**Abstract**

The Indian retail industry is one of the fastest growing industries in the world. India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India’s retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India. It is the entry of bringing the next revolution after the IT sector. In the world of highly competitive environment, the retailers are now offering not only the products but also the service. Therefore the purpose of the study is to examine the perception level of service quality offered by organized retail stores.