

# A Study of Brand Positioning with Reference to Big Bazaar

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**Abstract:** Retail is India's largest industry accounting for over 10 per cent of the country's GDP and eight per cent of the employment. The industry in India has emerged as one of the most dynamic and fast paced ones with several players entering the market. The Indian retail market is expected to grow from US\$ 300+ billion to US\$ 400+ billion at the rate of approximately 7-8% per year by 2010. Driven by changing lifestyle's, strong income growth, western influence and favorable change in demographic patterns, Indian retail is expanding at a rapid pace

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