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Organized Retailing Culture Spreading Far & Wide to Rural India

With rising popularity of organized retailing and vast growth opportunities in rural areas, the Indian retail industry is expected to reach US\$ 50 Billion by 2011.

NEW DELHI, INDIA, October 16, 2008 **/24-7PressRelease/** -- The Indian organized retail market is passing through a transition phase and is poised to emerge as the most attractive retail destination across the world, as per our new research report - "Booming Retail Sector in India" - that expects the market to reach US\$ 50 Billion by 2011.

The report says that organized retailing has emerged as one of the fastest growing sectors of the Indian economy. The introduction of mall culture in the country has further intensified the expansion of the industry. With increasing popularity of organized retailing, retailers have started focusing on other retail formats too to raise the penetration level and expand their current operations to untapped areas. Most of the retailers in India, including Reliance, Bharti and Express Retail Services, are now shifting attention towards convenience stores to target those consumers who are not comfortable with shopping at big malls on the outskirts of the cities.

Our report highlights that the retail transformation is not confined to cities only and the trend is slowly creeping into rural areas too. However, the growth rate in rural settings is slower than that in urban dwellings due to infrastructure constraints. As per our report, the Indian rural retail market represents over 50% of total retail market in the country and is expected to maintain its status quo in future as well. Many corporate have stepped into the rural retail market seeing the rising consumption levels and high growth potential as compared to urban market. Thus, the Indian rural retail market is providing immense opportunities to retailers for expanding their operations at their doorstep or in nearby areas.

Our comprehensive research "Booming Retail Sector in India" provides quality research and rational analysis on food and non-food retailing and modern retailing, including processed food, private labels, online sales etc. It also helps clients with information on past and current market trends, opportunities and factors making Indian retail market attractive and challenges for the industry.

This report gives rational forecasts on organized and unorganized retailing in rural regions, organized telecom retailing, luxury goods market, share of private labels in retail sales, online sales, and IT revenue from the Indian retail industry.

For more information visit: <http://www.rncos.com/Report/IM112.htm>

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