

# Raymond Ltd in Retailing (India)

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## Abstracts

Raymond Ltd is one of the oldest men's formalwear brands in the country. The company and the brand name itself are synonymous with high quality and premium formalwear for men. The company plans to maintain its strong position in apparel and footwear specialist retailers by modernising its product ranges and tying up with more online retailers in order to tap into demand among India's growing millennial population.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Competitive Positioning

Summary 1 Raymond Ltd: Competitive Position 2016

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