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Sommario/riassunto	In 2010 the Indian market is estimated to be as big as the European Union. The latest Global Retail Development Index ranks India as the top destination for Western retailers even before rising stars like China or Russia. The purchasing power is rising in India. Hence, the Indian market has huge potential for foreign investment. The Indian market is a market multi-national companies should not miss because of its future importance. But India is also a country with a very unique and complex culture. Indianizing a retail company's assortment and strategy is key to succeed in India. Knowledge