

Where can I buy the book?

You can order it online

@ www.amazon.com

Or

you can grab a copy at
any leading bookstore



We are like that only

*Understanding the Logic
of Consumer India*

Rama Bijapurkar





Rama Bijapurkar

Rama Bijapurkar is one of India's most respected thought leaders on market strategy and India's Consumer Economy. She is also considered to be a most insightful commentator on the social and cultural changes that are transforming India. She has her own consulting practice and works across a range of sectors and organizations - global and domestic, commercial and not for profit as well as quasi government. She describes her work as bringing market and Customer Centricity to business strategy development. In addition to her consulting practice, she has a deep commitment and experience to match, in raising the bar on corporate governance standards in India, and serves or has served as an independent director on the boards of several of India's blue chip companies. These include Infosys Ltd., Bharat Petroleum, Axis Bank, Godrej Consumer Products, CRISIL, ICICI...

Visit the author at <http://www.bijapurkar.com>

Understanding the Logic of Consumer India

'The Indian market is about a lot of people consuming a little bit each that adds up to a lot, ...the Indian DNA is about continuity with change; it is about "THIS as well as THAT"; about cobbling together clever and low-cost solutions that are ingenious combinations and adaptations of products available in the market.'

With a billion plus consumers India is one of the largest, most varied and stratified markets in the world today. It is young, with rising incomes and purchasing power, and has only just begun its consumption journey. Every marketer would want a piece of what may arguably be the largest untapped market in the world. From Kellogs to Coke, from Honda to Electrolux, from Dunhill to Revlon, they all came to India in the hope of

a hungry, star-struck billion plus. Instead, what they encountered were consumers who were hungry yet astute - people who negotiate and bargain on anything from taxi fare to interest rates. It was a market that rebelled against conventional perceptions of emerging markets, and left every confident marketer asking - where is this billion plus Indian market?

Why is the India market untenable? Will India really be the world's next consumption powerhouse? Does the Indian middle class really exist? What is the exact purchasing power of this market? Is there really a fortune at the bottom of the pyramid? Why are demand patterns so capricious? Is rural India a sophisticated or a primitive market? Irreverent and insightful, this book answers all these questions as it casts an unblinking eye on twelve key facets of Consumer India. It successfully fathoms how much Indians earn, how they consume, what they consume

and what dictates

Taking cues from economics, demography, history, culture, philosophy and good old common sense, Rama Bijapurkar makes sense of the complex and inscrutable Indian market—the many Consumer Indias, their diverse and schizophrenic consumer behaviour and the way to make your company's fortune in this billion plus market. Incisively analytical, this book explains why the Indian consumer is 'like that only', why Consumer India will not change in a hurry and what it takes to build winning businesses in such a market. A powerful book, it is the definitive epitaph for formula strategy approaches to India's consumer markets, especially of the 'global' transplant kind. only', why Consumer India will not change in a hurry and what it takes to build winning businesses in such a market. A powerful book, it is the definitive epitaph for formula strategy approaches to India's

consumer markets, especially of the 'global' transplant kind.

Chapter - 12

Winning in the Indian Market

The “Class vs. Mass” Dilemma

Most MNCs, especially those which are recent entrants into the Indian market, voice their disappointment with the total mismatch between the size of the Indian economy and the size of their own business in India. The explanation for this usually lies in the different perspectives they have when assessing market opportunity and setting financial expectations, and when developing business strategy. Their financial expectations are based on the fact that India is a nearly US\$1-trillion economy, with one billion people, mostly young. They forget, however, that India is a large market made up of many poor consumers, and insist on deploying their tried and tested “global” strategy, one designed for far richer markets with different

Where can I get the book?

You can order it online
@ www.amazon.com

Or

You can grab a copy
at any leading
bookstore.

the develop... the creatio... points. Ma... a familiar... the discom... potentially... agonize or... dilemma",... the Indian... The argum... to depart... models is... considerab... strategies... market is... groups in t... are made... targeting the top end of the income pyramid and growing with it results in far bigger businesses.

**Click here to view the
International Edition**

We are
like that
only

by
Rama Bijapurkar

This is one of the most insightful books on how a multinational company, especially in the packaged goods industry, can win in India by managing diversity, complexity and affordability of Indian consumers... a reader friendly book with captivating case studies based on highly successful consulting experiences.'

—Jagdish N. Sheth, Charles H. Kellstadt Professor
of Marketing, Goizueta Business School.

'I have always admired Rama's data-driven, yet simple approach to explain complex things... every chapter offers a vivid image or telling detail that captures the intricacies of the Indian market... thought provoking and topical, this book will appeal to a variety of people...'

—N. R. Narayana Murthy, Chairman and Chief
Mentor Infosys Technologies Ltd



www.penguinbooksindia.com

For sale in the Indian Subcontinent only

[click here for more](#)

