

How Small Becomes Big

Rama Bijapurkar shows how India is made up of lots and lots of small consumers, each earning and spending just a little bit that adds up to a lot.

One of the largest consumer markets of the world, India is made up of lots and lots of small consumers, each earning and spending just a little bit that adds up to a lot. It is served by millions of small suppliers oozing innovation and customer intimacy and is powered by digital infrastructure that does billions of unique and small transactions every day.

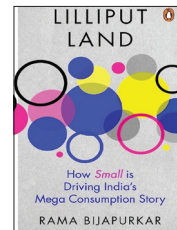
For companies looking at India, author Rama Bijapurkar's latest book is a must read. Ms Bijapurkar is a veteran consumer expert who has provided business strategy advice to numerous companies, served on the boards of the best-of-the-best companies and taught a specially-curated consumer-focussed business strategy course at leading business schools. This is her fourth book and this diminutive-looking book packs a lot of learning.

The author presents the Lilliput Land concept in three broad sections that she has labelled Consumer India Structure Story, Consumer Behaviour Story and Supply Side Story. The big premise the book presents is that In-

dia should be seen as a country of millions of small consumers who add up to a big number, hence the title Lilliput Land. Each of the sections provides readers valuable lessons to take home to help craft better strategies.

Aspirational India is a tectonic shift from the pre-liberalisation days when one would often hear consumers of lower-income groups telling: "This is not for me. This is for the badey log (big people)." Now, there is a strong statement of: "I want to have something like that, be it products or experiences." A car is obviously not affordable, but a bike and a taxi for special

LILLIPUT LAND



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