

Welcome to **India** and **Nokia India**

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NOKIA
Connecting People

**India cannot be more
different than
Finland. In almost
every way**

Emotionally, Culturally
Economically,
Ecologically. Politically

India And Finland Comparison

	Finland	India
Population Mln	5.2	1103
Life expectancy men yrs	76.1	63.2
GDP Bln USD	200	806
GDP per head USD	37,150	730
Avg No per Household	2.1	5.3

India And Finland Comparison

	Finland	India
Health Spending as % GDP	7.4	5.8
Education Spending as % GDP	6.5	3.7
Color TVs per hundred HH	98.7	36.5
Mobile subs per hundred HHs	100.4	20
Competitiveness Rank	No 10	No 27

India And Finland Comparison

	Finland	India
FDI Bln usd	5	11
Car ownership per 1000 pop	434	8
Cost Of Living (usa =100)	115	47
Corruption Index	9.6	2.9
R and D expenditure as % GDP	3.44	0.84

India Telecom market

- A sub base of 191 Mln today
- Expected to be 480 Mln in 2010.
- Both formats GSM and CDMA exist.
- Market characterised by low ARPU, high minutes of usage, low value added services and 86 pc pre paid.

**Nokia has a special
place in India and
with the Indian
Consumer.**

**Nokia is the largest
Multinational in India.**

Nokia is the lifeline to
safety, Security, productiv
ity, prosperity and
personality

Thank You

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How to use Nokia core and secondary colors

Nokia secondary color palette (secondary blue, secondary neutrals, secondary brights) can only be used in charts and shapes, in addition to core colors.

Nokia blue Nokia green Nokia secondary blue



R 000	R 068	R 175
G 051	G 165	G 212
B 204	B 028	B 240

Nokia secondary colors for charts & shapes



R 235	R 191	R 230	R 175	R 206
G 233	G 215	G 192	G 148	G 150
B 216	B 218	B 031	B 023	B 032

