Chapter 4

Retail Prospects in Marathwada

4.1 About Marathwada:

Marathwada division of Maharashtra includes eight districts i.e. Aurangabad, Beed, Jalna, Osmanabad, Parbhani, Nanded, Latur and Hingoli.

Aurangabad:

Aurangabad District Population 2011

According to census 2011, Aurangabad had population of 3,701,282 of which male and female were 1,924,469 and 1,776,813 respectively. In 2001 census, Aurangabad had a population of 2,897,013 of which males were 1,505,363 and remaining 1,391,650 were females. Aurangabad District population constituted 3.29 percent of total Maharashtra population. In 2001 census, this figure for Aurangabad District was at 2.99 percent of Maharashtra population. Child population (0 to 6) in Aurangabad is 532659 and 250837 people are literate in Aurangabad district. Average literacy rate in Aurangabad district is 86.84%.

The Urban population in Aurangabad district is as follows, out of the total Aurangabad population for 2011 census 43.77 percent lives in urban regions of district. Total 16,20,170 people lives in urban areas of which males are 842644 and females are 777526, child population in urban region was 226295 this child population figure of Aurangabad district is 14.38% of total urban population.

Aurangabad District Urban Population 2011

Out of the total Aurangabad population for 2011 census, 43.77 percent lives in urban regions of district. In total 1,620,170 people lives in urban areas of which males are 842,644 and females are 777,526. Sex Ratio in urban region of Aurangabad district is 923 as per 2011 census data. Similarly child sex ratio in Aurangabad district was 867 in 2011 census. Child population (0-6)
in urban region was 226,295 of which males and females were 121,211 and 105,084. This child population figure of Aurangabad district is 14.38 % of total urban population. Average literacy rate in Aurangabad district as per census 2011 is 86.84 % of which males and females are 91.83 % and 81.49 % literates respectively. In actual number 1,210,507 people are literate in urban region of which males and females are 662,525 and 547,982 respectively.

**Aurangabad District Rural Population 2011**

As per 2011 census, 56.23 % population of Aurangabad districts lives in rural areas of villages. The total Aurangabad district population living in rural areas is 2,081,112 of which males and females are 1,081,825 and 999,287 respectively. In rural areas of Aurangabad district, sex ratio is 924 females per 1000 males. If child sex ratio data of Aurangabad district is considered, figure is 851 girls per 1000 boys. Child population in the age 0-6 is 306,364 in rural areas of which males were 165,510 and females were 140,854. The child population comprises 15.30 % of total rural population of Aurangabad district. Literacy rate in rural areas of Aurangabad district is 72.87 % as per census data 2011. Gender wise, male and female literacy stood at 83.86 and 61.15 percent respectively. In total, 1,293,330 people were literate of which males and females were 768,411 and 524,919 respectively.

The Urban –Rural population distribution of Aurangabad district is as follows,

![Image](image.png)

**Figure 4.1:** Population distribution of Aurangabad district. (Source- www.census2011.co.in)
Aurangabad city is governed by Municipal Corporation which comes under Aurangabad Metropolitan Region. Population which comes under Municipal Corporation of Aurangabad is 1171330, of which 610377 are males and 560953 are females.¹

<table>
<thead>
<tr>
<th>Aurangabad City</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,171,330</td>
<td>610,377</td>
<td>560,953</td>
</tr>
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</table>

Aurangabad is the capital of Marathwada division and was once the fastest growing city in Asia. Aurangabad has been an industrial hub for the last few decades. The success of industrial units based in Aurangabad has resulted in the city being titled as the hub of automobile, beverage and pharmaceutical companies.

The Jayakwadi project at Paithan has transformed the face and future of this city completely. Once considered as a dry and barren piece of land from history has made a phenomenal comeback and is now one of the prominent cities of Maharashtra.

Figure 4.2: Population growth of Aurangabad district. (Source- www.census2011.co.in)
The rapid industrialization of Aurangabad district has resulted in the fast-paced growth of its population.

Today we notice that Aurangabad is emerging as a cosmopolitan city with migrants settling here from the length and breadth of the country. The growth of industries here has created a dominant middle class with considerable spending power.

**Industry:** Until 1960, Aurangabad languished as city remaining an industrially backward. In 1960 the region of Marathwada was merged with Maharashtra. This was the time when the industrial development of Marathwada region began, propelled through designated backward area benefits and it was only when the Maharashtra Industrial Development Corporation (MIDC) began acquiring land and setting up industrial estates that it began to grow. Aurangabad is now classic example of efforts of state government towards balanced industrialization of state.

Some of the well known names are: Skoda, Bajaj, Videocon, Garware, Ajanta Pharma, Siemens, Crompton Greaves, Glenmark, Wipro, Lupin, Orchid Pharma, NRB bearings, Colgate Palmolive, FDC, Shreyah Life science, Kingfisher, Forbe, Sab. Miller, Endurance System, Man Diesel, Cosmo Films, Varroc Engineering, Can-Pack India, Hindalco- Almex Aerospace, Nath Seeds, Endress and Hauser, Dagerfrost, Frigorifico Allana, Indo German Tool Room, Wockhardt Ltd., Good Year Tyres, Aurangabad Electricals, Badve Engineering, Ajeet Seeds and many more small and medium companies are having their manufacturing operations in Aurangabad.

The Aurangabad- Jalna belt is also considered as the seed capital of India with presence of some of the largest seed companies in the country. Mahyco (R&D + production), Nath seeds (R & D + production) Seminis (R & D + production) and Monsanto (R & D currently) are some of the big names in the industry.

Many firms have their manufacturing bases in Aurangabad, in the sectors of automotive and auto components, pharmaceuticals and breweries, consumer durables, plastic processing, aluminum processing, agriculture and biotech. Manufacturing plant of Wockhardt (Wockhardt Biotech Park) in Aurangabad is largest Biopharmaceutical plant in India.

There are five Special Economic Zones (SEZs) which have been approved by central government for this city and these are in automotive Bajaj Auto in pharmaceuticals Inspira
pharma SEZ and Wockhardt, one in aluminum Hindalco aluminum and yet another is Inspira Energy SEZ. Recently Aurangabad became the third city in Maharashtra after Pune & Nasik to host an auto cluster namely Marathwada Auto Cluster (MAC).

Financial Services: In the first decade of twenty first century Aurangabad has seen a spurt in financial activities with almost all public sector and private sector banks have opened up branches including ICICI Bank, HDFC Bank, State Bank of India, State Bank of Hyderabad, Axis Bank, City Bank, Bank of India, Deutsche Bank, Yes Bank, Bank of India, Bank of Baroda, Bank of Maharashtra etc. Life Insurance companies like Life Insurance corporation of India (LIC) almost all leading private life Insurance companies are having their regional offices in Aurangabad, Public sector & private general insurance companies are operating with enthusiasm here. Investment companies like India Bulls, Religare, Angel broking, Jeojeet etc. are offering investment solutions.

Tourist Destinations: Aurangabad contributes large portion of Tourism in Maharashtra. Aurangabad is also known as the city of gates as the old city is dotted with numerous gates which were erected by Aurangzeb in around 1682 AD. The monuments in and around the city have lured the tourists from all over the world and made Aurangabad a major tourist destination, like Ajanta Caves, Ellora Caves, Panchakki, Khuldadabad, Daultabad Fort etc.

Transport:

Road: Aurangabad is well connected by roads with various major cities of Maharashtra & other states. National highway NH-211 (Dhule-Aurangabad-Solapur) passes through the city. Road connectivity is excellent and road connecting to Jalna, Ahmednagar, Nagpur, Beed and Mumbai are upgraded into four lane highway. A new Nagpur – Aurangabad – Mumbai highway is being developed.

Rail Service: Aurangabad station located on the Kachiguda – Manmad section of Nanded division of South Central Railway (CSR). The Manmad-Kachiguda broad gauge railway line which emanates from the Mumbai-Bhusawal-Howrah trunk route at Manmad is an important artery of traffic in Aurangabad district. Three overnight trains and three daytime trains travel between Mumbai and Aurangabad.
Aurangabad is more trains like Ajanta Express, Deogiri Express, Sachkhand Express, Marathwada Express, Nandigram Express, Kakinada Express, Secunderabad Bi-weekly Express, Hyderabad passenger etc.

**Air:** Now Aurangabad has an international airport. Aurangabad has connecting flights to Delhi and Mumbai. Air India, Indian Airlines, Jet Airways, Spice Jet etc. Government and private airlines are offering services to the passengers.

**Jalna:**

**Jalna District Overview**

An official Census 2011 detail of Jalna, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key persons was also done by census officials in Jalna District of Maharashtra.

Jalna is just 60 km away from Aurangabad and is connected with four lane road and railway which is further connected to Nanded and Hyderabad. Jalna is well known for seeds and steel. The national repute companies like Mahyco seeds, Bejo Sheetal Seeds, Krishidhan Seeds, Kalika Steel etc. are few of them.

**Jalna District Population 2011**

In 2011, Jalna had population of 1,959,046 of which male and female were 1,011,473 and 947,573 respectively. In 2001 census, Jalna had a population of 1,612,980 of which males were 826,903 and remaining 786,077 were females. Jalna District population constituted 1.74 percent of total Maharashtra population. In 2001 census, this figure for Jalna District was at 1.66 percent of Maharashtra population.

**Jalna District Urban Population 2011**

Out of the total Jalna population for 2011 census, 19.27 percent lives in urban regions of district. In total 377,429 people lives in urban areas of which males are 194,194 and females are 183,235. Sex Ratio in urban region of Jalna district is 944 as per 2011 census data. Similarly child sex
ratio in Jalna district was 909 in 2011 census. Child population (0-6) in urban region was 52,435 of which males and females were 27,462 and 24,973. This child population figure of Jalna district is 14.14 % of total urban population. Average literacy rate in Jalna district as per census 2011 is 81.24 % of which males and females are 86.82 % and 75.35 % literates respectively. In actual number 264,009 people are literate in urban region of which males and females are 144,758 and 119,251 respectively.

**Jalna District Rural Population 2011**

As per 2011 census, 80.73 % population of Jalna districts lives in rural areas of villages. The total Jalna district population living in rural areas is 1,581,617 of which males and females are 817,279 and 764,338 respectively. In rural areas of Jalna district, sex ratio is 935 females per 1000 males. If child sex ratio data of Jalna district is considered, figure is 862 girls per 1000 boys. Child population in the age 0-6 is 234,903 in rural areas of which males were 126,180 and females were 108,723. The child population comprises 15.44 % of total rural population of Jalna district. Literacy rate in rural areas of Jalna district is 69.17 % as per census data 2011. Gender wise, male and female literacy stood at 80.26 and 57.48 percent respectively. In total, 931,514 people were literate of which males and females were 554,670 and 376,844 respectively.

<table>
<thead>
<tr>
<th>Cities inside Jalna District</th>
<th>Population</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jalna (Municipal Council)</td>
<td><strong>285,349</strong></td>
<td><strong>147,714</strong></td>
<td><strong>137,635</strong></td>
</tr>
</tbody>
</table>

**Figure 4.3:** Population distribution of Jalna district. (Source- www.census2011.co.in)
Nanded:

Nanded District Overview

An official Census 2011 detail of Nanded, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key persons was also done by census officials in Nanded District of Maharashtra.

Nanded District Population 2011

In 2011, Nanded had population of 3,361,292 of which male and female were 1,730,075 and 1,631,217 respectively. In 2001 census, Nanded had a population of 2,876,259 of which males were 1,481,358 and remaining 1,394,901 were females. Nanded District population constituted 2.99 percent of total Maharashtra population. In 2001 census, this figure for Nanded District was at 2.97 percent of Maharashtra population.

Figure 4.4: Population growth of Latur district. (Source- www.census2011.co.in)
Nanded District Urban Population 2011

Out of the total Nanded population for 2011 census, 27.19 percent lives in urban regions of district. In total 913,898 people lives in urban areas of which males are 471,915 and females are 441,983. Sex Ratio in urban region of Nanded district is 937 as per 2011 census data. Similarly child sex ratio in Nanded district was 895 in 2011 census. Child population (0-6) in urban region was 118,549 of which males and females were 62,545 and 56,004. This child population figure of Nanded district is 13.25 % of total urban population. Average literacy rate in Nanded district as per census 2011 is 83.00 % of which males and females are 88.71 % and 76.93 % literates respectively. In actual number 660,108 people are literate in urban region of which males and females are 363,172 and 296,936 respectively.

Nanded District Rural Population 2011

As per 2011 census, 72.81 % population of Nanded districts lives in rural areas of villages. The total Nanded district population living in rural areas is 2,447,394 of which males and females are 1,258,160 and 1,189,234 respectively. In rural areas of Nanded district, sex ratio is 945 females per 1000 males. If child sex ratio data of Nanded district is considered, figure is 915 girls per 1000 boys. Child population in the age 0-6 is 341,023 in rural areas of which males were 178,075 and females were 162,948. The child population comprises 14.15 % of total rural population of Nanded district. Literacy rate in rural areas of Nanded district is 72.60 % as per census data 2011. Gender wise, male and female literacy stood at 82.59 and 62.09 percent respectively. In total, 1,529,317 people were literate of which males and females were 892,050 and 637,267 respectively.

Cities inside Nanded District

<table>
<thead>
<tr>
<th>Cities inside Nanded District</th>
<th>Population Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nanded Waghala (Municipal Corporation)</td>
<td>550,564</td>
<td>286,152  264,412</td>
</tr>
</tbody>
</table>
Figure 4.5: Population distribution of Nanded district.

(Source-ww.census2011.co.in)

Figure 4.6: Population growth of Nanded district. (Source- www.census2011.co.in)
Beed:

Beed District Overview

An official Census 2011 detail of Beed, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key persons was also done by census officials in Beed District of Maharashtra.

Beed District Population 2011

In 2011, Beed had population of 2,585,049 of which male and female were 1,349,106 and 1,235,943 respectively. In 2001 census, Beed had a population of 2,161,250 of which males were 1,116,356 and remaining 1,044,894 were females. Beed District population constituted 2.30 percent of total Maharashtra population. In 2001 census, this figure for Beed District was at 2.23 percent of Maharashtra population.

Beed District Urban Population 2011

Out of the total Beed population for 2011 census, 19.90 percent lives in urban regions of district. In total 514,298 people lives in urban areas of which males are 266,128 and females are 248,170. Sex Ratio in urban region of Beed district is 933 as per 2011 census data. Similarly child sex ratio in Beed district was 854 in 2011 census. Child population (0-6) in urban region was 69,262 of which males and females were 37,350 and 31,912. This child population figure of Beed district is 14.03 % of total urban population. Average literacy rate in Beed district as per census 2011 is 86.04 % of which males and females are 91.51 % and 80.26 % literates respectively. In actual number 382,918 people are literate in urban region of which males and females are 209,348 and 173,570 respectively.

Beed District Rural Population 2011

As per 2011 census, 80.10 % population of Beed districts lives in rural areas of villages. The total Beed district population living in rural areas is 2,070,751 of which males and females are 1,082,978 and 987,773 respectively. In rural areas of Beed district, sex ratio is 912 females per 1000 males. If child sex ratio data of Beed district is considered, figure is 796 girls per 1000
boys. Child population in the age 0-6 is 283,628 in rural areas of which males were 157,895 and females were 125,733. The child population comprises 14.58 % of total rural population of Beed district. Literacy rate in rural areas of Beed district is 74.73 % as per census data 2011. Gender wise, male and female literacy stood at 84.08 and 64.70 percent respectively. In total, 1,335,589 people were literate of which males and females were 777,837 and 557,752 respectively.\(^5\)

<table>
<thead>
<tr>
<th>Cities inside Beed District</th>
<th>Population</th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td>Beed (Municipal Council)</td>
<td>146,237</td>
<td>75,655</td>
<td>70,582</td>
</tr>
</tbody>
</table>

**Figure 4.7:** Population distribution of Beed district. (Source- www.census2011.co.in)

**Figure 4.8:** Population growth of Beed district. (Source- www.census2011.co.in)
Latur:

Latur District Overview

An official Census 2011 detail of Latur, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key persons was also done by census officials in Latur District of Maharashtra.

Latur District Population 2011

In 2011, Latur had population of 2,454,196 of which male and female were 1,273,140 and 1,181,056 respectively. In 2001 census, Latur had a population of 2,080,285 of which males were 1,075,257 and remaining 1,005,028 were females. Latur District population constituted 2.18 percent of total Maharashtra population. In 2001 census, this figure for Latur District was at 2.15 percent of Maharashtra population.

Latur District Urban Population 2011

Out of the total Latur population for 2011 census, 25.47 percent lives in urban regions of district. In total 624,980 people lives in urban areas of which males are 323,433 and females are 301,547. Sex Ratio in urban region of Latur district is 932 as per 2011 census data. Similarly child sex ratio in Latur district was 889 in 2011 census. Child population (0-6) in urban region was 79,476 of which males and females were 42,081 and 37,395. This child population figure of Latur district is 13.01 % of total urban population. Average literacy rate in Latur district as per census 2011 is 83.56 % of which males and females are 88.57 % and 78.23 % literates respectively. In actual number 455,827 people are literate in urban region of which males and females are 249,183 and 206,644 respectively.

Latur District Rural Population 2011

As per 2011 census, 74.53 % population of Latur districts lives in rural areas of villages. The total Latur district population living in rural areas is 1,829,216 of which males and females are 949,707 and 879,509 respectively. In rural areas of Latur district, sex ratio is 926 females per 1000 males. If child sex ratio data of Latur district is considered, figure is 889 girls per 1000
boys. Child population in the age 0-6 is 238,335 in rural areas of which males were 126,156 and females were 112,179. The child population comprises 13.28% of total rural population of Latur district. Literacy rate in rural areas of Latur district is 75.11% as per census data 2011. Gender wise, male and female literacy stood at 82.96 and 66.67 percent respectively. In total, 1,194,845 people were literate of which males and females were 683,249 and 511,596 respectively.6

<table>
<thead>
<tr>
<th>Cities inside Latur District</th>
<th>Population</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latur (Municipal Council)</td>
<td>382,754</td>
<td>198,151</td>
<td>184,603</td>
</tr>
</tbody>
</table>

Figure 4.9: Population distribution of Latur district. (Source- www.census2011.co.in)

Figure 4.10: Population growth of Latur district. (Source- www.census2011.co.in)
Parbhani:

Parbhani District Overview

An official Census 2011 detail of Parbhani, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key persons was also done by census officials in Parbhani District of Maharashtra.

Parbhani District Population 2011

In 2011, Parbhani had population of 1,836,086 of which male and female were 942,870 and 893,216 respectively. In 2001 census, Parbhani had a population of 1,527,715 of which males were 780,191 and remaining 747,524 were females. Parbhani District population constituted 1.63 percent of total Maharashtra population. In 2001 census, this figure for Parbhani District was at 1.58 percent of Maharashtra population.

Parbhani District Urban Population 2011

Out of the total Parbhani population for 2011 census, 31.03 percent lives in urban regions of district. In total 569,806 people lives in urban areas of which males are 290,984 and females are 278,822. Sex Ratio in urban region of Parbhani district is 958 as per 2011 census data. Similarly child sex ratio in Parbhani district was 905 in 2011 census. Child population (0-6) in urban region was 77,358 of which males and females were 40,609 and 36,749. This child population figure of Parbhani district is 13.96 % of total urban population. Average literacy rate in Parbhani district as per census 2011 is 80.08 % of which males and females are 86.11 % and 73.85 % literates respectively. In actual number 394,366 people are literate in urban region of which males and females are 215,595 and 178,771 respectively.

Parbhani District Rural Population 2011

As per 2011 census, 68.97 % population of Parbhani districts lives in rural areas of villages. The total Parbhani district population living in rural areas is 1,266,280 of which males and females are 651,886 and 614,394 respectively. In rural areas of Parbhani district, sex ratio is 942 females per 1000 males. If child sex ratio data of Parbhani district is considered, figure is 875 girls per
1000 boys. Child population in the age 0-6 is 179,962 in rural areas of which males were 95,996 and females were 83,966. The child population comprises 14.73% of total rural population of Parbhani district. Literacy rate in rural areas of Parbhani district is 70.28% as per census data 2011. Gender wise, male and female literacy stood at 81.08 and 58.96 percent respectively. In total, 763,448 people were literate of which males and females were 450,696 and 312,752 respectively.⁷

<table>
<thead>
<tr>
<th>Cities inside Parbhani District</th>
<th>Population</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parbhani (Municipal Council)</td>
<td>307,191</td>
<td>157,628</td>
<td>149,563</td>
</tr>
</tbody>
</table>

**Figure 4.11:** Population distribution of Parbhani district. (Source- www.census2011.co.in)

**Figure 4.12:** Population growth of Parbhani district. (Source- www.census2011.co.in)
Osmanabad:

Osmanabad District Overview

An official Census 2011 detail of Osmanabad, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key persons was also done by census officials in Osmanabad District of Maharashtra.

Osmanabad District Population 2011

In 2011, Osmanabad had population of 1,657,576 of which male and female were 861,535 and 796,041 respectively. In 2001 census, Osmanabad had a population of 1,486,586 of which males were 769,368 and remaining 717,218 were females. Osmanabad District population constituted 1.48 percent of total Maharashtra population. In 2001 census, this figure for Osmanabad District was at 1.53 percent of Maharashtra population.

Osmanabad District Urban Population 2011

Out of the total Osmanabad population for 2011 census, 16.96 percent lives in urban regions of district. In total 281,057 people lives in urban areas of which males are 145,298 and females are 135,759. Sex Ratio in urban region of Osmanabad district is 934 as per 2011 census data. Similarly child sex ratio in Osmanabad district was 870 in 2011 census. Child population (0-6) in urban region was 35,536 of which males and females were 19,006 and 16,530. This child population figure of Osmanabad district is 13.08 % of total urban population. Average literacy rate in Osmanabad district as per census 2011 is 86.26 % of which males and females are 91.50 % and 80.71 % literates respectively. In actual number 211,788 people are literate in urban region of which males and females are 115,561 and 96,227 respectively.

Osmanabad District Rural Population 2011

As per 2011 census, 83.04 % population of Osmanabad districts lives in rural areas of villages. The total Osmanabad district population living in rural areas is 1,376,519 of which males and females are 716,237 and 660,282 respectively. In rural areas of Osmanabad district, sex ratio is 922 females per 1000 males. If child sex ratio data of Osmanabad district is considered, figure is
867 girls per 1000 boys. Child population in the age 0-6 is 171,560 in rural areas of which males were 91,913 and females were 79,647. The child population comprises 12.83 % of total rural population of Osmanabad district. Literacy rate in rural areas of Osmanabad district is 76.85 % as per census data 2011. Gender wise, male and female literacy stood at 84.69 and 68.42 percent respectively. In total, 926,022 people were literate of which males and females were 528,743 and 397,279 respectively.⁸

<table>
<thead>
<tr>
<th>Cities inside Osmanabad District</th>
<th>Population</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>Osmanabad (Municipal Council)</td>
<td><strong>112,085</strong></td>
<td>58,098</td>
<td>53,987</td>
</tr>
</tbody>
</table>

**Figure 4.13:** Population distribution of Osmanabad district. (Source- www.census2011.co.in)

**Figure 4.14:** Population growth of Osmanabad district. (Source- www.census2011.co.in)
Hingoli:

Hingoli District Overview

An official Census 2011 detail of Hingoli, a district of Maharashtra has been released by Directorate of Census Operations in Maharashtra. Enumeration of key persons was also done by census officials in Hingoli District of Maharashtra.

Hingoli District Population 2011

In 2011, Hingoli had population of 1,177,345 of which male and female were 606,294 and 571,051 respectively. In 2001 census, Hingoli had a population of 987,160 of which males were 505,373 and remaining 481,787 were females. Hingoli District population constituted 1.05 percent of total Maharashtra population. In 2001 census, this figure for Hingoli District was at 1.02 percent of Maharashtra population.

Hingoli District Urban Population 2011

Out of the total Hingoli population for 2011 census, 15.18 percent lives in urban regions of district. In total 178,733 people lives in urban areas of which males are 91,864 and females are 86,869. Sex Ratio in urban region of Hingoli district is 946 as per 2011 census data. Similarly child sex ratio in Hingoli district was 872 in 2011 census. Child population (0-6) in urban region was 23,936 of which males and females were 12,784 and 11,152. This child population figure of Hingoli district is 13.92 % of total urban population. Average literacy rate in Hingoli district as per census 2011 is 85.65 % of which males and females are 90.86 % and 80.22 % literates respectively. In actual number 132,591 people are literate in urban region of which males and females are 71,854 and 60,737 respectively.

Hingoli District Rural Population 2011

As per 2011 census, 84.82 % population of Hingoli districts lives in rural areas of villages. The total Hingoli district population living in rural areas is 998,612 of which males and females are 514,430 and 484,182 respectively. In rural areas of Hingoli district, sex ratio is 941 females per 1000 males. If child sex ratio data of Hingoli district is considered, figure is 884 girls per 1000
boys. Child population in the age 0-6 is 141,780 in rural areas of which males were 75,268 and females were 66,512. The child population comprises 14.63 % of total rural population of Hingoli district. Literacy rate in rural areas of Hingoli district is 76.81 % as per census data 2011. Gender wise, male and female literacy stood at 86.23 and 66.91 percent respectively. In total, 658,152 people were literate of which males and females were 378,697 and 279,455 respectively.¹⁹

**Figure 4.15:** Population distribution of Hingoli district. (Source- www.census2011.co.in)

**Figure 4.16:** Population growth of Hingoli district. (Source- www.census2011.co.in)
4.2 Retail Sector and Marathwada:

Aurangabad, capital of Marathwada witnessed many up and downs of organized retail during last few years, presently there are big players like Big Bazaar, More, Reliance and Prozone are functioning in Aurangabad. Organized retail has emerged in Marathwada with Spencer’s hyper market followed by retail chain of Subhiksha, Vishal mega mart from Delhi also started their retail outlet. Then came Pantaloon group’s Big Bazaar which made a grand entry in Aurangabad followed by More, Prozone and Reliance mega mart etc.

There are many reasons why many organized players are entering in region of Marathwada, promising market is one of the reasons which attracted many companies towards Marathwada especially Aurangabad. Many studies revealed that organized retail has a share of around 10% in the retail industry of India which has its existence mainly in metro cities of India. Studies further elucidates that tier II cities of India is having huge potential for organized retail with larger population and increased income level of people of small cities.

If look towards the unorganized retail sector of Marathwada alone Aurangabad is having approximately 4000 small and big retail outlets of kirana, grocery and general stores, rest of the seven cities of Marathwada is having around 15000 to 17000 outlets, which are located in the streets, roadsides and main markets of the cities. Maximum kirana or grocery shops are located nearby the houses of the customers within less than 500 meters from the houses of customers. The size of these shops is less than 500 sq. ft. which are mainly family owned shops.

Organized Retail companies in Marathwada:

1) Spencer’s Hyper Market
2) Vishal Mega Mart
3) Subhiksha
4) Big Bazaar
5) More
6) Reliance
7) Prozone- Star Bazaar
8) Bharti-Wal-Mart- Best Price
9) Bharti-Wal-Mart- Easy Day
Spencer’s Hyper Market:

Spencer's began operations as a retail chain in the early 1990's in Southern India. Stores are largely setup in one of 2 formats.

- Convenience stores, called Spencer’s
- Hypermarkets, called Spencer’s Hyper

It is a new shopping experience to the people of Aurangabad as they were getting each and every thing right from staples, grocery, stationary, vegetable, food products, and cloths to furniture and electronic products. Initially Spencer’s has got very good response from the customers of Aurangabad.

Subhiksha:

The name Subhiksha means prosperity in Sanskrit. It opened its first store in Thiruvanmiyur in Chennai in March, 1997 with an investment of about Rs. 50 Lakh. It was started and managed by R Subramanian, an IIM Ahmadabad alumnus. Subhiksha planned to open 1000 outlets by December 2008. Subramanian also planned to invest Rs.500 crore to increase the number of outlets to 2000 across the country by 2009.

Subhiksha also opened their outlets in the form of departmental stores and super market selling kirana and grocery products in Aurangabad; it was having 14 outlets in various parts of the city.

Trouble for Subhiksha began in late 2008 when the company ran out of cash, bringing its operations to a standstill. Subhiksha faced severe financial crisis pertaining to liquidity. The cash shortage eventually resulted in Subhiksha closing its nationwide network of 1,600 supermarket stores, and defaulting on loans, vendor payments and staff salaries. The overextended chain imploded and all stores across the country were shut down, most likely never to open again.

Vishal Mega Mart:

Ram Chandra Agarwal set up his Vishal garments store in 1994 three years before Biyani’s Pantaloon and seven years before setting up Vishal Retail. Ram Chandra Agarwal started Vishal Retail in 2001 and expanded it in throughout India.
The format of Vishal mega mart was hyper market selling everything under one roof like ranging from kirana and grocery to garments, electronics and furniture. Vishal mega mart also got good response because it was the second option after Spencer for the customers of Aurangabad. Manufacturing to Retail was the slogan of Vishal mega mart as they convinced the customer that there are no intermediaries between manufacturer and customer so the prices are very low as compare the market. Most of the food products and cloths were the brands of Vishal mega mart. Vishal mega mart started facing problems in Aurangabad as it was facing bad time in all over the country because Vishal expanded without having the proper capital. It got orders from the suppliers but when the stores didn’t work out the entire supply chain choked. Vishal raised Rs. 110 crore from IPO in June 2007 which wasn’t enough to meet it scoring growth pattern. It had 50 stores by then and was looking to expand to 130 stores in a year. But it went for short term debt which resulted in a big blow to their entire supply chain when the stores didn’t happen as intended. Vishal instead of stabilizing and consolidating themselves first in different places and then moving to newer locations tried to be the first in every town. Vishal’s distribution centre led model failed as it couldn’t build an IT network. Buying at warehouses was mostly not aligned to what the customers needed and resulted in dead inventory. Vishal tried to develop private labels in almost every category but had limited scale to support them. These issues made troubles for the outlet in Aurangabad too which resulted in the closer of Aurangabad outlet of Vishal Mega Mart.

**Big Bazaar:**

Big bazaar is a retail chain owned by Kishore Biyani’s Pantaloon Retail (India) Limited, from a business perspective, the company has shown a robust revenue and profit growth. Pantaloon Retail (India) Limited reported a consolidated turnover of Rs. 9786.94 crore for the financial year ended 2009, 2010 representing a CAGR of 29.4% over the last 3 years. The consolidated EBIDTA for FY 2009-10 is Rs. 952.24 crore, compared to Rs. 609 crore in FY 2008-09. Profit after minority interest increased from Rs. 10.07 Crores in FY 2008-09 to Rs. 67.49 Crores in FY 2009-10, representing an increase of 570%.10
Big Bazaar started its outlet in Aurangabad in the year 2008 in the heart of the city at Jalna road near Akashwani signal. The total area of the Big Bazaar is approximately 80,000 sq. ft. with large, attractive front which has given already eye catching location an added value.

Big Bazaar rightly positioned it in Aurangabad the right entry time, right location, ample of space great ambience, everything under one roof like kirana, grocery, food, vegetables, ready to eat products, bakery products, cookies, stationary, cosmetics, apparels, jewelry, electronics, furniture and restaurant spa etc. made Big Bazaar most favorite shopping destination for the shoppers of Aurangabad.

Big Bazaar closed in Aurangabad in 2012 because of the rent issue.

More

More retail is owned by Aditya Birla group’s Aditya Birla Retail Ltd. (ABRL), which started functioning Aurangabad in 2008 with a super market in Cidco near cannaught place in Aurangabad.

Later it came up with a hyper market or mini shopping mall like Big Bazaar at Jalna road opposite to Akashwani and near to Big Bazaar. More also selected a very proper location which is again in the heart of city easy to access. People of the city have got option for Big Bazaar and Big Bazaar a competitor.

More provided everything under one roof, parking facility and schemes and discounts etc. which attracted the customers very rapidly. Footfalls increased for more in its inception itself, More has got very good response. More has to closed down its hyper Market on Jalna road because of property issue.

More is having 3 outlets in Aurangabad in the form of Super market which are doing well; these outlets are in Canaught place Cidco, second is in Osmanpura and third is in Waluj. Total area of the supermarkets of more range from 2800 sq. ft. to 4000 sq. ft., no. of employees are around 20 in each outlet from which around 15 are of sales team.

They advertise through news papers and distribute leaflets, initially more advertised on FM radio also. More super markets don’t have CRM software.

More in Aurangabad is having centralized purchasing for food products, grains, staples etc. they purchase fruit and vegetables from local suppliers.

More keep private label brands and purchasing of private label brand is through centralized purchasing process. Sale of private label brands in More outlets is around 20%.
Average daily footfalls in the Outlets of More are around 300-500 per day; it increases on weekends; the conversion ratio is 80% in the outlets of More.

A monthly sale of each outlet of More is in between 30 to 35 Lacs. Per month which is quite impressive.

**Reliance Fresh**

Reliance fresh is a part of Reliance industries (Mukesh Ambani group) which started with super market chain in Aurangabad. First outlet of Reliance Fresh was started in Padampura area near Vishal mega mart. This outlet didn’t perform well. Reliance then started its Reliance fresh outlets various part of the city where it has got good response. Reliance then started its Reliance mega mart hyper market in Garkheda area of Aurangabad which then transformed into a wholesale outlet having total area of 90,000-100,000 sq.ft.

Reliance Fresh is having 3 outlets of super market format in the city, with approximate area of 3000-3500 sq. ft. where there is a daily footfall of 500-600 customers and the conversion ratio is around 65%. The sale of these outlets is of 30-35 lac. Per month per outlet.

Total no. of employees in each outlet is around 15 from which 11-13 employees are of sale department.

Advertisement and promotion through newspaper advertisement and distribution of leaflets.

Reliance fresh purchases goods, fruits, vegetables etc. from centralized purchasing system in Pune.

Reliance keeps private label brands it also comes from centralized purchasing system.

Reliance super market outlets don’t have CRM software. The sale of private label brand is around 15-20%.

**Prozone- Star Bazaar**

Prozone Mall is one of the largest and the first horizontally designed shopping mall in India. It has over 1 million square feet of retail space and ushers in the concept of modern retailing in Aurangabad. Prozone Aurangabad, designed to be a ‘horizontal mall’ on the lines of international developments. Spread over 20 acres, It is a ground +1 structure. The Mall was inaugurated on October 8, 2010.
It has more than 150 retail stores selling top local and international brands, a five-screen cinema complex, 40,000 square foot family entertainment centre and 3000 parking bays. There are also plans to build an office complex above the centre. A business class hotel will be constructed to complement the precinct. Also, high rise apartments and row bungalows are constructed parallel to the mall.


It has many well known restaurants and eateries such as KFC, Subway, Domino's Pizza, Mainland China, Kareem's etc.\textsuperscript{11}

**Star Bazaar**

Star bazaar is the only multi brand store in Prozone which sales grocery and kirana, Star Bazaar is owned by Tata group of companies.

Total area of Star Bazaar is 60,000 sq. ft. which was 90,000 at the time of its inception. Star Bazaar is 125 employees and out of which 110 are looking after sales.

Star bazaar advertises through news papers and distributes leaflets, they purchase all the products through centralized purchasing system but fruits and vegetable they purchase from local suppliers.

Star Bazaar sales private label brands in their outlet which purchased through centralized purchasing system. The sale of private lable brand is around 15-20 \% in Star Bazaar.

Average daily footfalls in Star Bazaar are 4000-5000 which on weekends goes to around 9000 to 10,000. The conversion ratio of footfalls is 25-30\%.

Star Bazaar is having sales of Rs. 8 lac. to 10 lac. Between Monday to Friday, on Saturday and Sunday the sale reaches between 15 lac. to 20 lac.

Star Bazaar is having CRM (Customer Relationship Management) software through which they maintain the data of customers; they keep in touch with customers with club card. They maintain relationship with the regular customers and potential customers by sending them s.m.s., emails of offers and schemes. They give special offers to regular customers.
**Bharti- Wal-Mart- Best Price**

Bharti and Wal-Mart started in 2012 on Paithan road near kanchanwadi, Best Price is a wholesale outlet having range of products which they sale only to the retailers. For this they started with membership campaign, Wal-Mart registered the retailers and gave them special card through which they can purchase the goods from Wal-Mart. Wal-Mart also gave add on card to the retailers which can be used by retailer’s other family members. Best Price advertises through news papers and distributes leaflets, they purchase all the products through centralized purchasing system but fruits and vegetable they purchase from local suppliers.

**Bharti Wal-Mart Easy Day**

Easy Day retail outlet of Bharti and Wal-Mart started in 2013 at Shahrnoorwadi, the total area of this outlet is about 70,000 sq. ft. this is a multi product and multi brand outlet where customers can get all type of products like grocery, kirana, fruits and vegetables, electronics, apparels, garments and foot wares etc. Easy Day is having 70-80 employees. Easy Day advertises through news papers and distributes leaflets, they purchase all the products through centralized purchasing system but fruits and vegetable they purchase from local suppliers. Average daily footfalls in Easy Day are 2000-3000 which on weekends goes to around 5000 to 6,000. The conversion ratio of footfalls is 20-25%.

Easy Day is having sales of Rs. 2 lac. to 3 lac. Between Monday to Friday, on Saturday and Sunday the sale reaches between 6 lac. to 7 lac.

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