

# Reliance Retail Ltd in Retailing (India)

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## Abstracts

Reliance Retail Ltd is among the leading retailers in India. The company is known for its wide variety of products, affordable pricing and the easy availability of its outlets across the country. The company opened its online arm in 2016 with the brand Ajo.com, which was amongst the last of India's major retail conglomerates to enter the online space, although the brand has so far been doing well. The company is set to continue expanding its reach to cater to a wider audience as it seeks to exp...

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