

# Under the spreading retail tree

From gold to gifts to grains to gadgets, the Tata Group has a solid foundation in India's retail market. With a unique line up of retail store brands that sell everything under the sun in most metros and a large number of smaller cities, the Tata Group is looking at registering a strong top-of-mind presence in the customer's mind by targeting value and quality as a part of the brand equity. Here is an array of some of the best retail stores on India's roads — from the up-market Tanishq to the everyday Star Bazaar, from the bookworm's haunt Landmark to Croma for the gadget-freak, along with Westside and Titan for those with an eye to fashion, and of course Chai Unchai and Mr Bean for the beverage lovers.

