

K Raheja Corp in Retailing (India)

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Abstracts

The company in 2012 focussed on increasing the outlet number of all three of its retailing arms namely Hypercity, Shoppers Stop and Crossword in order to increase reach a larger consumer base. The company especially focussed on Shopper's Stop, its retailing brand in department stores by focussing on private labels in order to garner more consumers.

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