

Canon Partner Meet

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Structure

- **India of the next decade**
- **Consumers**
- **Trade**
- **Implications for a Partner**

India in the Next decade

India will grow at 9 pc p. a

5 Trillion GDP by 2020

India will account for 5 pc of world trade

And, 15 pc of World's growth

India of the Next Decade

Revenues from Private sector

40 pc in 2000

65 pc in 2010

80 pc in 2020

The **P.I.T** Lag

- **Politicians**
- **Infrastructure**
- **Time Discipline**

These three account for a loss of 3 to 5 pc GDP points in India p.a.

POOR to **GOOD** Infrastructure

- **Roads**
- **Telephones**
- **GST**
- **UID**

Lo cost technology
and lo cost of labor
will provide clever
price biz models

**Consumers are
getting younger,
richer, diverse,
experimentative and
impatient**

**Consumers losing
trust in institutions
like the government,
sports bodies, banks,
media and corporate
houses. SCAMS**

**Consumers have
trust in the armed
forces, and the
judiciary.**

**Consumers will
have a love - hate
relationship with
brands**

**Watch Youth and
Women**

**Trade will see
foreign
investment this
decade**

**Trade will
professionalise
this decade, the
extra profit is
here.**

Rx - Retail Experience
will drive extra profit

**The brand, the store
brand, the sales
person brand will
create value**

**Any biz that doesn't
grow at 16 pc CAGR
next five years will
lose market share.**

**Partners need to bet on
a few companies. Real
Partners**

**Partners need to
specialize now.**

**Partners need to
invest in building
their
organizations**

**Partners need to
own the growth
agenda**

Summary

- **Growth is there**
- **Will see foreign investment**
- **Need to professionalize**
- **Choose your principals carefully**