

## **EMERGING CITIES OF INDIA: THE NEW AGENDA ON RETAIL INVSTOR'S DESK**

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### **ABSTRACT**

Liberalisation of retail policies in India paved the way to foreign as well as domestic investors to mark the entry and get into one of the highly dynamic market of world. Retail being one of the most important topics of Indian economy has become impetus to many of the investors to enhance their existing business or add one more number to their business verticals. Many of organised retailers like Big Bazar, more, Pantaloons, Reliance Trends etc have already entered in the emerging cities. The level of organised retailing though, has much space to get saturated. The paper analyses the reality of retail in emerging cities, Foreign Direct Investment Policy and importance of emerging cities for retail investment and challenges ahead. The paper has considered reference cities for analysis of situation and trends.

**KEYWORDS:** Retail Trade in Emerging Cities, Prospects and Challenges of Retail in Emerging Cities of India