

Date: 11/25/2018 8:00:30 AM

Subject: Week 47 learnings

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Dear All

This week, I want to talk about the dangers of not having a digital strategy.

1. India has between 350 to 400 million smart phones. India has the second cheapest data plans and second cheapest smartphones in the world.
2. India has a huge millennial population, and they are digital natives.
3. Millennials are comfortable using apps via their phones to make life easier for them.
4. Every challenge that society faces has a digital answer
5. When there is no taxi, then one looks for a ride app
6. If the traffic is bad, then consumers order home delivery.
7. When women sit in a taxi in the North, they start a WhatsApp app video call with their near and dear ones so that they feel secure.
8. When employees do not like the company they work in, they go to Glassdoor and make their emotions known.
9. If consumers see bad behavior from political and institution leaders, then they make it go viral on social.
10. Consumers trust what their friends tell them more than what brands tell them and hence having a good reputation is important.

Digital answers a number of the challenges the average consumer faces. [REDACTED]

[REDACTED]  
More important, we need to ask ourselves, what happens to our competitive position if we do not digitize?

This is not a question many people are thinking about and I want you to think about what can we do more digitally and why are we not doing it?

All the best, feedback welcome

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