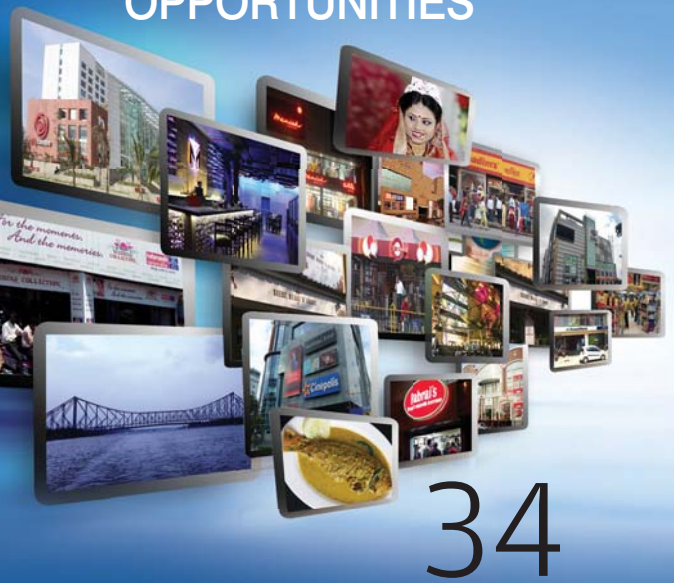


EAST INDIA

THE LAND OF RETAIL OPPORTUNITIES



COVER STORY

As we move further into 2016, most of the Eastern states of India display a glorious upward trend, one which is rapidly reaching skyward. The luxury quotient has reached a level where luxury buying has transmogrified into a necessity.



MARCH 2016

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All the leading international retailers have designed their retail strategies keeping customers in central nucleus point of all their efforts. From Macy's newly devised pricing strategy-and-Walmart's decision of opening new academies to train the staff for improved customer service.
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Finance minister Arun Jaitley has recently revealed the Union Budget 2016-17. Let's find out from our retail industry experts and leaders that how they see this budget and what will be it's implications on the retail industry.
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In today's world, where everything is dynamic there is no room for anything that is mundane. The same is true for the retail industry as well since customers nowadays are attracted towards the novel and innovative product line and retail concepts, be it retail stores offering innovative products or offering usual products in unusual ways or food chains serving unique and fusion food items.
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