairy, apart from fruits, is targeting a turnover of ₹1,000 crore this year.

DNA

Mahindra Agri Solutions to open 40 Saboro Lounges in 3-4 years

Mahindra Agri Solutions (MASL), the fully-owned subsidiary of Mahindra & Mahindra, is planning to open 40 fruit outlets branded as "Saboro Lounges" over the next 3-4 years. "Saboro Lounge is a manifestation of our commitment towards providing high-quality, healthy food to Indian consumers, while ensuring it satisfies their taste needs. And what's more is customers can also avail the high quality premium Saboro fruits at the Saboro Lounge. We inaugurated our first Saboro Lounge in Mumbai, we are planning to open three this year, two in Mumbai and one in Indore," MASL MD and CEO Ashok Sharma said. The company has set a target of opening 40 Saboro Lounge in next 3-4 years, which will be mix of both MASL-owned and franchised.

Business India

Mahindra Agri Solutions Limited, a 100 per cent subsidiary of Mahindra & Mahindra Ltd, recently inaugurated its first Saboro Lounge in Churchgate, Mumbai. The lounge is a unique new-age concept that serves innovative fresh food, crafted from the freshest fruits, vegetables and dairy-based products. "Saboro Lounge is a manifestation of our commitment towards providing high-quality, healthy food to Indian consumers, while ensuring it satisfies their taste needs. To put it simply, 'healthy indulgence' is Saboro's core positioning. Our menu has been crafted to deliver culinary discoveries which are healthy. And what's more, customers can also avail the high quality premium Saboro fruits at



the Saboro Lounge," said Ashok Sharma, MD and CEO. Brand Saboro is derived from the Spanish word sabor which means taste. The company will soon expand the lounge to other parts of the city, including the T2 international airport.

Mahindra Agri to expand into juices, smoothies

DILIP KUMAR JHA
Mumbai, 14 September

CHANGING GEAR

MASL is currently selling Saboro brand apples and grapes through franchise stores across major cities and also exports to Europe and other countries

Mahindra Agri Solutions Ltd (MASL), a fully owned subsidiary of automobile major Mahindra & Mahindra, is on Friday launching the Saboro Lounge range of hand-crafted juices, smoothies, salads, and refreshments made from farm-fresh ingredients, it says.

This is forward integration, as it procures apples, grapes and bananas from farmers. It provides end-to-end solutions to farmers, from guidance over quality of soil, seeds and sowing time of crops to sprinkling of fungicides, herbicides and harvesting. After procuring, it says it shares the profit with growers.

"So, backward linkages of fruits and other requirement of the raw materials for Saboro Lounge are complete," said a senior official. MASL is inaugurating its first store on Friday near Mantralaya in South Mumbai, to be expanded later across the city. The expansion beyond this city would depend upon the success, the official said.

MASL is currently selling Saboro brand apples and grapes through franchise stores across major cities and also exports to Europe and other countries. Early this year, the company entered into retailing of Saboro brand milk in Indore, with the aim to expand into derivatives of milk such as cheese, ice-creams, etc.

Started five years before, this agri vertical of Mahindra has grown 12-fold in turnover for all businesses under it. With ₹900 crore business in 2015-16, the company plans to treble its turnover further in three years. MASL also sells the NuPro brand of pulses.

Mahindra forays into fruits, juices

SPECIAL CORRESPONDENT

MUMBAI: Mahindra Agri Solutions Ltd, a 100 per cent subsidiary of Mahindra & Mahindra Ltd, has forayed into fresh fruits and juices retailing business under the Saboro brand to tap demand for high quality food items by the health conscious individuals.

The company unveiled its first Saboro Lounge at Churchgate in Mumbai to serve fresh food made out of fruits, vegetables and dairy-based products. Additionally, Saboro fresh fruits will also be available for retail at the outlet. The outlet serves cold pressed juices, smoothies, salads, refreshments, and desserts. The targeted customers include office executives, health conscious couples and students. The price range starts from Rs.129 for a regular glass of juice to Rs.349 for a large plate of salad.

Saboro Lounge Food Review by Mint Lounge

Mumbai's three new health cafes

WELLNESS

Mumbai's health-conscious population is looking for new places to eat. Three new health cafes have opened in the city, offering a variety of fresh, organic, and locally sourced ingredients. These cafes are not just about food, but also about providing a healthy lifestyle.

Mumbai's three new health cafes

The first cafe, **Green Leaf**, is located in the heart of the city. It offers a wide range of organic and locally sourced ingredients. The menu includes fresh salads, smoothies, and other healthy dishes. The cafe is also known for its organic and locally sourced ingredients.

The second cafe, **Urban Harvest**, is located in the city. It offers a variety of fresh, organic, and locally sourced ingredients. The menu includes fresh salads, smoothies, and other healthy dishes. The cafe is also known for its organic and locally sourced ingredients.

The third cafe, **Harvest Moon**, is located in the city. It offers a variety of fresh, organic, and locally sourced ingredients. The menu includes fresh salads, smoothies, and other healthy dishes. The cafe is also known for its organic and locally sourced ingredients.

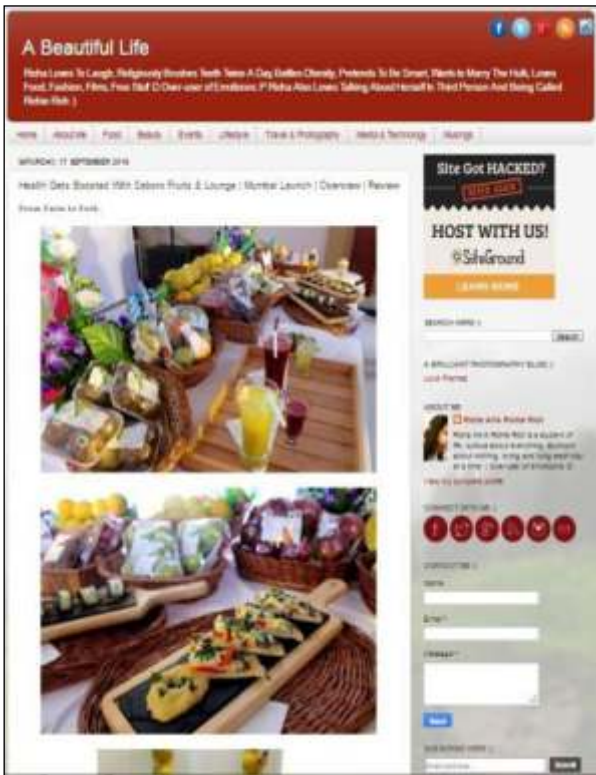
WELLNESS

These cafes are not just about food, but also about providing a healthy lifestyle. They offer a variety of fresh, organic, and locally sourced ingredients. The menu includes fresh salads, smoothies, and other healthy dishes. The cafes are also known for their organic and locally sourced ingredients.

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Saboro Lounge Review by LuckyLadyblossom's Blog



Saboro Lounge Food Review by DNA After Hrs



Saboro Lounge Food Review by Mid Day

