

MARKET ANALYSIS



Objective: Enabling a step change in consumer experience and perception towards Flipkart & TBBG



Phase 1 FLIPKART EXPERIENCE

Begin building the exceptional Flipkart experience by promotional activities and immersive advertisements

Customer gets enticed by online shopping experience

Phase 2 UNIQUELY FOR YOU

Launch across new category segments and develop new services and strong supply chain capabilities

Pampered by premium experience & new initiatives

Phase 3 MY SHOPPING GUIDE

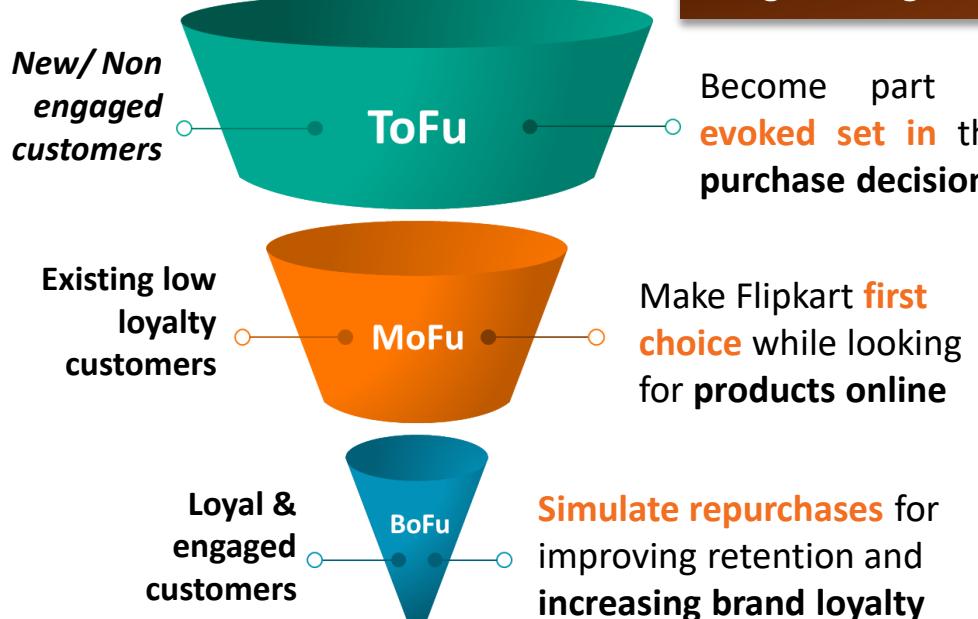
Develop capabilities to customize products according to the customer's unique lifestyle and needs

Personalized products for ultimate shopping experience

The **BIG** Idea

1

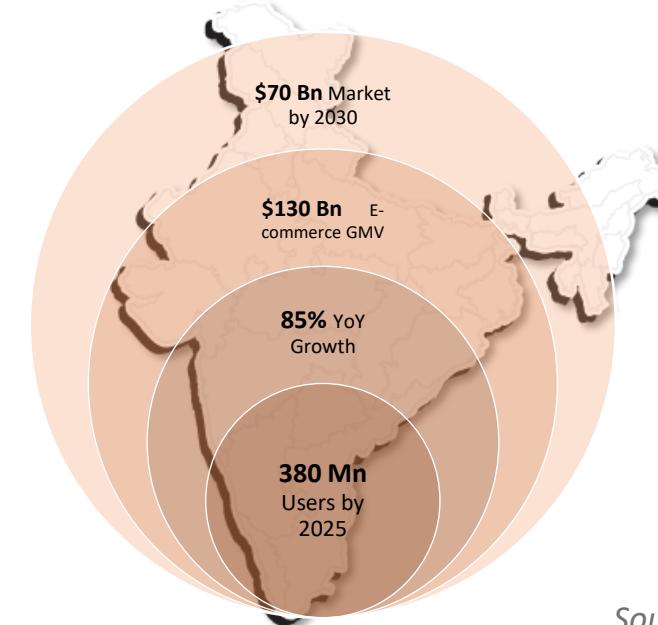
Identifying our Customers



2

Estimating Size of Market

Market Potential



Source: McKinsey & Company

Your Ideas. Maximised.

wired

MARKET SCENARIO

OVERVIEW OF MARKET OPPORTUNITY AND OVERALL DESCRIPTION OF TELEVISED SPORTS



MARKET SCENARIO



IDENTIFICATION OF ISSUES



BUSINESS MODEL



IMPLEMENTATION ROAD-MAP

KEY FACTS PERTAINING TO TELEVISED SPORTS

Sources: WARC India, IBEF, Bain

64.48mn

Weekly viewership
on most popular
Sports channel

90.9%

Indians have played
or heard about Kho-
Kho sports

67.6%

Individuals watch
sports they have
played in past

\$1.5bn

Total Revenue
generated by
sports television

\$4.7bn

Total revenue
generated from
sports equipment

30.27%

Indians who watch 2
or more sports on
television

1

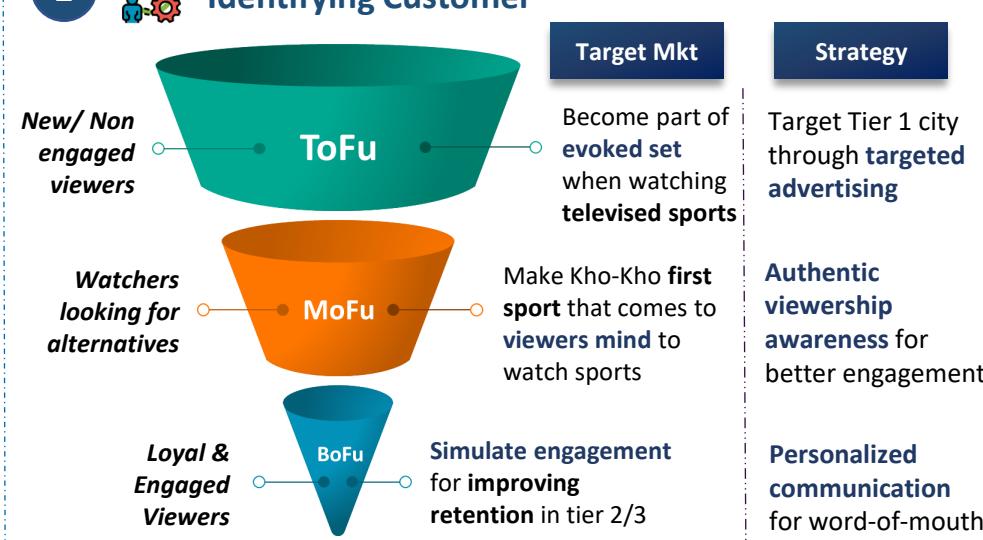
Potential of Kho-Kho



Nostalgia & Fond Childhood Memories identified as primary factors that can influence viewership

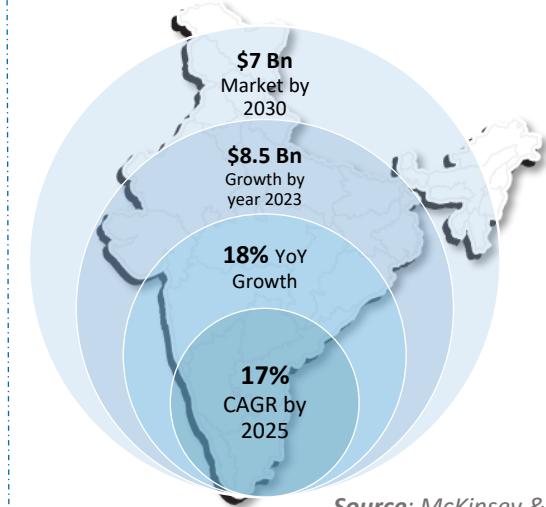
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Identifying Customer



4

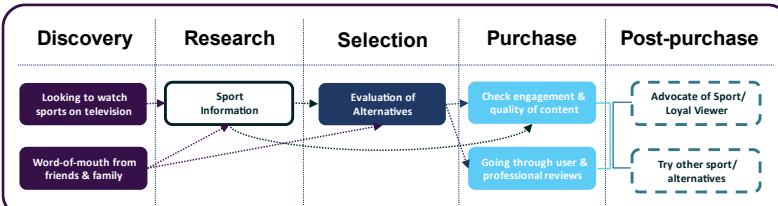
Estimating Market Size



Source: McKinsey & Company

3

Mapping Viewer Journey



O

TV Sports to generate \$8.5bn by 2025

O

India to have 17% Ad revenue by 2023

O

Indians watching 2/more sports to rise

- Emotional and tradition mentioned to be key driving factors to view the sport
- Excitement & Fun said to be feeling sport induced
- Deep connection with the sport among viewers

INDUSTRY SCENARIO



MARKET SCENARIO



IDENTIFICATION OF ISSUES



RECOMMENDATIONS



IMPLEMENTATION ROAD-MAP

KEY FACTS PERTAINING TO ELECTRONIC VEHICLES

Sources: WARC India, IBEF, Bain

200Km

Can be travelled by Electric Vehicles

15%

Market share of e-trucks by 2030

40%

Fall in cost of EV batteries by 2027

B-100

Sale is the only mixture allowed

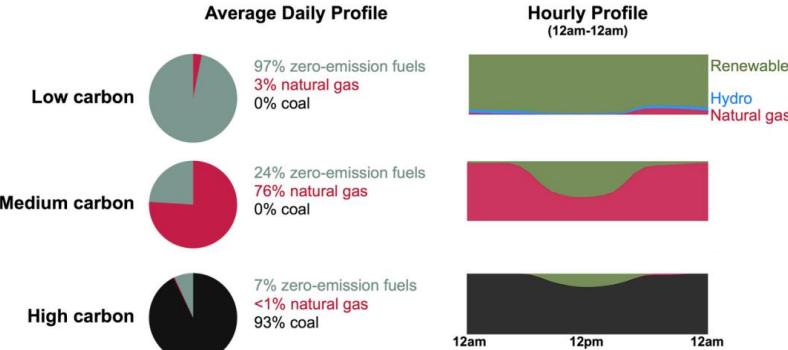
2.5X

Increase in energy density by 2030

1



Innovative Technology



- B-100 biodiesel** is an EPA registered fuel shown to reduce emissions of hydrocarbons, carbon monoxide & particulate

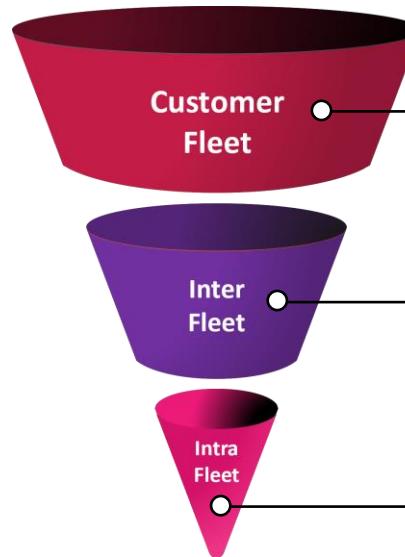
- Hybrid electric vehicles** are powered by internal combustion engine & electric motors, using energy stored in batteries

- Ethanol blending with Flex Fuel Engines** is also a suggested technology that can be adopted

2



Alternative Fuels Adoption



Options Cited

- Electric vehicles + Hybrid for at least 300 Kms
- Hybrid (plug-in hybrid electric vehicles) with ICE of diesel and electric motors
- 100% Electric vehicles should be used from the get go

Strategy

Short term – Hybrid model as the country-wide infrastructure doesn't support EV for long distances

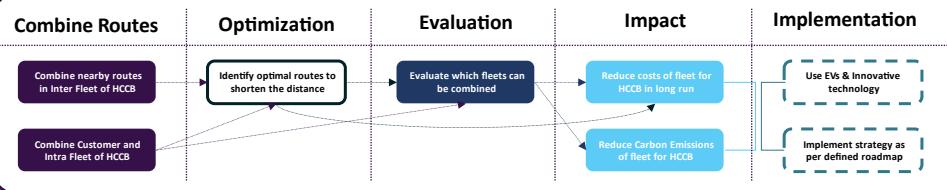
Long term – Shifting to Biodiesel & Ethanol Blending

EVs are the cleanest source of energy in the sector

3



Mapping Reroute Approach



4



Financial Impact

| Type | Total Emission |
|---------------|----------------|
| Current Fleet | 26730 |
| PHEVs** | 1485 |
| Full Hybrids | 3514.5 |
| Pure Evs | 0 |

High reduction in Carbon Emission can be observed

- Further assumption is made that all emissions are Tailpipe Emissions

- Distance Travelled is assumed to be same

- PHEV refers to Plug-in Hybrid Vehicles

[Link to detailed analysis](#)

BEATING DIABETES IN KERALA



EXISTING PROBLEMS

KEY FACTS PERTAINING TO KERALA MARKET

Sources: *The Lancet*, TRAI 2022



COMPETITOR ANALYSIS



TARGET SEGMENT & GTM



CUSTOM CARE PLAN

No. 8

GDP per Capita
State in India

87%

Residents have
Internet access

12%

YoY expected GDP
growth in Kerala

2.2X

Rural Individuals, 19%
male & 22% female

4X

More Languages
are spoken in South

1



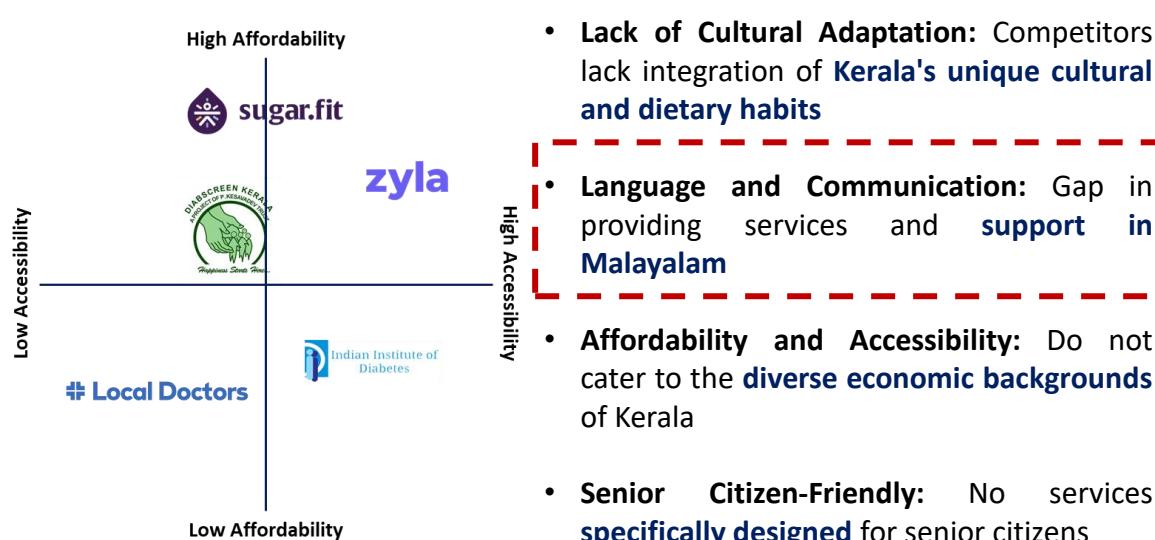
Customer Pain Points

- Not Credible
- Remote Care Challenges
- Minimal Options
- False Discount
- Low Awareness
- Emotional Impact Cping
- Lack of Trust
- Tech Usage Difficulties
- Balancing Life Demands
- Confusing Interface

3



Competitor Landscape



2



Insights from Research

- Lack of Trust & fear of trusting online platforms
- Difficulty in understanding and using digital healthcare tools
- Accessibility and affordability of regular health check-ups
- Overcoming language barriers in accessing healthcare information
- Challenges in customization of Diet plans

4



Why Select Kerala

Top 5 states in India in penetration of Diabetes in % Diabetic + Prediabetic

| State | % Population |
|------------|--------------|
| Puducherry | 52.1% |
| Goa | 46.7% |
| Sikkim | 44.1% |
| Kerala | 43.8% |
| Chandigarh | 36.0% |

The total size of affected population in Kerala is **15mn**

That is ~50x of Sikkim, ~35x of Chandigarh, and ~33x Puducherry

Kerala has the highest literacy rate in India

WHY KERALA HAS DIABETES

| | | | | |
|---|-----------|--|---------------------------------------|--|
| Correlation b/w Diabetes & Meat Consumption | 2X Likely | Rising cases of Diabetes over the last 5 years | Individual in Kerala to have Diabetes | Increase in no. of Diabetes patients in 2023 |
| 74% Likely | 25% Rise | 5X Likely | 30% Rise | |