**Abstract**

The most challenging and exciting time to live in is on the cusp of change. And that is where India is today. This huge, multicultural country India is transforming from a socialist economy to a consumption led creative economy. The scope and depth of change that is taking place across the India defies description .This Change provides both a humongous challenge and a gigantic opportunity for marketers and retailers. Retailing is not only an important aspect of the economic structure but very much a part of our lives. Though trading of goods has been in existence since the older days, it is only in the recent past that the buying and selling of goods have become more dominated activity. In fact, today retailing is evolving into a global, high tech business.