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MARCH 2019 | VOL. 18 NO. 3



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*The manufacturing facilities of the brand are designed to combine traditional skills and modern technology to serve a new era and evolving consumers*



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## THE RISING EAST: BOOMING RETAIL MARKET OF EASTERN INDIA



*To a market strategist, East is undoubtedly an ideal location for the growth of the retail industry. Besides being the principal retail-and-services market to a vast hinterland, there are cities which can serve as a center of trade and commerce for the region. The region is at the cusp of being transformed from a traditional customer base into a brand conscious, product-savvy market*

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## RANCELAB AIMS TO BE GLOBAL RETAIL AND RESTAURANT SOLUTION PROVIDER BY 2019