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MARCH 2013

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# INDIAN RETAIL FORMATS

## Evolution and Growth Ahead

THE LIFESTYLE OF INDIAN CONSUMERS IS CONTINUOUSLY EVOLVING AND THEY ARE BECOMING MORE DEMANDING IN TERMS OF PRODUCTS AND SERVICES. RETAILERS ON THEIR PART ARE ALSO REALISING THIS SHIFT AND HAVE BEEN PROACTIVELY FINE-TUNING THEIR EXISTING FORMATS TO SERVE THEM BETTER, WHILE MANAGING THEIR PROFITABILITY AND COSTS. AS SUCH, THE SECTOR HAS BEEN RECEIVING SIGNIFICANT ATTENTION FROM BOTH THE INDIAN AND THE INTERNATIONAL PLAYERS. BEGINNING THIS ISSUE, WE WILL RUN A SERIES ON THE GROWTH AND EVOLUTION OF VARIOUS RETAIL FORMATS IN INDIA.

