



How to find the best Start-up strategy for development

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**A Tale of Many
Indians**




Lessons from Past | Localization key to sustainable growth




“Globals”
>\$ 31,000



“Strivers”
\$15,500 --
31,000



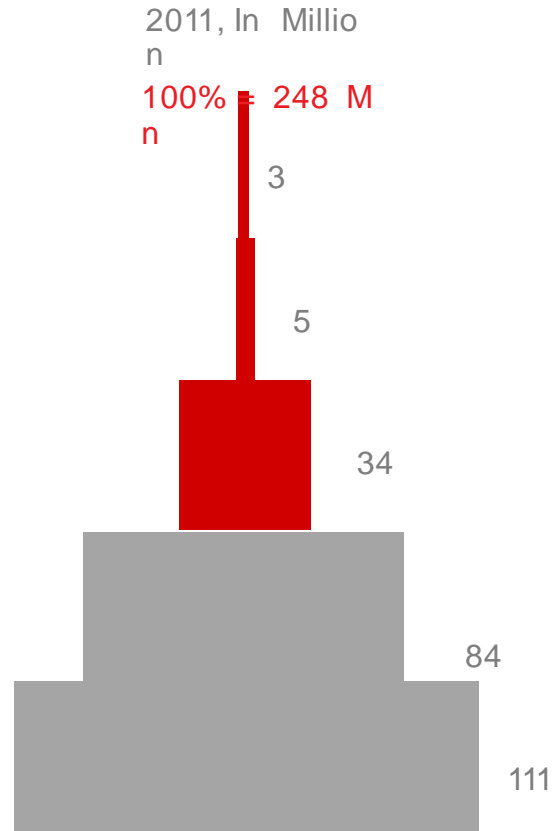
“Seekers”
\$6,200--
15,500



“Aspirers”
\$2,800-
-6,200



“Deprived”
<\$2,800



Diet Coke at a premium for Globals
Rs 35



Coke Cans for Strivers
Rs 25

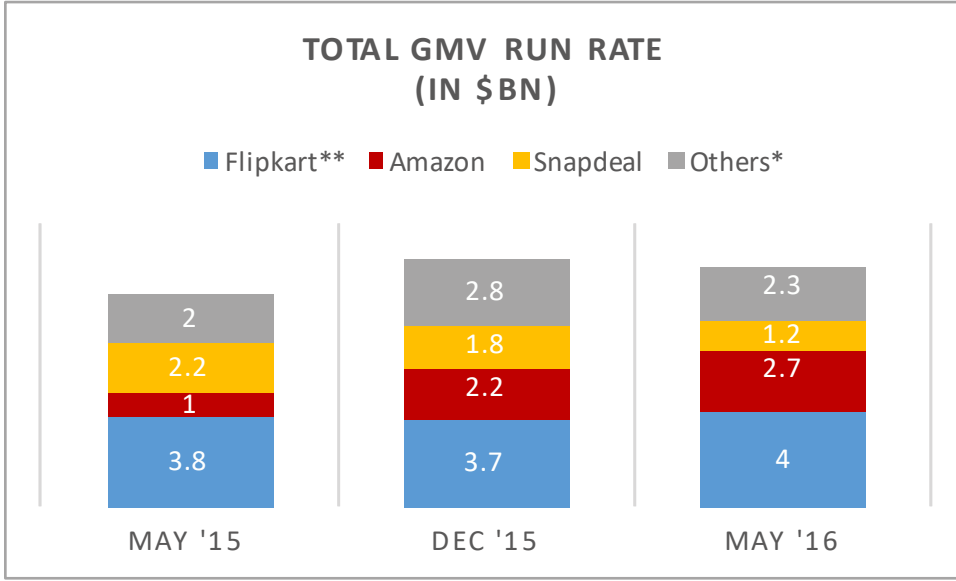


PET Bottle for Home Sharing for Seekers
Rs 20



Chhota Coke for Aspirers
Rs 5

Déjà vu | Digital pyramid is as real as the income pyramid



1035 Mn Wireless Subscribers

220 Mn Smartphones

150 Mn smartphones with data access

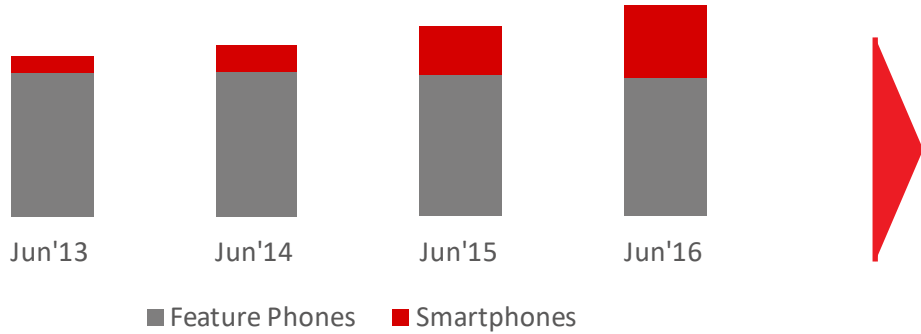
120 Mn Data Pack users

45 Mn Regular 3G/4G Data Users

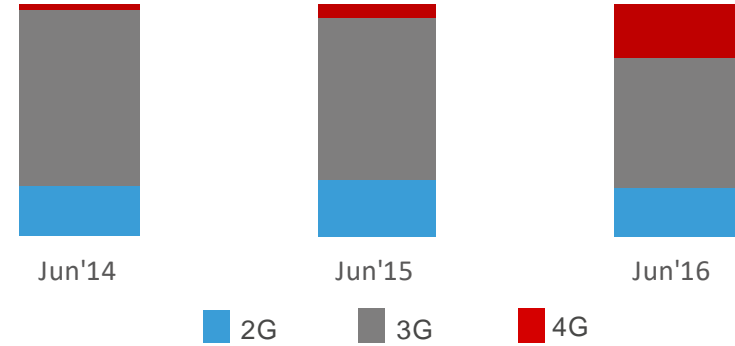
GROWTH INTERRUPTED
Only 45 Mn users powering India's Smartphone Revolution.
Everyone is after them.

The 80:20 Rule | Small set of users driving consumption today

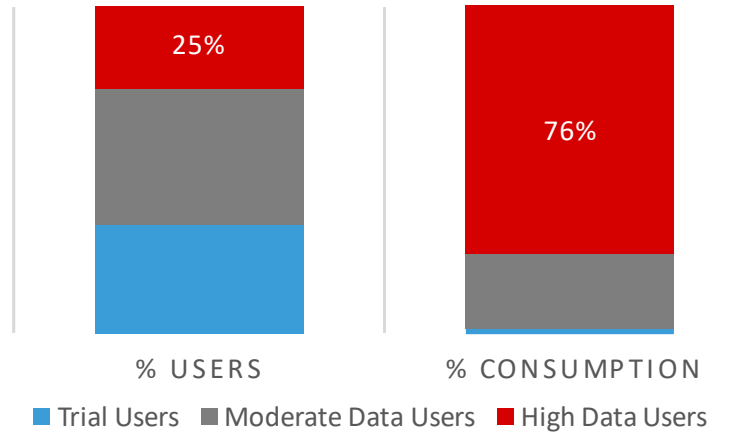
Smartphones growing at a tremendous clip



With 4G devices leading the charge



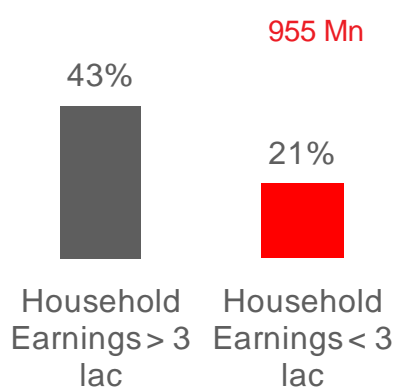
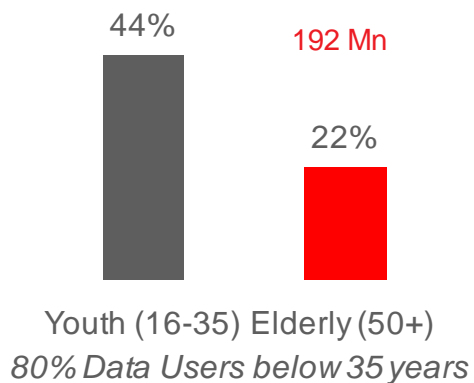
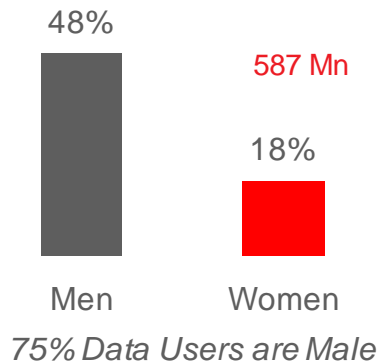
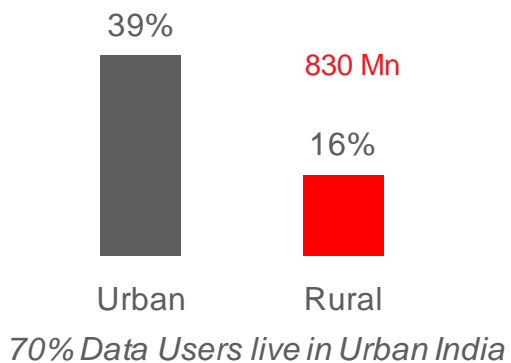
But consumption is skewed



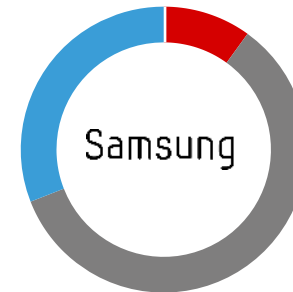
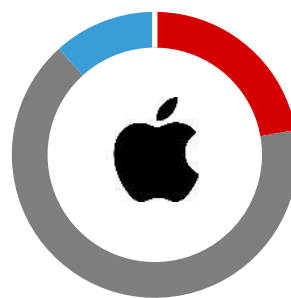
THE 80-20 IN DATA
~80% of the data consumption today is driven by ~20% of the users

Digital Divide Exists | Across Demographic segments, Handsets

Mobile Phone Penetration skewed towards the Young, Urban Male



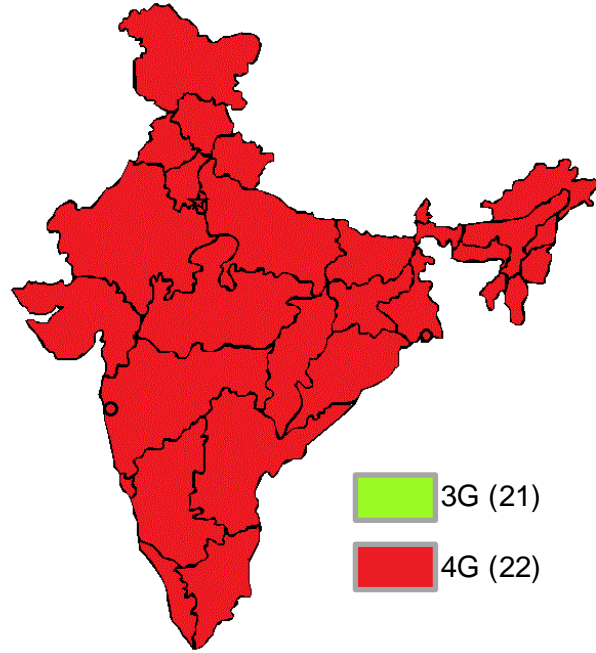
Data Usage skewed basis Mobile Phone Ownership



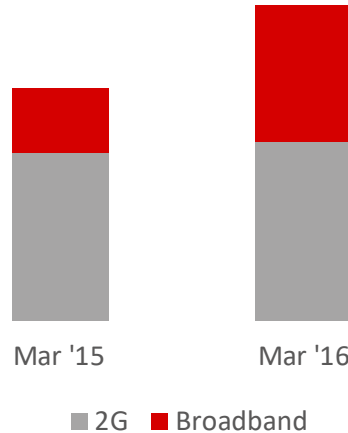
■ 2G ■ 3G ■ 4G

Massive Infrastructure Ramp-up

| Access no longer a constraint



Airtel Footprint
PAN India 3G & 4G
coverage

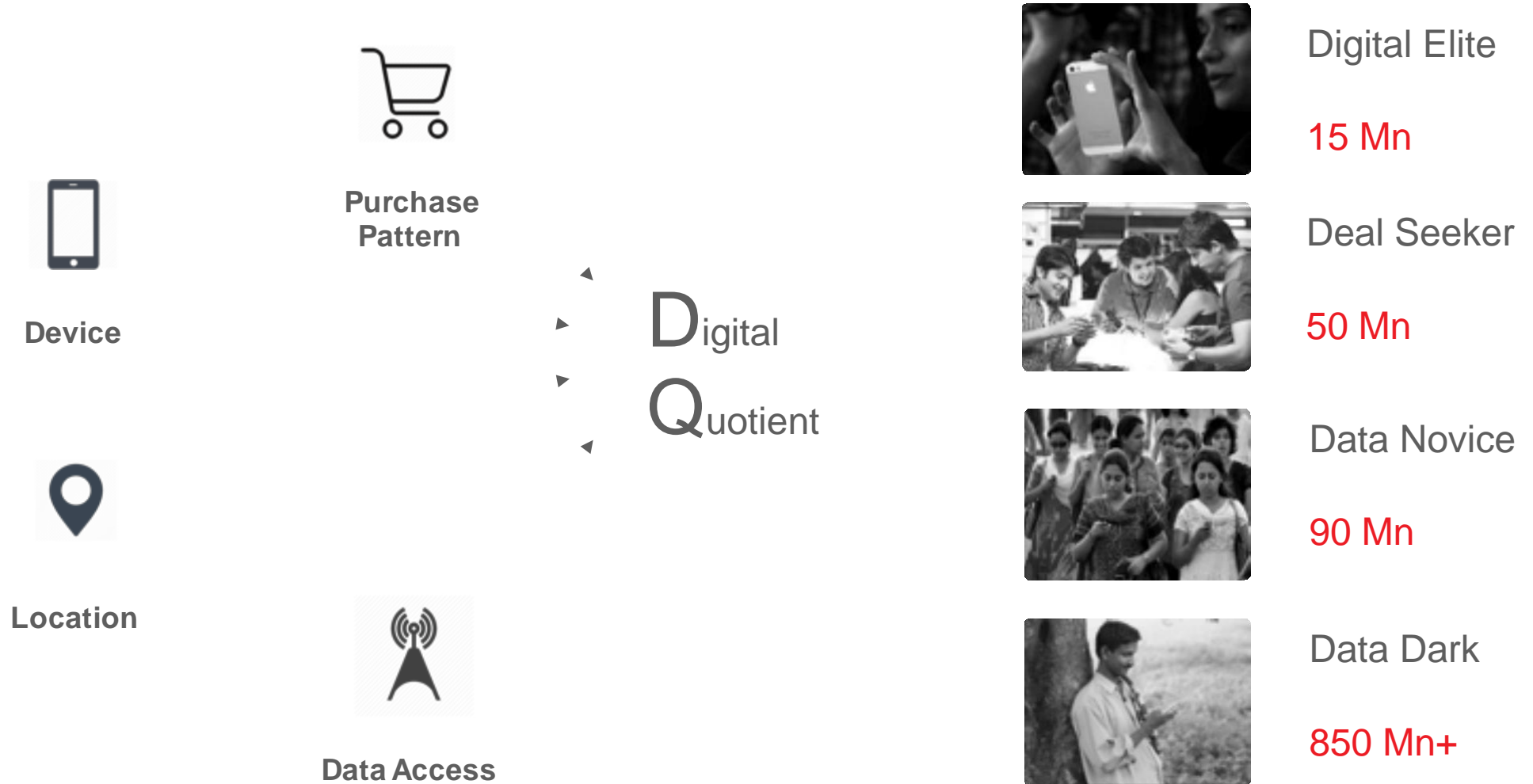


120% growth in Broadband
Sites Y-o-Y



Rs 60000 crore on Network
Transformation

“Digital quotient” not just a function of income



A. Digital Elite | Paying Premium for a Superior Experience



- Urban Professionals
- 25+ years & 60-80% Male



- Single SIM
- Billing: Postpaid or High Prepaid with WiFi Access

2 GB+



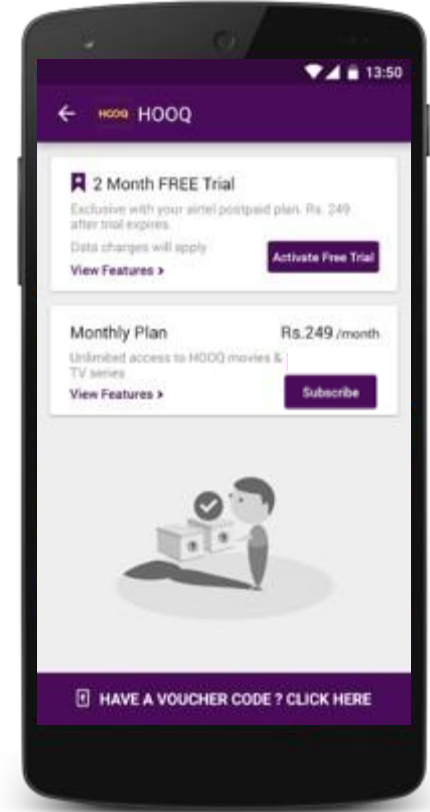
Online + Offline



Metros and Top 30 cities



Samsung GALAXY S



Selective Offers to Premium Users

B. Deal Seekers | Value money more than convenience



- Urban College Goers and First Jobbers
- 18-25 years: 60% Male



- Dual SIM
- Billing: Prepaid & Monthly
- Intermittent access to WiFi

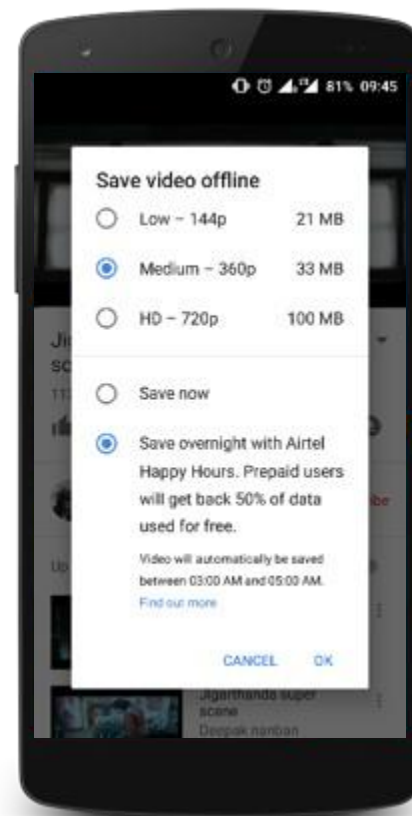
500 MB - 2 GB



Online + Offline



Tier 1 and 2 cities, towns in TN, AP, KK, NE, Kerala, Maharashtra, Gujarat



Happy Hours: Off-peak downloads to save data & drive consumption

C. Data Novice Need handholding in their online journey



- Semi Urban & Rural Youth – 18 to 25 years
- Urban Women – 35+ years



- Dual SIM
- Billing: Prepaid & Sachet or Monthly 2G

10 - 500 MB



Offline



Tier 2 cities in TN, AP, KAR, KER; Tier 1 in Bihar, UP, RAJ, MP, Orissa



 **cromax**
nothing like anything



Auto-play for new users

D. Data Darkl Smartphones used for entertainment, not internet



- Rural Men – 30+ years
- Rural Women – 18+ years



- Dual SIM
 - Billing: Prepaid; only voice sachets
- < 10 MB**



Offline



Tier 2 in Bihar, UP, Rajasthan, MP, Orissa



Assisted Model
Introducing users to internet

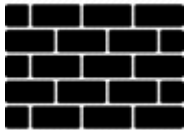
Unlocking 1 Bn | Different strokes for different folks



Build your product to be adaptive



Spend to acquire but get the math right



Go beyond digital. India is physical.



Partner for reach and distribution



THANK YOU