

Book Review: Winning a Billion Consumers A Disruptive Approach for Success in India.

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The book narrates the reader about the scale of the Indian economy and the consumer market. Indian consumers have been one of the area of research for the multinationals. The zeal to understand the tones of Indian consumers is accumulative. The book attempts to provide a radical approach in terms of the acumens that the author has congregated in his career. The book is meant for everyone who interacts with others in a business environment. The framework followed by the author is interesting as it tries to explore and investigate –

How do some companies win big in this market?

Why do many companies fail to go after the big opportunities?

What are the new growth strategies that can triumph in this diverse market?

The author has three decades of experience in various leadership roles with organizations like Asian Paints, Max India, Bharti Airtel. He is a founder and CEO of the The Last Mile – consulting practice with an impressive list of brands.

The author effectively introduces the need to comprehend the Indian consumer and the standing of understanding the nuances of Indian consumers and the road towards winning billion consumer market. The book is structured in ten chapters and further link with three parts. Winning in a billion consumer market, Cracking the Da Vinci Code, The five knots of the last mile, Sextant Arcs of Turbonators, The revenge turbine, Zero calorie value chains, Customer Capital in the times of the millennial generation, Man and Machine, Not Man or Machine Swarn Intelligence: The Execution Supremacy and Epilogue.

The book relates to small cases, anecdotes, quotes and graphical figures to sketch the way towards winning a billion consumers. Chapter 1 discusses the Indian landscape wherein the infrastructure and education is a

challenge and the execution of last mile strategy in the context. Chapter two attempts to explore what can work in India. The author has raised caution that the answer is both elusive and exciting. In chapter three, the book presents the empirical model of China highlighting how market-friendly approach can bring laurels in terms of economic prosperity and material well-being and aspirations amongst its consumers. Chapter four discusses the alternate route for organizations in reaching a billion consumers. The chapter also assists with a process figure of sextant arcs of turbonators to visualize the alternate routes. Under chapter five, the author explains the challenges of value creation, identifying and sustaining revenue stream. The chapter comprehensively narrates the reader through a various model viz. benchmark market advantage model. Chapter six narrates through the world of private labels and value proposition that they offer. The chapter explains the potential of the growth of private labels in the Indian market. The author has provided comprehensive steps in countering competition. In chapter 7, the author presents the importance in understanding the qualities of consumers and clients the business has. Chapter 8, explains the supplementary role of technology rather the substituting role of technology over a human resource. The author in chapter 9 explains the role of execution in the midst of challenges.

The book principally helps the reader to progress in understanding and appreciating the strategy in winning a billion consumers. The process embraced by the author is enriching in terms of explaining the nuances of the Indian market with examples and navigating the reader through the strategic plan. The book is valuable for management trainees and marketers. The book provides supportive tools in terms of framework that will be handy for the readers. However, the book has a limitation in terms of engaging the reader as it passages far from the shore. The book with no hesitation is well organized in terms of chapters and pertinent illustrations.

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