



IRF 2014 USHERING IN THE GOLDEN AGE OF RETAIL IN INDIA

IRF is an industry platform made possible with the entire retail fraternity's support and patronage ever since its inception in 2005. The hallmark of IRF has been the passion for modern retail which drives us all. IRF serves the entire retail industry's agenda in catalysing the profitable growth of modern retail by getting together important leaders in Indian and international retail businesses to share knowledge, discuss vital issues.



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From dairy, agri and bakery to a chain of 80 food and grocery retail stores, the Heritage Group-
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Being a first generation food and grocery retailer means having to learn from scratch, knowing the nuances of the city, and building a customer base, says Mohammed Azim, owner of Metto Supermarket.
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Mumbai-based Francesco's Pizzeria, famous for its handcrafted Italian pizzas (and also for its remote-controlled drone home delivery) is keen to expand in all the metros and tier-I cities.
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Chicago-based Independent Grocers Alliance (IGA) sees India as one of the largest countries that it operates in within 10 years.
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Lacoste is one of the iconic brands that has created its niche internationally. Images Retail decodes the philosophy of the brand.
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'Just as a candle cannot burn without fire, men cannot live without a spiritual life' - Buddha. Accentuating this thought is the retail venture - Life Positive Soul Space - initiated by Life Positive Private Ltd., which wonderfully fulfills the unmet needs of people in the corporate world.
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Apart from retail growth in urban and tier-I cities, there is also a radical shift witnessed in consumption patterns in smaller towns with people moving beyond necessities and using products that were once sold only in urban areas.



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