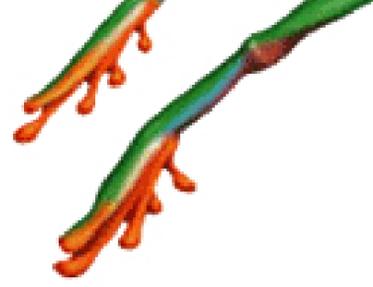


LEAPFROG'S KNOWLEDGE NUGGETS



Volume 1 | Issue 2 | February 2013

Successful India Entry

In this, the second in our newsletter series on “Successful India market entry”, we turn our attention to the subject of global companies and brands entering India.

Winning in India continues to be a formidable challenge, even for the smartest, savviest and most successful global marketers. Even iconic global brands can't take their success as given in India, they realize it's a high stakes game that requires careful planning, a strong commitment and the willingness to do things “differently”. Here are some insights into what it means to do things differently and how doing so, goes a long way towards India market success.



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How multinationals can win in India

Useful Idea: Building a sustainable, sizeable and successful India business necessitates doing business the India way. What is the India way? Read on for 7 pointers. ❖❖

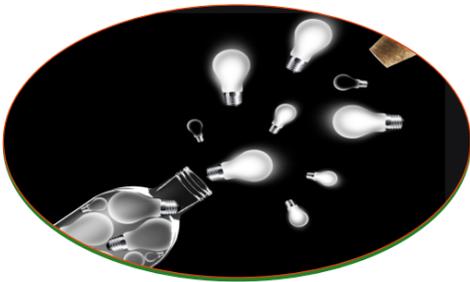
Source: *Mckinsey & Company*



Learning from the McDonald success in India

Useful Idea: There is a big opportunity cost to taking a short term, often risk averse approach to India entry and investment. ❖❖

Source: *Bloomberg Business week*



Reflections from CEOs on how global companies can succeed in India

Useful Idea: The importance of a deep, first hand understanding of India - people, culture, consumers and systems and the willingness to view and act in India, not via the lens of its western home ground, but on the basis of local on-ground realities. ❖❖

Source: *Mckinsey & Company*



10 Rules for brand building in India

Useful Idea: The socio-cultural ethos of progressive India and its role in building a brand that resonates with the Indian consumer. ❖❖

Source: *Leapfrog Strategy Consulting*

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