

POWERED BY



FORECAST FOR THE NEXT FIVE YEARS

I believe...



R SESHADRI
Managing Director, Anugrah Madison

I believe a silent revolution is underway in small towns and rural India. A revolution that is sweeping across geographies (with some exceptions), across socio-economic classes and across age groups. A universe with a population base larger than some continents is finally beginning to wake up from its long and deep slumber. A population whose long suppressed desires are finally exploding and beginning to impact the economic life of our country.

While this process began some years ago, it is only recently that it has gathered momentum. And it is not just the ruling class which has realized its potential in changing their fortunes. The corporate honchos hitherto used to dealing with the familiar urban middle class is today grappling with the issue of demand for their products and services emerging from far corners of this vast country. From an emerging middle class who is still an enigma. The dominant share of small town and rural India in almost all categories of products - FMCG, Durables, Automobiles and Services is proof of the changing ground realities.

And I believe this change will only gather greater momentum in the next five years.



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