



Supermarketwala: Secrets To Winning Consumer India

By Damodar Mall

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Supermarketwala: Secrets To Winning Consumer India By 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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