

COVER STORY

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OSIA HYPERMART'S 50:50 FOOD TO NON-FOOD SELLING PROPOSITION EMERGES AS A UNIQUE MODEL FOR ORGANIZED RETAIL IN INDIA

From a single store in Ahmedabad in 2014 to a 15 stores today, the retail journey of Osia Hyper Retail Ltd. is one for the management case studies.



A FAST EXPANDING CONSUMER AND MARKET BASE FOR HEALTHY FOODS

In today's age, consumers are looking for healthier food alternatives, which are changing the market dynamics and have now become a mainstream option of consumption.

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Do you know what your Chewing Gum Contains?

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Easy as Pie



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Stirring up the market with sweet sensations



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