

# BUSINESS TIMES

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## **Steve and Barry's plan to enter India:**

With the government allowing 51% FDI in single brand retail, US-based

retailer Steve and Barry's is exploring the possibility of setting up shop in India soon. "With

51% FDI being approved on single brand retail, we are definitely doing our research and

various market studies to evaluate when and where we can set up a store in India," 4004

Incorporated managing director Avirat Sonpal said. 4004 Incorporated India is a global creative procurement hub and strategic affiliate of Steve and Barry's university sportswear.