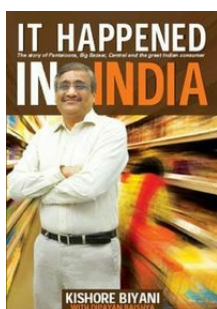


IT HAPPENED IN INDIA: THE STORY OF PANTALOONS, BIG BAZAAR, CENTRAL AND THE GREAT INDIAN CONSUMER

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...



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Peek Inside the Book

I believe that we all come to this world to kill time. Therefore, we pick up some activity that we like doing and call it our profession. I call this the time pass theory. Kishore Biyani, It Happened In India: The Story of Pantaloons, Big Bazaar, Central and the Great Indian Consumer

Reader's Opinions

Although informative, I felt this book lacked a bit in terms of how books on success stories usually are...There were quite a few things that the aspiring younger generation can definitely look up to and I liked the fact about bringing a sense of 'Indian-ness' into everything they do at the Future group...

Informative and Interesting.But it seems to be projected like vindication of everything that happened. The book informs you but it lacks humility. An account of history, as i reckon, has...