


News monitored for: PricewaterhouseCoopers

**BUDGET
INSIGHT
OUT**
2024-25



**THE
INDIA
STORY**

RETAIL

Key challenges

- Only 10% of households with formally employed chief wage earners
- Muted consumer demand
- Rising food, fuel, and fertiliser prices have depleted rural purchasing power
- Weak inter-state migration of labour
- Digital transformation needs to have zero tolerance on consumer data breaches

Industry ask

- Increase direct benefit transfer to generate rural demand
- Faster disbursement of PLI to increase job formalisation
- Easy access of credit for MSMEs to build robust supply chains
- Create an inter-state migration council to ensure free movement across states
- Notify details of the digital personal data protection Act transparently

RISING TREND

Retail sales (in \$ bn)

■ Fragmented trade
 ■ Organised trade
 ■ Online sales

Fiscal Year	Fragmented trade	Organised trade	Online sales	TOTAL
FY21	557	68	52	677
FY22	650	85	64	799
FY23	696	114	90	900
FY24	756	134	110	1,000
FY25E	809	157	134	1,100

Source: R&C FY25 Budget Plan

REFORMING MULTI-BRAND RETAIL TO SPUR INVESTMENTS IN RETAIL INFRA, JOB FORMALISATION THROUGH MSMEs, CONTINUED GOVERNMENT INVESTMENT TO FACILITATE COMMERCE AND ACCESS WILL BE KEY"

RAVI KAPOOR, Partner & Leader,
Retail & Consumer, PwC India

