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KALAHUT: Where is Art and Culture Needed Most?

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Kalahut: The House of Arts (Kalahut) was born out of a recognition of a growing market for classical Indian art forms and culture and a passion to support the livelihoods of Indian artists. Kalahut was one of various sites that communicated the history of cultures; however, it was unique in that it acted as an intermediary to connect Indian artists with learners around the globe.

The growth of social media and the World Wide Web had allowed cross-cultural exchanges to become more frequent over time. This meant that people who were foreign to countries such as India could access information regarding the countries’ various languages, religious festivities, and art forms from the comfort of their homes. Moreover, appreciation of Indian culture had increased, as the number of travellers to India had grown by an average of 7.8 per cent each year over the last 10 years.[[1]](#footnote-1) Surveys showed that many travellers visited India to explore the vibrant and rich culture by immersing themselves in the experiences of locals.

On November 20, 2020, the co-founder of Kalahut, Ritika Malhotra, was pondering how to expand Kalahut’s global presence and introduce her company and Indian culture to international societies. She began considering potentially entering three countries to fulfill the company’s vision to “revive Indian cultural arts to their former glory by bridging the gap between Indian artists and learners abroad.”[[2]](#footnote-2)

KALAHUT: COMPANY BACKGROUND

Kalahut was founded in July 2020, with the vision of providing viable career paths for artists and reviving Indian cultural arts. It was the initial hope of the co-founders that Kalahut would contribute to spreading Indian culture around the globe.

Kalahut had acted as an intermediary website to connect instructors of various art forms with customers interested in immersing themselves in Indian cultural arts. When customers visited the Kalahut website,[[3]](#footnote-3) they were immediately prompted to sign up as members, to enroll in classes, or to take advantage of a free course trial. The site offered one-on-one or group classes in a number of disciplines and art forms, as outlined below.

The price per class was set by the instructor and was largely dependent on the instructor’s skill level; for instance, a highly skilled yoga instructor might charge US$80 for a one-hour class, while a more novice instructor might only charge US$20. However, the average price for classes was US$45. As many as 16 instructors offered classes through Kalahut, and seven of them also taught Indian classical dance. Kalahut received a commission of 30 per cent per student participant.

Courses offered through Kalahut

Kalahut offered a range of courses, incorporating the best of Indian classical traditions and culture. The most extensive course offerings included dance classes in traditional Indian dance forms, including the most popular, Kathak and Bharatnatyam. Kalahut also offered courses in Indian classical music, including the Hindustani and Carnatic styles, played on instruments such as the tabla (drum), harmonium, and tanpura. Fine arts courses allowed participants to indulge in painting and sculpture and to create art in various forms, including mandalas, Madhubani, and calligraphy. Kalahut also offered yoga and meditation courses to rejuvenate the mind and maintain physical well-being. The courses offered through Kalahut allowed participants to experience myriad vibrant colours, elaborate costumes, gentle yet powerful dance movements, mesmerizing melodies, intricate paintings, sculptures, handicrafts, and architecture.

Assessing the SUITABILITY of potential market countries

Malhotra needed to consider the suitability of each of the countries she was considering expanding to: Canada, the United States, and the United Kingdom.

Canada

Canada, with a population of 38 million, had long been regarded in the international community as a cultural mosaic, with some of its citizens willing to learn and embrace interesting new cultural practices.[[4]](#footnote-4) A report by Hill Strategies stated that Canadians spent one dollar out of every CA$30 on cultural goods and services, which amounted to CA$22.8 billion annually.[[5]](#footnote-5) As such, Canada was a potential market for Kalahut’s entrance. Each year since 2018, Canada had admitted over 300,000 newcomers of varying nationalities, and immigration forecasts predicted continued growth over the next few years.[[6]](#footnote-6) India was also the largest source country for new permanent residents to Canada, representing 24 per cent of newcomers in the first quarter of 2020.[[7]](#footnote-7) As of 2020, Canada was home to almost 1 million people of Indian descent, who were separated from their native home and culture by thousands of kilometres.[[8]](#footnote-8) These people presented a potential target demographic for Kalahut, which could provide the South Asian community in Canada with opportunities to get in touch with their roots.

United States

The United States was home to many of the world’s largest and most innovative companies.[[9]](#footnote-9) Entrepreneurs often viewed developing a presence there to be a strategic imperative given the country’s hundreds of millions of consumers who possessed substantial buying power.[[10]](#footnote-10) The U.S. Department of Commerce reported that e-commerce spending in the country had increased by 44.5 per cent in the last quarter compared to the same time in the prior year and had broken the record for most online spending since 1999.[[11]](#footnote-11) This was largely due to the COVID-19 pandemic, which had made consumers look to the Internet for goods and services. Indian Americans also represented one of the fastest-growing immigrant populations in the United States, which had almost 2 million Indian immigrants recorded as of 2010; this population was expected to double by 2020.[[12]](#footnote-12) Indian Americans also represented one of the wealthiest communities in the United States.[[13]](#footnote-13) Although people within the United States had only moderately increased their expenditures on art and cultural goods recently, they still spent roughly US$150 billion annually.[[14]](#footnote-14)

United Kingdom

Unlike the other potential markets, the United Kingdom shared many years of history with India through the British Raj. India was a Commonwealth country, and the United Kingdom, with a population of 66 million people, was home to the seventh-largest Indian diaspora in the world, totalling 1.4 million people and representing the largest visible minority group in the United Kingdom.[[15]](#footnote-15) The Indian community was well represented in Great Britain across all walks of life. British Indians were also represented in large media outlets, including television channels operated by Sky Channel, Virgin Media, Star One, and Zee TV,[[16]](#footnote-16) some of which were fully or partially owned by people of Indian origin.[[17]](#footnote-17) As in many countries, COVID-19 had brought down consumer spending in the United Kingdom, but spending on recreation and culture had remained relatively stable at about £14 billion.[[18]](#footnote-18) Additionally, the UK government had committed to a bilateral initiative with India to celebrate Indian culture and heritage, setting the stage for increased public engagement in cultural activities and services.[[19]](#footnote-19)

Exploring CONVERSION RATES

Malhotra knew that whichever country she chose, the success of her business would be defined by key performance indicators such as conversion rates, and she would need to explore these. Through her research, she found that companies operating with e-commerce portals like her own had conversion rates of 1.45 per cent, 1.96 per cent, and 1.88 per cent in Canada, the United States, and the United Kingdom, respectively.[[20]](#footnote-20)

reviewing the COMPETITIVE LANDSCAPE

When she envisioned the idea for Kalahut, Malhotra had wanted to create a service that shared the cultural and artistic beauty of India with people around the world. In doing so, it was important for her to differentiate herself from other businesses looking to fulfill similar objectives. There was no single major competitor in the Canadian market, but similar courses were offered by community organizations as well as individuals who had expertise in these art forms. The United States had a very different competitive landscape, with e-commerce sites offering cultural and artistic classes specific to geographic areas. There were five different companies offering services like Kalahut’s in the United States. The market itself was fragmented, and each company had an approximately equal market share, at 20 per cent. Finally, the United Kingdom was an established market. One similar business accounted for 50 per cent of the market, and the remaining market was fragmented among community organizations and smaller companies. The business with the majority market share had been in operation for several years and had a loyal customer base.

Selecting MARKETING CHANNELS

Malhotra needed to determine the ideal marketing mix. She started by assessing the two main channels already in use: social media marketing and direct email marketing.

Social Media Marketing

To support the expansion decision, Malhotra analyzed her Google Analytics data and found that Kalahut had three main sources of web traffic: direct (30 per cent), organic (30 per cent), and social media (40 per cent). Regarding social media traffic, 50 per cent of site visits came from Instagram, 30 per cent from Facebook, and the remainder from LinkedIn. She also found that those viewing the site were 59 per cent male and 41 per cent female. In terms of viewer age, 55 per cent were between the ages of 25 and 34, and 30 per cent were between 18 and 24. Malhotra also noticed that 86 per cent of the total web traffic was from new visitors. She wondered whether Kalahut could consistently reach new viewers while also retaining its customer base.

Email Marketing

Kalahut used email marketing as a low-cost method of interacting with individuals who had created accounts to view or participate in classes. However, Malhotra knew that other organizations leveraged artificial intelligence and machine learning techniques to better understand their customers and offer personalized marketing campaigns. As such, Malhotra wanted to explore these other methods to maximize Kalahut’s market entry efforts.

ALTERNATIVE OPTION: maintaining the STATUS QUO

Although targeting international markets seemed to align with Kalahut’s organizational goals, Malhotra wondered whether she should instead focus on the Indian market. Kalahut had experienced conservative growth within India’s borders, and the interest of regional users was projected to continue growing over the next few years. Moreover, past trends indicated that there was potential within the classical artist market; the Ministry of Culture’s budget had increased by 21 per cent between 2014 and 2017,[[21]](#footnote-21) and the total market share for classical Indian art sales had increased by 33 per cent between 2014 and 2016.[[22]](#footnote-22)

MOVING FORWARD

As the day came to an end, Malhotra looked at her notes one final time to refresh herself on the specifics of her expansion options. She knew that with the production of a COVID-19 vaccine on the horizon and the holiday season fast approaching, now was the time to capitalize on increased web traffic and the demand for indoor recreational outlets. Malhotra also knew she had to develop an effective go-to-market strategy that could be implemented immediately. With US$5,000 in hand for a marketing budget, Malhotra would have to choose the best market to enter and design a marketing plan. She reclined in her chair to think. By the end of this week, she would have to deliver her decision and plan of action to her team.

EXHIBIT 1: Excerpts from Blog posts on the GLOBAL YOGA INDUSTRY OUTSIDE INDIA

**North America**

Excerpted from Technavio Blog:

The increasing number of health-conscious North Americans has helped drive the growth of the yoga industry over the past decade. The global yoga market is now worth $80 billion, with the United States representing close to $30 billion. . . .

The United States accounts for 72% of the North American yoga and exercise mat market. The increase in the obese population combined with the country’s increased health awareness is a major factor driving the growth.

While the United States dominates the market in terms of market size, the market for yoga and exercise mats is growing faster in Canada.

Excerpted from Leger:

About one in five (21%) Canadians indicate that they practice yoga. Significantly more younger Canadians aged 18–34 (35%) practise yoga compared to older generations. In Quebec, fewer people practice yoga (16%), compared to the rest of Canada.

**United Kingdom**

Excerpted from Bakasura Blog:

The . . . Yoga industry in the UK has been growing steadfast every year. Now it is worth approximately £812m, involving roughly 4,000 businesses and employing nearly 16,000 people.

Yoga specially is undergoing exponential growth and there are roughly 10,000 active Yoga teachers in the UK, performing 20,00030,000 Yoga classes each week. . . . The calculations indicate that there are just about 300,000–460,000 people practicing Yoga in the UK.

Sources: Technavio, “Yoga Is on the Upswing in North America,” Technavio Blog, December 4, 2015, accessed November 27, 2020, <https://blog.technavio.com/blog/yoga-upswing-north-america>; Rachel Harris, “Do You Practice Yoga?,” Leger, June 25, 2019, accessed January 8, 2021, <https://leger360.com/surveys/do-you-practice-yoga/>; Bakasura, “Yoga Industry in the UK,” Bakasura Blog, October 23, 2019, accessed January 8, 2021, https://bakasurablog.wordpress.com/2019/10/23/yoga-business-in-the-uk/.

EXHIBIT 2: PROLIFERATION OF INDIAN CLASSICAL DANCE IN THE SAN FRANCISCO BAY AREA

For many immigrants, dance was not just an art form; it was a way to stay connected to their roots. Besides Bharatnatyam, other Indian classical dances such as Kathak, Manipuri, and Odissi were also becoming popular abroad. Indian dance forms today had crossed boundaries and left a mark on countries like New Zealand, Australia, Germany, the United States, and South Korea—so much so that they had become a significant part of celebrations organized by various Indian associations in those countries.

Yamini Aluru and Raka Gupta of Yuva Bharathi, a non-profit organization based in the Bay Area and Silicon Valley, California, said that the number of immigrants had risen, causing a surge in the demand for classical dances.

Kathak had attracted a large number of foreign audiences, as it was more interactive than other classical dance forms. However, it was Bharatanatyam that had carved out a special place in the hearts of Americans of Indian origin, since most families from the Southern parts of India wanted their children to learn the dance form or get trained in Carnatic music.

The popularity that classical dance forms had garnered in the Bay Area was evident from the rising number of performances conducted by Yuva Bharati since its inception in 2006. In a decade, the organization had held 100 Indian classical dance concerts and provided opportunities to 35 professional dancers.

Source: Yuva Bharati, “A Decade in the Service of Indian Classical Dance in California,” PriyaLasya, May 2016, accessed January 8, 2021, <http://hamara.in/portals/space/SPACE20/Lifestyle/Culture/PriyaLasya/src/publish/cache/Articles/TX/YuvaBharati_A_Decade.html>; Yuva Bharati, “About Us,” 2020, accessed January 8, 2021, www.yuvabharati.org/home/about\_us.php.

EXHIBIT 3: REGIONAL INFORMATION FOR DECISION ALTERNATIVES

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Country** | **Population (millions)** | **GDP (US$ trillions)** | **Cultural and Arts Spending (US$ billions)** | **Industry Growth Rate** |
| Canada | 37.6 | 1.53 | 47.8 | 31% |
| United States | 328.2 | 18.71 | 804 | 4.2% |
| United Kingdom | 66.7 | 2.69 | 34.6 | 27% |

Note: GDP = gross domestic product.

Source: Created by the case authors based on data from “The Economic Contribution of the Arts,” Creative Industries Council, March 4, 2020, accessed January 22, 2021, www.thecreativeindustries.co.uk/industries/arts-culture/arts-culture-facts-and-figures/the-economic-contribution-of-the-arts; Vik Singh, *Economic Contribution of Culture in Canada* (Ottawa, ON: Culture, Tourism and the Centre for Education Statistics, 2001), 1–90, accessed January 22, 2021, www150.statcan.gc.ca/n1/pub/81-595-m/81-595-m2004023-eng.pdf; “Latest Data Shows Increase to U.S. Economy from Arts and Cultural Sector,” news release, National Endowment for the Arts, March 19, 2019, accessed January 22, 2021, www.arts.gov/about/news/2019/latest-data-shows-increase-us-economy-arts-and-cultural-sector.

EXHIBIT 4: COST PER CLICK INFORMATION (IN US$)

|  |  |  |  |
| --- | --- | --- | --- |
| **Country** | **Facebook** | **Instagram** | **LinkedIn** |
| Canada | $0.73 | $1.53 | $7.03 |
| United States | $1.09 | $3.56 | $9.90 |
| United Kingdom | $0.79 | $3.09 | $7.00 |

Source: Created by the case authors based on data from Rudy Gabriel Bedy, “Facebook Advertising: CPC/CPM per Country,” Rudi Gabriel Bedy, December 12, 2012, accessed January 22, 2021, www.rudibedy.com/blog/facebook-advertising-cpc-cpm-per-country/; Statista Research Department, “CPC on Instagram Ads in Selected Countries in Q4 2017,” Statista, January 14, 2021, accessed January 22, 2021, www.statista.com/statistics/872579/cost-per-click-on-instagram-countries/; Shaun, “Linkedin Advertising Cost—A Complete Overview (Updated 2021),” The B2BHouse, March 6, 2021, accessed January 22, 2021, www.theb2bhouse.com/linkedin-ad-cost/; Mark Irvine, “Average Cost per Click by Country: Where in the World Are the Highest CPCs?,” WordStream, November 8, 2018, accessed November 28, 2020, www.wordstream.com/blog/ws/2015/07/06/average-cost-per-click.

EXHIBIT 5: DEMOGRAPHIC INFORMATION ON PRIOR SERVICE USERS

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No of Record** | **Are you a resident of India?** | **Date of birth** | **Occupation** | **Can you dance? Which form do you practice?** | **Interest in classical dance forms** | **Dance Proficiency** | **How did you learn about the service?** |
| 1 | Yes | 1990-07-15 | Professional |  | Bharatnatyam |  | Instagram |
| 2 | Yes | 1986-10-15 | Professional |  | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Sattariya | | Instagram |
| 3 | Yes | 1993-11-19 | Professional | I'm not learning anything just love to dance | All | Novice (Beginner) | Word of Mouth |
| 4 | Yes | 1993-01-08 | Professional | Bharathanatyam | All | Intermediate | Instagram |
| 5 | Yes | 2008-05-19 | School Student | Yes classical western foke | Bharatnatyam | Professional |  |
| 6 | Yes | 2001-03-14 | Professional | Yes bharatnatyam | Kathak, Bharatnatyam, Odissi, Kuchipudi, Mohiniattam | Intermediate | Instagram |
| 7 | Yes | 1989-10-23 | Professional | Bharatnatyam | Bharatnatyam | Professional | Facebook |
| 8 | Yes | 1997-06-22 | College Student | Kathak | All | Intermediate | Instagram |
| 9 | Yes | 1997-08-26 | Professional | Kathak | Kathak, All | Novice (Beginner) | Instagram |
| 10 | Yes | 1994-03-15 | Professional | Kathak | All | Professional | Instagram |
| 11 | Yes | 2001-08-04 | College Student | Bharatnatyam | All | Intermediate | WhatsApp |
| 12 | Yes | 1998-09-21 | College Student | Bharatnatyam | Kathak, Bharatnatyam, Odissi, Kuchipudi, Sattariya, Mohiniattam | Intermediate | Instagram |
| 13 | Yes | 2000-02-25 | College Student | Bharatanatyam | All | Professional | WhatsApp |
| 14 | Yes | 2000-05-10 | College Student | Bharayhanatyam | All | Intermediate | Instagram |
| 15 | Yes | 1990-10-13 | Professional | no | All | Novice (Beginner) | Instagram |
| 16 | Yes | 1990-06-17 | Professional | I am Visharad in Bharatanatyam and currently teach students | All | Professional | Instagram |
| 17 | Yes | 2008-12-13 | School Student | bharatnatyam | Bharatnatyam | Novice (Beginner) | my dadi mrs sindu Misra |
| 18 | Yes | 2002-08-15 | School Student | No | Kathak | Novice (Beginner) | Instagram |
| 19 | Yes | 1993-02-03 | Professional | Kuchipudi | Kathak, Manipuri, Odissi, Kuchipudi, Sattariya, Mohiniattam | Novice (Beginner) | Instagram |
| 20 | Yes | 1996-10-14 | College Student | Kathak | Kathak, Bharatnatyam, Mohiniattam | Novice (Beginner) | WhatsApp |
| 21 | Yes | 1991-02-28 | Professional | Khathak | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Intermediate | Instagram |

exhibit 5 (continued)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 22 | Yes | 1997-12-08 | Professional | All dance forms | Kathak | Professional | Instagram |
| 23 | Yes | 2002-02-20 | College Student | Bharatanatyam | All | Intermediate | WhatsApp |
| 24 | Yes | 1999-07-12 | College Student | Yes, Bharatanatyam | All | Intermediate | Instagram |
| 25 | Yes | 1996-06-14 | Professional | Kathak | All | Novice (Beginner) | Instagram |
| 26 | Yes | 1997-07-16 | Professional | Yes, Kathak | Kathak | Intermediate | Instagram |
| 27 | Yes | 1999-12-15 | College Student | Kathak | Kathak, Bharatnatyam, Odissi | Novice (Beginner) | Instagram |
| 28 | Yes | 1994-10-10 | Professional | Bharatanatyam | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali | Intermediate | WhatsApp |
| 29 | Yes | 1997-12-14 | College Student | Kathak | All | Intermediate | Instagram |
| 30 | Yes | 1995-02-24 | College Student | Sattriya | All | Intermediate | Instagram |
| 31 | Yes | 1997-12-24 | College Student | No | Kathak, Kuchipudi | Novice (Beginner) | Instagram |
| 32 | Yes | 1997-10-01 | College Student | No | All | Novice (Beginner) | Instagram |
| 33 | Yes | 2000-02-16 | College Student | Bharathanatyam | All | Intermediate | Instagram |
| 34 | Yes | 1999-12-09 | College Student | No | All | Novice (Beginner) | Instagram |
| 35 | Yes | 2006-12-17 | School Student | Yes | Kathak, Bharatnatyam, Kathakali | Novice (Beginner) | Instagram |
| 36 | Yes | 1990-02-24 | Professional | Tribal fusion bellydance | Kathakali, All | Novice (Beginner) | Instagram |
| 37 | Yes | 1997-11-14 | College Student | I learnt some basics in bharatanatyam during my schooling | All | Intermediate | Instagram |
| 38 | Yes | 1999-06-16 | College Student | Yes bharthanatiyam | All | Novice (Beginner) | Instagram |
| 39 | Yes | 1995-12-01 | Professional | Bharatnatyam | All | Professional | Instagram |
| 40 | Yes | 1995-05-03 | Professional | Kathak | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Intermediate | Instagram |
| 41 | Yes | 2002-06-08 | College Student | Yes, Bharatanatyam | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Professional | Instagram |
| 42 | Yes | 2008-10-14 | School Student | Party dance | All | Novice (Beginner) | Email |
| 43 | Yes | 2007-05-22 | School Student | No not yet | Kathak | Novice (Beginner) | Instagram |
| 44 | Yes | 1999-10-06 | College Student | Bharatnatyam Kathak | All | Intermediate | Instagram |
| 45 | Yes | 2001-01-09 | College Student | Yes, Bharatanatyam. | Kathak, Bharatnatyam, Manipuri, Odissi, Kathakali, Mohiniattam | Intermediate | WhatsApp |
| 46 | Yes | 1989-06-24 | Professional | No | All | Novice (Beginner) | Facebook |
| 47 | Yes | 1992-02-19 | Professional | No | Kathak, Bharatnatyam, Odissi, Kuchipudi, Kathakali, Mohiniattam | Novice (Beginner) | Instagram |
| 48 | Yes | 2009-05-22 | School Student | Yes, I am learning Odissi | Kathak, Bharatnatyam, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam | Intermediate | WhatsApp |
| 49 | Yes | 1989-11-20 | Professional | No | Bharatnatyam, Kuchipudi | Novice (Beginner) | Instagram |
| 50 | Yes | 2006-11-23 | School Student | Yes, Bharatnatyam | Bharatnatyam | Intermediate | Email |
| 51 | Yes | 1998-05-03 | College Student | Yes.. kathak and bharatnatyam (both) | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Professional | Instagram |
| 52 | Yes | 2000-04-26 | College Student | Bharatnatyam | Kathak, Bharatnatyam | Intermediate | Instagram |
| 53 | Yes | 1992-04-14 | Professional | Bharatanatyam | Bharatnatyam | Intermediate | Instagram |
| 54 | Yes | 1991-10-06 | Professional | Katthak | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Professional | Instagram |
| 55 | Yes | 1994-01-07 | Professional | Bhararnatyam | Bharatnatyam | Intermediate | Instagram |
| 56 | Yes | 2004-02-21 | College Student | Bharatnatyam | Bharatnatyam | Novice (Beginner) | School |
| 57 | Yes | 1992-12-20 | Professional | Bharatanatyam | Bharatnatyam, All | Professional | Instagram |
| 58 | Yes | 1997-06-10 | Professional | No | Kuchipudi | Novice (Beginner) | Instagram |
| 59 | Yes | 1997-03-25 | College Student | Kathak | Kathak, Bharatnatyam, All | Intermediate | Instagram |

exhibit 5 (continued)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 60 | Yes | 1999-09-05 | College Student | Kathak | Kathak | Intermediate | Instagram |
| 61 | Yes | 2000-04-27 | College Student | Kathak | Kathak | Novice (Beginner) | Instagram |
| 62 | Yes | 1993-07-05 | Professional | Kathak | All | Professional | WhatsApp |
| 63 | Yes | 1998-05-21 | College Student | Bharathanatyam | Kathak, Bharatnatyam, Kuchipudi, Mohiniattam | Intermediate | Instagram |
| 64 | Yes | 2020-06-25 | School Student | I am not learning but i love classical dance specially bharatnatyam | Kathak, Bharatnatyam, Odissi | Intermediate | WhatsApp |
| 65 | No | 1989-09-26 | Professional | no | Bharatnatyam, All | Novice (Beginner) | WhatsApp |
| 66 | Yes | 2004-03-28 | School Student | Kathak | Kathak, Sattariya | Professional | From my mother. She is a renowned classical Kathak dancer. |
| 67 | No | 2020-04-19 | Professional | Salsa | All | Novice (Beginner) | Facebook |
| 68 | Yes | 2005-12-30 | School Student | Bharatnatyam | Bharatnatyam | Novice (Beginner) | Instagram |
| 69 | Yes | 2003-09-14 | School Student | Kathak ,bihu and sattriya | Kathak, Sattariya | Intermediate | Instagram |
| 70 | Yes | 1999-11-20 | College Student | Bharathanatyam | Kathak, Bharatnatyam, Odissi, Sattariya, All | Professional | Instagram |
| 71 | Yes | 2011-09-17 | School Student | Kathak | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Novice (Beginner) | Word of Mouth |
| 72 | Yes | 2007-05-30 | School Student | Bharatnatyam | Kathak, Bharatnatyam, Kuchipudi, Kathakali | Novice (Beginner) | School |
| 73 | Yes | 2009-10-04 | School Student | No | Bharatnatyam | Novice (Beginner) | WhatsApp |
| 74 | Yes | 2012-04-17 | School Student | Yes | All | Novice (Beginner) | Word of Mouth |
| 75 | Yes | 2009-06-29 | School Student | No | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Novice (Beginner) | WhatsApp |
| 76 | No | 1995-02-18 | Professional | None | Kathakali, Mohiniattam | Novice (Beginner) | Word of Mouth |
| 77 | Yes | 2009-03-07 | School Student | Classical | Bharatnatyam | Novice (Beginner) | WhatsApp |
| 78 | Yes | 1999-10-14 | College Student | I have learned kathak | All | Novice (Beginner) | Instagram |
| 79 | Yes | 2011-09-30 | School Student | KATHAK | Kathak, Bharatnatyam, Manipuri, Kathakali, Mohiniattam | Novice (Beginner) | SCHOOL TEACHER |
| 80 | Yes | 1999-01-23 | College Student | Bharathanatyam | Kathak, Bharatnatyam, Mohiniattam | Professional | Instagram |
| 81 | Yes | 2006-01-17 | School Student | Bharathanatyam | Kathak, Bharatnatyam, Odissi, Kathakali | Intermediate | Instagram |
| 82 | Yes | 2006-07-20 | School Student | Indian Dannce | Kathak, Bharatnatyam, Odissi, Mohiniattam | Intermediate | My teacher told me |
| 83 | Yes | 2007-09-02 | School Student | Kathak | Kathak, Bharatnatyam | Novice (Beginner) | School |
| 84 | Yes | 2007-12-08 | School Student | Bharatanatyam | Odissi, Mohiniattam | Intermediate | WhatsApp |
| 85 | Yes | 2010-06-17 | School Student | No | Kathak | Novice (Beginner) | Whatsapp |
| 86 | Yes | 2000-05-21 | College Student | No | All | Novice (Beginner) | Instagram |
| 87 | Yes | 1997-03-30 | Professional | Bharatnatyam, Kathak | All | Intermediate | Instagram |
| 88 | Yes | 2010-01-24 | School Student | No | Kathak, Bharatnatyam, Kuchipudi, Kathakali | Novice (Beginner) | WhatsApp |
| 89 | Yes | 2010-05-13 | School Student | No | All | Intermediate | WhatsApp |
| 90 | Yes | 1995-10-20 | College Student | Bharatanatyam, Kuchipudi, mohiniyattam | Bharatnatyam, Kuchipudi | Intermediate | Instagram |
| 91 | Yes | 2002-07-15 | College Student | Bharathanatyam | Kathak, All | Professional | Instagram |
| 92 | Yes | 1981-08-04 | Professional | Bharat natyam | Kathak, Bharatnatyam, Odissi, All | Professional | Instagram |
| 93 | Yes | 2006-08-22 | School Student | yes, Kathak | Kathak, Bharatnatyam | Intermediate | from guru |
| 94 | No | 1987-01-24 | Professional | Bharatanatyam | All | Novice (Beginner) | Facebook |

exhibit 5 (continued)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 95 | No | 1984-07-10 | Professional | Bharatnatyam, Kuchipudi, Kathak | Manipuri, Odissi, Kathakali, Sattariya, Mohiniattam | Professional | Word of Mouth |
| 96 | Yes | 1995-09-19 | Professional | No | Kathak, Bharatnatyam, Manipuri | Novice (Beginner) | Instagram |
| 97 | Yes | 1970-11-07 | Professional | Kathak | Kathak | Professional | WhatsApp |
| 98 | Yes | 1985-10-19 | Professional | Sattriya | Odissi, Sattariya | Novice (Beginner) | Facebook |
| 99 | Yes | 2001-04-07 | College Student | Bharatnatyam | Kathak, Bharatnatyam, Odissi, Kathakali, Mohiniattam | Intermediate | Word of Mouth |
| 100 | Yes | 1995-04-09 | Professional | Yes , Bharatnatyam. | All | Intermediate | Instagram |
| 101 | Yes | 1999-02-23 | College Student | Bharatnatyam | Kathak, Bharatnatyam, Odissi | Novice (Beginner) | Instagram |
| 102 | Yes | 2001-01-11 | College Student | Bharatnatyam | Kathak, Bharatnatyam, Manipuri, Mohiniattam | Intermediate | Instagram |
| 103 | Yes | 1998-09-22 | College Student | Yes. Kathak & Bharatnatyam. | Kathak, Bharatnatyam, Odissi, Kathakali, Sattariya, Mohiniattam | Intermediate | Instagram |
| 104 | Yes | 2011-03-25 | School Student | Yes , Bharatnatyam | Manipuri | Intermediate | Instagram |
| 105 | Yes | 2002-08-11 | School Student | Yes. Bharatnatyam. | Bharatnatyam, Odissi, Kathakali, Mohiniattam | Intermediate | Instagram |
| 106 | Yes | 1994-09-21 | Professional | Kathak | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Intermediate | WhatsApp |
| 107 | Yes | 2009-11-25 | School Student | Bharatnatyam | Bharatnatyam, Kathakali | Novice (Beginner) | WhatsApp |
| 108 | Yes | 2002-10-07 | School Student | Kathak | Kathak, Bharatnatyam, Odissi, Kuchipudi, Kathakali, Mohiniattam | Intermediate | Instagram |
| 109 | Yes | 1998-03-27 | College Student | Yes | Kathak, Bharatnatyam, Manipuri, Odissi, Kuchipudi, Kathakali, Sattariya, Mohiniattam, All | Intermediate | Facebook |
| 110 | Yes | 1996-08-29 | Professional | Kathak | All | Intermediate | Instagram |
| 111 | Yes | 1985-08-21 | Professional | Nil | Kathak | Novice (Beginner) | WhatsApp |
| 112 | Yes | 1997-05-25 | School Student | Yes bharatanatyam | Kuchipudi, All | Novice (Beginner) | Through friends |
| 113 | Yes | 2003-09-28 | School Student | Yes, Bharathanatyam | All | Intermediate | WhatsApp |

Source: Kalahut company files.

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