



UNIVERSITY OF WALES



01

INDIAN MARKET: DIVERSITY, CONSUMER & INNOVATION

by Chaitrali Palande





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Presentation Outline

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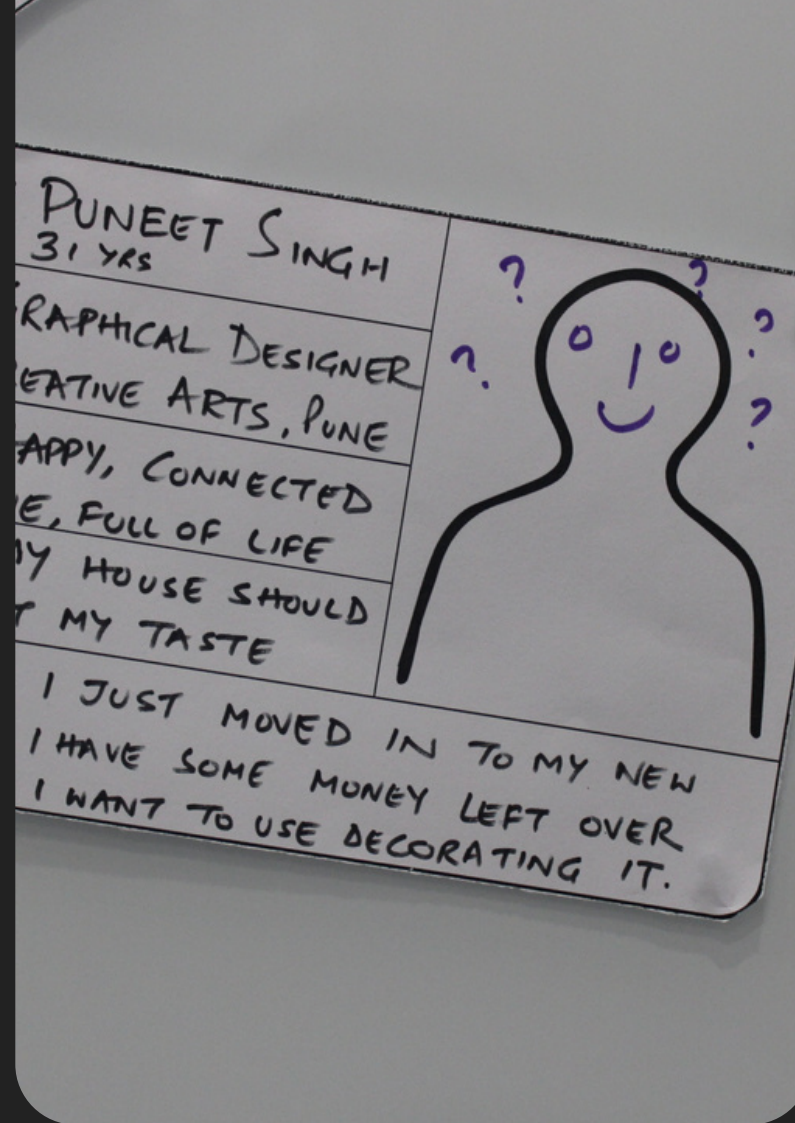
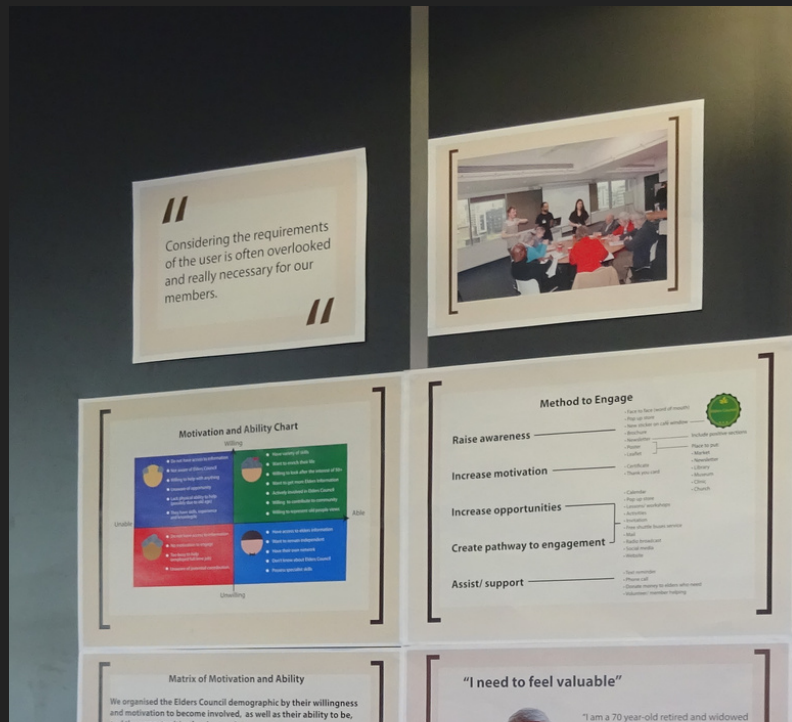
Hello, I am Chaitrali Palande

I am an Innovation consultant based in India, with around 5 years of experience. I help companies tackle complex problems and innovate using User Experience Research, Design Sprints and Design Thinking. Organizations I have worked with include multinational IT companies, local SMEs and Startups.





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Glimpse of what I do

Meet the team

Design Thinking & Sprints

Innovation Process

User Experience Research

Thick Data and Empathetic Research

Design and Testing

UI/UX Design and Heuristic Evaluation





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Welcome to Incredible India

How Indian Consumers &
Market is Different

अतुल्य! भारत
Incredible! India



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Gateway of India : Mumbai

Window to Indian diversity





**Antilia is the world's most
expensive private home,
costing approximately US\$2
billion**

Location : Mumbai



Dharavi - Asia's largest slum. It has population of more than Million people.

Location : Mumbai



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Walking Distance from each other

Location : Mumbai





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Major IT Hubs in India



Mumbai



Bangalore



Pune



Hydrabad



Chennai



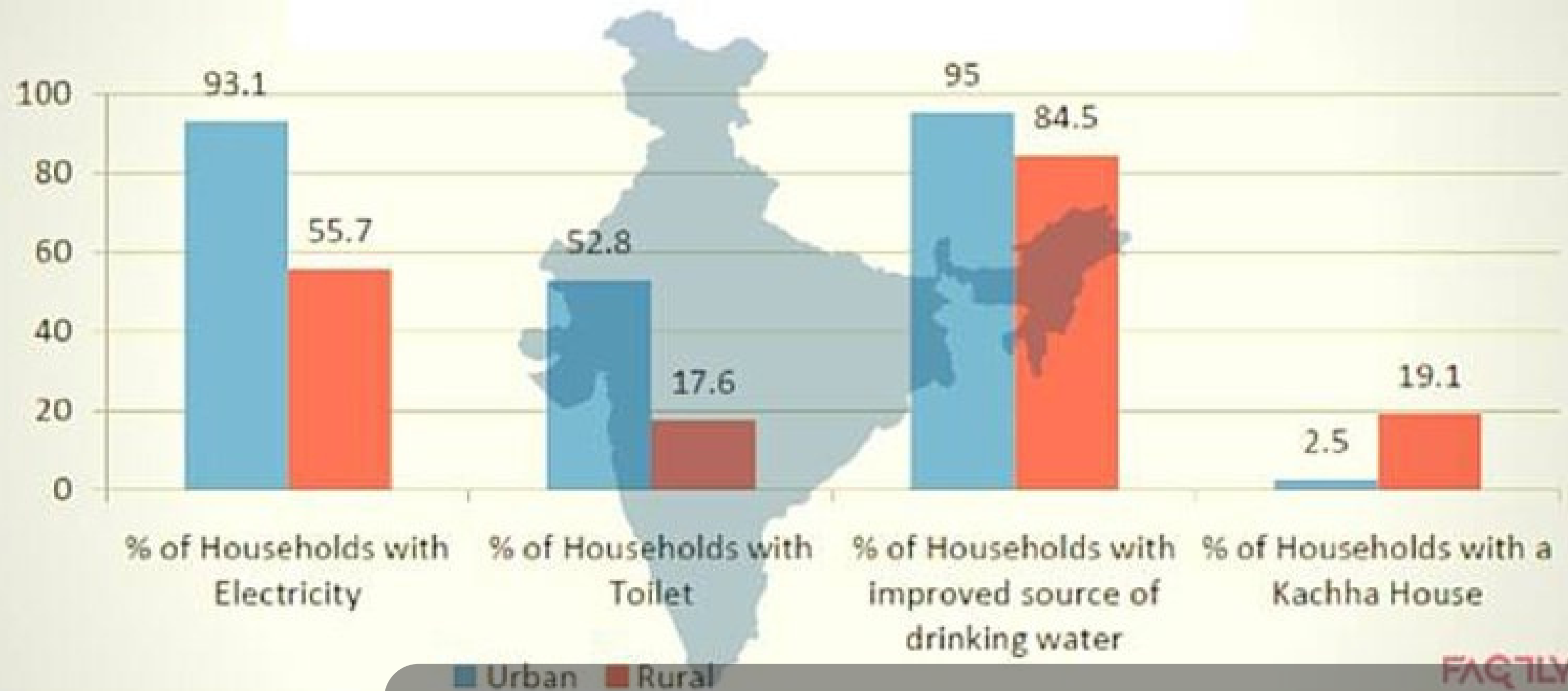
NCR – Delhi Noida and Gurgaon



Kolkata



Ahmedabad and Gandhinagar



Urban India vs Rural India ...



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Understanding Indian Consumer

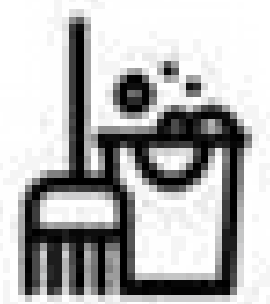
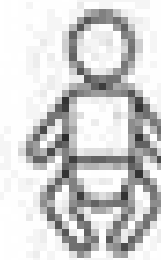
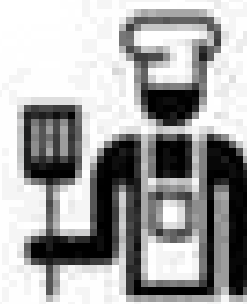
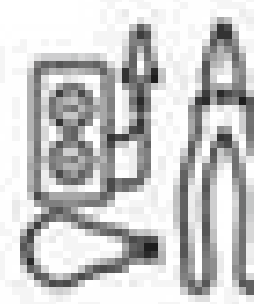
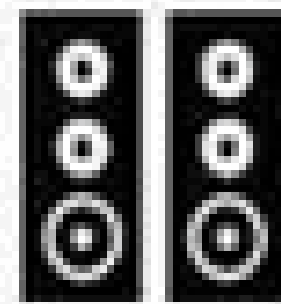
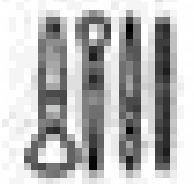
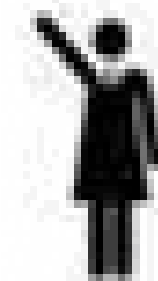
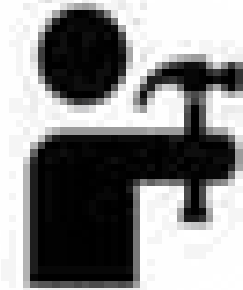
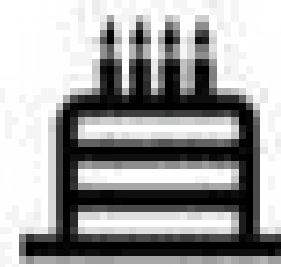
Understanding Indian consumer is very Important





Urban Company is an online platform that allows users to book for home services, on-demand like a salon, haircut, AC service, plumbers, massage etc. The company has raised a total sum of 57 million dollars from 7 investors in 5 different round of funding.

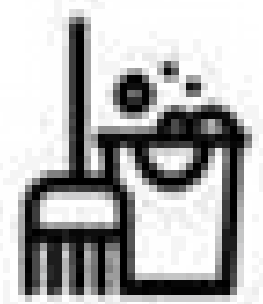
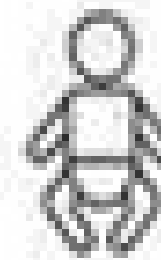
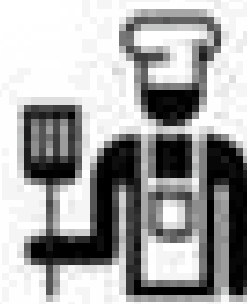
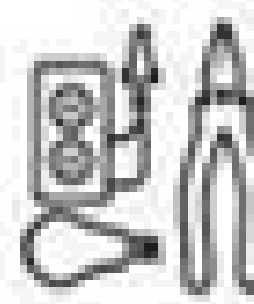
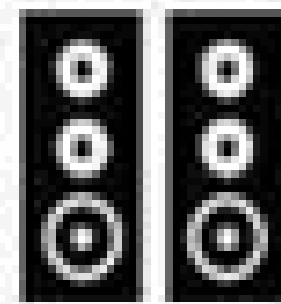
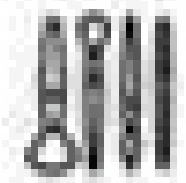
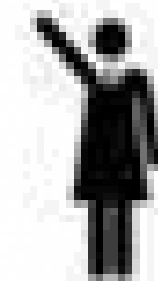
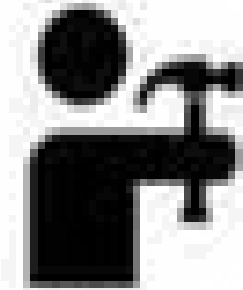
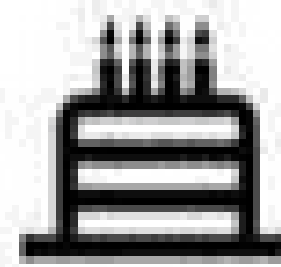
India's Largest Services Marketplace



This business model served the economy's dual purpose: to the problems of potential consumers and to help them derive more value from daily needs; and to enable local service workers (or "micro-franchisees") to get more work than ever before. Before such a demand for services existed, these workers had jobs dependent either on word-of-mouth or by different intermediaries, such as shops and local brokers.



India's Largest Services Marketplace

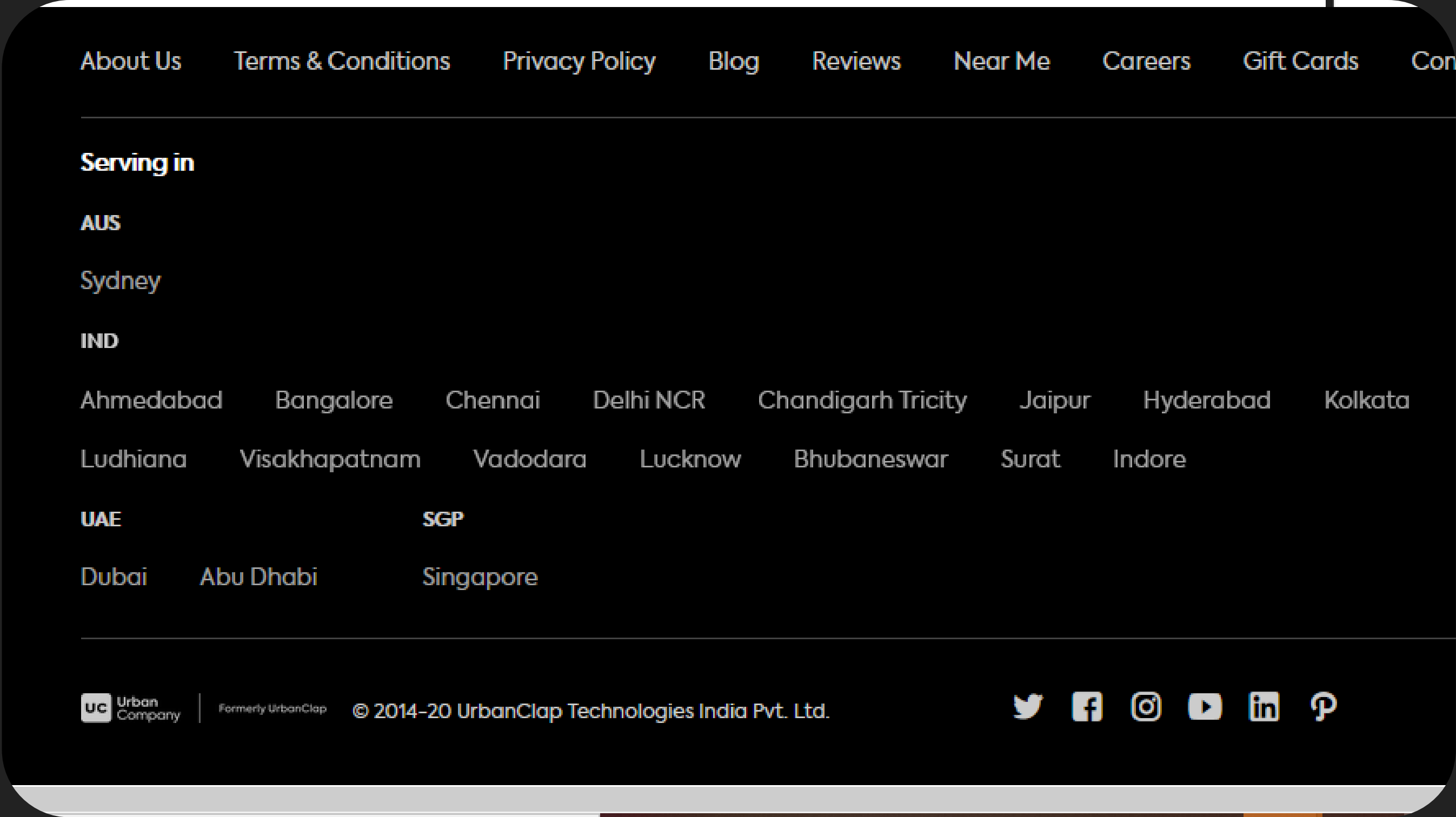


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CASE-STUDY

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Present in eight cities (New Delhi, Bengaluru, Mumbai, Chennai, Pune, Ahmedabad, Hyderabad and Kolkata), where UrbanClap provides over 100 services, has a user base of over 3 billion people and employs over 50,000 professionals.





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Urban Consumer

Money Rich, Time Poor

Rural Consumer

Time Rich, Money Poor



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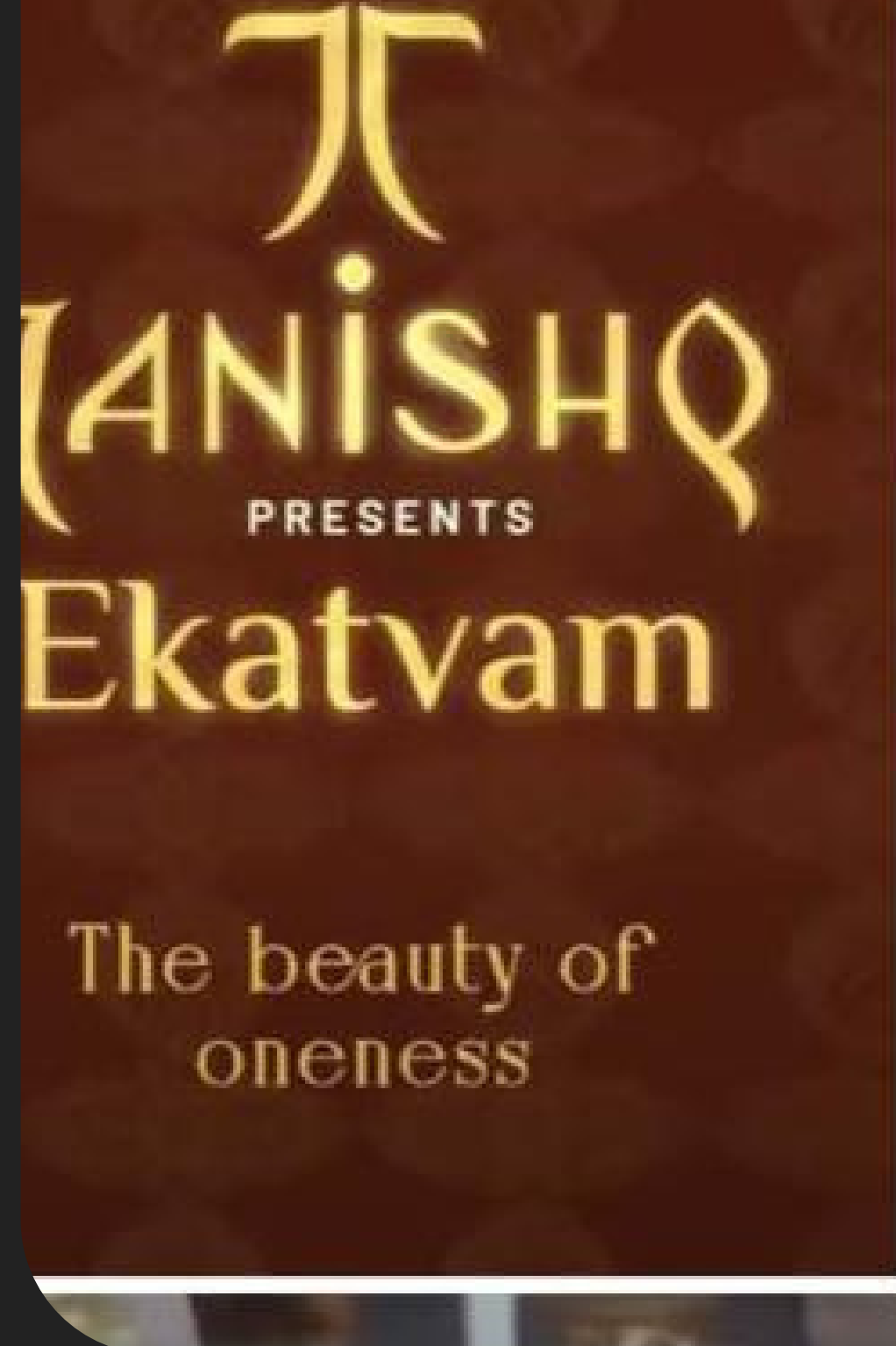
TV Advertisement

Youtube
Advertisement





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Understanding Indian Consumer is very Difficult but it is key for any business.





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Indian consumers are famously value conscious

It's not just about having cheap product





Tata Nano. The world's cheapest car



The Tatas are very invested in the progress and development of the Indian economy. Much of their efforts and business plans have social connotations attached to them. Ratan Tata had observed the plight of the lower middle class Indian for years. He had observed how normal people travel by public transport.

CASE-STUDY



Branding was reason behind failure of Tata Nano. The Tatas marketed the Nano as the cheapest car in India. The marketing campaign made it seem like the most attractive feature of the Nano was its unbelievable price of Rs. 1 lakh. However, Indians have always associated a four-wheeler with luxury. The image of the cheapest car in India made the Nano seem undesirable to its targeted audience.





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Indian EcoSystem Culture and Government

India is 3rd largest economy for
Startup activities





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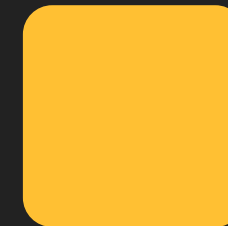
Startup Ecosystem



Worlds 3rd largest for startup Activities



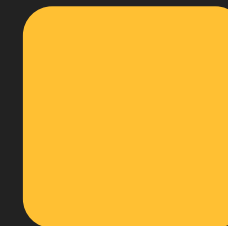
Sucess rate for Startup just 2%



450+ Incubation Centers



Indian Startups raised 7.4 B in 9 month last year



Maximum Startup are in E-commerce and Logistics



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Government Support & Initiatives



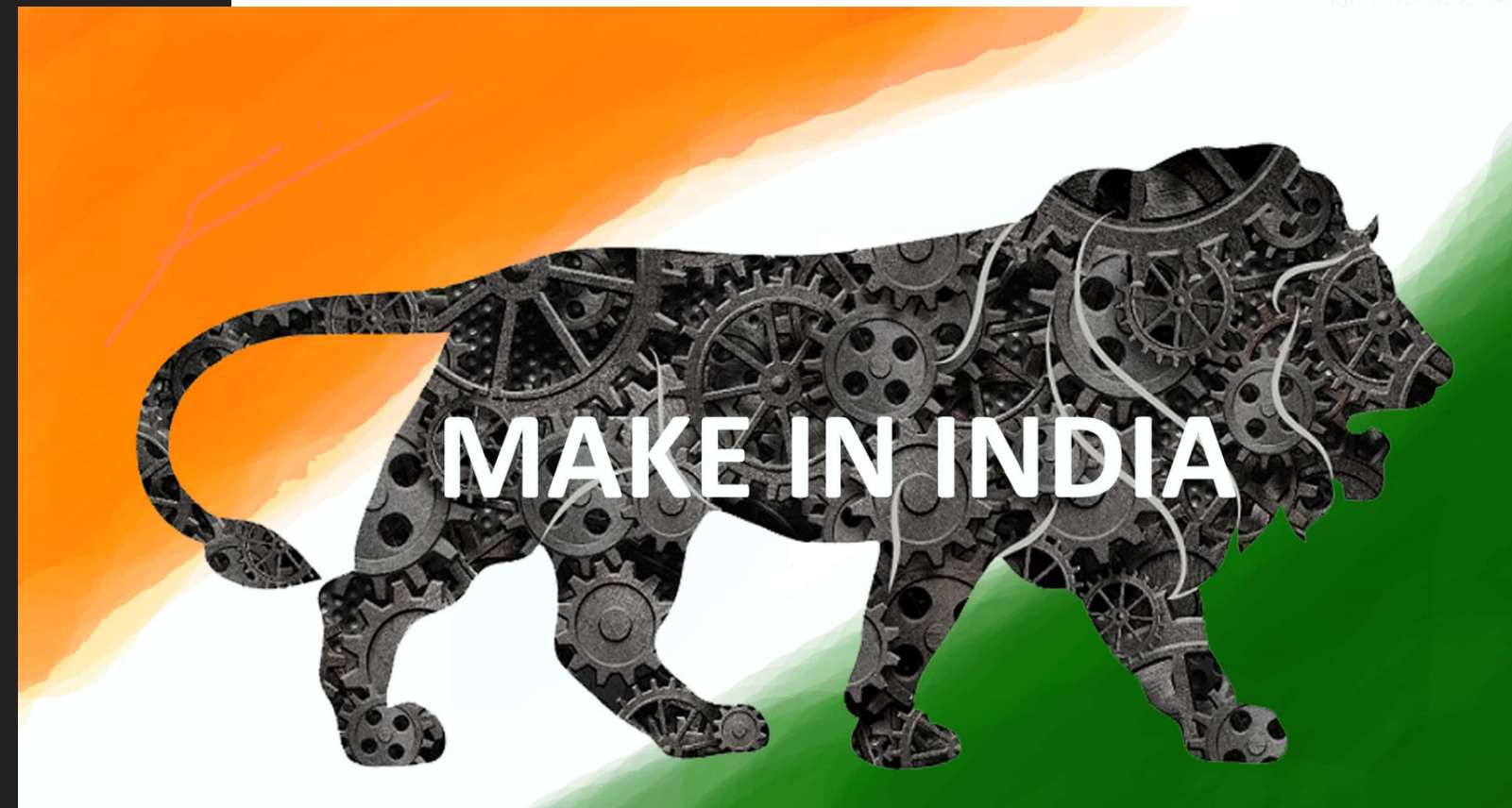
Maharashtra
State Innovation
Society



रामभाऊ म्हाळगी प्रबोधिनी
Rambhau Mhalgi Prabodhini

**ATAL
INCUBATION
CENTRE**

Atal Innovation Mission, NITI Aayog





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Indian Market : Case Studies & Trends





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Reliance Jio: Disruptive Innovation





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Ola: True competition to Uber





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Disney + Hotstar : Leading the OTT Market in India





Thank you

Q & A

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