

A comprehensive guide to

THE THRIVING WORLD OF HIGHWAY RETAIL



STOP SHOP

Dr. Zafar Iqbal



The Thriving World of Highway Retail



First Edition

Author

Dr. Mohd Zafar Iqbal



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Foreword

As we began, the idea of writing a book on highway retailing came to mind because I was exploring secondary data available on highway retailing during my dissertation, but I could hardly find anything, so I decided to fill in this gap by giving gifts to those who are making their careers in highway retail, to aspiring entrepreneurs exploring business on highways, or to researchers diving into data on highway retail.

Therefore, in the following page, I will discuss the dynamic scene of the highway retailing sector in India, which is very close to my heart and of great importance. I am grateful to those who provided stories and shared their experiences in the form of success and failure, which brought the following pages of this book to life.

This passion for understanding how transport affects business grew out of my initial exploration of colorful roadside marked along the wide Indian roads. These experiences sparked a craving, which has instigated my desire to discover more about the essence of highway retail.

The highways running through this varied landscape have been the main avenue of my professional growth. As I have a background in highway retailing, this work is a summary of my life's events, observations, and an honest desire to disclose the not frequently mentioned events taking place at the border area between transport and trade.

I urge you to read on with your personal opinions and memories. Your personal perspectives and contributions will add a lot to the wider debate on the shifting Indian highway retail context.

Therefore, we will navigate the historical development, its economic effects, issues, and potentials encompassing this sector. Every chapter reveals another facet of highway retail, and hopefully,

you will have enjoyed reading them as much as I loved sharing them with you.

It is a book that goes beyond the monologue and invites you to discuss and share. Let us together traverse the roads and paths of Indian highway trade.

Enjoy the Ride

Lastly, I would like to send my best wishes as you embark on your exciting and knowledgeable expedition in the lively realm of highway retail. May the pages ahead convert your miles into a smile.

And don't forget to read the interview with highway retailing experts at the end to understand the real-time challenges they face and learn from their success and failure, straight from the experts' mouth.

Warm regards,

Dr. Mohd Zafar Iqbal

January 2024, New Delhi

Acknowledgment

I wish to thank you all for your valuable cooperation in finishing this book about highway retail in India. The production and compilation of this book was an exhausting exercise involving extensive research, analysis, and writing, made possible with the cooperation of numerous people and entities.

Firstly, I extend my sincere gratitude to my publisher, who trusted me and allowed me to publish this book. I appreciate their prompt and professional help, comments, and support during my editorial work.

Secondly, I am thankful to my mentor and advisor for inspiring me to work on this issue and giving me insightful information, helpful recommendations, and useful materials. I owe them a lot for their expertise, experience, and wisdom that allowed me to better articulate mine.

Further, there are expert researchers and professional who, through their knowledge, views, and experiences, have enlightened me. I appreciate their kindness, support, and commitment while offering them an interview, survey, or case study. Their contributions helped me improve my comprehension and analysis of the Indian highway retail sector.

Furthermore, I am thankful for the guidance from my family, friends, and colleagues and for their support during this path. I appreciate their love, patience, and support throughout all the obstacles and hardships I came across.

This book goes to the Indian highway travelers and retailers who have been the key actors and beneficiaries of this study. It is my hope that they will find the book informative, insightful, and suggestive for future road retail projects in the Indian context. I wish you all the success on this exploratory voyage through highway retail, an exciting and cognitive domain.

I express gratitude towards my friends in the same business fraternity, whose shared stories proved extremely relevant throughout the process. The following pages are well explained on highway retailing,

including the sharing of ideas, perspectives, and information in an effort to do so.

The success stories of these highway business entrepreneurs cannot be overlooked or underrated. This book has become credible as their experiences show how complex a journey through the Indian highways can be.

I would like to express my deepest gratitude to my wonderful wife and children for their unwavering support throughout the entire process of writing this book. Their encouragement, patience, and understanding guided me and helped me overcome the challenges of late-night writing sessions and extensive research.

While my wife's unwavering belief in my abilities was a constant inspiration, my children's understanding and joy provided the perfect balance on this creative journey. Their collective support and love helped make this book a reality, and I am deeply grateful to each one of them.

Finally, I thank all those numerous individuals who acted as mentors, professionals, and colleagues in the network of industry contacts. Your encouragement has made it possible for me to write a few valuable words that can find their place in my book talk.

May these persons' wisdom echo in your heads as this book is brought into your hands and ignite a great idea or vision. But herein lies the paradox that it entails recognition and appreciation of what has been done, but at the same time requires active participation and discussion about the new avenues for the development of Indian highway retail.

We would like to thank all the future readers of this book as well as anyone else who took the time to share their experiences, facts, and stories regarding Indian highway retail.

With gratitude,
Dr. Mohd Zafar Iqbal

Exhortation

Dr. Mohd Zafar Iqbal's book on highway retailing is a well-researched and professionally written work that exposes readers to the lesser-known highway hospitality in India. The highway retail industry is growing at the speed of expressways.

The ground-breaking interviews that industry experts conduct in this book on highway retailing with the individuals who have shaped highway hospitality and retail today captivate the reader.

Just like the highways are the lifeline of India, the expressways connect the whole state of India. This book connects the readers to their highway experiences, topped up with their nostalgic memories. With a wealth of knowledge about the evolving highway business, the ideas and opinions shared in this book are priceless.

I must recommend this book to young readers, entrepreneurs, and policymakers to grow and develop their learnings about highway hospitality and retail.

I wish you the very best in these endeavors.

Warm Regards,

Virender Singh Kadyan

Managing Director

Mannat Group of Hotels Pvt. Ltd.

Exhortation

The book on highway retailing by Dr. Mohd Zafar Iqbal is a deft attempt by a true educator to draw attention to the nuances of the field.

This is an exceptional opportunity to read thought-provoking essays by a highly accomplished scholar who has also been actively involved in the development of the highway retail industry, with several companies engaged in this sector.

The highway retailing sector is changing quickly due to impending changes in our nation. Just as we did in the technology sector, we are probably leapfrogging several decades of development in highway retailing in a short period of time because we are adopting the changes in the alternative energy and technology spaces while also developing our infrastructure at a faster pace.

This calls for a realignment of traditional business models and the ability of the sector to identify trends and positions for adopting the future. We look forward to your experience and in-depth research to shed light on how to ensure that organizations in this space are able to support all stakeholder's interests for a sustainable future.

I wish you the very best in this endeavor.

Warm Regards,

Dejo George

Director

Tastexpress Food Private Limited

JollyGo (Yamuna Expressway)

Exhortation

Your ability to simplify difficult concepts and convey them in a captivating narrative that even beginners could follow is a special talent. You skillfully combine in-depth research with an engrossing story to demonstrate your complete dedication to both the craft and the science of writing.

In addition, it will be highly insightful to read through the socio-economic peculiarities of the customers on the highway. Your efforts to examine how these roadside markets affect the local economy, jobs, and sociology, among others, will go a long way in influencing policies and academics.

Finally, it is my belief that Dr. Mohd Zafar Iqbal, through your quest for knowledge and your talent at rendering that knowledge in a riveting manner, you too have indelibly marked the literary world. And may your travels continue to provide you with experiences that are equally refreshing and insightful as the way you have represented the highways in your writings.

Congratulations, and my best wishes for your success.

Best Regards,

Raj Kumar Ramrakhiani

Director

White Window Solutions Pvt. Ltd.

Exhortation

Dr. Mohd Zafar Iqbal is considered a respected expert in the field of highway retail, seamlessly combining his wealth of knowledge and expertise with an undeniable passion for the sector. With his extensive background and extensive experience, he is known for his insightful contributions to unravelling the complexities of highway retail.

Navigating a rapidly changing environment and the growing aspirations of an emerging middle class, Dr. Iqbal's analysis of the future of work and trends provides depth and keeps up with the dynamic consumer landscape.

Dr. Zafar Iqbal Known for his innovative thinking and forward-thinking perspective, Zafar Iqbal contributes significantly to the ongoing discussion on how highway retail can adapt to new trends and meet evolving consumer needs.

His influence extends beyond industry professionals to those seeking a deeper understanding of this ever-changing landscape. An influential figure in the literature on highway retailing, his upcoming book is highly anticipated. Given the rapidly changing environment and growing demands of the middle class, his work is expected to become a valuable resource and provide deeply relevant insights into the complexities of highway retailing in the context of consumer trends.

His forthcoming book is highly anticipated and promises to be a valuable resource for anyone interested in the complex world of highway retail.

Congratulations. I wish you every success.

Warm Regards,

Sonia Sharma

Director

Rcube Projects Private Limited

Exhortation

Dr. Zafar Iqbal and his commitment to thorough research and ability to present complex concepts clearly and engagingly make his work accessible to a wide audience. His commitment to highlighting the opportunities and challenges of highway retailing demonstrates his commitment to advancing the field.

His innovative thinking and forward-thinking perspectives contribute to the ongoing dialogue about how the sector can evolve to meet the changing needs of consumers and adapt to new trends.

Dr. Zafar Iqbal, an influential figure in the field of highway retail literature, has undoubtedly had a major impact, both on industry professionals and those seeking a deeper understanding of this dynamic and evolving landscape. It offers valuable insights that resonate.

His forthcoming book is highly anticipated and promises to be a valuable resource for anyone interested in the complex world of highway retail.

Congratulations. I wish you every success.

Warm Regards,

Rehan Huck
Head Leasing
DLF India Ltd.

Exhortation

What distinguishes Dr. Iqbal`s work is the depth of analysis and clarity of expression that permeate his writing. He effortlessly navigates the complexities of highway retail and presents a nuanced perspective for both industry professionals and enthusiasts seeking to understand the complexities of this dynamic field.

Dr. Iqbal's ability to combine theoretical frameworks with real-world applications makes his forthcoming book a beacon for those seeking a comprehensive knowledge of the challenges, opportunities, and trends shaping India's highway retail industry.

Dr. Zafar Iqbal's praise extends beyond his academic achievements to his commitment to driving innovation in highway retail. His tireless efforts to explore the complexities of this industry, combined with his talent for predicting future trends, will make his upcoming book a highly anticipated and impactful contribution.

As readers eagerly await the findings of his research, it is clear that Dr. Iqbal's research will not only enrich our understanding of highway retailing but also stimulate a new wave of strategic thinking in the field of retail research.

Rakesh Kumar

Co-founder

Aritraa Corporation

Mumbai, Maharashtra

Contents

Introduction	1-4
Chapter 1 History of Road Development in India	5-9
1.1 Historical Perspective	5
1.2 Development of Infrastructure Along Indian Highways	6
1.3 Development of Mode of Transport	7
Chapter 2 Evolution of Retail in India	10-15
2.1 Traditional Retail (Pre-1990s)	12
2.2 Economic Liberalization (1990s)	13
2.3 Rise of Shopping Centers (2000s)	13
2.4 Modern Retail Format (2000s–2010s)	14
Chapter 3 Evolution of Highway Retail in India	16-17
Chapter 4 Highway Retail Landscape	18-23
4.1 Definition of Highway Retailing	18
4.2 Key Features of Highway Retailing	21
4.3 Difference between Highway Retailing and Traditional Retail	22
Chapter 5 Highway Types in India	24-28
5.1 National Highways (NH)	24
5.2 State Highways (SH)	25
5.3 District Road	25
5.4 Rural Road	26
5.5 Urban Road	26
5.6 Expressways	27
5.7 Asian Highways (AH)	28
Chapter 6 Highway Numbering System	29-30

Chapter 7	The Highway Milestones in India	31-34
7.1	The Color of the Highway Milestones in India	33
Chapter 8	On-The_Go Essentials	35-41
8.1	Hygiene, Service, and Quality	36
8.2	Technological Integration	38
8.3	Customer Reviews and Recommendations	39
8.4	Safety and Security	39
8.5	Other Essentials	40
Chapter 9	Factors Contributing to the Growth of Highway Retail in India	42-49
9.1	Road Infrastructure and Connectivity	42
9.2	Economic Growth	43
9.3	Tourism Growth	44
9.4	Changing Consumer Lifestyles	45
9.5	Fuel and Convenience Services	47
9.6	Other Factors	48
Chapter 10	The Rest Stop Revolution	50-55
10.1	Characteristics of Rest Stop	52
Chapter 11	Selection of the Rest Stop Location	56-58
11.1	Factors Affecting the Selection of the Rest Stop Location on Highway	56
Chapter 12	Pioneers of Highway Retail in India	59-63
12.1	Indian Oil Corporation (IOC)	59
12.2	Reliance Industries	59
12.3	Coffee Day Express	60
12.4	HPCL (Hindustan Petroleum Corporation Limited)	61
12.5	BPCL (Bharat Petroleum Corporation Limited)	62
12.6	Food Junction	62

12.7	Government Initiatives	63
Chapter 13	Economic Impact of Highway Retail	64-65
Chapter 14	Challenges and Opportunities	66-70
14.1	Challenges on Highway	66
14.2	Opportunities of Highway Retailing in India	67
Chapter 15	Consumer Behavior on the Road	71-77
15.1	Demographic Characteristics	71
15.2	Psychological and Cultural Factors	72
15.3	The Socio-Cultural and Economic Environment	73
Chapter 16	The Dynamics of Businesses	78-79
17	Traffic Flow in Relation to Location	80-81
Chapter 18	Marketing and Branding Strategies	82-89
Chapter 19	Future of Highway Retail in India	90-93
Chapter 20	Interviews with Industry Experts	94-119
	Conclusion: The Road Ahead	120-121
	Appendix	122-123
	Glossary of Abbreviations	124-125

ABOUT THE AUTHOR



I am Dr. Zafar Iqbal, and I am happy to share with you my knowledge and enthusiasm for retailing on Indian highways. Born and raised in a small village in Bihar, with graduation from Ranchi University in Jharkhand and post-graduation in New Delhi, I am now living permanently in New Delhi. Following the completion of my management degree, I entered the professional arena and worked for reputable retail organizations like Walmart and Aditya Birla.

Through the course of my professional career and my appetite for knowledge, I became a Ph.D. holder in retailing, and I am still a student in pursuit of a master's degree in psychology. With over 20 years of experience in retail and real estate, I am a seasoned professional. Currently, I am associated with Highway Amenities Developers Pvt. Ltd., where I handle leasing development and head marketing for wayside amenities across Indian highways under the esteemed brand name 'Cube Stop.'

Beyond my academic and professional achievements, I am a multifaceted individual deeply committed to making a positive impact on society. I am the founder and president of the All India Retail Group (AIRG), a registered association of retail professionals working towards the overall development of the retail community in India. AIRG has emerged as one of India's leading professional networks, connecting retail professionals across the country and facilitating the exchange of industry knowledge and trends. I am also a writer and social thinker who actively contributes to societal development through various social initiatives under the banner of AIRG. I participate in various social initiatives and use my energy to positively impact the lives of people in need.

Let's embark on this literary adventure together and explore the complexities of highway retailing in India. Welcome aboard!



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