

[COVER STORY]



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RETAIL FRANCHISING: A POPULAR MODEL FOR SUCCESSFUL BUSINESS EXPANSION IN INDIA

In India, the current estimated market size of the Indian franchise industry – a marketing concept adopted by companies for business expansion – is \$50.4 billion, an increase from \$13.4 billion in 2012, according to a KPMG and FAI report

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FRANCHISING: A LUCRATIVE ENTREPRENEURIAL OPTION IN RETAIL

The report highlights on how franchising can be a fruitful entrepreneurial option for a large mass of people with small to medium investment potential

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Top retailers pan India share the franchising journey of their respective brands

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New Brands, New Stores Mark the Indian Retail Story

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Mohit Dhanjal, Director Retail, Raymond Limited talks about one of the most successful exclusive fashion retail formats in the country

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Transit Retail is poised for growth and with PPP Airports and Metro Stations, the going is only going to get better

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Danube Home Enters India with Hyderabad Store, to Set up 10 More in 5 Years

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CityKart Eyes ₹320+ Crore Net Revenue for FY18-19, 150 Stores in 5 Years

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Woodland to Add 60 Stores, Strengthen Franchise Model in India

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Creaticity: F&B, Entertainment Added to Existing Home & Interiors Portfolio

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In The Shopper's Shoes: When Retail Bosses Turn Consumers

The top honchos of the industry talk about their favourite and most loved stores – both on the Indian and global map

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Chai Point to Open 20 More Outlets by FY 2019

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