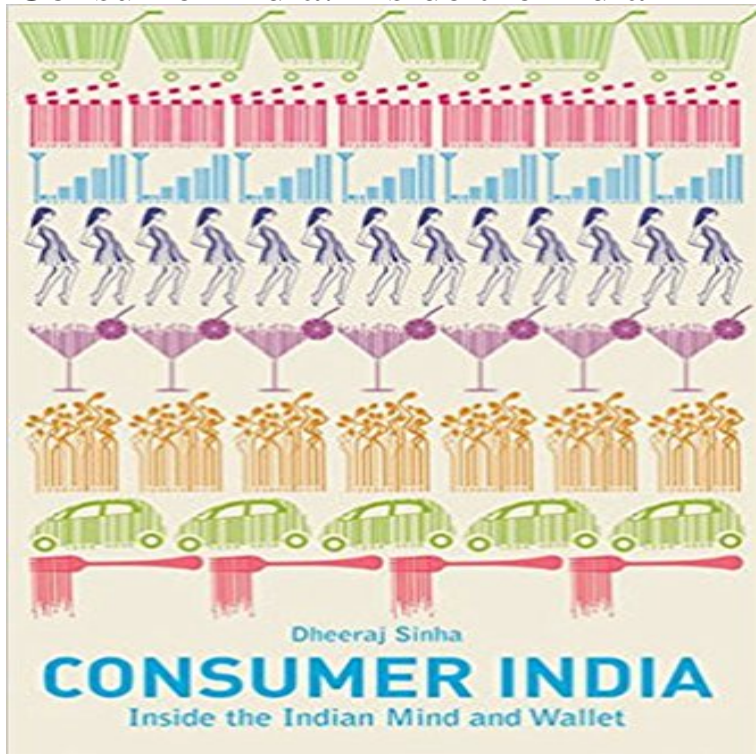


Consumer India: Inside the Indian Mind and Wallet



A richly insightful account of one of the most significant transformations in the world today. Dheeraj Sinha's intelligence vividly illuminates the intersection of culture and commerce in New India. Adam Morgan Founder eatbigfish Among the many books I have read on the cultural evolution taking place in India, this is perhaps the most insightful. It does not just map mindset changes; it does so with the certainty of a person who has lived the changes as much as he has witnessed them. Every marketer should keep this book on his office desk as a ready reckoner. Ranjan Kapur Country Manager India WPP India in many ways is a Nation of Nations. So much heterogeneity and hence complexity in understanding consumers and consumerism. Dheeraj has done a commendable job in peeling off the layers from the onion-creating frameworks and providing very relatable examples to understand the culture. For instance, Dheeraj has used Bollywood as an effective mirror to portray societal changes. Consumer India is a must-read for those who want to understand the cultural evolution of India with its nuances. Rajesh Jejurikar Chief Executive - Automotive Division Mahindra & Mahindra Ltd. A labor of love. For years, I have marveled at how Dheeraj's inquisitive brain continuously churns away to make meaning of everything he observes. His writing simultaneously reflects him as a sutradhaar telling the captivating story of a changing India, even as it does so with the unbiased and expert credentials of the computer-geek he describes here. Dheeraj insightfully marries the rapid changes he chronicles with the assimilative fabric of India; where and trumps or. Against the cliché change is the only constant, he underlines that in India, change works with the constant. Enjoy the ride on Dheeraj's time machine! Prasad Narasimhan Managing Partner, Asia Brandgym

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