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INSIGHT: FINDING SYNERGY BETWEEN RETAIL AND KIRANA STORES

By cooperating with each other, traditional and online retailers can complement the efforts of both and also compensate for each other's weaknesses

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Stores need to ramp up facilities and provide an enhanced experience to shoppers to counter the convenience and price advantage of e-commerce

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"WE EXPECT TO TOUCH THE RS. 1,000 CRORE REVENUE MARK THIS FINANCIAL YEAR"

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