**Abstract**

Retail is the largest private industry globally but still in it nascent stage in India. In our country, modern food retail formats are still limited to a few cities or regions. Food retail industry is not supported by modern food distribution and logistics solutions.

40% of the perishable foods produced in the country get rotten during transportation due to the absence of an efficient cold chain. Lack of Foreign Direct Investment (FDI) status has largely limited capital investment in supply chain infrastructure, which is a key for development and growth of food retailing and has also constrained access to world-class retail practices. India is one country, but in reality, it has 28 very different markets each with its own tastes and shopping habits, understanding this diverse market and the constantly evolving consumer is the biggest challenge