

# Over a Billion Go Shopping



*Shopping malls have altered the structure of organised retailing in India. Projections suggest the emergence of another 150 malls by 2008. The annual growth in departmental stores is estimated at 24%.*

The retail opportunity in India is expected to touch US\$ 440 billion by 2010. Available trends suggest that the clothing, footwear and food and grocery segments will be the biggest growth drivers and witness higher organised retail penetration (ORP).

Rated the fifth most attractive emerging retail market, India is a potential goldmine. It has been ranked second in AT Kearney's Global Retail Development Index of 30 developing countries.

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