



खुदरा प्रबंधक (रिटेल मैनेजर)

A Retail Manager leads the full running of a store or chain of stores — setting sales targets and driving the team to hit them, hiring, training and rostering staff, keeping an eye on stock and visual merchandising, and above all...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/retail-manager

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Retail Manager leads the full running of a store or chain of stores — setting sales targets and driving the team to hit them, hiring, training and rostering staff, keeping an eye on stock and visual merchandising, and above all making the customer experience excellent. At large retail brands (Reliance Retail, DMart, Trent/Westside, Lifestyle, Croma) this is a leadership-level role a step above a cashier or store assistant. In India's fast-growing organised retail sector, it offers good pay, clear paths for promotion and opportunities in every city.

2 At a glance

Minimum qualification	Graduate (with retail experience); BBA/MBA Retail preferred
Course/prep duration	BBA 3 yrs / MBA 2 yrs, or Retail Team Leader certificate
Starting salary	₹22,000–35,000/month
Work mode	Full-time leadership role in a store/retail chain

3 What you need

INTERESTS

- Interest in leading and motivating a team of people
- Keen to work in the world of products, fashion and brands
- Enthusiasm for sales, customer service and growing business

ABILITIES

- Leadership and the ability to bring people together
- Strong communication and a head for numbers and targets
- Quick decision-making and problem-solving under pressure

KEY SKILLS

- Managing store operations, sales targets and profitability
- Inventory, stock control and visual merchandising
- Sales reports, POS/ERP software and data analysis
- Promotions, visual display and local marketing
- Staff hiring, training, rostering and team leadership
- Customer experience, grievance handling and service quality
- Budgeting, cash management and loss/shrinkage prevention

4 How to get there

- 1 After Class 12, take a BBA/B.Com or a graduate degree in retail management.
- 2 Gain hands-on experience as a sales associate/team leader in a retail store.
- 3 Take a RASCI/NSDC 'Retail Team Leader' or 'Store Operations' certification to strengthen management skills.
- 4 For faster growth, do an MBA (Retail/Marketing) — take an entrance exam like CAT/MAT/CMAT.
- 5 Move from department/floor manager to store manager, then area/regional manager.
- 6 Apply to management-trainee programmes at big brands (Reliance Retail, DMart, Trent, Lifestyle, Croma).

MAIN EXAMS

- CAT (for IIMs and top MBA programmes)
- MAT / CMAT / ATMA (for retail/management MBA programmes)

5 Where to study

GOVERNMENT INSTITUTES

- भारतीय प्रबंध संस्थान (IIM) उदयपुर — Udaipur, Rajasthan (<https://www.iimu.ac.in/>)
- यूनिवर्सिटी ऑफ राजस्थान – वाणिज्य एवं प्रबंध विभाग — Jaipur, Rajasthan (<https://www.uniraj.ac.in/>)
- यूनिवर्सिटी कॉमर्स कॉलेज (राजस्थान विश्वविद्यालय) — Jaipur, Rajasthan (<https://universitycommercecollege.ac.in/>)
- राजस्थान के एमबीए कॉलेजों की सूची (करियर्स360) — Across Rajasthan (<https://bschool.careers360.com/colleges/list-of-mba-colleges-in-rajasthan>)

PRIVATE INSTITUTES

- नेशनल इंस्टीट्यूट ऑफ़ रिटेल मैनेजमेंट (NIRM), अहमदाबाद — Ahmedabad/Bengaluru (<https://collegedunia.com/college/45425-national-institute-of-retail-management-nirm-bangalore>)
- रिटेलर्स एसोसिएशन स्किल काउंसिल ऑफ़ इंडिया (RASCI) — All-India / Mumbai (<https://www.rasci.in/>)

ONLINE

- स्किल इंडिया डिजिटल हब – रिटेल कोर्स — Online (<https://www.skillindiadigital.gov.in/>)
- एनएसडीसी – प्रशिक्षण केंद्र खोजें — Online (<https://www.nsdcindia.org/find-nsdc-training-centre>)

FEES

At government universities (like the University of Rajasthan) BBA/MBA fees are roughly ₹10,000–60,000 per year; at institutes like IIM Udaipur the total MBA fee runs into several lakh rupees. RASCI/NSDC Retail Team Leader and Store Operations certifications are often free or very low-cost.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in/fresh/onlineInstituteSearchIndex>)
- Buddy4Study – MBA/Management Scholarships (<https://www.buddy4study.com/scholarships/mba-scholarship>)
- SJE Rajasthan Scholarships (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Large retail stores, supermarkets and hypermarkets, shopping malls, brand outlets, electronics and fashion showrooms, and the regional offices of retail chains.

WORK CULTURE

Work can be 6 days a week, 9–10 hours a day; festival and sale seasons bring extra rush and overtime. Much of the day is spent on the floor with the team and customers. The sector offers growing opportunities for women and persons with disabilities too.

WHO HIRES

- | | |
|---|--|
| • Reliance Retail (Reliance Smart, Trends, Fresh) | • Avenue Supermarts – DMart |
| • Trent Limited – Westside and Zudio (Tata Group) | • Lifestyle International and Max Fashion (Landmark Group) |

- Croma – Infiniti Retail (Tata Group)
- Shoppers Stop, Pantaloons (ABFRL) and other brand outlets

DEMAND (2026)

India's organised retail is growing fast — every new mall, supermarket and brand store needs a skilled retail manager to run it. Chains like Reliance Retail, Trent (Zudio/Westside) and DMart are opening hundreds of new stores every year, so demand for store and area managers stays strong. Opportunities are also rising quickly in Rajasthan cities like Jaipur, Jodhpur and Udaipur.

7 Career growth

- 1 Department / Floor Manager
- 2 Store Manager
- 3 Area / Regional Manager
- 4 Retail Head / VP Retail Operations

EARNINGS

Starting	₹22,000–35,000/माह
Mid level	₹40,000–70,000/माह
Senior level	₹90,000–2,00,000+/माह

Per Indeed, a retail manager in India earns about ₹37,000/month on average, rising to around ₹55,000/month in big cities like Delhi. With experience, becoming an area/regional manager or retail head raises income considerably; performance-based bonuses and incentives add to it.

8 The good parts · The challenges**The good parts**

- Leadership and clear promotion opportunities in a fast-growing retail industry
- Start after graduation and rise to senior roles through experience and performance
- Jobs in every city, with good earnings via bonuses and incentives

The challenges

- Long hours, weekend/festival duty and pressure of sales targets
- Handling staff, stock and customer complaints all at once
- Much of the time is spent standing on the floor

9 Real-life journeys

B. S. Nagesh

Founding CEO & Chairman, Shoppers Stop; Founder – TRRAIN and Retailers Association of India

B. S. Nagesh is one of the pioneers of India's organised retail. Joining the K. Raheja Group in 1991, he set up the very first Shoppers Stop store in Andheri, Mumbai, and as Managing Director and CEO from 1997 to 2009 grew it into a nationwide chain of 74 stores. He proudly called himself a 'Customer Care Associate' — leadership meaning staying connected to the floor and the customer. He later founded TRRAIN for the welfare of retail associates and the Retailers Association of India for the whole industry, and was inducted into the World Retail Congress 'Retail Hall of Fame' in 2008. His journey shows how managing a retail store can lead all the way to becoming one of the country's most respected retail leaders.

Retailers Association of India · <https://rai.net.in/bs-nagesh.php>

Farah Malik Bhanji

Managing Director, Metro Brands Limited (Metro Shoes)

Farah Malik Bhanji joined Metro Brands in 2000 and rose through diverse retail roles to become the company's Managing Director. With over two decades of retail experience, she grew Metro's store network from about 100 stores in 2010 to roughly 800 stores across India, and played a key role in successfully taking the company public. She transformed a family footwear business into a modern, technology-enabled retail chain. Her story inspires girls who dream of starting in retail store operations and going on to lead a large national chain.

Metro Brands Limited · <https://metrobrands.com/ms-farah-malik-bhanji>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Sales & Marketing Manager
- Business Development Manager
- International Business Manager

11 Sources & further reading

1. Rajasthan Career Guidance – Retail Manager — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%96%e0%a5%81%e0%a4%a6%e0%a4%b0%e0%a4%be-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%ac%e0%a4%82%e0%a4%a7%e0%a4%95-%e0%a4%b0%e0%a4%bf%e0%a4%9f%e0%a5%87%e0%a4%b2-%e0%a4%ae%e0%a5%88%e0%a4%a8%e0%a5%87/>
2. Retailers Association's Skill Council of India (RASCI) — <https://www.rasci.in/>
3. Indeed – Retail Manager Salary (India) — <https://in.indeed.com/career/retail-manager/salaries>
4. MBA Colleges in Rajasthan (Careers360) — <https://bschool.careers360.com/colleges/list-of-mba-colleges-in-rajasthan>
5. National Scholarship Portal — <https://scholarships.gov.in>



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