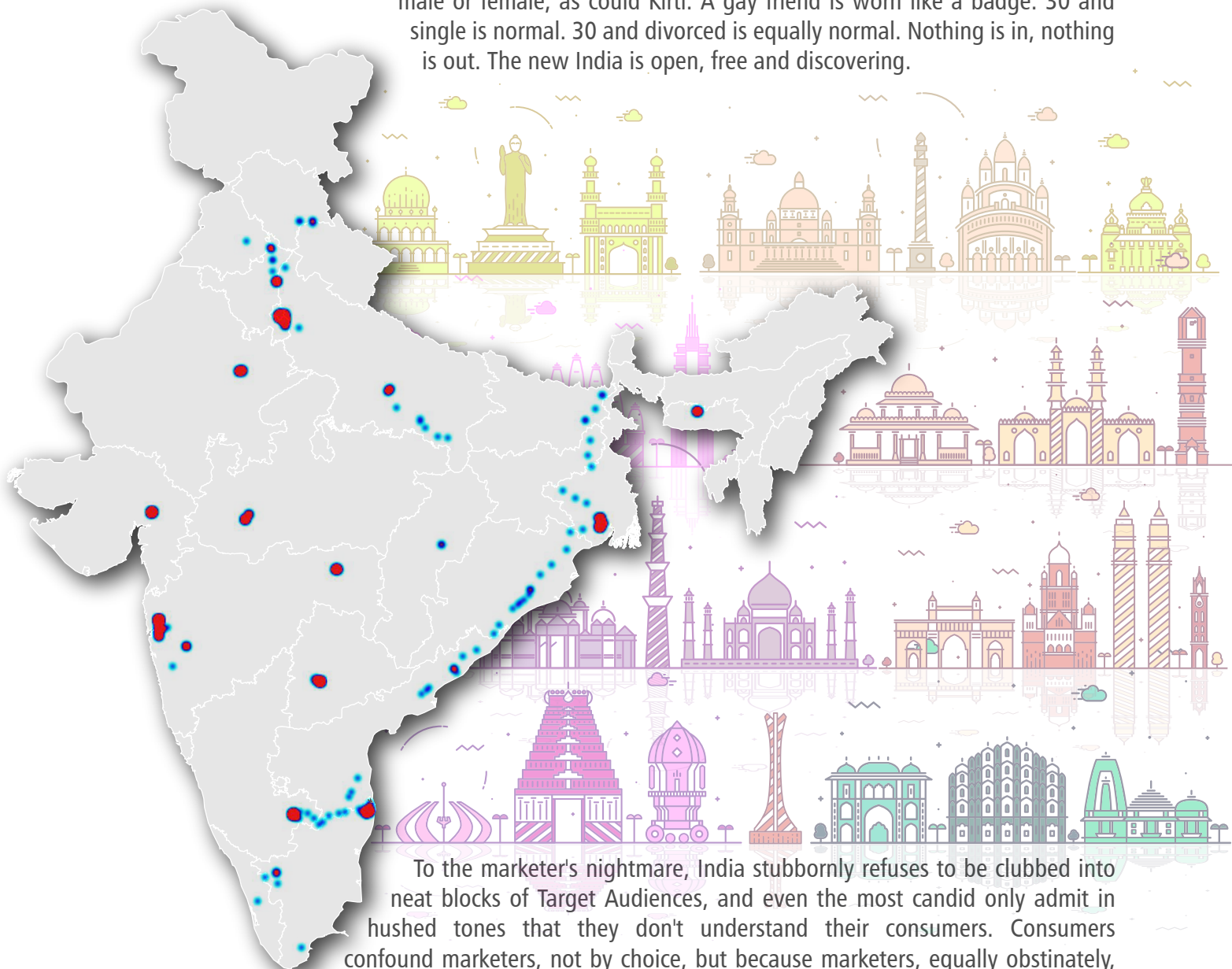


Discovering India

In today's India, culture and cognac mix with consummate ease, passion and patience play like siblings, intrepidity in business and insolence for tradition are conjoined, consumption and conservation cohabitate. India takes her diversity very seriously indeed. The only ubiquitous commonness is perhaps a belief that the place between the past and the future is not 'here', it is 'now'.

The young and the old debate movies together, people across classes discuss philosophy freely, Kabbadi has joined cricket as a sporting religion, and everyone gets their favourite entertainment and news on their smart phones. Teenage knowledge shakes parents who struggle to cope. The job-seeking, single daughter is encouraged to move to a bigger city alone. Sam could be male or female, as could Kirti. A gay friend is worn like a badge. 30 and single is normal. 30 and divorced is equally normal. Nothing is in, nothing is out. The new India is open, free and discovering.



To the marketer's nightmare, India stubbornly refuses to be clubbed into neat blocks of Target Audiences, and even the most candid only admit in hushed tones that they don't understand their consumers. Consumers confound marketers, not by choice, but because marketers, equally obstinately, insist on viewing them as large demographic collectives. The diversity of India gets completely flattened in the brand marketers' mind, and the unpliant Sams and Kirtis go on with their lives, ignoring the brands that ignore them.

Read on and discover India.

The map indicates respondent interview locations