

curated list of **small and mid-sized Retail & Consumer Goods (RCG) companies in India** that are ideal clients for a **business and IT consultancy**. These companies are **large enough to require tech support**, but **small enough to need external expertise** — particularly in areas like ERP, CRM, supply chain analytics, cloud, POS, or data-driven decision-making.

## **Small to Mid-Size Retail & Consumer Goods Clients – India**

### **Fashion & Lifestyle Retailers**

Company	HQ	Notes
Soch	Bengaluru	Ethnic wear brand, expanding online presence
Fablestreet	Delhi NCR	Premium women’s apparel; D2C and omnichannel
W (TCNS Clothing)	Noida	Popular ethnic brand; expanding Tier-2 cities
Bewakoof	Mumbai	Youth fashion brand; data-led marketing focus
Kapsons	Chandigarh	Multi-brand outlet chain in North India
The Souled Store	Mumbai	Pop culture fashion; fast-growing startup

### **Consumer Goods & D2C Brands**

Company	HQ	Notes
Mamaearth (Honasa)	Gurugram	Personal care brand; cloud-native stack
WOW Skin Science	Mumbai	D2C beauty brand; highly data-driven
Sleepy Owl	Delhi	D2C coffee brand; uses Shopify + analytics tools
The Whole Truth Foods	Mumbai	Clean-label snacking brand
Slurrrp Farm	Gurugram	Healthy kids food; multichannel
Open Secret	Mumbai	Healthy snacks brand; uses WhatsApp/CRM heavily

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## Regional Grocery Chains & Retailers

Company	Region	Notes
Ratnadeep Retail	Hyderabad	~150 stores; strong growth, limited tech
More Retail <i>(smaller than Big Bazaar today)</i>	Mumbai	Working on IT modernization
Namdhari's Fresh	Bengaluru	Premium fresh food, mid-sized footprint
MK Retail	Bengaluru	High-end food retail in South India
Spar Hypermarket (Landmark Group)	India/GCC	Operates via franchise model in India
Patel Retail	Gujarat	Regional supermarket chain

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## Food & Beverage Retailers

Company	Notes
Chai Point	POS, CRM, and delivery-focused
Blue Tokai Coffee Roasters	Cloud + retail blend; great for BI/analytics tools
Bira 91	Alcohol brand expanding into retail
Licious	D2C meat delivery brand; deep tech stack but open to specialized consulting

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## What They Need

Area	Why It's Relevant
POS & ERP Integration	Many still use legacy or fragmented tools

Area	Why It's Relevant
Data Engineering	Sales, inventory, customer behavior across channels
CRM & Loyalty	WhatsApp, Shopify, or in-store loyalty tools often unoptimized
Cloud Migration	Some still on-prem or Excel-based ops
Omnichannel Strategy	Need help aligning retail, D2C, and marketplace channels
Inventory Forecasting	Poor demand planning and overstock risks
AI/ML for Recommendation	Upsell/cross-sell engines for D2C platforms

## Want to Go Deeper?

Let me know if you'd like:

- A **Google Sheet or Airtable** of 50+ small retail clients with contact info (CTO/Head of Retail)
- A **sample cold email pitch** for digital transformation in retail
- A **case study-style offering deck** for POS + CRM + analytics transformation