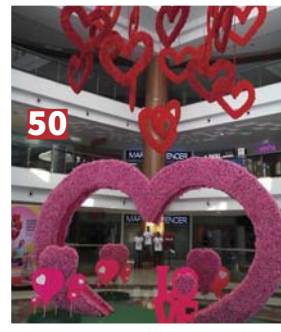


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COVER STORY

9 THINGS PRIVATE LABELS MUST DO TO STAY RELEVANT IN THE FUTURE

In today's dynamic world where consumers seem to be shaping choices, private labels have comfortably entrenched themselves in their hearts. The advent of online retail has also spurred its popularity. Today, we see more and more e-commerce players in categories beyond apparel such as food, grocery and electronics offering a competitive range in quality and pricing, attracting a significant number of buyers who are as happy to own a private label or store brand.



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