



# Discussion

**Shiv, Nokia India**

**8 Sep 2008**

# STRUCTURE

**1. INDIAN ECONOMY**

**2. NOKIA IN INDIA**

**3. MNC CHALLENGES IN INDIA**

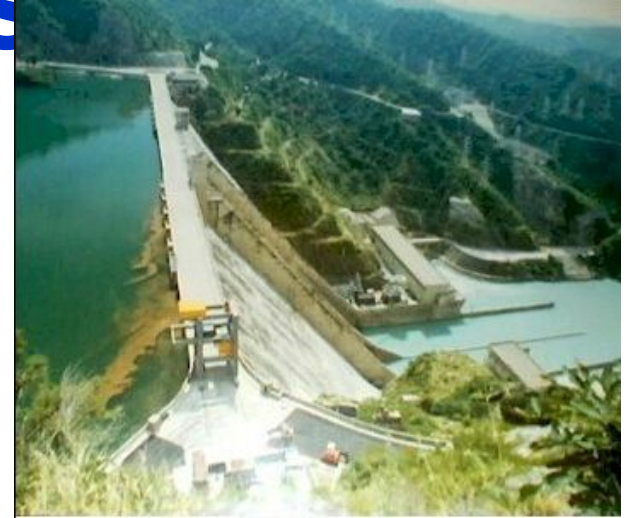


India hit a **Trillion USD** in **GDP** last year. We are the 12<sup>th</sup> largest economy.

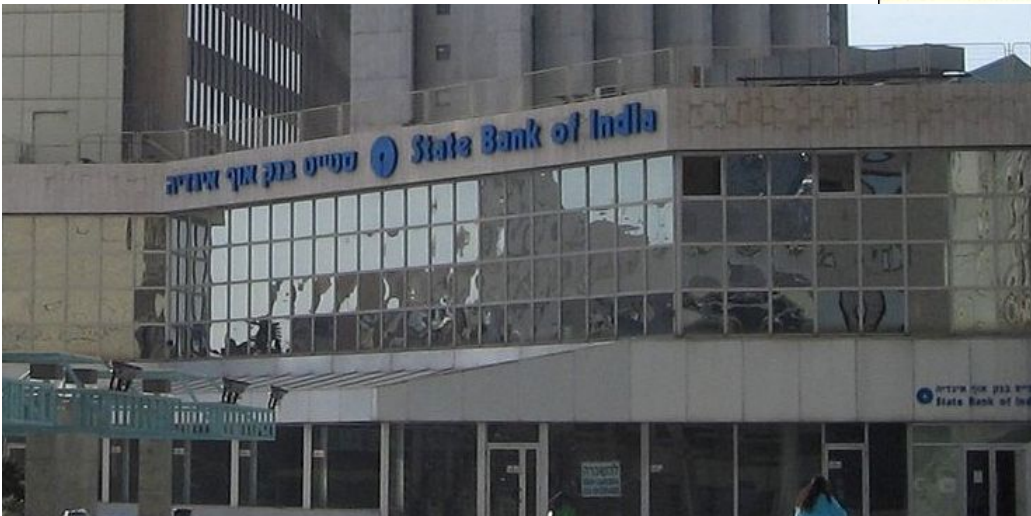
# The first Trillion took 62 years !

## It was about the basics

Steel Authority of India



Bhakra Dam



Company Confidential



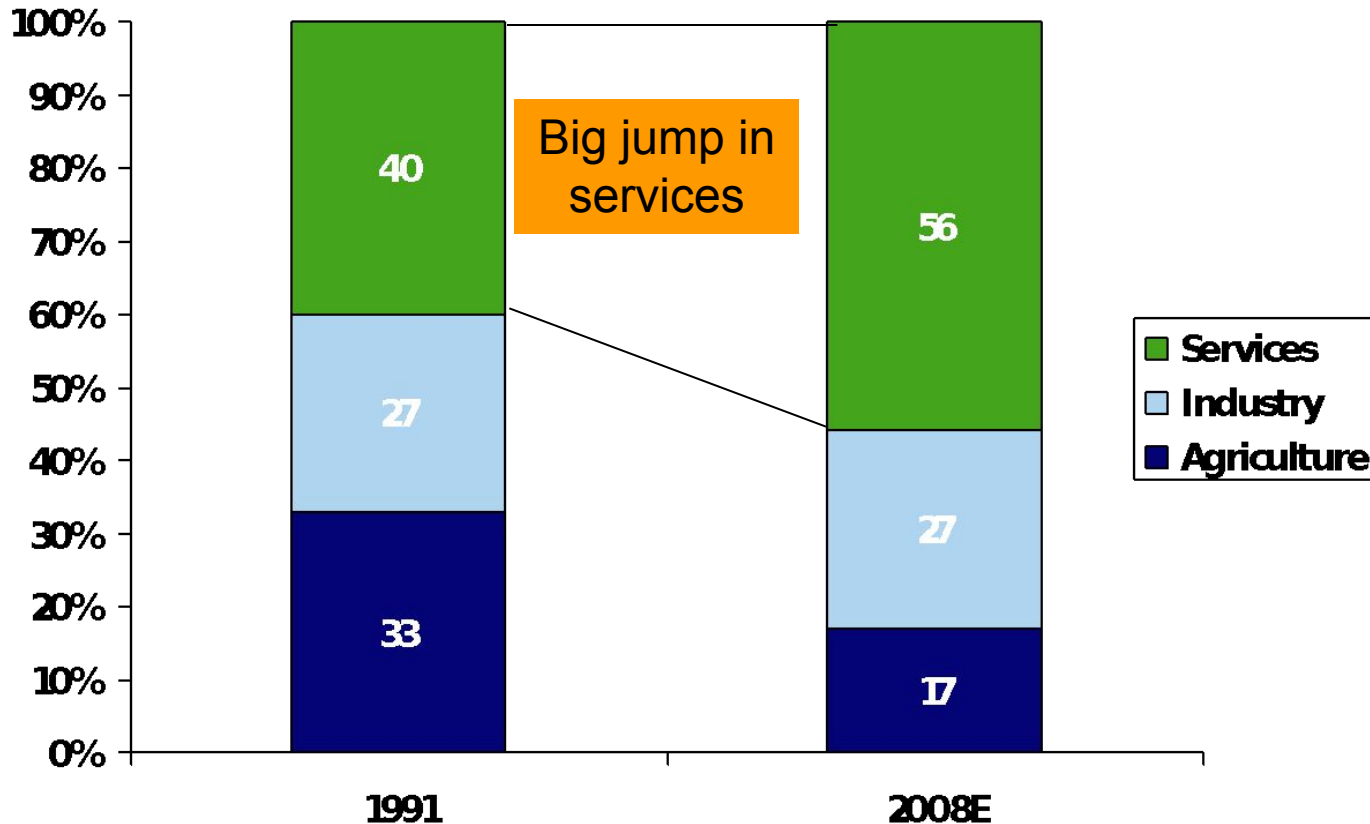
India is poised to hit  
the **Two trillion GDP**  
mark by 2015. The  
second Trillion with  
take 8 years.



The second Trillion  
will be about  
Consumption.

# STRUCTURE OF ECONOMY IS CHANGING

% contribution to GDP



New services brands!



# UNIQUE GROWTH MODEL



Your complete  
Call Center &  
BPO guide

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Pto

E



# NOKIA IN INDIA



# ROOTS

- GEB - 12 YEARS AGO
- INVEST
- ASSUMPTIONS



# PRESENCE

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



Nokia Concept Store - Delhi



# RESULTS

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

# REASONS

- INVESTING AHEAD



- FOCU

**S** Company Confidential

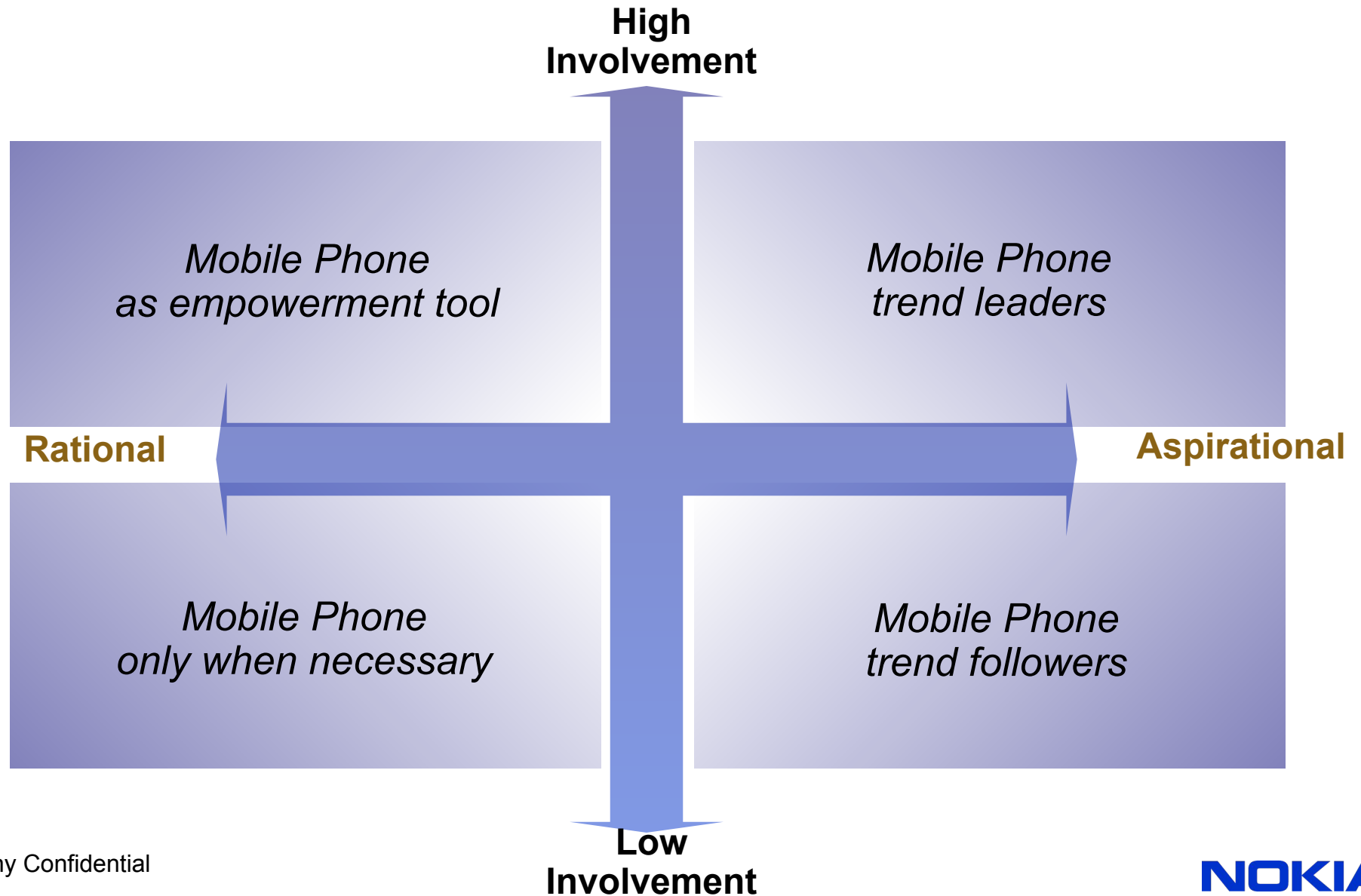
# BRAND PROGRESS

# SUCCESSFUL BRANDS

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

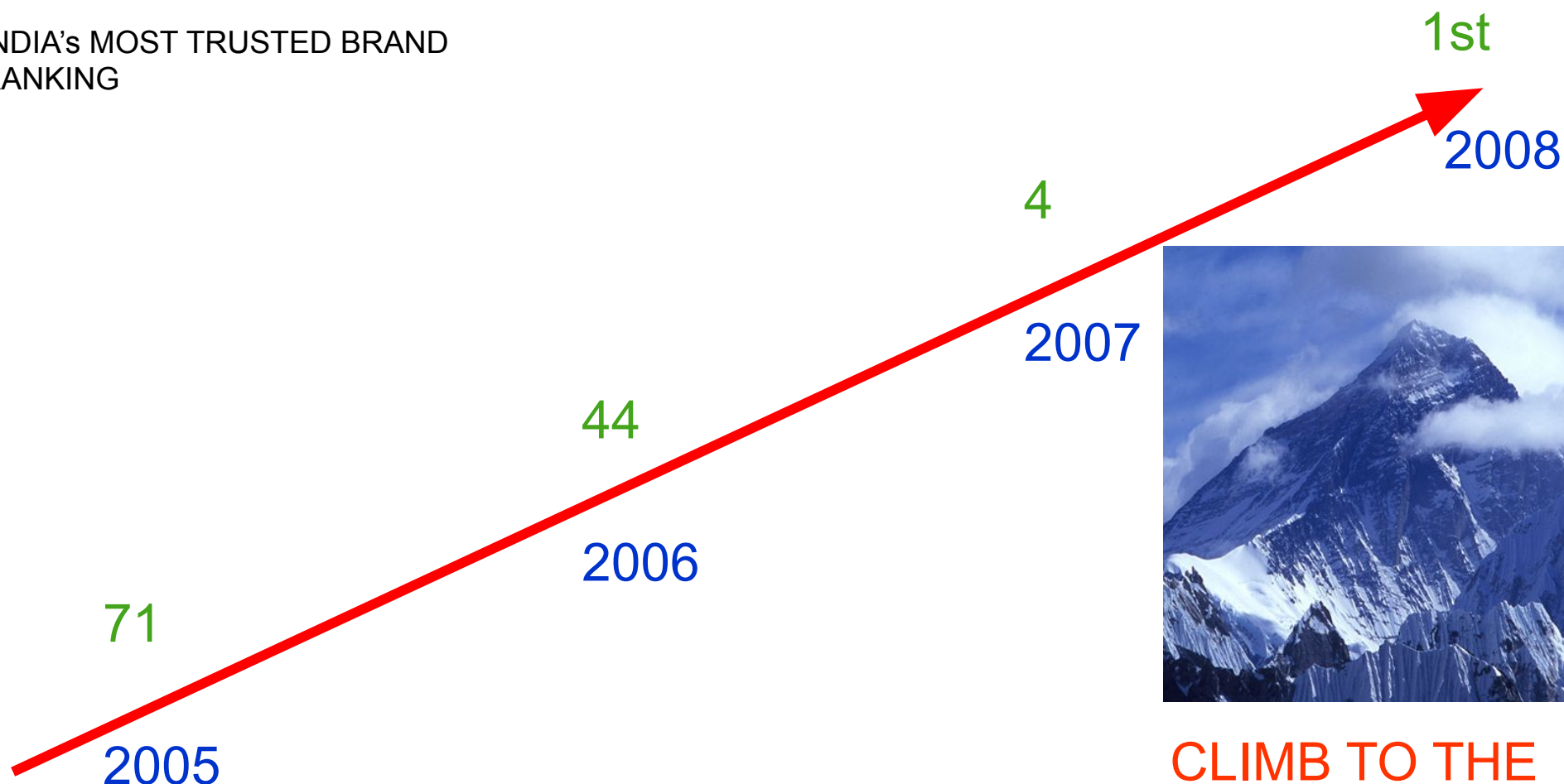


# CONSUMER SEGMENTATION



# MOST TRUSTED BRAND IN INDIA

INDIA'S MOST TRUSTED BRAND RANKING



CLIMB TO THE TOP!

Company Confidential

1 © 2008 Nokia

**NOKIA**

# MNC CHALLENGES IN INDIA



# The Values Fit



No cash? No problem - I take credit cards!

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



Nokia values

# Information Security



# The Tyranny of **PEER** pressure

# Glocalization





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



“Success is Collective, so  
is failure”



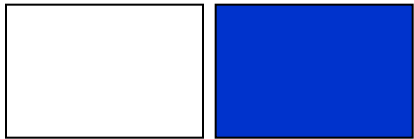
# SUMMAR Y

# Masterbrand color palette

## Note:

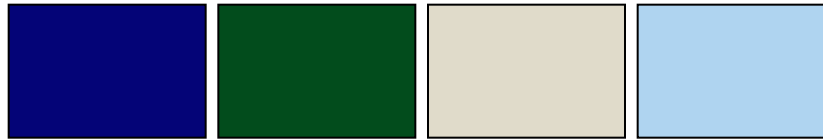
To prevent printing a hidden slide (like this), de-select "Printing hidden slides" option in print menu.

### Core white & blue



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

### Neutrals



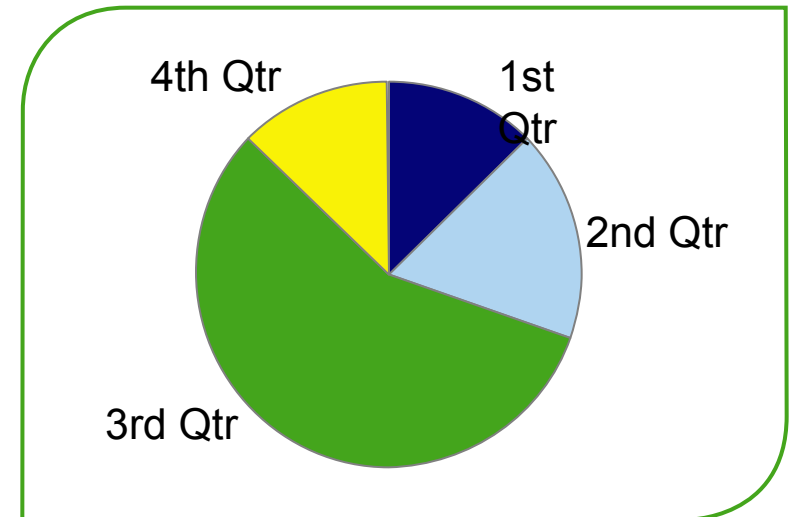
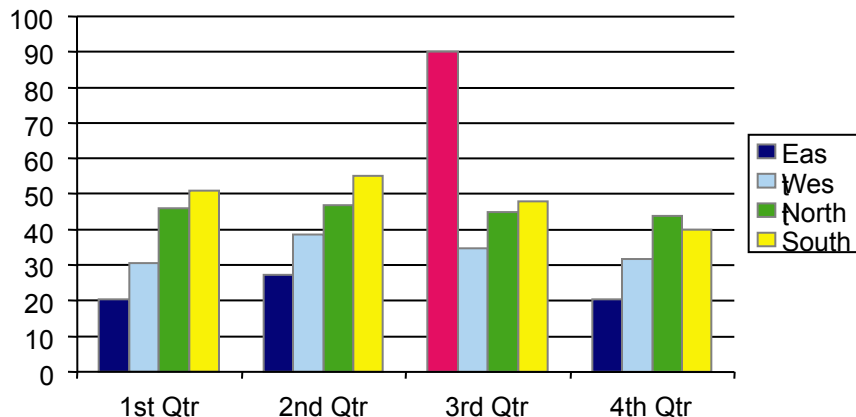
R 004	R 002	R 224	R 175
G 004	G 076	G 219	G 212
B 119	B 028	B 202	B 240

### 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.



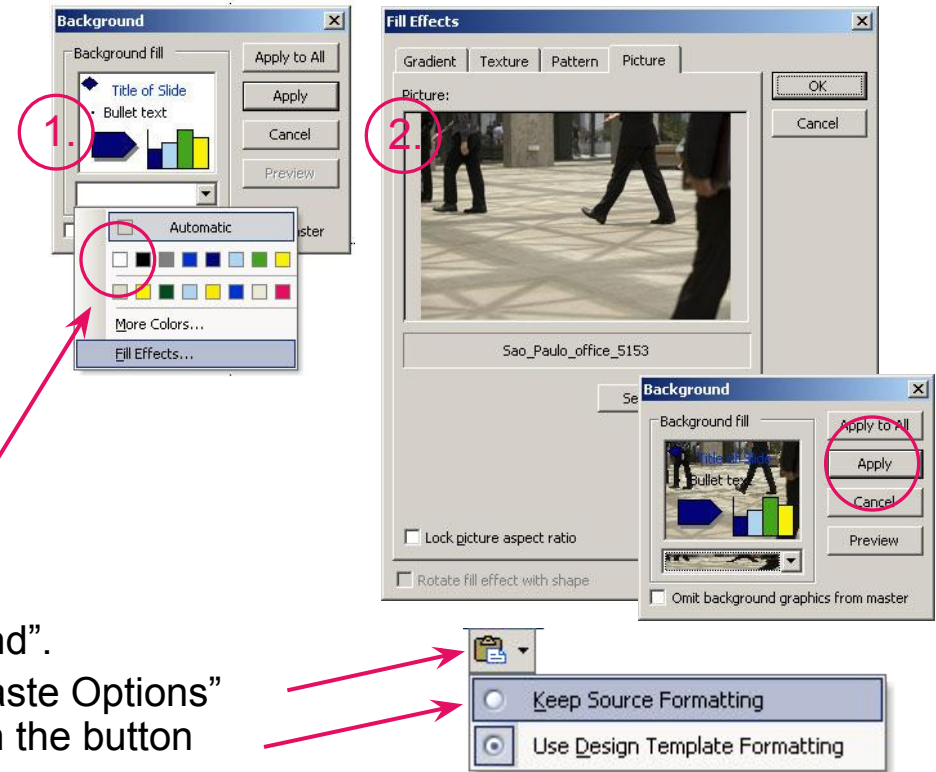
# Working with images

## 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.