



## It Happened in India

*By Kishore Biyani, Dipayan Baishya*

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### **It Happened in India** By Kishore Biyani, Dipayan Baishya

Born in a middle class trading family, Kishore Biyani started his career selling stonewash fabric to small shops in Mumbai. Years later, with the launch of Pantaloons, Big Bazaar, Food Bazaar, Central and many more retail formats, he redefined the retailing business in India. Incidentally, Kishore Biyani's objective is to capture every rupee in the wallet of every Indian consumer, wherever they are - an investment banker living in a south Mumbai locality or a farmer in Sangli. As large business houses enter the retail space, Kishore Biyani is not just concentrating on retail but aiming to capture the entire Indian consumption space. From building shopping malls, developing consumer brands to selling insurance, he is getting into every business where a customer spends her money.

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## **It Happened in India** By Kishore Biyani, Dipayan Baishya Bibliography

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## **Editorial Review**

### **About the Author**

One of India's most versatile entrepreneurs, Kishore Biyani has played many roles. He has been a trader, a film-maker, an organizer of festivals and an innovative retailer. *It Happened in India* is the story of this irreverent Indian entrepreneur who scripted his own success story with an uncanny insight into the mind of the Indian consumer and his own simple philosophy

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