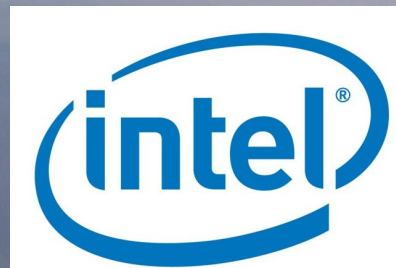


NOKIA

IN



Discussion

12 August 2008

Shiv, Nokia

Company Confidential

1 © 2008 Nokia

NOKIA

# STRUCTURE

- Nokia in India - Roots
- Nokia in India - Results
- Nokia Reasons for Progress
- Brand Progress
- Lessons
- Summary

# OUR ROOTS

- **GEB** - 12 YEARS AGO
- **INVEST**
- **ASSUMPTIONS**

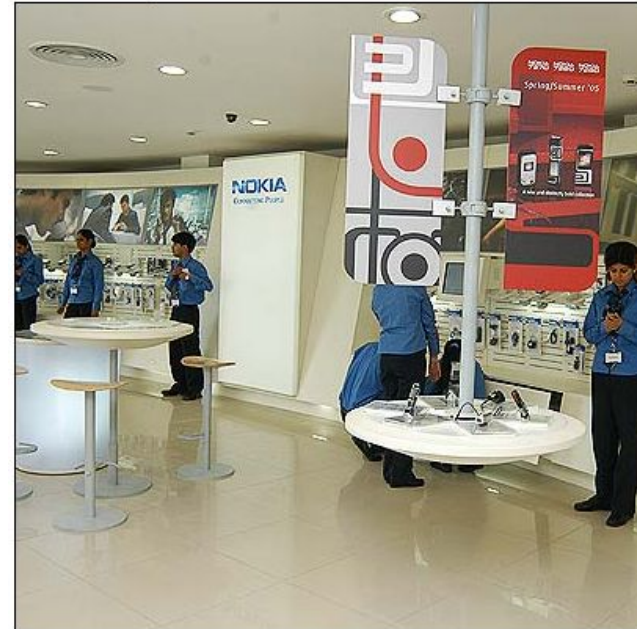


# OUR PRESENCE

- INFRASTRUCTURE
- FACTORY
- R&D
- DESIGN
- SALES/MARKETING
- RETAIL



Nokia Concept Store - Delhi



# RESULTS

- **Employment ~ 15,000**
- **5 Bn USD activity**
- **India's No 1 MNC**
- **India's Most Trusted Brand**

# OUR REASONS

## • INVESTING AHEAD



## • FOCU

**S** Company Confidential

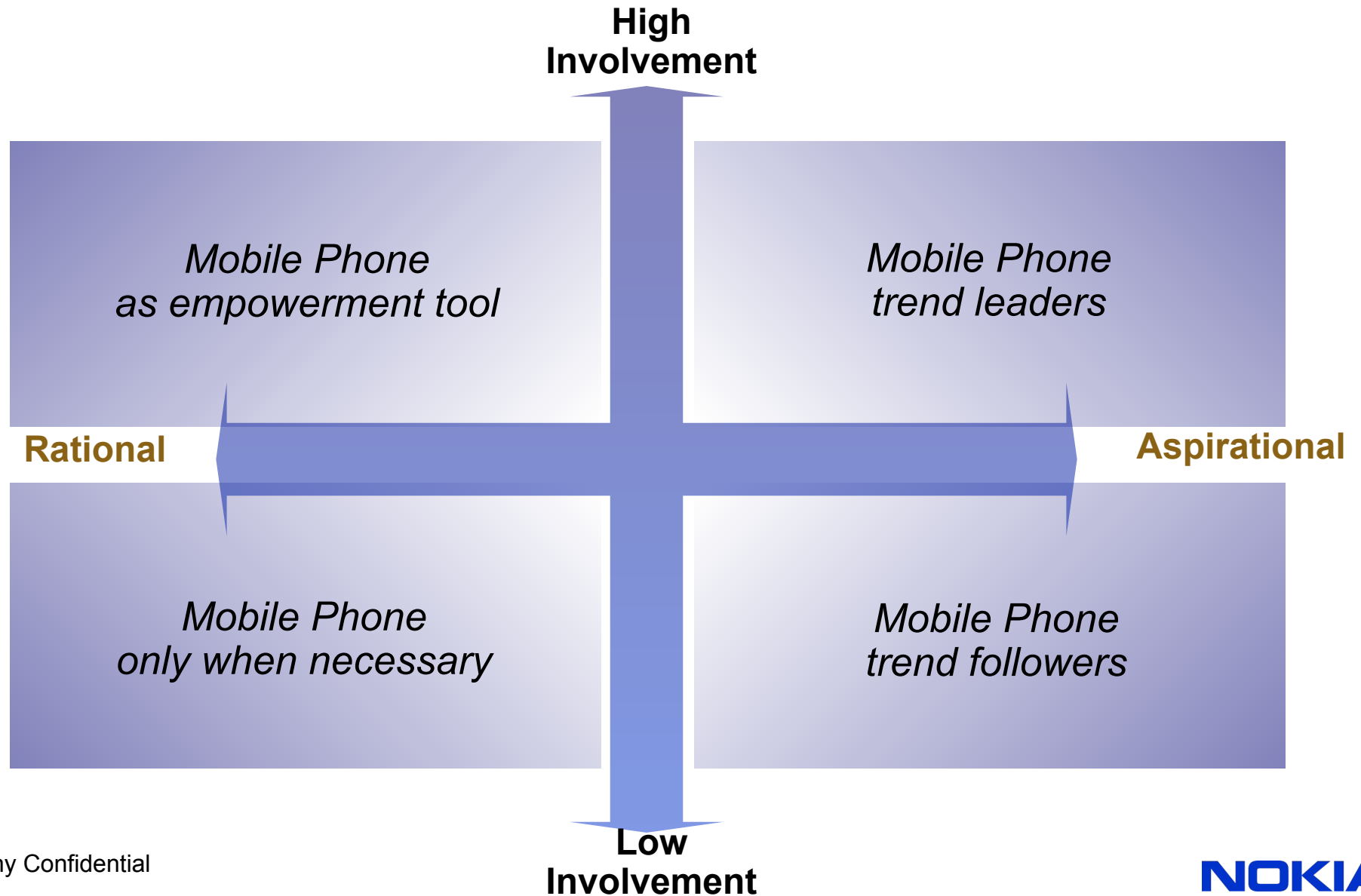
# BRAND PROGRESS

# SUCCESSFUL BRANDS Have

1. Consumer Understanding
2. Innovation
3. Execution
4. Ecosystem Partners
5. Passionate Marketing Team



# CONSUMER SEGMENTATION



# INNOVATION

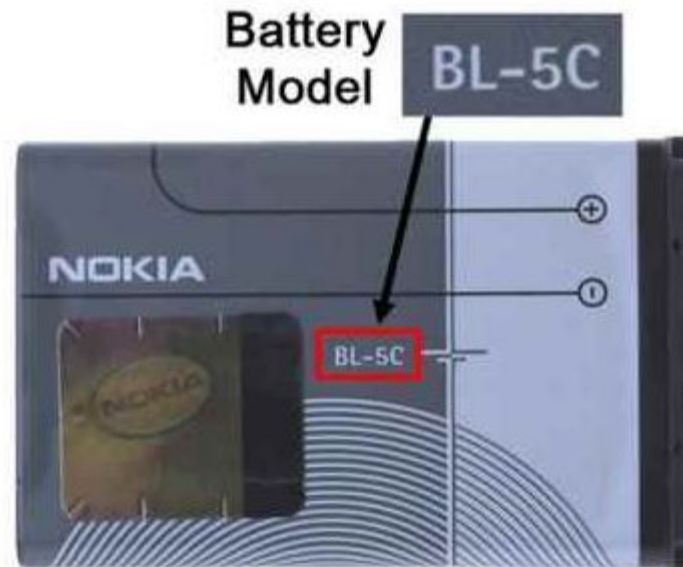
Our innovation takes off

- 5 models/week
- Form Factor
- Successful Model



# EXECUTION

- Consistency
- Speed
- Reaction - +ve /-ve



# ECOSYSTEM

Garv se kaho Hello

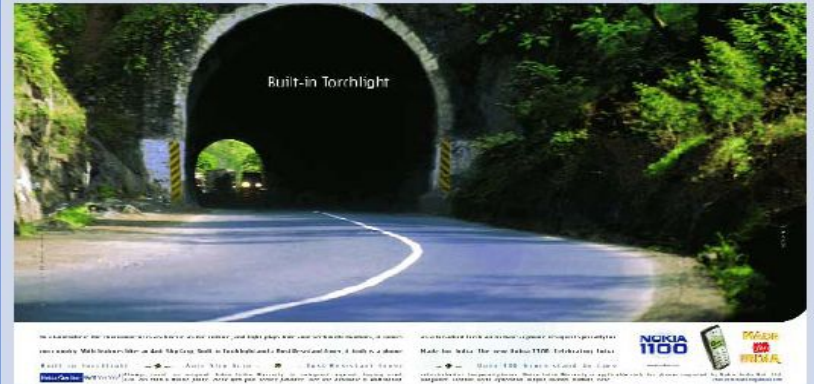


# PASSIONATE MARKETING TEAM

- Consumer Driven not Consumer Decided
- Open
- Try-Learn-Fail-Learn

Focus on human aspect of technology

## AIMED AT THE MASS MARKET



### THE MARKET LEADER AS EDUCATOR: Advertising the human angle of mobile technology

UNLIKE MOST OTHER mobile phone makers, Nokia's advertising strategies are often aimed at the low end consumer. For instance, the Made For India advertisement for the Nokia 1100 is targeted at the entry-level phone user. It showed the mobile tied to the fender of a truck that traverses the length of India. The implicit message is that phone still works at the end of the long, hot, dusty, journey. Nokia's advertisements have dwelt on the human angle of mobile technology, rather than emphasise their technical aspects. Localised communications has helped reinforce the core brand strength of "human technology that appeals to consumers," admits Sanjeev Sharma, CEO, Nokia. The *Har Jeb Mein Rang* (colour in

every pocket) advertisement was created keeping in mind a market aspiring to go for colour displays.

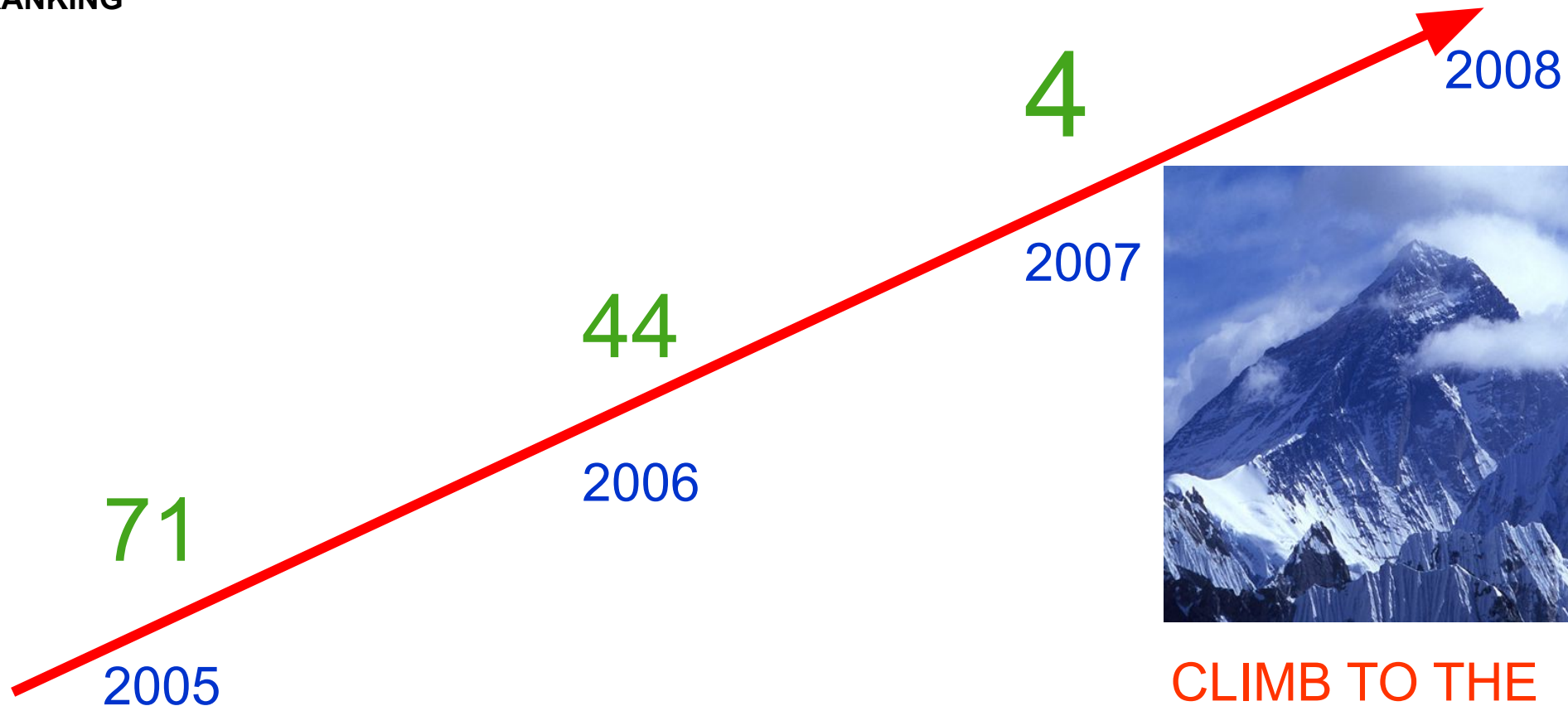
As a market leader, Nokia's advertising has also had to play the role of educator. During the days when phones in the grey market sold much more than legal phones, Nokia undertook a campaign to educate people about the advantages of going legit.

Through its astute advertising, Nokia has sometimes been perceived as being the innovator even when it is not. It is not the first handset maker to have Hindi text display for SMS, but its hardsell campaign showing the Hindi text on a display has enabled it to usurp this position in the minds of the general consumer.

# MOST TRUSTED BRAND IN INDIA

1st

INDIA'S MOST TRUSTED BRAND RANKING



CLIMB TO THE TOP!

Company Confidential

1 © 2008 Nokia

**NOKIA**

# LESSO NS

# LESSONS - 1

“**Hire People for Values**  
**Fit, not for Growth**”



Nokia values



# LESSONS - 2

**“Being prepared for Growth  
is more important than  
talking about Growth”**



# LESSONS-3

“Success is Collective, so  
is failure”



# LESSONS-4

**“For Growth, keep fixed costs low, keep all costs variable”**

# LESSONS-5

“Differentiating Individual Contribution is a challenge **but can and should be done**”



Man of Match in Cricket (team sport)

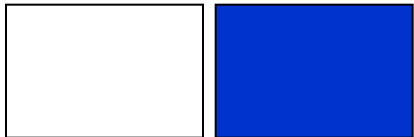
# SUMMAR Y

# Masterbrand color palette

**Note:**

To prevent printing a hidden slide (like this), de-select "Printing hidden slides" option in print menu.

**Core white & blue**



R 255	R 000
G 255	G 051
B 255	B 204

**Neutrals**



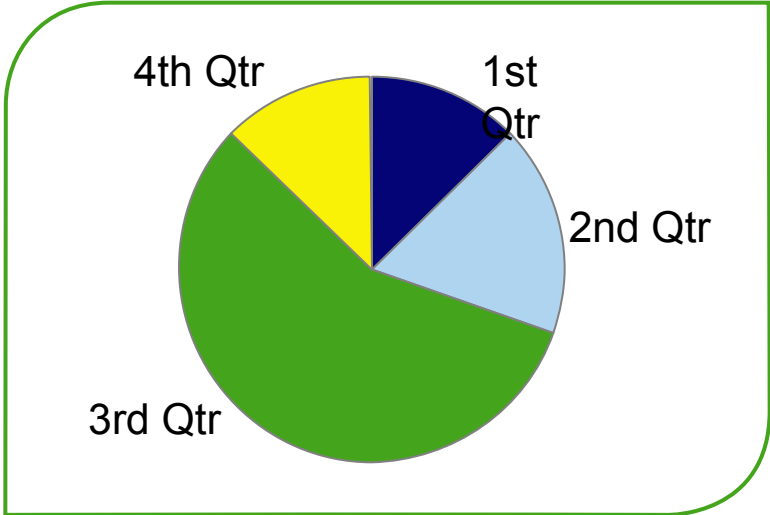
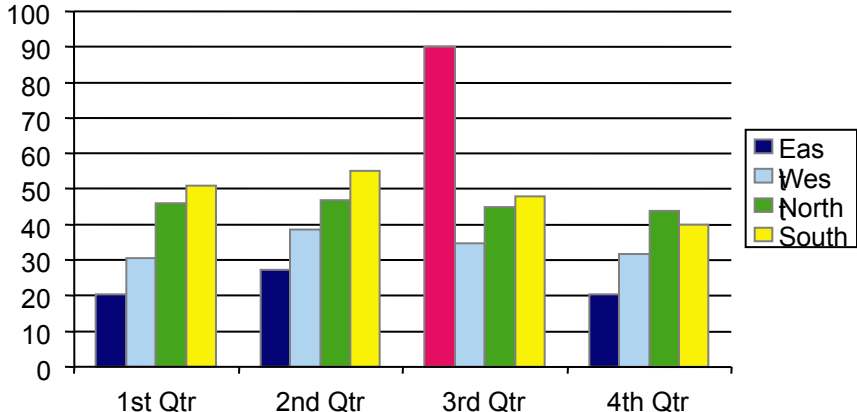
R 004	R 002	R 224	R 175
G 004	G 076	G 219	G 212
B 119	B 028	B 202	B 240

**Brights**



R 249	R 068	R 228
G 242	G 165	G 014
B 006	B 028	B 098

The pink highlight color is to be used sparingly, not in large areas and can only be used as 100%, never as a tint.



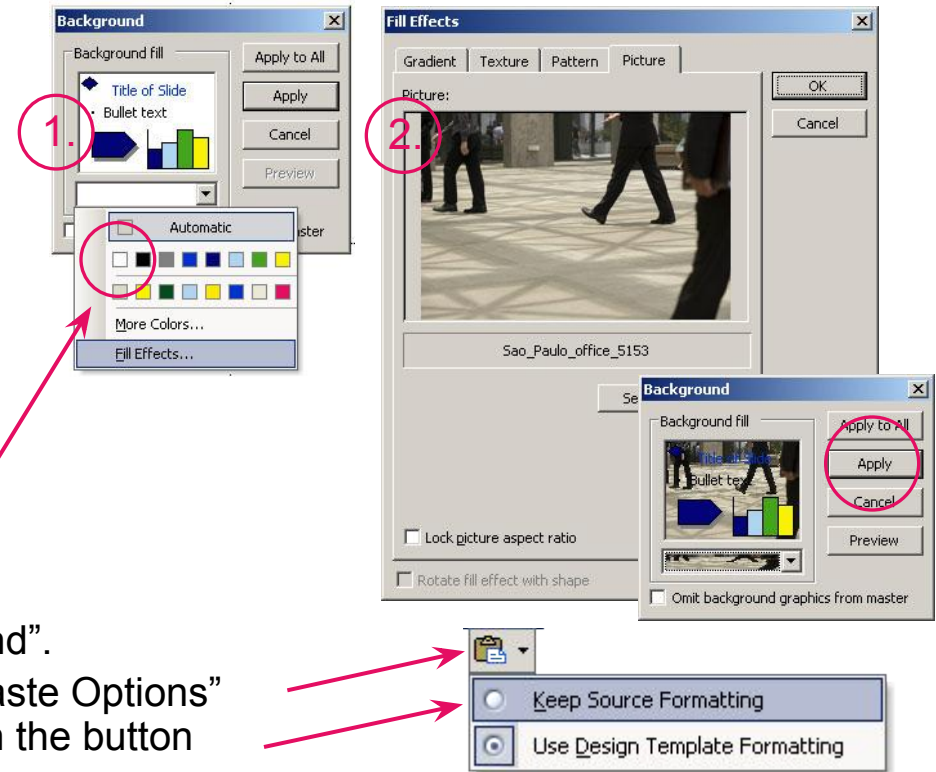
# Working with images

## Adding a background (full bleed) image

- 1) Right-click on a blank space on a slide (or, Format > Background)
- 2) Select: Fill effects > Picture > Select picture, and browse to find wanted background picture > Apply (or Apply to all).

**Note:** ensure that the dimensions are according to PowerPoint page setup (A4 by default).

- To **delete existing background** (picture or color), select white color from “Background fill” color palette.
- To **save the background image**, right-click the slide outside of any placeholders and click “Save Background”.
- To **retain the slides' original formatting**, click the “Paste Options” button which appears under the slides you pasted > on the button menu, click “Keep Source Formatting”.
- If you decide you want the **current design template** styles to apply, click “Use Design template formatting” (this is the default).



For more info and advanced options go to “Consumer touch points” / “Corporate applications” / “Office templates” in Nokia Brand Book.