



**SHREE MEGHMANI PARIVAR AND SHREE BHAILALBHAI A.
PATEL (DETROJWALA) UMIYA ARTS AND COMMERCE
COLLEGE FOR GIRLS, SOLA, AHMEDABAD**

PROF. MILIN DANAK [DEPARTMENT OF COMMERCE]

CLASS: B.COM. SEMESTER-5 (ENGLISH MEDIUM)

SUBJECT: MARKETING MANAGEMENT IN PRACTICE

TOPIC: RETAILING IN INDIA

Retailing- Definition

- According to Philip Kotler “retailing includes all the activities involved in selling goods or Services directly to final consumers for personal , Non business use”.
- “Every sale of Goods and Services to final consumer” – Food products, apparel, movie tickets; services from hair cutting to e-ticketing.

- A retailer or retail store is any business enterprise whose sale volume comes primarily from retailing”.
- A retailer may be defined, as a ‘ dealer or trader who sells goods in small quantities’.
- Any Organization Selling to final consumer is retailing , whether they are
 - A Manufacturer
 - A Wholesaler
 - A Retailer

Retail Landscape in India

- Indian Retail - dominated by unorganized sector
- Approximately 2 million Mom and Pop Shops
- Share of organized retail sector is only 4.6%
- FDI in the retail sector not permitted to protect local retailers (excepting for single brand & cash and carry formats. In this FDI is 51%.)
- Indian retail sector is one of the least concentrated in the world.
- The top five companies hold a combined market share of less than 2%
- India is third largest market in Asia and Oceania, behind Japan and China.



Big players retail in India

- Future group- Big bazaar, Food bazaar, Pantaloons etc.
- Reliance retail- marks & spencer
- RPG group- spencer
- Bharti-walmart
- Tata Tesco- star bazaar

Small players retail in India

- Parsvnath retail
- Vishal mega mart retail
- Shoppers' stop

FDI policy with regard to India

- FDI up to 100% for cash and carry wholesale trading and export trading allowed under the automatic route
- FDI up to 51 % with prior Government approval (i.e. FIPB) for retail trade of ‘Single Brand’ products
- FDI is not permitted in Multi Brand Retailing in India

Global players – Eye on India

Global players plans to have their presence in India

Wal- Mart has already signed a JV with Bharti Enterprises to set up stores

Tesco has a service center in Bangalore.
Metro AG has cash & carry stores .

The Govt. of India currently allows a foreign player to enter the market in JV with an Indian partner

More global luxury brands to enter India.



ONLINE RETAILING

- A type of electronic commerce used for **business-to-consumer (B2C) transactions** and **mail order**, are forms of non-shop retailing.
- Divided in to 2 parts:
 1. **B2C**
 2. **B2B**

B2C

Business that sells products or provides services to end-user consumers.

Business-to-consumer activity exists both online and offline, the acronym B2C has primarily been used to describe the online variety.

B2B

- **Business-to-business (B2B)** describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer.
- While almost any B2C product or service could also be a B2B product, very few B2B products or services will be used by consumers.

CONTRIBUTION TO INDIAN GROWTH

- **Retailing in India** is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP.
- The Indian retail market is estimated to be US\$ 450 billion and one of the top five retail markets in the world by economic value.
- India is one of the fastest growing retail market in the world, with 1.2 billion people.

THANK
YOU