

SEMINAR

“MARKETING TO THE MILLENNIAL INDIAN”

27th November 2010

The Banyan Tree School Auditorium, IILM Lodhi Road Campus,
New Delhi



The Indian consumer story is one that has caught the attention of the rest of the world. Rising incomes in the hands of a young population, a growing economy, expansion in the availability of products and services and easy availability of credit — all of this has given rise to new consumer segments and a rising acceptability of debt.

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“Today, the drivers in urban and rural areas are the same aspiration, -quality and price- differing only in order.” –

D. Shiva Kumar
Nokia

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While consumerism has seen a gradual build-up, what is certain today is that there has been a genuine uptake in consumption. Whether it is mobile phones, credit cards, apparel or organized retail, people clearly seem to be spending more, particularly on discretionary items. And the consumer

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The Indian consumer is maturing fast, and is upgrading within product segments at a pace that consumer companies are struggling to keep up with.”

seems to be everywhere, whether it is the large metros, the emerging new cities, the small towns and even rural India.

The emerging theme from this consumer story is the fact that for the first time some patterns have begun to emerge in consumer behavior and surge in the domestic demand is expected in India.

Subbu Narayanswamy,
Mckinsey& Company

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Key Takeaways of the Seminar

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About IILM Institute for Higher Education, New Delhi & Gurgaon

IILM imparts high quality, industry relevant education to the youth while equipping them with knowledge and skills which would enable them to leave their individual marks in the business world. IILM institute for Higher Education strives to create talented managers who make meaningful contributions to global businesses. Offering academic programs at both undergraduate and postgraduate levels, IILM allows aspiring managers to get a comprehensive view of the business world.



IILM has recently been awarded A++ ranking in Business India B-school Survey

Vision of IILM

To be a leader in values based management education and business focused research

PROGRAMME

9:00 am **Morning Coffee & Registration**

09:30am **Welcome Address by Prof. Sapna Popli, Director & Executive
Dean, IILM Institute for Higher Education**

10:00am **Session One: Opening Keynote Presentation 1**

The Changing Indian Consumer: Fresh Insights into the Urban Indian

Changing consumer spending patterns from an ideology of ‘save today-spend tomorrow’ (purchasing just the necessary items), to a mindset of spending in an unprecedented manner. The growth in income will be the biggest driver of increasing consumption, far outweighing population growth or any change in savings behavior. It is estimated that 80 percent of consumption growth will come from rising income, while 16 percent of the increase will be due to growth in the number of households. Only 4 percent will come from changes in India’s household savings rate. As incomes grow, the class structure of consumption will change significantly as well. Consumption today is dominated by the deprived and aspirer income groups and the new drivers of changing consumption patterns in the form of three major emerging segments Kids, the Youth (including the young working singles) and the Urban Indian Woman, which are showing a tremendous increase in influencing and driving purchase decisions.(Source: McKinsey Report)

Speaker: Santosh Desai, Managing Director & CEO, Future Brands Ltd



IIM-A graduate, his interest lies in studying the relationship between culture and brands. Member Advisory Council on Communication (ACSAC) of the UID programme, NACO sub-committee on communications and a trustee at the Centre for Media Advocacy. Board

Member ING Vysya Bank, Mumbai Business School and Future Consumer Products limited and on the Governing Councils of Mudra Institute of Communication, Ahmedabad & Praxis Business School, Kolkata. He writes prolifically in Times of India, Mint, and Media International.

10:45am Tea & Networking Break

11:15am Session Two Opening Keynote Presentation 2

The Changing Indian Consumer: Fresh Insights into the Rural Indian

While urban areas will constitute the fastest-growing part of the Indian market, rural areas currently hold 70 percent of India's population and have historically accounted for more than half of Indian consumption. Even with increasing urbanization and migration, 63 percent of India's population will still live in rural areas in 2025. Thus, the rural market has been, and will remain, vitally important to the Indian economy. Rural consumption will have nearly tripled by 2025, creating a large potential market worth over 26 trillion Indian rupees (\$577 billion). In the next 20 years the rural Indian market will be almost four times the size of today's urban Indian market. (Source: McKinsey Report)

Speaker: Pradeep Kashyap, President, Rural Marketing Association of India.

In a career spanning 40 years as a marketer, he is known as the “Father of rural marketing” in India. He is recognized as a thought leader and is a regular speaker at CEO forums in India and abroad. He has authored the most definitive ‘Rural Marketing Book’ for students and practitioners alike.



12:10pm Session Three – Panel Discussion

Marketing Challenges in the New Millennium

The vastness of the Indian sub-continent and its demographics pose the greatest challenge in the future. 87 per cent of Indian's 640,000 villages have population clusters of 2,000 people or less where there is no active marketing or distribution in the small villages because of the uneconomical "last mile" logistics, despite a universe of roughly 3.6 million rural retail outlets. Huge variability in incomes and income flows. The key to selling to this diverse population lies in innovation in the product, packaging and the way we communicate to them.

Panel Chair: Subrat Padhi, COO and Business Head of Vodafone for Haryana.
An IIM-L graduate. In the past worked with Pepsi Foods, Reliance Infocomm.

Panel Member: David Wittenberg, CEO, The Innovation Workgroup.
Consultant on Innovation to top tier Indian and Multinational Corporations including Reliance Industries, Tata and Ericsson.

1:30pm Networking Lunch

2:30pm Session Four: Presentation – What do the Numbers Say?

Marketing to Rural India

The sheer size of the rural India is an impetus for the marketers to tap its potential. It is at a cusp and today stands at where this whole nation stood two decades back and it lives and behaves very differently from urban India, and thus the rural consumer has his own peculiar needs and demands. Also a combination of wide geographic spread, low per-capita spending, and competition from local players in the unorganized sector makes it difficult to construct profitable business models in these markets.

Speaker: Dr. Rajesh Shukla - Director, NCAER-Center for Macro Consumer Research

Authored 7 books, 25 research reports, research papers/popular articles; Regular visitor to LSE; Prolific writer on the demographic trends in India. Some of his distinctive publications include - First India Science Report, How India Earns, Spends and Saves, Domestic Tourism Survey, Tourism Satellite of India, The Great Indian Middle Class, The Great Indian Market and The Next Urban Frontier: Twenty Cities to Watch.

3:30pm **Afternoon Refreshment & Networking Break**

4:00pm **Session Five– Panel Discussion- Rural India: The Golden Goose?**

Rural India is aspiring for more every day and it is transforming fast. The size of rural India is in itself quite daunting, 70% of Indian population amounting to 815 million translating into a total of 151 million households, providing for a significant volume. This segment of India's population generates 56% of India's income, has 64% of its consumption expenditure and accounts for 33% of the national savings. This individually weak segment is collectively a force that is very rich. The non-food item spends are equivalent to the urban India, thus consumerism is on the rise and propensity to spend on life-style products is emerging.

Panel Chair: Anirban Chaudhuri, Vice President - Strategic Planning, Dentsu Communication.

Past AVP, TNS India; RD, IMRB; Head of Business Operations and Strategy Planning, MAA Communications Bozell Ltd.

Panel Member: Arun Dash, Head Regional Services, Airtel

5:30pm **Summing up and Vote of Thanks**
Prof Jones Mathew, Area Chair, Marketing, IILM, Gurgaon

PROGRAMME DETAILS

TIME	DURATION	SESSION DETAILS
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9 am – 9.30 am	30 minutes	Registration
9.30 am -10.00 am	30 minutes	Welcome Address- Prof. Sapna Popli ; Introduction of Keynote Speaker 1
10.00 am – 10.45 am	45 minutes	The Changing Indian Consumer: Fresh Insights, The Urban Indian; Keynote Speaker 1 : Mr. Santosh Desai
10.45 am – 11.15 am	30minutes	Tea- Break
11.15 am – 12.00 pm	45 minutes	The Changing Indian Consumer: Fresh Insights, The Rural Indian Keynote Speaker 2 : Mr. Pradeep Kashyap
12.00 pm – 12.10 pm	10 minutes	Introduction of the Panel 1
12.10 pm – 1.30 pm	80 minutes	Panel Discussion 1-Marketing Challenges in the New Millennium
1.30 pm – 2.30 pm	60 minutes	Lunch
2.30 pm – 3.30 pm	60 minutes	Presentation- Marketing to Rural India: Dr Rajesh Shukla, NCAER
3.30 pm – 3.50 pm	20 minutes	Tea-Break
3.50 pm – 4.00 pm	10 minutes	Introduction of Panel 2
4.00 pm – 5.20 pm	80 minutes	Panel Discussion 2- Rural India: The Golden Goose?
5.20 pm – 5.30 pm	10 minutes	Summing up and Vote of Thanks: Prof Jones Mathew

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