IIFT-MARKETING SUMMIT

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Structure

- India
- Middle class Consumer
- Hypercompetitive
- Routes to value
- What does it take to win?

India : Youth, Urbanization, spending power, brand led, value conscious.

Middle class 2 lacs to 10 lacs per annum. Largest middle class spend by 2030.

Middle class spend- Trillion $

	2009	2020	2030
Trillion $	21.3	35	55.7
China	4%	13%	18%
India	0	11%	23%
Europe	38%	29%	20%
NAmerica	26%	17%	10%
APAC	19%	19%	18%

Hypercompetitive 15 categories, 8000 brands in 2010, 12000 brands now.

Spends 299 minutes on the net, 157 mts watching TV.

Modern retail, on line, mom and pop.

Routes to Value

- Commodity to Brands
- Substitutes to Brands
- Popular to Value brands
- Value brands to Premium brands
- Luxury brands

What does it take to win?

- Value
- Brand
- Responsiveness
- Insights
- Distribution Presence

The no worry choice or the customized choice.

Successful brands will do the thinking for the consumer.

Summary

- India
- The Middle Class consumer
- Routes to value
- Thinking for the consumer