

## FOREIGN DIRECT INVESTMENT IN MULTI BRAND RETAILING

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### ABSTRACT

Over the last few years, retail has become one of the fastest growing sectors in Indian economy. Retailing is the last link, which connects the consumer with the manufacturer. In this paper the efforts has been made to analyse the need of foreign direct investment in multi brand retailing in India. To save consumers rights, to generate employment, and to regulate retailing in India, these are the few issues. To analyse reasons to allow and not allow F D I in multi brand retailing in India. For the development of our country FDI in multi brand retailing is necessary. Decision has to be taken by the government.

**KEY WORDS:** Single brand retailing, multi brand retailing, foreign retail investors, and foreign direct investment.

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