

Understanding Indian Modernity

1. Introduction:

1.1 Back Ground

India is a developing country aspiring to catch up with idea of modernity, though the GDP growth rate of India is on higher side as compared to the world average, there is vast population which is earning less than \$2 per day. The diversity and disparity is mind boggling. For any new Venture or international brand aspiring to expand its presence in India understanding the market situation is very important.

1.2 Problem

There is a new Business venture which wants to open new Fast Food joints and has aspirations to grow Pan India. They have done some survey in a two three micro markets but to scale up they want to understand which are the cities they have to target. Basically they want to have broader idea of which particular cities of India are modern enough to be open to the idea of Fast Foods such as Sandwiches, Burgers, Pizza and other Food options other than the traditional food they were preferring which will give them idea of population there and their openness to different food choices so that they can target that city for expansion.

With fast paced development in recent decades it has become more than imperative to measure the penetration of modernity in to the Indian subcontinent objectively. A data based overview is required to have an objective idea of 'Development'.

Given the diversity of Indian subcontinent it is required to aggregate the symbols of modernity to come up with an index which is a measure of modernity. Then we have to see whether the Metros, 1st Tier Cities and Second Tier cities measure in the modernity score and see whether they can be grouped together and is there any pattern to Indian Modernity which can be reflected in statistics which can then be exploited for business venture especially in Food and Hospitality Industry.