

Consumer India: Inside the Indian Mind and Wallet

By Dheeraj Sinha

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Consumer India: Inside the Indian Mind and Wallet By Dheeraj Sinha

A richly insightful account of one of the most significant transformations in the world today. Dheeraj Sinha's intelligence vividly illuminates the intersection of culture and commerce in New India.
Adam Morgan
Founder
eatbigfish

Among the many books I have read on the cultural evolution taking place in India, this is perhaps the most insightful. It does not just map mindset changes; it does so with the certainty of a person who has lived the changes as much as he has witnessed them. Every marketeer should keep this book on his office desk as a ready reckoner.
Ranjan Kapur
Country Manager – India
WPP

India in many ways is a "Nation of Nations." So much heterogeneity and hence complexity in understanding consumers and consumerism. Dheeraj has done a commendable job in peeling off the layers from the onion—creating frameworks and providing very relatable examples to understand the culture. For instance, Dheeraj has used Bollywood as an effective mirror to portray societal changes. *Consumer India* is a must-read for those who want to understand the cultural evolution of India with its nuances.
Rajesh Jejurikar
Chief Executive - Automotive Division
Mahindra & Mahindra Ltd.

A labor of love. For years, I have marveled at how Dheeraj's inquisitive brain continuously churns away to make meaning of everything he observes. His writing simultaneously reflects him as a "*sutradaar*" telling the captivating story of a changing India, even as it does so with the unbiased and expert credentials of the "*computerji*" he describes here. Dheeraj insightfully marries the rapid changes he chronicles with the assimilative fabric of India; where "and" trumps "or." Against the cliché "change is the only constant," he underlines that in India, change works *with* the constant. Enjoy the ride on Dheeraj's time machine!

Prasad Narasimhan
Managing Partner, Asia
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Editorial Review

Review
an accessible, interesting and informative read Dialogin

From the Inside Flap
Today’s India is seeing things it has never seen before—medals in Olympics, cheerleaders in cricket, ready-to-cook pastas, kissing scenes on national television, institutes for air hostesses, fairness creams for men, agricultural tips on SMS and marriages arranged on the internet. In *Consumer India*, Dheeraj Sinha weaves the narrative of a changing India through examples of Bollywood, our cultural conditioning, today’s role models, our behavior as consumers, and the role of brands and marketing amid all this.

How does a culture that has been taught to be wary about money now respond to its abundance—what implications does this have for finance brands? Does
Kakaji Namkeen qualify as a brand? It sells the same wafers (well, almost the same) as Lay’s does, gives more value for the money, and spends nothing in
advertising. Can a mass brand have a premium offering in India? What is it about caller ringtones that makes them such a success? India is about its large middle-class consumers, but isn’t there a profitable premium segment emerging? In a country where everyone is feeling young, what happens to the real youth?

Like everything else in India, marketing too is part logic, part gut. Drawing upon facts, fiction and personal experience, Sinha unravels the interconnections between the mind and the wallet of today’s Indian consumer. A practitioner’s account of what Indian consumer wants—from the playing field, not the sidelines.

From the Back Cover
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Alva Stephenson:

In this era globalization it is important to someone to receive information. The information will make anyone to understand the condition of the world. The condition of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, newspaper, book, and soon. You can observe that now, a lot of publisher in which print many kinds of book. The book that recommended for you is Consumer India: Inside the Indian Mind and Wallet this e-book consist a lot of the information from the condition of this world now. That book was represented so why is the world has grown up. The language styles that writer use to explain it is easy to understand. The particular writer made some exploration when he makes this book. This is why this book ideal all of you.

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