



## Blackberrys-Emerging brand in Indian retail market

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**New Delhi:** The Indian retail market, the fifth largest retail destination globally, has been ranked as the most attractive emerging market for investment in the retail sector by AT Kearney's eighth annual Global Retail Development Index (GRDI), in 2009. According to a study conducted by the Indian Council for Research on International Economic Relations (ICRIER), the retail sector is expected to contribute to 22 per cent of India's GDP by 2010.

With rising consumer demand and greater disposable income, it is projected to grow to US\$ 700 billion by 2010 with an expected annual growth rate of 30 percent, according to a report by global consultancy Northbridge Capital.

India is poised to become the fourth largest economy by 2020. International fashion brands have made an entry in Indian market and have popularized their product lines.

An expanding and organized domestic market will deepen the synergy between the domestic and the export market and strengthen India's presence in the high-value segment of the global trade and investment. Fashion and lifestyle brands will enjoy global awareness and exposure in foreign market and carve a niche in the fashion fraternity. One of the brands that is ready to grab this opportunity is Blackberrys, a leading Indian formal wear brand for men and women.

Nikhil Mohan, M.D., Blackberrys believes that, "In domestic market with the growing purchase power and quick upgrading of information, the discerning buyer will be spending consciously on quality products to satisfy his growing needs and aspiration. Blackberrys pledges to provide the consumers the best quality and style."