

# NETFLIX AND ITS BATTLE FOR INDIA



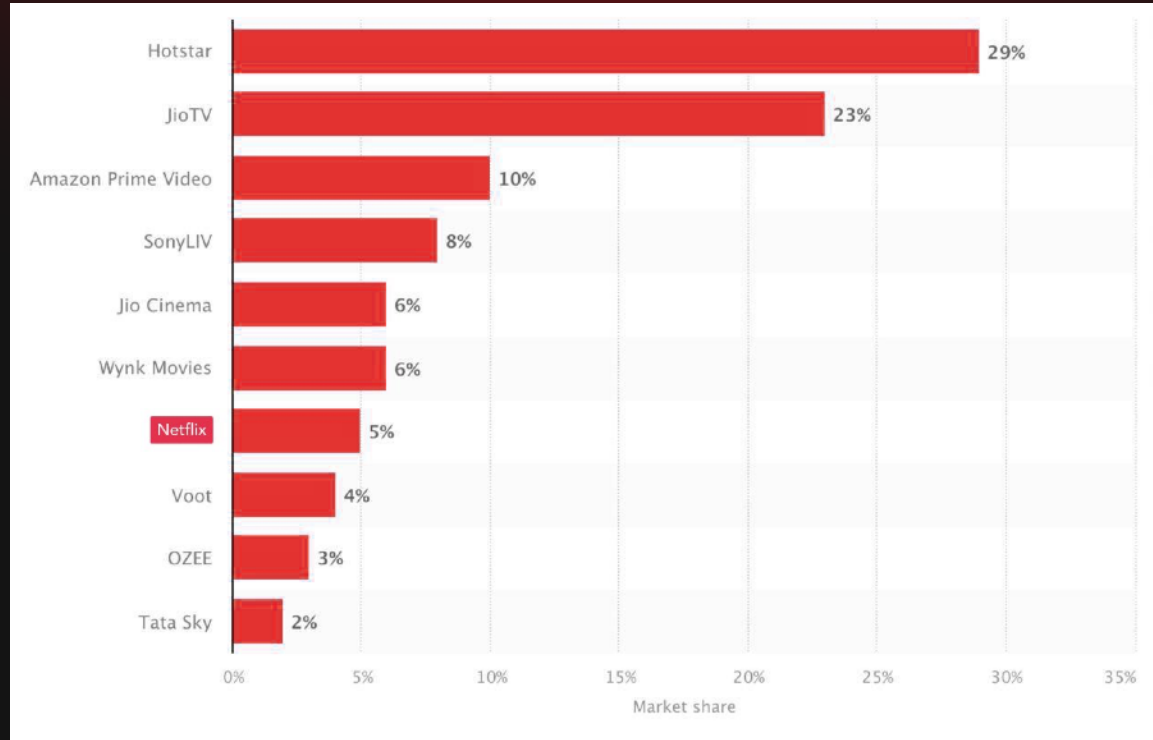
01

**BACKSTORY**

## | REED HASTINGS

“In every other major market, we’ve got the flywheel spinning. It frustrates us that we haven’t been as successful in India yet”-January 2020





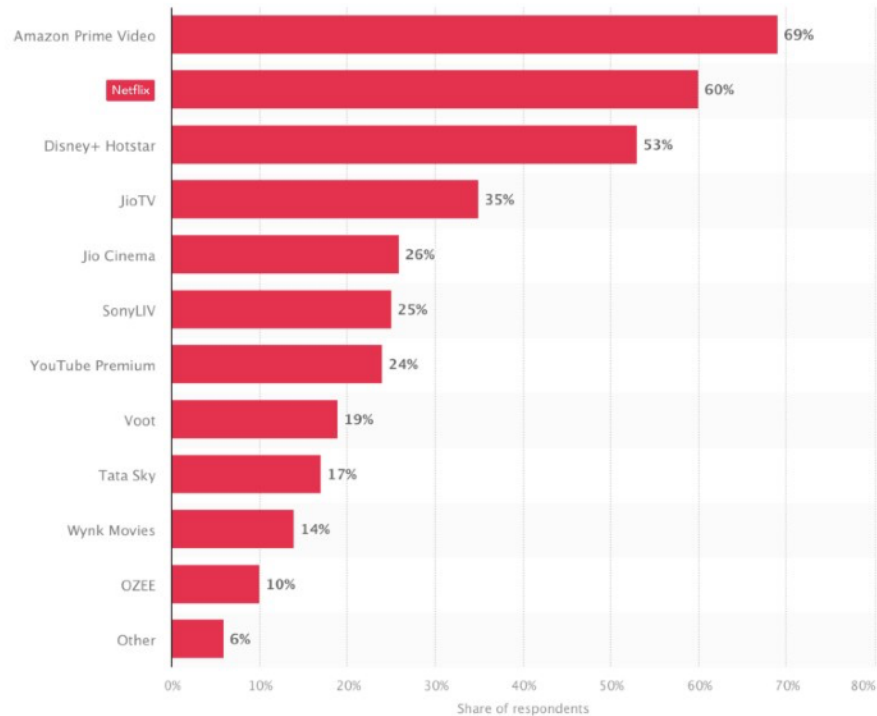
## Ranking of video streaming apps across India in 2019

	Mobile	Basic	Standard	Premium
Monthly price	₹ 149	₹ 199	₹ 499	₹ 649
Video quality	Good	Good	Better	Best
Resolution	480p	480p	1080p	4K+HDR
Devices you can use to watch	<div>Phone</div> <div>Tablet</div>	<div>Phone</div> <div>Tablet</div> <div>Computer</div> <div>TV</div>	<div>Phone</div> <div>Tablet</div> <div>Computer</div> <div>TV</div>	<div>Phone</div> <div>Tablet</div> <div>Computer</div> <div>TV</div>

**Mobile And Basic: 60%**

**Standard: 23%**

**Revised Plan in India**



Share of customers who subscribed to selected video streaming services in India as of May 2021



02

# PROBLEM

Why is Amazon Prime Video popular than Netflix in India?

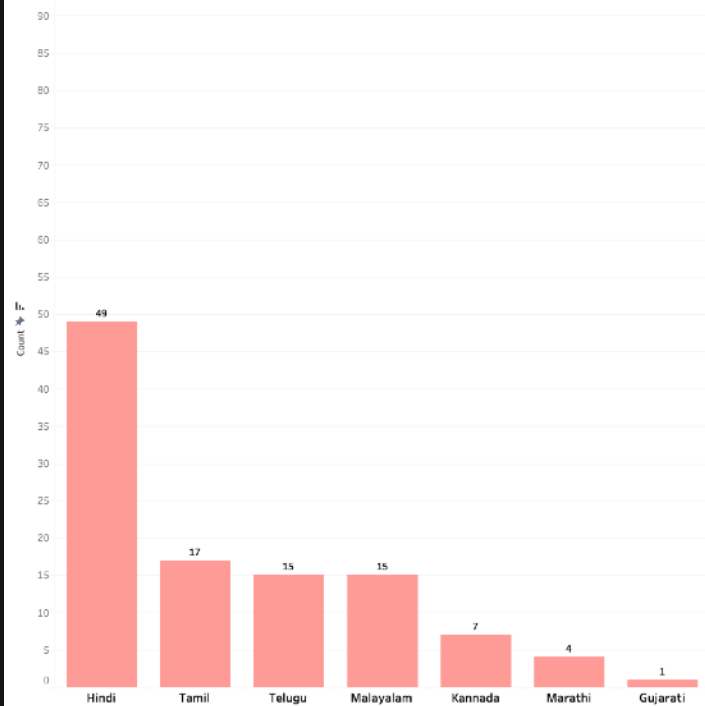


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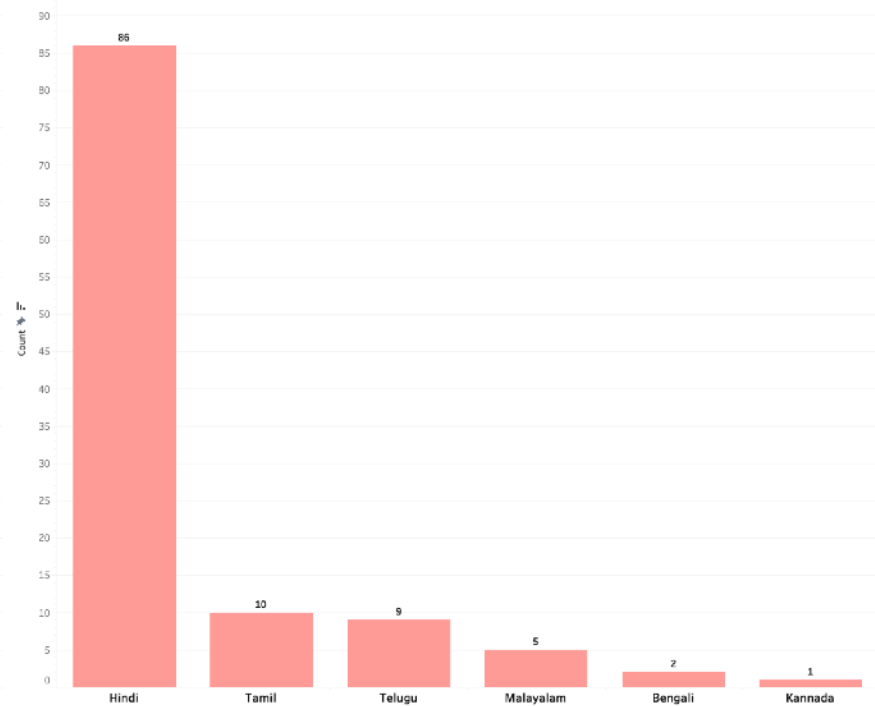
**HYPOTHESIS**

# More regional content on Amazon Prime?

Amazon regional content



Netflix regional content



## | Amazon Prime cheaper than Netflix?

NETFLIX	Mobile	Basic	Standard	Premium
Monthly Price (In Rupees)	149	199	499	649
Devices you can use to watch	Phone	Phone, Tablet, Computer, TV	Phone, Tablet, Computer, TV	Phone, Tablet, Computer, TV

AMAZON	1 - Month	3 - Month	Yearly
Price	179	459	1499
Devices you can use to watch	Phone, Tablet, Computer, TV	Phone, Tablet, Computer, TV	Phone, Tablet, Computer, TV

# | Does Amazon add more value to the Customers?

Has several add-on features:

- Free shipping
- Free Kindle content
- Free amazon music
- More deals on online shopping options

# | Solution Path for Netflix

- Add more regional content
- Consider revising subscription plan
- Product teams can come up with ways to add value to the customers (Cricket streaming)



**Thank You!**

