



## India Reloaded: Inside India's Resurgent Consumer Market

By D. Sinha



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Brands and businesses from across the globe have tried to leverage the India opportunity, based upon simplistic and widely-held assumptions. This book takes a critical look at these myths and contradictions from an inside perspective, presenting a fresh and nuanced perspective on the opportunities that the Indian market offers. It draws upon a wealth of data, from consumer research, market data, macroeconomic research, popular culture and case studies, to provide a thorough and compelling insight into what makes for success in the complex Indian market, based upon two decades of experience.

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### Editorial Review

#### Review

'Dheeraj brings alive a new India, one that wants to live every moment as a spectacle. Contrary to the assumptions, India's mass consumers want the latest in technology and life, and are eager to upgrade to new experiences. To woo this India, brands need to have a swagger themselves. India Reloaded cuts through the cliches around emerging markets - it's a refreshing take.' -Frederique Covington-Corbett, Director, International Marketing, Twitter 'India's consumption landscape is complex and challenging. One half of consumers are still enjoying the democratisation of access that many brands brought in 20 years ago, while another half is dealing with the after effects of it. Western management thinking often attempts to break up the challenge into parts, into neat compartments to be addressed independently. This makes India look even more difficult market than it is. This book boldly attempts to bring it all together, to see it through an Indian lens, to see the one-ness in it. Practising marketing managers will find this refreshing and I suspect, rather useful.' -Dev Amritesh, President & Chief Operating Officer, Dunkin' Donuts, India 'India's diversity often conceals its underlying unity. Dheeraj unpeels the layers to reveal several unifying truths about India's consumers than its diversity suggests; truths that can make the difference between success and failure for marketers. This book needs to be on every brand manager's desk.' -Ranjan Kapur, Country Manager, WPP India 'Segmentation discussions can get overly data based. In India Reloaded Dheeraj has segmented India without jargon, providing insights on attitudes and aspirations using illustrations from films and music. Read it for an understanding of consumer India.' -Rajesh Jejurikar, President and Chief Executive, Farm Equipment and Two Wheelers, Mahindra & Mahindra 'What can popular culture teach us about business? Everything. Dheeraj makes connections between seemingly disparate socio-cultural and political behaviour of India to explain its consumption culture. This is a 'must-have' for successful businesses - the cultural compass of new India.' -Nirvik Singh, Chairman & CEO, Asia Pacific, Grey Group 'A fascinating journey into the soul of India. Sinha's original analysis of India's consumer society will inspire innovative thinking in the boardrooms, as well as in the classrooms that are preparing future executives. A compelling and engaging read that uncovers the new reality of a fast-changing nation.' -Glyn Atwal, Burgundy School of Business, France

#### About the Author

Dheeraj heads planning for Grey (WPP Group) in India, South & South East Asia. He is the author of *Consumer India: Inside the Indian Mind and Wallet* - a recommended read at the Wharton School's course on emerging economies. He has spoken at the Harvard Business School, the Asian Marketing Effectiveness Festival, the CII Marketing Conference and the Global Youth Marketing Forum. Dheeraj has won several marketing effectiveness awards - Jay Chiat, AME, APAC Effies and Yahoo Big Idea Chair. He has twice been the winner of Atticus, WPP's award for best published thinking. His strategy experience spans categories and markets in Asia, including Maybank, Sensodyne, Reliance Mobile, Colgate, MasterCard, LG, DBS Bank, Tata AIA, Virgin Mobile, Max Bupa, Fiat, Reckitt Benckiser and Emirates.

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