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### 34 COVER STORY

## INTERNATIONAL BRANDS IN INDIA: WHAT MAKES THEM TICK, STICK AND SICK

From top-notch brands like Marks & Spencer to fast fashion brands like Zara, today India can boast of a plethora of international brands with plans to open stores in numbers at par (or even more) than the national brands. We speak with leading malls in India from across geographies to find out their modus operandi in facilitating the entry of international brands in India



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