

Infiniti Retail Ltd in Retailing (India)

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Abstracts

Infiniti Retail in 2012 continued to expand its outlet network of its retail brand for electronics and appliances, Croma, along with selling space. The larger format stores were focussed on metropolitan cities in order to attract higher footfall. The company also acquired its technical and sourcing partner Woolworth (India) Pvt Ltd in 2012. The company is working aggressively to make itself the leading electronics and appliance specialist retailer in India.

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