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FOR MANY GLOBAL RETAIL CHAINS, THE CASH-AND-CARRY (C&C) MODEL WAS A WAY TO GET A Foothold IN THE INDIAN MARKET GIVEN THE STIFF REGULATIONS IN MULTI-BRAND RETAIL. THERE'S A GOOD REASON WHY INTERNATIONAL GIANTS SUCH AS WALMART, CARREFOUR AND METRO OR FOR THAT MATTER HOME-GROWN RELIANCE RETAIL ARE INVESTING BIG BUCKS IN THEIR INDIAN C&C OPERATIONS. THE POSITIVE IMPACT OF THIS FORMAT IS MOSTLY FELT IN TIER II AND III TOWNS OR EVEN FURTHER, WHERE THESE PLAYERS HAVE ACTUALLY SUCCEEDED IN CHANGING THE LIVES OF LAKHS OF WHOLESSELLERS AND SMALL TIME RETAILERS. EXPERTS FEEL THAT C&C PLAYERS ARE HARNESSING THE CONCEPT OF INCLUSIVE GROWTH IN REAL SENSE OF THE TERM AND THEREBY BENEFITING THE RETAIL INDUSTRY AT LARGE

