Repositioning Brand India
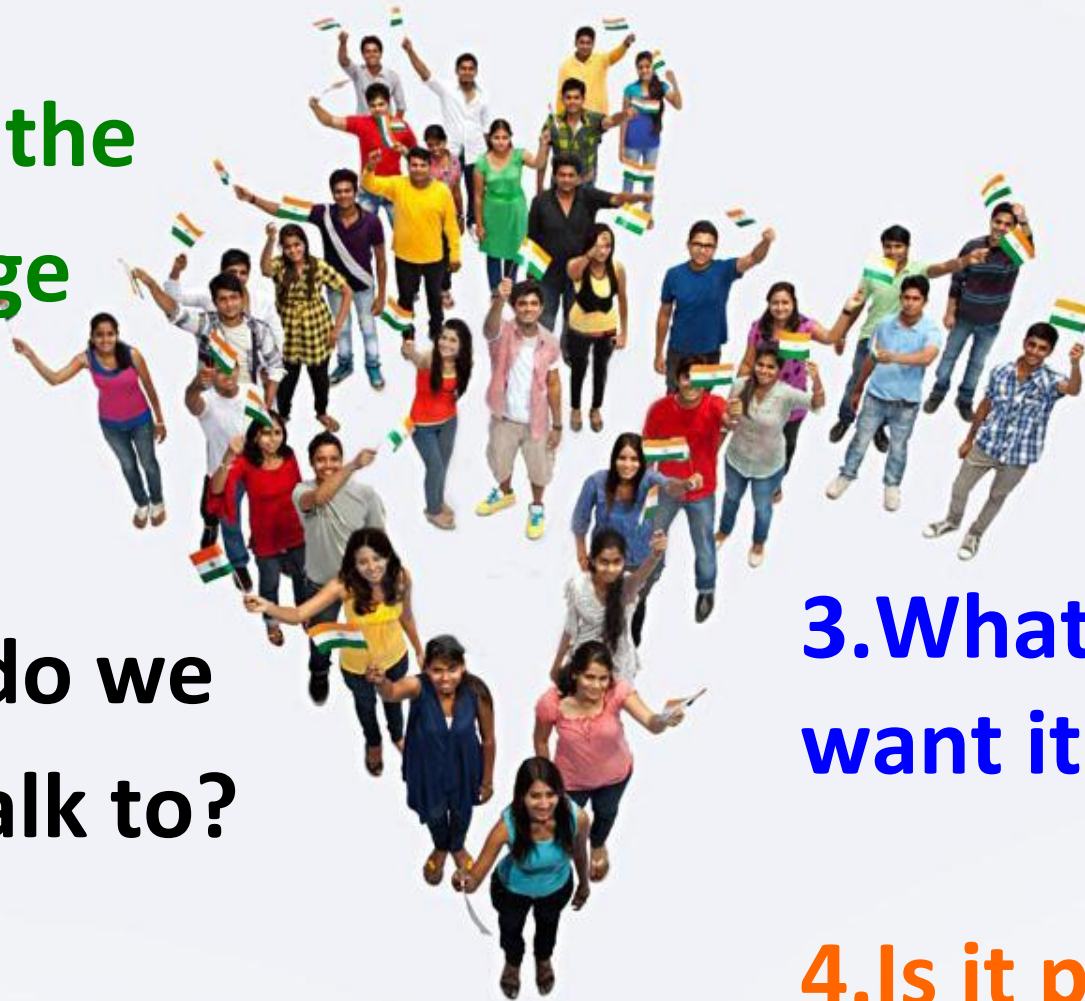
Samridhi-GIM

August 16, 2013 | Shiv

The Context

1.What is the India Image today?

2.Whom do we want to talk to?

3.What do we want it to be?
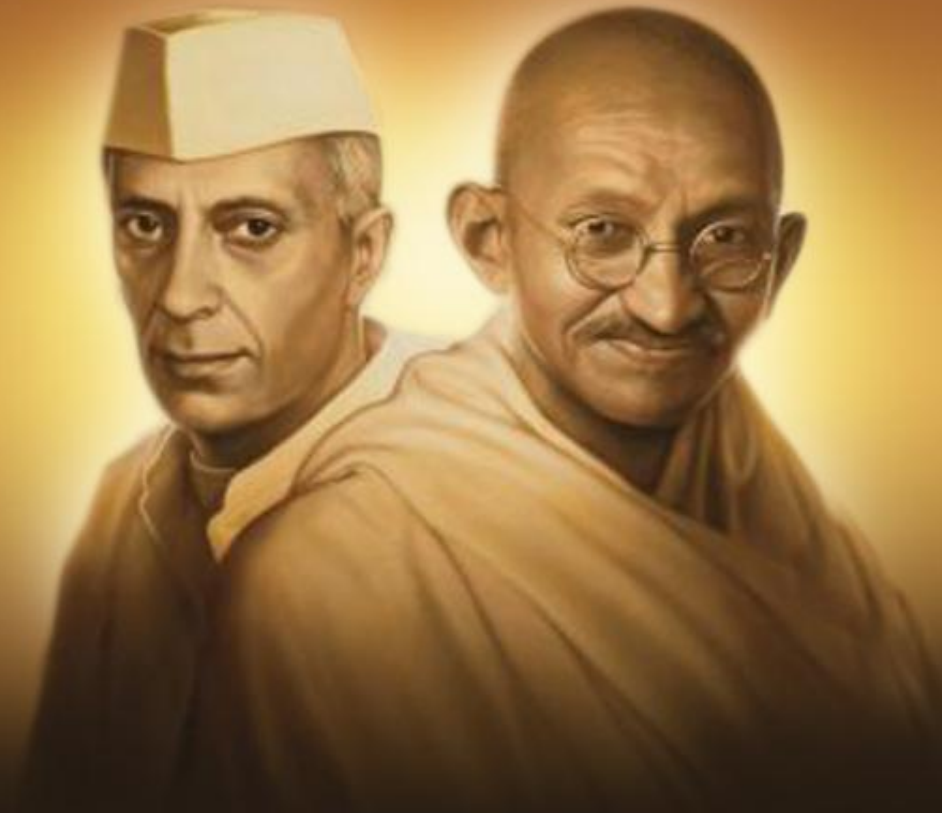
4.Is it possible?

5.How?

Snake Charmers/ Rope Tricks

Nehru - Gandhi

Poverty

The largest democracy

IT Outsourcing
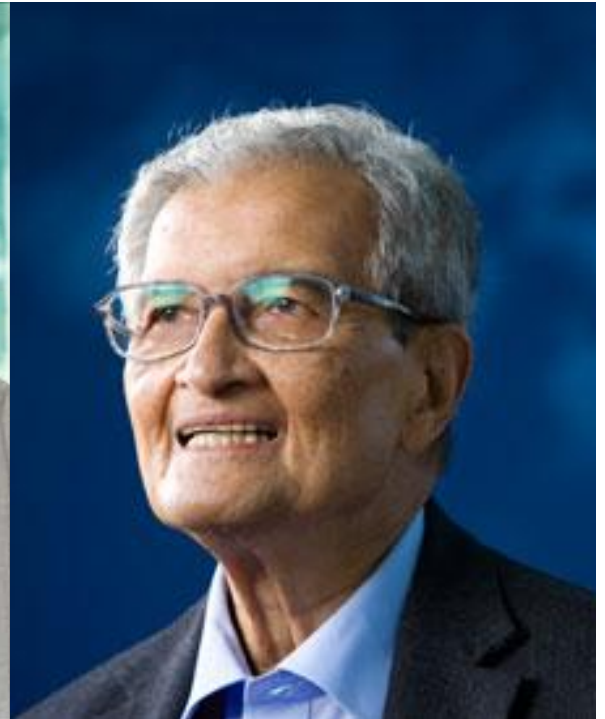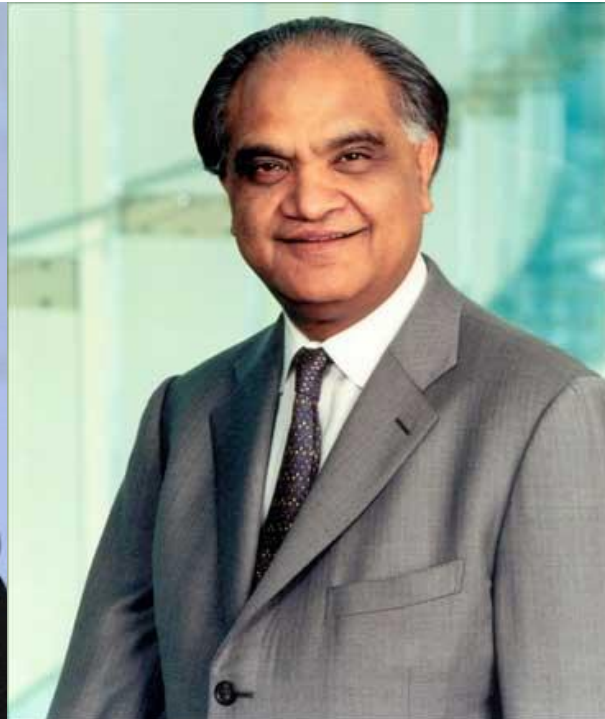
Bollywood

Cricket Wallet

Goldman Sachs BRICs report

India's future
place is as
a 'superpower'

Management Gurus

BOP

Nano Car

Youthful

Entrepreneurial

Governance

India in 2061

- **The ratio of men to women 52.2 : 47.8 %; Average family size of 4 as against 5 now**
- **The biggest Muslim population in the world**
- **Digitally the language web will dominate India**
- **The country will essentially be urban; number of cities to 143**
- **Self-contained apartment blocks or country side**
- **Urban challenges : water, infrastructure, electricity, public transport, parking, garbage disposal, and security**
- **Big cities will be run like countries; American large city model of governance**
- **India will be a richer country; huge boom in travel, luxury services, and financial products**

India in 2061

- **Care services for the old, lifestyle services for the middle aged and nurturing services for the young will be in demand In 2061, India will be a middle aged plus senior citizen society**

- **Television and the internet will possibly merge into a virtual screen device; Internet availability in every household will be freely available**

- **Digital cities, digital homes, driverless cars, electric cars, connected homes and connected everyday things;**

- **Technology will be huge enabler and the backbone will be mobile technology and the internet. an enabler; Digital privacy and security big;**

- **Fully literate society a fully digitally aware society**

- **Rise in digital activism; Governance will go digital**

Summary

- **The India Legacy**
- **A future super power**
- **Soft,Political,Economic,Youth**
- **India in 2061**