Indian Consumers Revealed

Singapore – August 2008 – The world is setting its sights on India which is poised to be one of Asia largest economies in the next generation. With foreign companies queuing to invest in India, especially the consumer goods sector, it is imperative that the myths of the Indian middle class be unveiled and explicated.

The new book by John Wiley & Sons (Asia) Pte Ltd, The Indian Consumer: One Billion Myths, One Billion Realities, dispels the common misconceptions about the Indian middle class and provides a primer for existing and future marketers in the country.

A best-selling author, investigative journalist and business editor of the Indian English news magazine, Outlook Business, Alam Srinivas has exposed many commercial scams and written many insightful articles regarding business diplomacy and policy-making. In his new book The Indian Consumer: One Billion Myths, One Billion Realities, Alam Srinivas will once again flaunt his investigative reporting skills by presenting a flesh and blood study of the Indian consuming sector that has many experts baffled.

“The Neo Middle Class is not an instinctive consumer, but is driven by other emotions. They have the socioeconomic profile to become consumers, but they haven’t become spenders. Many of them are savers, who spend only on essentials”, says Mr. Srinivas.

More than just a socioeconomic study, The Indian Consumer: One Billion Myths, One Billion Realities uses economic data, academic research, corporate case studies and the author’s personal experiences to evaluate the fragmentation within this critical segment of the Indian society.
“The author challenges conventional notions by proposing an entirely novel perspective of the Indian consumer evolution. He fuses an insightful reading of statistics with personal observations to uncover refreshing truths about the Indian consumers”, says Santosh Desai, CEO & MD of Future Brands, Future Group.

*The Indian Consumer: One Billion Myths, One Billion Realities* dispenses with the hype and generalizations to provide lessons for marketers, advertisers, investors, researchers and experts on the ways in which to analyze and appeal to the middle classes of India.

“It is essential to understand the extreme fragmentation within the Indian middle class. The analyses in my book will allow marketers, advertisers and investors to communicate with them and reap the opportunities this market has to offer”, adds Mr. Srinivas.

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About the Author:

Alam Srinivas has been a journalist for over two decades and worked in premier media organizations like The Times of India, India Today, Outlook, Business Today and BusinessWorld. He is an investigative business journalist, who has exposed several corporate and stock market scams, apart from writing insightful pieces on business diplomacy and intricacies of policy making. He has written a book on the fight between the two estranged Ambani brothers, Mukesh and Anil, who once together controlled one of India’s largest private sector group. He stays in Noida, neighboring Delhi.

*The Indian Consumer: One Billion Myths, One Billion Realities*

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