

Best Of Both Worlds

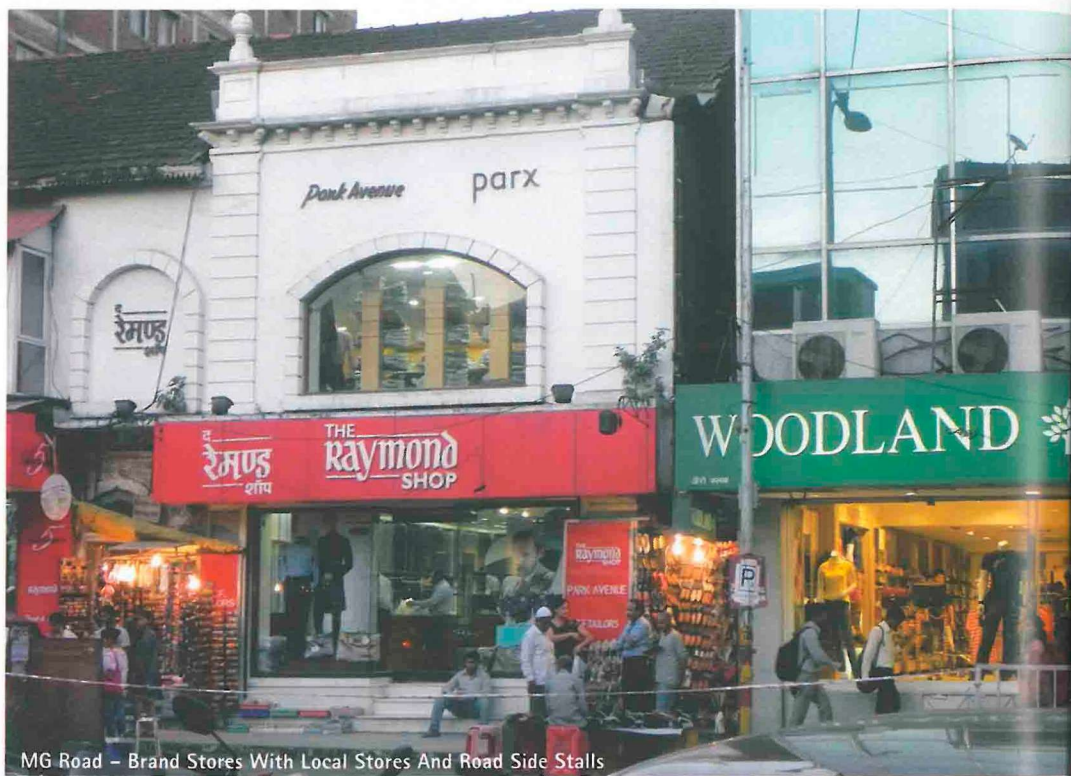
The city of Pune has emerged as a hot retail hub with a metropolitan outlook. The city is not only a centre for education but also hosts a gamut of multinational companies. The business growth of Pune brought about a certain demographic change which is writ large on the city's retail landscape. So, while the traditional Peth area in the central part of Pune continues to be a highly popular place for wholesale and retail business, many other parts of the city, in particular the eastern and northern sides, are dotted with high-end retail outlets. The first mall showcasing international brands opened in the Koregaon Park in Pune in 2009. In the five intervening years, modern retail and showrooms have simply exploded on the scene.

Visits to the bazaar and street shopping are highly popular among the city dwellers. One may say the city of Pune has developed and modernised in recent years, but that has not altered the unique character of the traditional retail formats there, especially in market areas like Laxmi Road and Tulsibagh. Many a times there is a noticeable similarity in these two areas, the only difference being that one is organised while the other is unorganised.

These local markets have attuned themselves to the emerging customer preferences. As a case in point, the food outlets in these areas are cognizant of today's customer's demand for toppings on the food. They are equally aware of the need to tastefully display the products to attract shoppers.

The local retailers are seen to be honing their skills at product display – on how to arrange the products in a presentable manner, how to go about with the promotions and offers on the windows or hand painted boards, how to create an aesthetic appeal, which is now termed as visual merchandising in retail.

Puneites are generally fascinated by the fashion and preferences in Mumbai and Delhi, and they seem to imbibe them. So, what is on offer on the retail landscape pretty is in sync with these preferences. The window display concepts are also aligned accordingly. That is where the comparatively safe, smart and the costly location of Pune comes into consideration i.e. M.G. Road (Mahatma Gandhi Road, Pune). This is a place for all, where on the both sides of the street brands like UCB, Adidas, Puma, Raymond, The Bombay Store, Van Huesen and others have been retailing for very many years. On the same road there are the leading local retailers of Pune and the small stalls, shops for accessories, clothes, bags, footwear, etc. Considering that all types of retailers migrate to this part of the city, we can say that all types of consumers prefer shopping there. Some time back, the city body created a "Walking Plaza" on weekends on M.G. Road to encourage people to eat, shop and have fun all across the street.



MG Road – Brand Stores With Local Stores And Road Side Stalls



MG Road – Market Lane With Small Shops From Apparel To Lifestyle Products



Window Display Of Local Brand

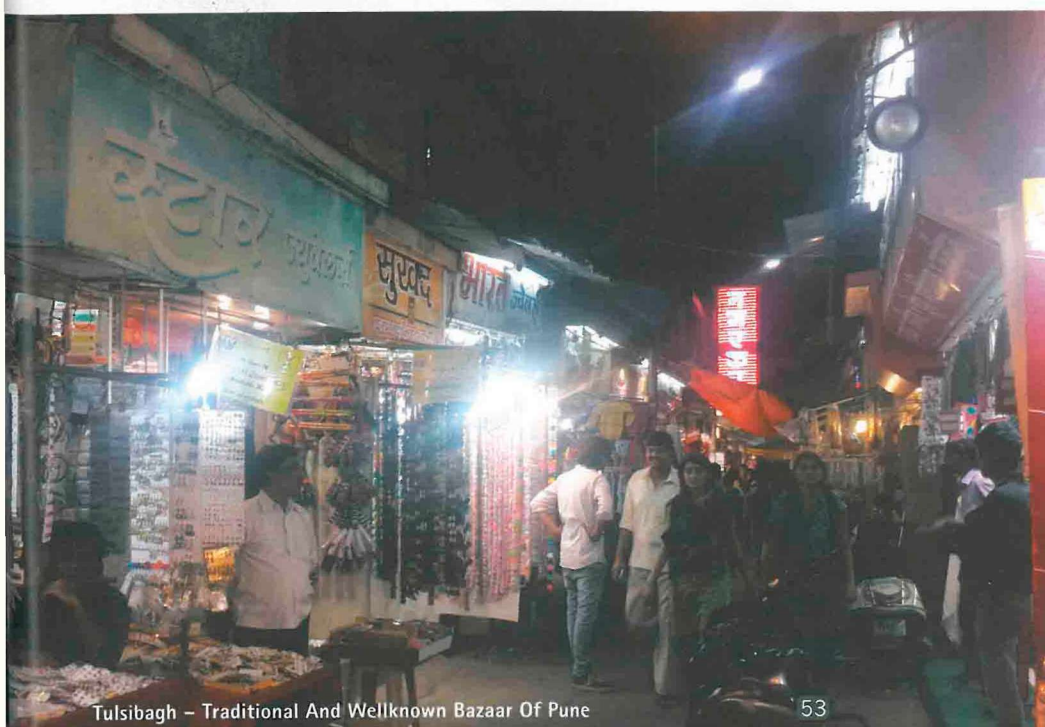
It apparently started with the concept of a weekly bazaar which is still present in few parts of India. Relating it to the present organised retail brands, some brands have been undertaking new stances like few days a week would be applicable for some additional discounts or some unique sale. All these marketing gimmicks seemingly have their roots in traditional practices.

This approach has also ensured that the traditional retail formats in Pune will continue to co-exist with the modern formats. Traditional retail is particularly preferred by people during the festive period and for special occasions. ●

Sarita Gujar



Laxmi Road – Traditional Market Of Pune



Tulsibagh – Traditional And Wellknown Bazaar Of Pune