

RETAIL IN INDIA: A SUNRISE OR SUNSET

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ABSTRACT

This paper provides broad in cycle about the growth of retailing industry in India. Sunrise sector in business is just a vernacular used for a new or emerging or business that is expected to be a strong sector in the future in terms of growth and profits. It examines the growing awareness about FDI and concept of retail among people in India and the growth of urban and semi-urban retail markets. It discovers the role of the government of India in the retailing growth and the need for further improvement. In India the middle class as an segment remains untapped and retail industry which is in introduction phase in these small urban towns plays an important and attractive forces for global retail giants wanting to enter into newer markets, which in turn boost retail industry to grow faster. This paper includes retail sector in India, strategies, growth and challenges ahead of retail industry to shine.

KEYWORDS: Retail, Globalization, Foreign Direct Investment, Challenges and Prospects