



An Analysis of key Growth Drivers and Challenges in Organised Sector of Indian Retail Industry

Dr. Vinaydeep Brar¹, Dr. Atul Kumar², Nitin A. Patil³ and Santosh Gade⁴

¹Associate Professor, Balaji Institute of International Business, Pune, India.

²Associate Professor & Deputy Director, ²Siddhant Institute of Business Management, Pune, India

³Assistant Professor, Siddhant Institute of Business Management, Pune, Maharashtra.

⁴Assistant Professor, Siddhant Institute of Business Management, Pune, Maharashtra.

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ABSTRACT

The Indian retail industry is considered as one among the most vibrant industries in country and one of the pillars of economy. The Indian retail industry is also one among the most contributing sectors to GDP (Gross domestic product) and employment of the country. The Indian retail industry especially organised sector has witnessed an exponential growth in last few years, at the same time faced some challenges. In this article, a modest attempt is made to critically analyse key drivers of exponential growth of organised sector of Indian retail industry, as well as key challenges faced. The article is based on exploratory research and secondary data. The data was accumulated from books, journals, magazines, websites and other published sources available. This article provides an original insight of key growth drivers and challenges in organised sector of Indian retail industry.

KEYWORDS: Growth drivers, Challenges, Retail market, Retail industry, India.

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