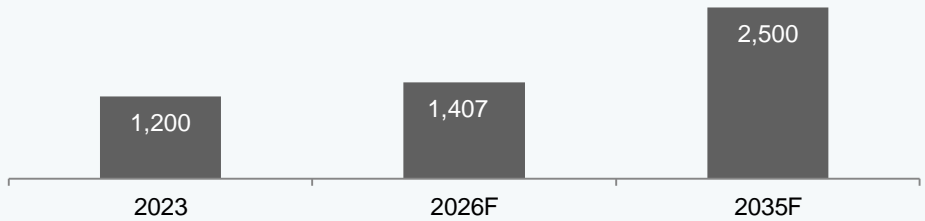


RETAIL



MARKET SIZE

Retail market in India (US\$ billion)

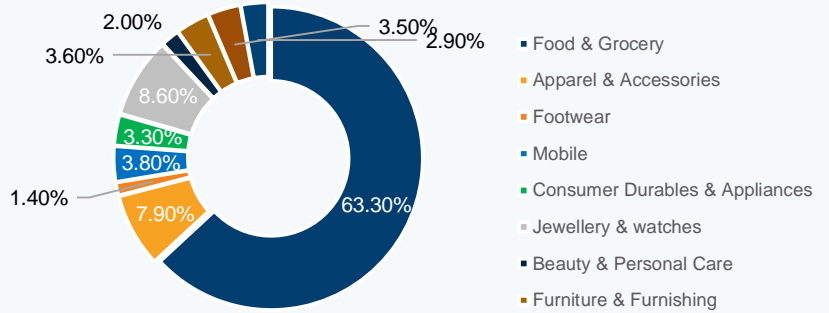


Note: F – Forecast



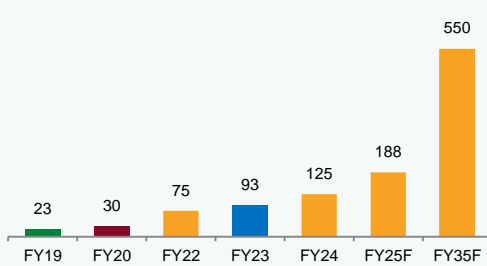
SECTOR COMPOSITION

Category-wise Break-up of Total Retail Market in FY22



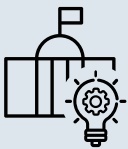
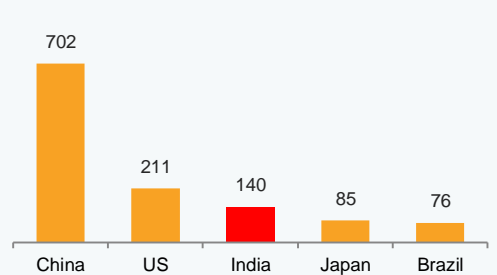
KEY TRENDS

Indian E-commerce Market (US\$ billion)



Note: F – Forecast

E-retail shoppers (million - by country)



GOVERNMENT INITIATIVES



Relax sourcing and investment rules for supermarkets



FDI

100% Single Brand Retail

51% Multi Brand Retail



ADVANTAGE INDIA

- **Robust demand:** India is one of the most promising and developing marketplaces in the world. There is a great deal of desire among multinational corporations to take advantage of the consumer base in India and to enter the market first. India's retail market expanded from Rs. 35,00,000 crore (US\$ 400.9 billion) in 2014 to Rs. 82,00,000 crore (US\$ 939.8 billion) in 2024, growing at an 8.9% annual rate, according to a report by Boston Consulting Group (BCG) and the Retailers Association of India (RAI).
- **Innovation in Financing:** Collective effort of financial houses and banks with retailers are enabling consumers to go for durable products with easy credit. According to EY, E-commerce companies raised US\$ 2.44 billion in PE/VC funding in 2023 from 85 deals, down from US\$ 5.36 billion across 162 deals in 2022.
- **Policy support:** To improve the business climate and make it simpler for foreign companies to register fully owned subsidiaries in India, the Indian government has implemented a number of rules, regulations, and policies.
- **Increasing Investments:** India's retail trading sector attracted Rs. 41,045 crore (US\$ 4.80 billion) FDIs between April 2000-December 2024. The retail sector in India accounts for over 10% of the country's GDP and around 8% of the workforce (35+ million). It is expected to create 25 million new jobs by 2030. In the next 5 to 6 years, Subway, the renowned QSR chain, aims to double its presence in India, expanding its store count from 850 to 1,700 locations.