

## [Business](#) » [Industry](#)

Published: April 25, 2014 22:52 IST | Updated: April 25, 2014 22:52 IST

### **Retail industry returns to profitable growth idea**

Staff Reporter

A sense of reality and profitable growth has finally returned to the Indian retail industry, according to Nitin Sanghavi, a retail strategy expert who sits on the board of fashion and lifestyle chain Shoppers Stop. “There’s good growth and bad growth. A few years ago, many retail chains expanded for the sake of expanding. Of course, if you are a big conglomerate you can accept losses. But this is now changing,” he said. Mr. Sanghavi, who is also a professor of retail marketing and strategy at Manchester Business School, was here on Friday to launch Great Lakes Institute of Management’s new post graduate programme in retail management.

According to Mr. Sanghavi, even some of the bigger conglomerates like the Birlas are now investing with profitable growth in mind. “It’s true that consumer sentiment is now down, and retailers have responded by giving more value in the form of discounts and loyalty points. But what we are also equally seeing is the industry investing with the aim of profitable growth, which is why you see either bigger format stores or greater rotation of products at smaller format stores,” he added.

Keywords: [retail industry](#)

Printable version | Apr 26, 2014 5:04:33 PM | <http://www.thehindu.com/business/Industry/retail-industry-returns-to-profitable-growth-idea/article5948329.ece>

© The Hindu