**Abstract**

The retail sector has played a phenomenal role throughout the world in increasing productivity of consumer goods and services. The retail industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. The Indian retail industry is the largest among all the industries, accounting for over 10 percent of the country’s GDP and around 8 percent of the employment. The main challenge facing the organized sector is the competition from unorganized sector. The organized retail segment is mainly dominated by the apparel and textile segment followed by the food, grocery and beverages segments. The changing consumption pattern is unleashing opportunities for retailing growth in Indian urban area. This has to be reached to the Indian rural for a viable retailing in India.