# INTRODUCTION

According to McKinsey & Company, India’s apparel market alone is estimated to be of worth $59.3 Billion by 2022, making it the sixth largest in the world, comparable to the United Kingdom’s ($65 billion) and Germany’s ($63.1 billion). The growth rate fashion industry in India is driven by its increasingly growing population and increasing spending behaviour of people. Factors like literacy rate of people, population and gender also highly affect the success of a fashion brand/retail stores in a particular location [1]. This project attempts to find clusters of Tehsils in Delhi where an existing/new Fashion Brands can set up their retail stores.