

A CASE STUDY

Role of supply chain management in emerging Indian markets

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ABSTRACT

The growing markets in contemporary world offer huge opportunities for India to explore new opportunities and get rid of the existing age old methods, especially in the field of supply chain management. There is a good amount of untapped potential that is yet to be explored and benefitted off. The existing supply chains in Indian markets are very weak in comparison to the methods used in other developed nations. This paper tries to identify the importance of supply chain updations in Indian markets and the future it has ahead.

KEY WORDS : Supply chain strategies, Emerging markets

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