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GLOSSORY

Sr. No.	Abbreviation	Long Form
1	ORMs	Organized Retail Markets
2	HR	Human Resource
3	NCR	National Capital Region
4	ICRIER	Indian Council for Research and International Economic Relations
5	RFID	Radio Frequency Identification
6	BPO/ITeS	Business Process Outsourcing Information Technology
7	FICCI	Federation of Indian Chambers of Commerce and Industries
8	POP/POS	Point of Purchase Point of Sale
9	SCM	Supply Chain Management
10	AMA	American Marketing Association
11	CAGR	Compounded Annual Growth Rate