

MARKET ANALYSIS



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



The **BIG** Idea

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

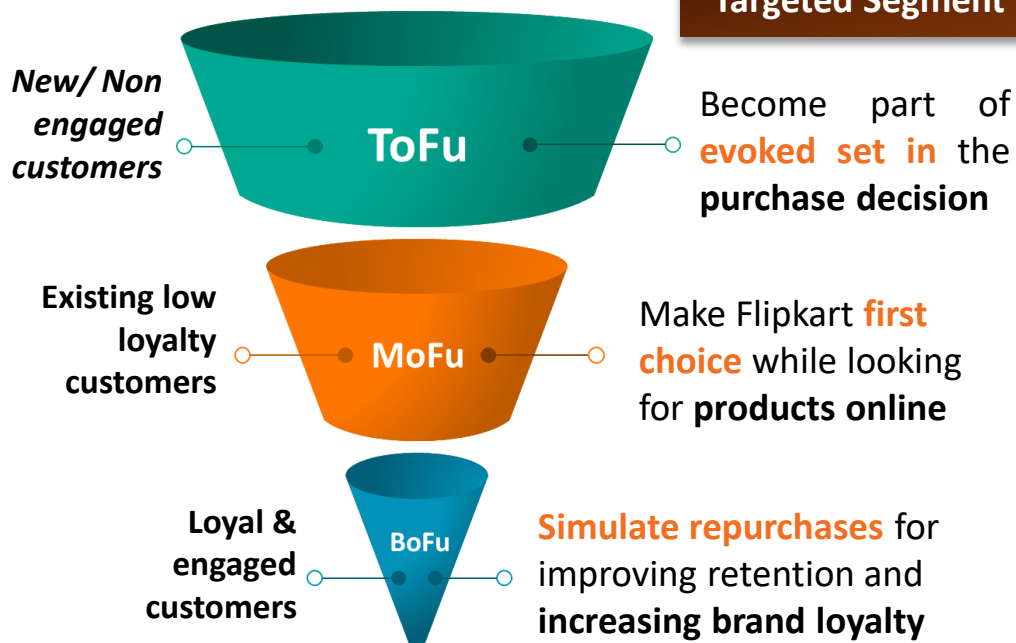
Develop capabilities to customize products according to the customer's unique lifestyle and needs

Personalized products for ultimate shopping experience

1



Identifying our Customers



Targeted Segment

Adopted Strategy

Value through **affordable deals** to increase downloads

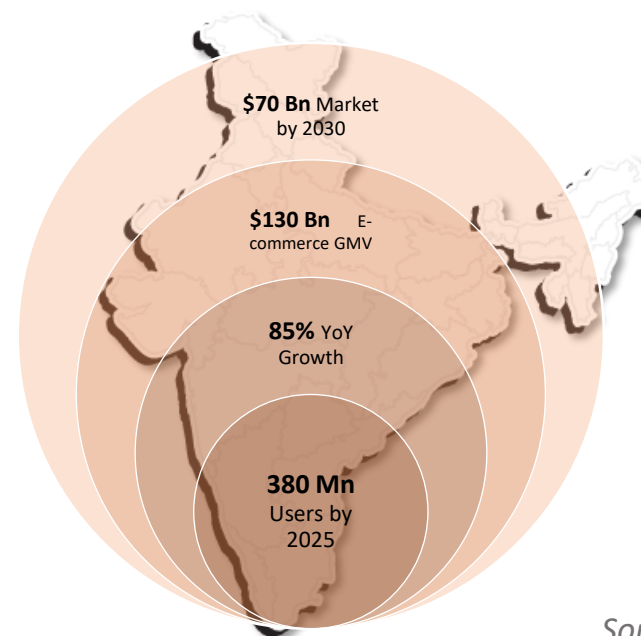
Improve customer experience to enhance engagement

Personalized communication to increase referrals

2



Estimating Size of Market



Market Potential

20% retail transactions occur online

200 Mn users engaged in E-Commerce

Untapped Market stands at **320 Mn**

Source: McKinsey & Company

Your Ideas. Maximised.



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



884 1,200

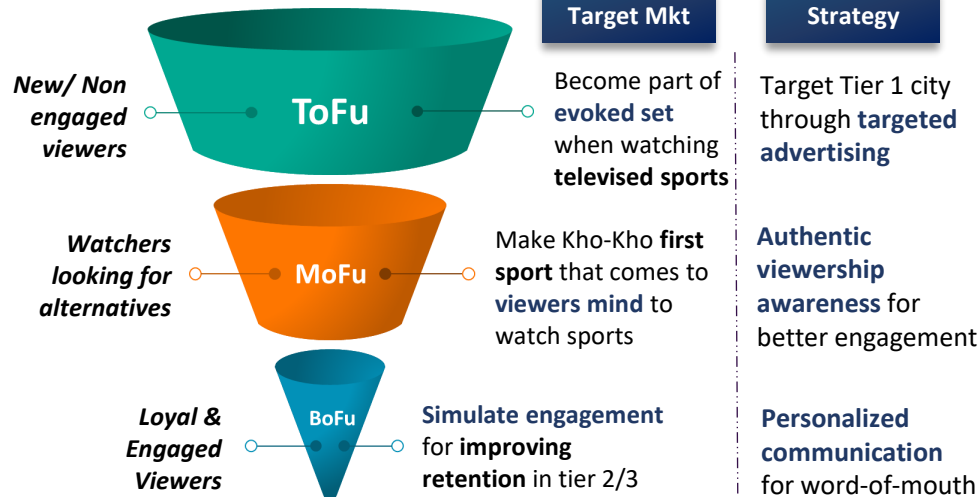
Rush of Pleasure
Childhood Fun & Exciting Nostalgia
Emotional Connection Would Watch
Feeling the Game Traditional
Feel Energised

Word cloud based on Tweets mentioning Kho-Kho

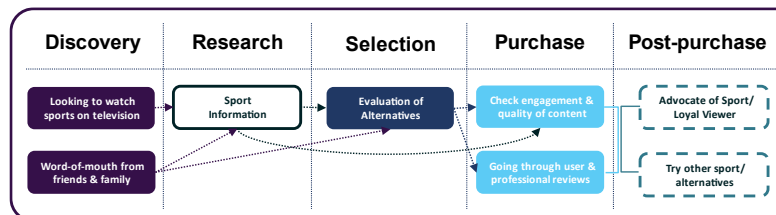
Nostalgia & Fond Childhood Memories identified
as primary factors that can influence viewership

- **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**

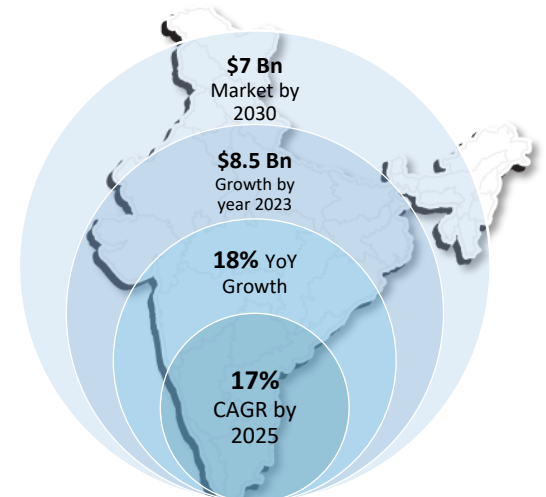
2 Identifying Customer



3 Mapping Viewer Journey



4 Estimating Market Size



Source: McKinsey & Company

TV Sports to generate \$8.5bn by 2025

India to have 17% Ad revenue by 2023

Indians watching 2/more sports to rise

INDUSTRY SCENARIO



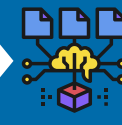
MARKET SCENARIO



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

Average Daily Profile

Hourly Profile (12am-12am)



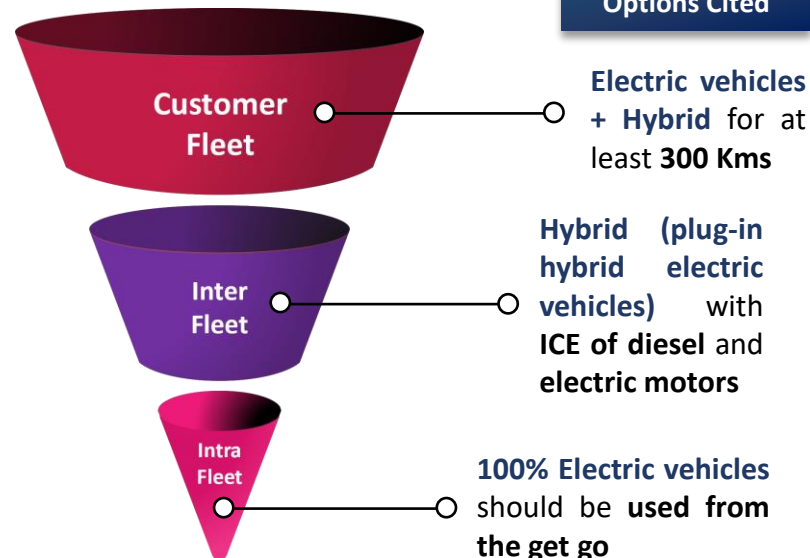
Levels of Carbon emission intensity based on fuel composition

- 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



Strategy

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

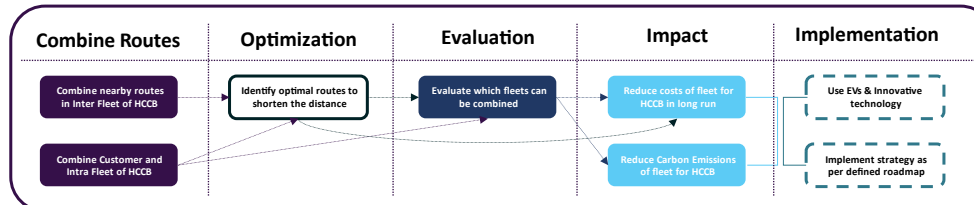
Long term – Shifting to **Biodiesel & Ethanol Blending**

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



COMPETITOR ANALYSIS



TARGET SEGMENT & GTM



CUSTOM CARE PLAN

KEY FACTS PERTAINING TO KERALA MARKET

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

Sources: The Lancet, TRAI 2022

1 Customer Pain Points



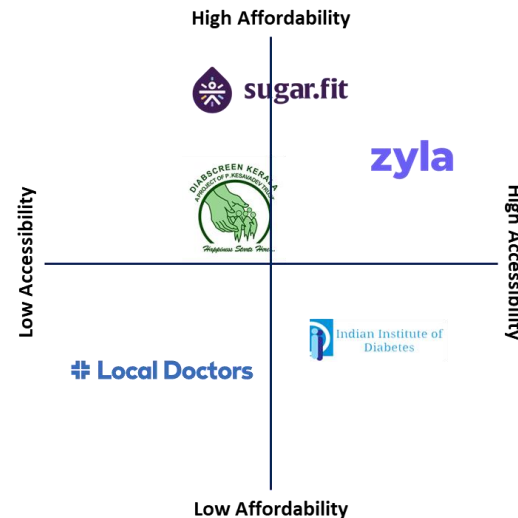
Not Credible
Remote Care Challenges
Minimal Options
False Discount
Low Awareness
Emotional Impact Cping
Lack of Trust
Tech Usage Difficulties
Balancing Life Demands
Confusing Interface

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

3 Competitor Landscape



- Lack of Cultural Adaptation:** Competitors lack integration of **Kerala's unique cultural and dietary habits**
- Language and Communication:** Gap in providing services and **support in Malayalam**
- Affordability and Accessibility:** Do not cater to the **diverse economic backgrounds** of Kerala
- Senior Citizen-Friendly:** No services **specifically designed** for senior citizens

WHY KERALA HAS DIABETES

Correlation b/w
Diabetes & Meat
Consumption

74% Likely

Low levels of
Knowledge on
healthy lifestyle

2X Likely

Rising cases of
Diabetes over the
last 5 years

25% Rise

Individual in
Kerala to have
Diabetes

5X Likely

Increase in no. of
Diabetes patients
in 2023

30% Rise

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