INTRODUCTION
Retailing is not only an essential part of our economic structure but also mold our lifestyle. In India the trading of goods has always been a part of traditional societies. Therefore retail marketing in India can basically divided into two types. One is organised retail market and another retailing through unorganised retail market. Organised retailing refers to trading activities taken over by licensed retailers, that is, those who are registered under VAT, Income Tax, etc. These include the corporate-backed hypermarkets, super market, retail chains, departmental stores, specialty and also the privately owned large retail businesses. Unorganised retail market, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, vegetable market, weekly market, convenience stores, and hand cart etc.

ORIGIN OF THE RESEARCH PROBLEM
Since last some decades, in India it was seen that organised retail market contributes only 6% of the retail trade and unorganised retail market contributes the remaining 94% of retail trade. But since 1991 the Indian retail marketing registered a huge growth. The Indian retail industry is the fifth largest in the world. Comprising of organised and unorganised retail market, India retail industry is one of the fastest growing industries in India, especially over the last few years. Though initially, the retail industry in India was mostly unorganised, however with the change of tastes and preferences of the consumers, the industry is getting more popular at present time and growing as well.
INTERDISCIPLINARY RELEVANCE
According to the 8th Annual Global Retail Development Index (GRDI) of AT Kearney, India retail industry is the most promising emerging market for investment. In 2007, the retail trade in India had a share of 8-10% in the GDP (Gross Domestic Product) of the country. In 2009, it rose to 12%. It is also expected to reach 22% by 2010 & 2011. Retail Marketing can improve the development of rural areas under various options such as increasing in job opportunities, change in lifestyle, increase in literacy rate, rising incomes, infrastructure development & technological improvements.

GROWTH OF RETAIL MARKETING
Retail Marketing in India growing day by day. Retailing is the world’s largest private sector contributing to 8% of the GDP and it employs one sixth of the labourforce. Increasing income, small families, and middle class families required organised retail formats for their development in urban as well as in rural areas. Opening of retail organised markets at rural areas develop the society and economical improvement of the country. Development of rural areas is so necessary at this stage. It is observed that modern retail marketing has contributes to economic development, employment generation and change in lifestyle at urban as well as rural areas in India. So prospects of retailing and its modern retail formats is good.
Following table 1 proves growth of malls at major cities in Maharashtra.

<table>
<thead>
<tr>
<th>Cities</th>
<th>2005</th>
<th>2006</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumbai</td>
<td>7</td>
<td>14</td>
<td>129</td>
</tr>
<tr>
<td>Pune</td>
<td>2</td>
<td>6</td>
<td>47</td>
</tr>
<tr>
<td>Nagpur</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Aurangabad</td>
<td>0</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Nashik</td>
<td>0</td>
<td>1</td>
<td>4</td>
</tr>
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</table>

(Source: www.wikipedia.org)

MODERN RETAIL FORMATS

- Hypermarts/supermarkets: Large self-servicing outlets offering products from a variety of categories.
- Mom-and-pop stores: They are family owned business catering to small sections; they are individually handled retail outlets and have a personal touch.
- Departmental stores: are general retail merchandisers offering quality products and services.
- Convenience stores: These are located in residential areas with slightly higher prices goods due to the convenience offered.
- Shopping malls: The biggest form of retail in India, malls offers customers a mix of all types of products and services including entertainment and food under a single roof.
- **E-trailers**: These are retailers providing online buying and selling of products and services.

- **Discount stores**: These are factory outlets that give discount on the MRP.

- **Vending**: It is a relatively new entry, in the retail sector. Here beverages, snacks and other small items can be bought via vending machine.

- **Category killers**: Small specialty stores that offer a variety of categories. They are known as category killers as they focus on specific categories, such as electronics and sporting goods. This is also known as Multi Brand Outlets or MBO's.

- **Specialty stores**: These are retail chains dealing in specific categories and provide deep assortment. Mumbai’s Crossword Book Store and RPG's Music World are a couple of examples.