

“Brand India How has it changed over the last decade.”



Weekly Learnings 15 / 2024

I did this podcast for HBL (businessline) with Chitra Narayanan and Prathap Suthan. I looked at all the data points.

Link to the Podcast: <https://lnkd.in/gE7WFaxr>.

Here are my learnings:

1. When we say Brand India, what does a brand mean? At a first level it means India is an attractive destination for investment. On that count Brand India has done well. Second, products made from India have traction and get a premium in the global markets. I think here, the evidence is limited with the IT companies and the 2-wheeler companies like Bajaj, Hero etc in Africa. Indian entertainers have always been popular - Raj Kapoor in Russia, Rajnikanth in Japan, Shah Rukh Khan in Eastern Europe, and Amitabh Bachchan in Egypt.
2. Does India Matter? Yes, India is a large democracy, it matters, India is a large consumer market, however it's a large consumer market at a lower price point than what multinationals are used to in most countries.
3. India is a work in progress country for two more decades at least since all numbers on a per capita basis will look small or all ratios will look small while the absolutes maybe big. E.g. GDP is big, but per capita income is still low.
4. The future of Brand India has to be a unique combination of its rich culture and technology. India leads on almost all technology indices globally now (see attached ppt). In digital we need to think of Made in India for India and Made in India for the World. UPI is a good example with 14 country adoption.

5. Tourism, medical tourism, etc will be big in the coming years.

6. Federalism is pushing Brand India as states are vying with each other at Davos and each state is having their own Investor meet to get FDI. This will only broaden the pie of Brand India messaging.

7. India has soft power, and we must build on it. Soft power has come to good use in the various international incidents involving Indians. India enhanced its soft power with vaccine supply in COVID. This is something India is blessed with, and we should leverage it.

Brand India cannot shine if Indian media is not seen as credible. Indian media scores very poor on this index. So, time to spring clean the media house. They can start with women representation in senior management. For a media industry that espouses diversity, Indian media has only 13 % representation of women in senior roles!! Practice and preach must go together.

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Brand India Rankings

HBL Podcast Notes

Brand India rankings

Variable	Year	Rank
Global Peace Index	2023	126
Global climate risk index	2021	7
Democracy Index	2021	46
Talent competitiveness index	2023	103
Human Development Index	2021	132
Crypto adoption index	2022	4
Global Hunger index	2023	111
Smart city index	2020	85
Global food security index	2021	71
World happiness report	2023	126

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Brand India rankings

Variable	Year	Rank
Human freedom index	2021	119
Henley passport index	2024	80
Global kids rights index	2022	113
Global talent competitiveness	2023	72
Ease of doing business	2023	63
Corruption perception index	2021	85
World press freedom index	2023	161
World competitiveness index	2023	40
Renewable energy country attractiveness index	2021	3
Global terrorism index	2021	13
Global Innovation Index	2023	40

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Most powerful country variables

1. A leader country
2. A country with economic influence
3. A country that has political influence
4. A country that has strong international alliances
5. A country with a strong military

Source: Ranking done by BAV , a WPP company
Research led by Professor Reibstein of Wharton in
Association with the US News and World Report

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Most Powerful countries ranking

Country	GDP \$ Trillion
1. USA	28
2. China	19
3. Russia	1.9
4. Germany	4.7
5. UK	3.6
6. South Korea	1.8
7. France	3.2
8. Japan	4.3
9. Saudi Arabia	1.1
10. UAE	0.5
12. INDIA	3.7

Source: Ranking done by BAV , a WPP
company
Research led by Professor Reibstein
of Wharton in
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Soft Power Rankings 2024

1. USA
2. UK
3. China
4. Japan
5. Germany
6. France
7. Canada
8. Switzerland
9. Italy
10. UAE
29. INDIA

Source : Brand Finance.

Soft Power is defined as the nations ability to influence the preferences and behaviors of various actors in the international arena through attraction and persuasion rather than coercion . It focusses on culture, political values and foreign policies and measures 55 variables.

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