



MARKET RESEARCH REPORT
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India's Retail Industry: IT Market Trends and
Opportunities, 2006 – 2010



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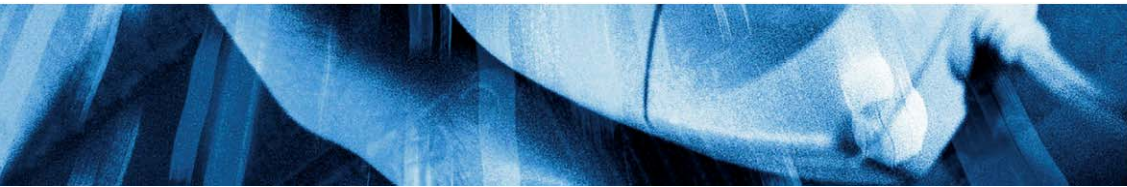
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INTRODUCTION

In the past couple of years organized retail has emerged as one of the most dynamic industries in India. The retail revolution, as it is sometimes referred to, is being driven by a new wave of consumerism in urban India fueled by rising incomes and a growing economy. This new opportunity has attracted a diverse group of companies to the retail business from home grown entrepreneurs to big industrial groups and multinational retail giants. While many of the Indian retail companies have already made significant investments in setting up their infrastructure, others have lined up substantial commitments. Business conglomerates like Bharti, Reliance and Tata among others have plans to invest billions of dollars in retail business.

This Springboard Research study on IT in India's retail industry assesses the Indian retail industry and the opportunities the market presents for IT companies. This report examines eight key segments in the retail sector: Food/Grocery/Vegetables, Garments, Electronics/Electrical (White Goods), Cosmetics/Medicines, Home Furnishings and Furniture, Life Style products (Jewelry/Shoes/Watches), Office Products and Multi Product outlets. For this study, Springboard Research analysts surveyed IT decision makers at the major retail companies in India and heads of retail vertical business of leading IT vendors. Also included is market data, including market size and growth forecasts, to provide insight into the retail sector for a big picture industry perspective.