



# Supermarketwala: Secrets To Winning Consumer India

*Damodar Mall*

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## **Supermarketwala: Secrets To Winning Consumer India** Damodar Mall

- Rita, the young bahu, avoids buying personal products from the family grocer.
- Sonu's breakfast table on a Sunday represents global cuisines. Do you know how it is possible?
- Where do big corporates and MNC retailers fumble, and what helps simple DMart get its model right?
- What is Ching's Secret that is not Knorr's, Maggi's, or Yippie's?

Supermarketwala, Damodar Mall's intriguing and revelatory debut book, answers these questions and much more. Damodar, in Supermarketwala, provides the very basics for the growth of modern retail and consumerism in India, through interesting and carefully studied consumer behaviour, an art that few in his domain possess.

Supermarketwala, is intended to be the go-to book for all consumer business enthusiasts and readers alike, who wish to understand how and why we as consumers behave in a certain manner at different places. These insights, which are the analyses of the sector so far, could become the pillars for shaping successful consumer products and retail businesses in the huge consumer economy that India will soon be.

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#### **Helen Williams:**

Reading can called imagination hangout, why? Because when you are reading a book especially book entitled Supermarketwala: Secrets To Winning Consumer India your head will drift away trough every dimension, wandering in each and every aspect that maybe not known for but surely will become your mind friends. Imaging every word written in a publication then become one type conclusion and explanation in which maybe you never get prior to. The Supermarketwala: Secrets To Winning Consumer India giving you a different experience more than blown away the mind but also giving you useful data for your better life within this era. So now let us show you the relaxing pattern this is your body and mind will likely be pleased when you are finished examining it, like winning a. Do you want to try this extraordinary spending spare time activity?

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book usually are make you bored, any it can make you feel happy, fun and loosen up. Try to choose the best book for you personally and try to like reading that will.

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