Made for India

“Thought provoking and topical, it will be of great value to a wide spectrum of people, most importantly to those global firms and their senior management who are looking for credible insights and data to create these winning strategies.” N.R. Narayana Murthy, Chairman and Chief Mentor, Infosys Technologies Ltd.

Singapore – 21st November 2007 – To some, India represents a vast untapped middle-class market which is critical in the future portfolio of any global corporation. Others see India as too poor by global standards to be critical. To Rama Bijapurkar, leading market strategist and author of *Winning in the Indian Market*, India presents lucrative and diverse opportunities if one could be au fait with its kaleidoscopic consumer market.

Bijapurkar currently heads her own market strategy consulting practice and serves as an independent director in the boards of India’s most respected organizations including Infosys Technologies, UTI Bank and Entertainment Network. Being well-published internationally, she is regarded as a prominent thought leader on market strategy and consumer related issues in India.

“The India market, being one of the fastest growing economies in the world, it is a ‘must have’ in the future portfolio of any global corporation” asserts Bijapurkar. “It is a large untapped market that would surprise the investor if approached appropriately.”

Insisting that any broad generalization about the consumer market in India is bound to be wrong, Bijapurkar notes the valuable lessons learnt by watching new multinational entrants negotiating the Indian market.

**Lesson 1:** *The nature of emerging markets is fundamentally different.* India ranks top ten in the world in population and GDP, but ranks below 100 in terms of per capita income. The demand structures make business models transplanted from developed markets unprofitable.
Lesson 2: Emerging markets need not be virgin markets. There is already an array of home-grown options that offer tough competition to new entrants.

Lesson 3: Emerging markets are not what developed markets were in their infancy. Consumers exist in real time and confronted by forces of today having their own unique consumer history and culture.

“From a consumer-market perspective, there is no single India. There are the very rich. The aspiring middle-class. The self-employed. The urban poor. The rural poor. All having different approaches to consumption and construct their consumption basket in distinctly different ways. So firms are better off creating their ‘own India’ that they want to serve.” Says C. K. Prahalad, Professor of Corporate Strategy. (Forward, pg. ix)

Describing her mission as “bringing market focus to business strategy”, Bijapurkar is especially ardent in areas of social and cultural change in the evolution and liberalization of India.

“Rama is one of the very few global minds who don’t paint emerging markets with a developed country brush. In this book, she uses her deep understanding of India to deliver a highly informative piece of work.” Says Ruchir Sharma, Head of Global Emerging Markets, Morgan Stanley Investment Management.

Drawing from over 30 years of work experience in leadership positions with Mckinsey & Company, and AC Nielson India, Bijapurkar provides CEOs and business strategists with a factual and holistic insight of consumer India to design a “Made for India” business and win in the Indian market.

She adds “Consumer India is a guaranteed to happen with its mega growth opportunity -- the second biggest game in town and entry tickets are still going cheap!”