

Looking outside for learnings in marketing

Case example from the high growth telecom industry

India's consuming class is at an inflection point...

Household income

INR thousand, 2001

'Globals' (>1,000)

Strivers (500-1,000)

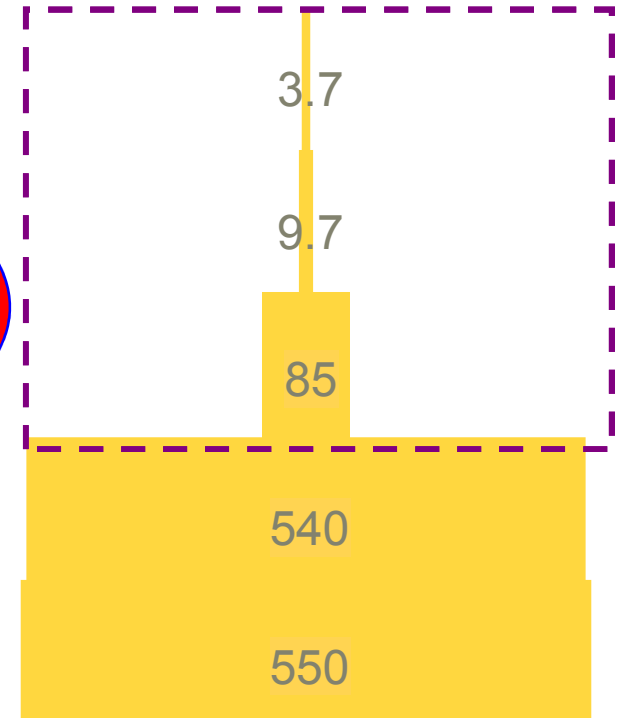
Seekers (200-500)

Aspirers (90-200)

Deprived (<90)

Population of India (million)

98 mn middle class in 2010



...expected to grow by four times by 2020

Household income

INR thousand, 2001

'Globals' (>1,000)

Strivers (500-1,000)

Seekers (200-500)

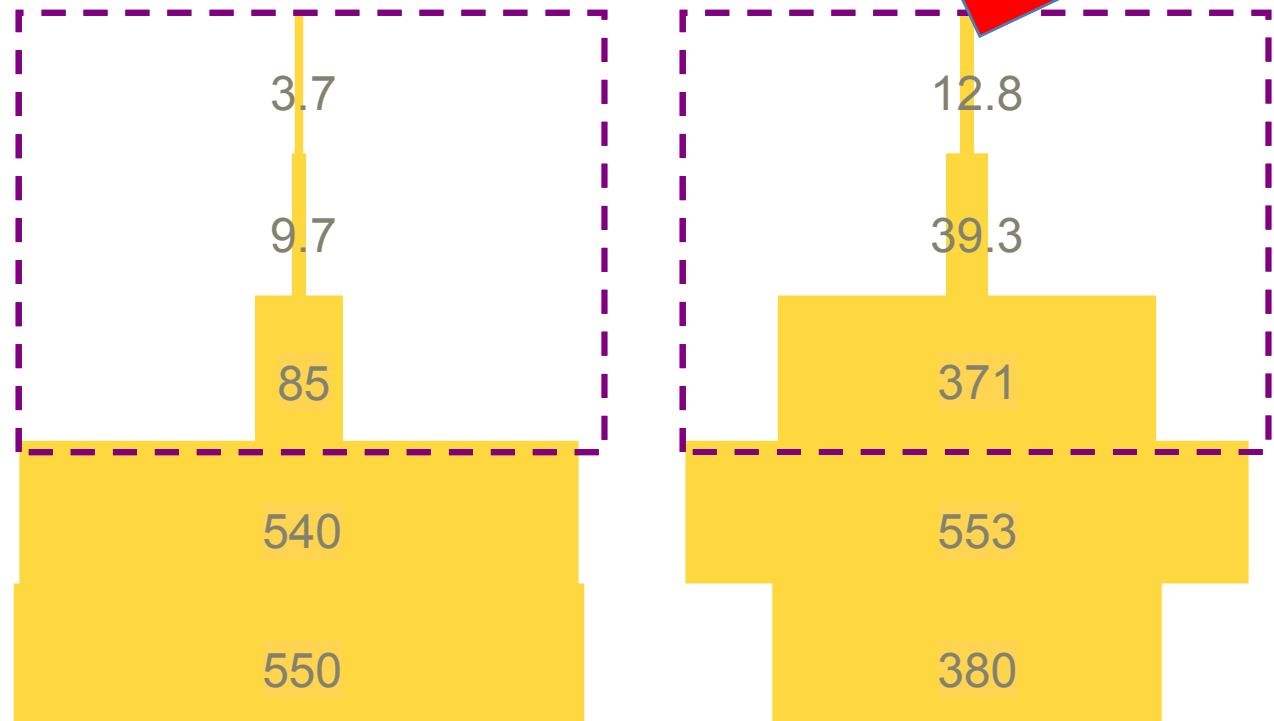
Aspirers (90-200)

Deprived (<90)

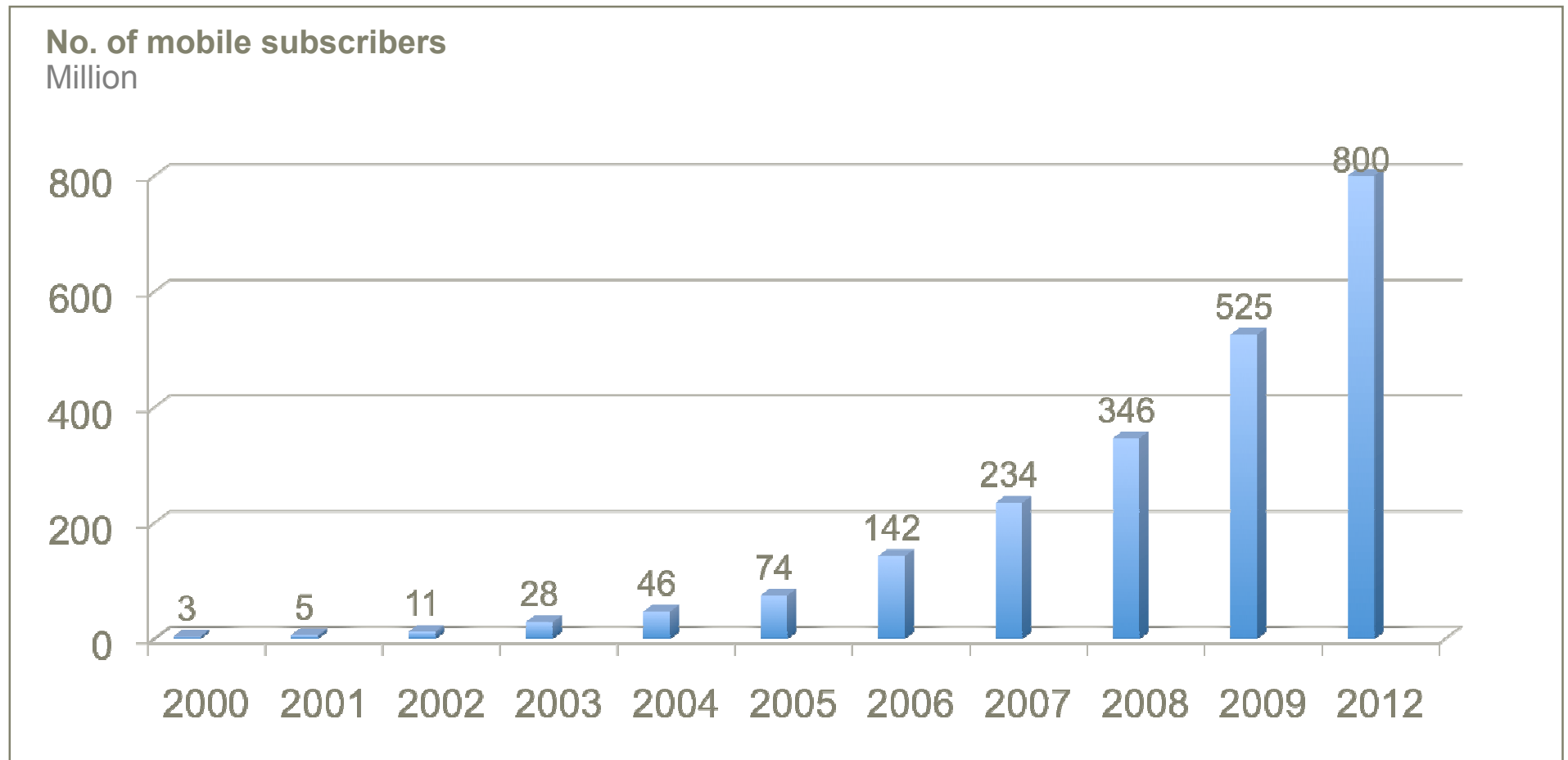
Population of India

2010

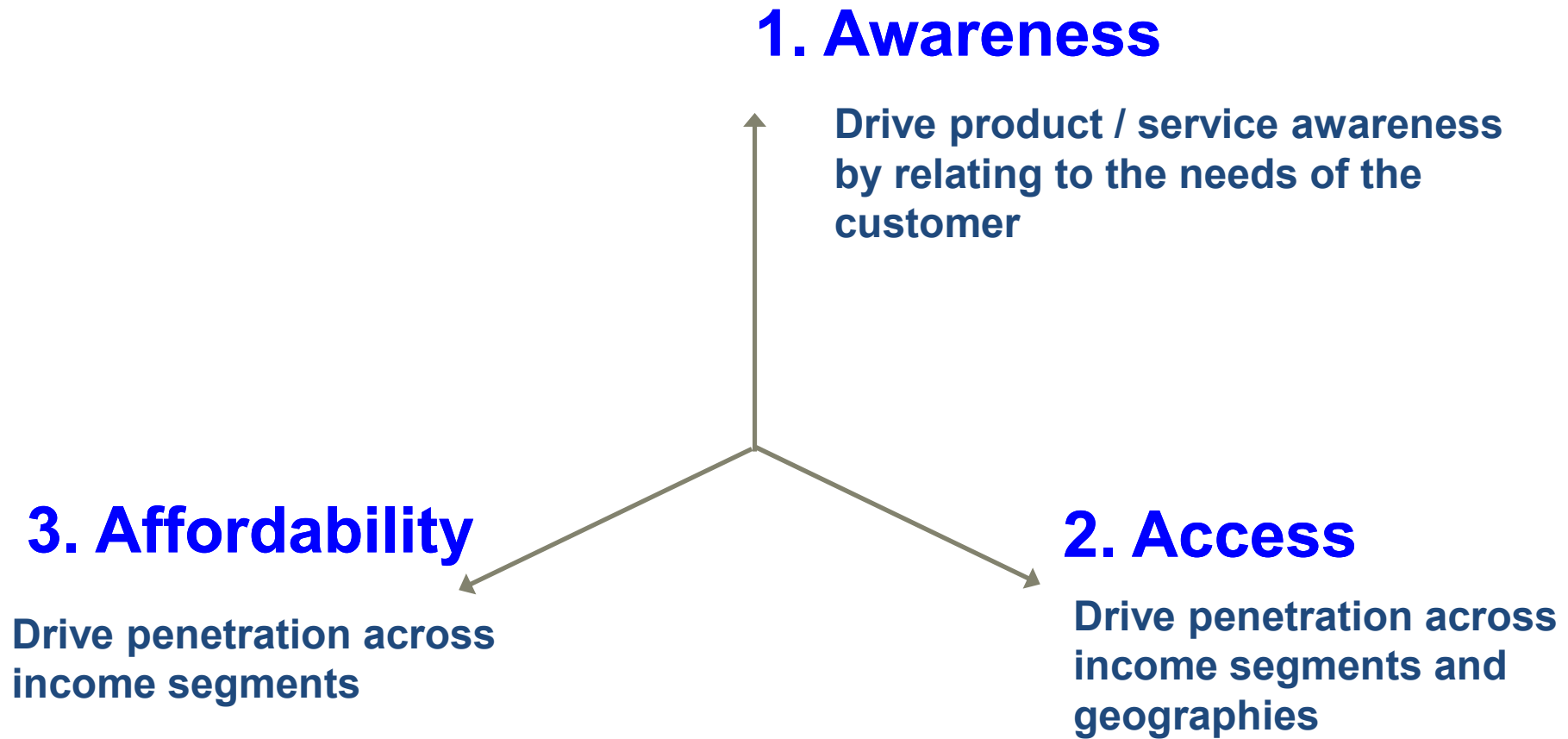
2020 (F)



Telecom industry in 2000's realised this potential to register exponential growth



Telecom growth is a story of “3 As”



1. Created product need and build awareness

1. Awareness

Product innovation to create consumer need



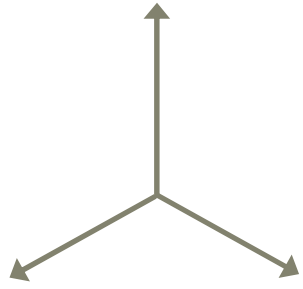
Media reach to all target segments



Created awareness of new formats and benefits

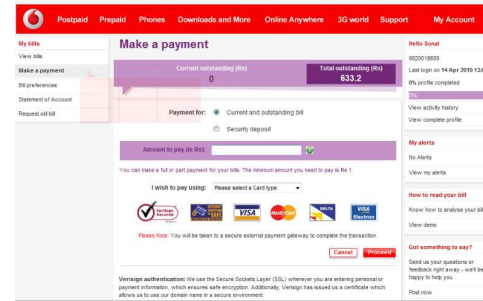


2. Drove reach and access



2. Access

Innovative distribution points



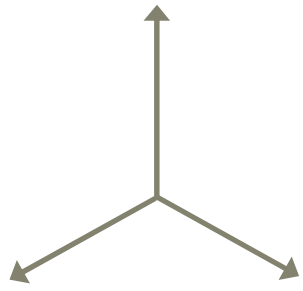
Drove reach to “outside metros”



Synergistic partnerships to build presence



3. Built affordability for the target segment



3. Affordability

Reduced barrier to purchase



Drove down cost of recurrent usage

**1 paisa/sec
local & STD**

Airtel Freedom Plan

**Yaari dosti pack
@ Just ₹169
Uttar Pradesh (W)**

