



Case Study

IIMK/CS/123/QM&OM/2021/01

March 2021

Business Innovation in Retail, Playing the Right Cards: A Case of Reliance Retail

**Soumyadeep Kundu¹
Ashutosh Sarkar²**

©

All rights belong to their respective authors.

Please contact the corresponding authors if you would like to access the full case

¹Doctoral Scholar, Quantitative Methods and Operations Management Area, Indian Institute of Management, Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - soumyadeepk12fpm@iimk.ac.in

²Associate Professor, Quantitative Methods and Operations Management Area, Indian Institute of Management, Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - asarkar@iimk.ac.in, Phone Number - 0495-2809424

ABSTRACT

This case anchored around Reliance Retail to highlight the nuances of significant transformations that are happening in the Indian retail industry. The case includes a detailed and chronological records of the business events happening with respect to the retail supply chain. The case specifically, highlights how technology is reshaping the retail supply chain in terms of innovating newer supply chain models offering greater value to customers while cutting down supply chain costs. A good discussion on the case would help business students to understand how one of the major business segments of the economy is fast changing its nature. The students would also be able to analyse the business rationales for such transformations.

Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/faculty/publicationmenu.php>

