

**THE INDIAN RETALES - INSIGHTS OF AN INDIAN
RETAILER**

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Retail in India, especially the modern self service chains has been at the centre of several press and magazine articles. Vigorous debates about FDI, Corporate.

Indian reTALES: Insight of an Indian Retailer

'The Indian reTALES' is amongst the first comprehensive books about Indian Retail. Starting off with some deep insights and analysis about the retail scenario, .

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Raghu Pillai, a pioneer and visionary of Indian Retail has written the foreword, wherein he strongly reiterates the huge potential of Indian consumers, their consumption story and hence retail. Apart from all the products that a supermarket had, there were clothes, consumer durables. Today we have come a long way with over stores across 60 cities covering a Retail trading area of 1.

The last 5 years have been a period of high growth. Some names who were apart of it. In the early 90s, when RPG first conceptualised organised Retailing for the Indian markets, consumers in India were largely comfortable with the neighbourhood provision store as their mainstay for home supplies. This was made possible by the enormous effort in treating this as a genuine publication instead of only as a publicity medium. Save Extra with 1 offer.

Of course, a loyalty programme backed by a good IT solution helps. But, rural India has played a key role in influencing the consumer mindset, with regard to grocery shopping, in a market dominated by traditional formats.