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22.Title	Malls vs Kiranas- Challenges and Strategic options”
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Abstract	The size of retail industry in India is about \$350 billion and is expected to grow at 13% p.a. (AT Kearney- Global Retail Development Index, 2006). Organized retailing is only 2-3% at present, but it is projected to grow at more than 30% p.a. and it is also estimated to reach an astounding INR 1000 billion by 2010. India has also been rated as the fifth most attractive emerging retail market and ranked 2nd in a Global Retail Development Index of 30 developing countries drawn up by A T Kearney. Powerful companies like Wal-mart, Tesco, Carrefour, and Metro are lobbying aggressively with the Indian Government to allow 100% FDI in retail. But an AC Nielsen study has projected that even without FDI, number of Organized Stores would double from current 2500 stores to about 5500 stores by 2010. Rising income level, young population with high disposable income, availability of brands and merchandise, media proliferation, the impact of globalization, saturation in international markets, positive indicators of the economy and the changing mindset of the consumers are the major drivers quoted behind this retail boom. But what about the Kiranas. With the help of a consumer study ,this paper attempts to understand patterns & reasons for switching shopping habits, an attempt is also made to suggest options available to develop and strengthen competencies to enable them to survive and flourish in the coming decades