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IN INDIA, HYPERMARKET IS AN AMALGAMATION OF MODERN RETAIL AND REASONABLE PRICE OFFERING. BEGINNING LAST ISSUE, WE STARTED A SERIES ON RETAIL FORMATS IN INDIA AND IN THIS ISSUE WE ARE TAKING A STEP FURTHER TO BRING YOU A DETAILED COVERAGE OF THE EVOLUTION OF THE LARGEST RETAIL FORMAT "HYPERMARKET" AND HOW IT HAS BECOME A SIGNIFICANT GROWTH DRIVER FOR ORGANISED RETAILERS IN THIS COUNTRY