



Consumer Insights & Analytics 2018

10th-11th May - Mumbai



CONCEPTUALIZED & ORGANIZED BY



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Indian consumer segment is broadly segregated into urban and rural markets, and is attracting marketers from across the world. The sector comprises of a huge middle class, relatively large affluent class and a small economically disadvantaged class, with spending anticipated to more than double by 2025. The first half of 2017 has seen significant economic and political changes in a number of markets around the world. Despite these changes, consumers globally were more confident in the second quarter of 2017 than at the end of 2016, with the consumer confidence index up three points since the close of last year. This rising tide of confidence represents more positive responses toward three key metrics: job prospects, the state of personal finances and the belief that now is a good time to buy the things they want and need.

(Ref. Neilsen report)

Consumer confidence is improving since the government's decision to remove high-value notes from circulation in November 2016. At the same time, rural consumers are coming to the forefront, be it via the Internet or through their television sets. Demographic trends are dominated by two key factors—declining birth rates and a fast-growing older population.

In today's age of technology and exploding internet penetration, Indian customers are rapidly moving towards continuous connectivity across every facet of their lives. This new age 'connected customer' is increasingly tech-savvy and is more open to trying out new experiences enabled by unfettered digital access.

The story of the rising Asian consumer class is incomplete without a solid understanding of India. With a young, tech-savvy and health-conscious population, improved education and rapid growth, India is creating a consumer market deeply tied to mobility and connectivity. If India continues on its current high-growth path, incomes will almost triple over the next two decades and the country will become the world's fifth largest consumer market by 2025. Significantly, from choosing between channels to being channel-agnostic, this large Indian consumer base is moving rapidly towards the omnichannel way of life.

Indian customers have entered an era of unprecedented technology pervasiveness

Increasing Internet Penetration

402 million internet users in India today – expected to reach 462 million in the next 6 months

306 million mobile internet users in India today – estimated to become 371 million in the next 6 months

50 million online customers in 2015 to grow to 160 million in 2017

58% of railway bookings done on IRCTC today

Increasing Smartphone Usage

385 million smartphone users by FY17

50% of Google searches on mobile today

Prices of smartphone devices in India today begin from <\$50

Indian smartphone users spend an average of 169 minutes per day on their devices

Increasing Social Media Presence

>50% Internet users in India today use Facebook and WhatsApp on a daily basis

132 million on Facebook as of today

65 million subscribers on WhatsApp in 2015

60 million unique users on YouTube every month as of today

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IndianOil Corporation Limited

Sr. Manager (RS)
IndianOil Corporation Limited

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Senior Manager
Tata AIA Life Insurance Company Limited

Associate VP- Marketing & Strategy
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CEO
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Asst. Manager
Hindustan Unilever Limited

Customer Care Associate &
Head Loyalty and Marketing
Shoppers Stop Ltd

Customer Care Associate
& Sen. Manager Analytics, Direct Marketing
Shoppers Stop Ltd

Customer Care Associate &
Dep. Manager Analytics, Direct Marketing
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Dalmia Bharat Cement

Sr. Manager Marketing
Dalmia Bharat Cement

Asst ED Marketing
Dalmia Bharat Cement

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Senior Manager
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Senior Manager
Kirloskar Oil Engines Ltd

Deputy Manager
Kirloskar Oil Engines Ltd

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Associate Manager – Terminal Operations
GMR Hyderabad International Airport Limited

Dy. Shift Lead - Airside Operations
GMR Hyderabad International Airport Limited

GMR Hyderabad International Airport Limited

OFFICER HR
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DGM - Business Development
Hindustan Petroleum Corporation Limited

GM – Business Development &
Technology Upgradation
Hindustan Petroleum Corporation Limited

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Hindustan Petroleum Corporation Limited

Manager-PMG
TAFE Limited

BUSINESS ANALYST
GALAXY SURFACTANTS LTD.

Sr. Digital Marketing Executive
HÄFELE INDIA PVT LTD

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Lead-Market Research & Consumer Insight
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M Junction Services Limited

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Borderless Access Panels Pvt. Ltd.

Consumer Insights - Global Product Planning
Hero Motocorp

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Econsulting (Premier Executive Search)

Manager
Asian Paints Limited

TorcAI Digital Media Pvt Ltd

TorcAI Digital Media Pvt Ltd

Director
Grail Research - A division of Integreon

**GMR Hyderabad International
Airport Limited**

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Sebamed India

Head of Analytics
IIFL

Head – Client Insights
RBL Bank

Sr. Manager Brand Marketing
**BSH Household Appliances
Manufacturing Pvt. Ltd**

Sr. Manager - Brand Marketing & Category
**BSH Household Appliances
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Category Head
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Senior Manager – Consumer Insights
LupinLife Consumer Healthcare

Head Analytics
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Manager Business Development
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Red Chillies

Sr. Manager Digital Marketing
Red Chillies

Manager - Sales Force Automation & Digitization
Abbott Healthcare Pvt. Ltd

Vice President –Sales and Marketing
Intas Pharmaceuticals

DGM
Aditya Birla Group

DGM
Mumbai Metro

Manager Business Strategy
Mumbai Metro

General Manager
Aditya Birla Mgmt Corp Ltd

Sr. Manager
Aditya Birla Mgmt Corp Ltd

HEAD – BUSINESS DEVELOPMENT &
MARKET ANALYSIS
CENTAUR PHARMACEUTICAL

Brand Manager
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Brand Manager
Asian Paints Limited

Manager Consumer Science
Mondelēz International

Senior Journalist
www.warc.com

National Sales Head
SAS

Head-HCB Customer Management
Tata Power

Manager
Reliance Jio

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DGM, Marketing
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UTI MF

VP Marketing
UTI MF

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VP
Star India

Manager
Star India

Head Of Marketing
Bisleri

Market Research Analyst
Bisleri

Head Customer Analytics, Campaigns
& Operations
HDFC Bank

AVP
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