

INDIA SALES REPRESENTATION

YS & Associates 2020



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INDIA AT A GLANCE

India, a South Asian nation, is the seventh-largest country by area, the second-most populous country with over 1.37 billion people, and the biggest democracy in the world.

- The GDP is expected to grow at a stable rate of 7% (2019 to 2022) and increase thereafter.
- The Service industry contributes 54.4% to the Indian GDP.
- India attracts a lot of foreign investors. Cumulative FDI Equity Inflows accounted for US\$409.15 billion from 2000 to 2018.
- The major sector attracting the highest FDI equity inflows is the Service industry.

Bureau of Immigration recorded 23'942'957
outbound tourists from India in the year 2017.

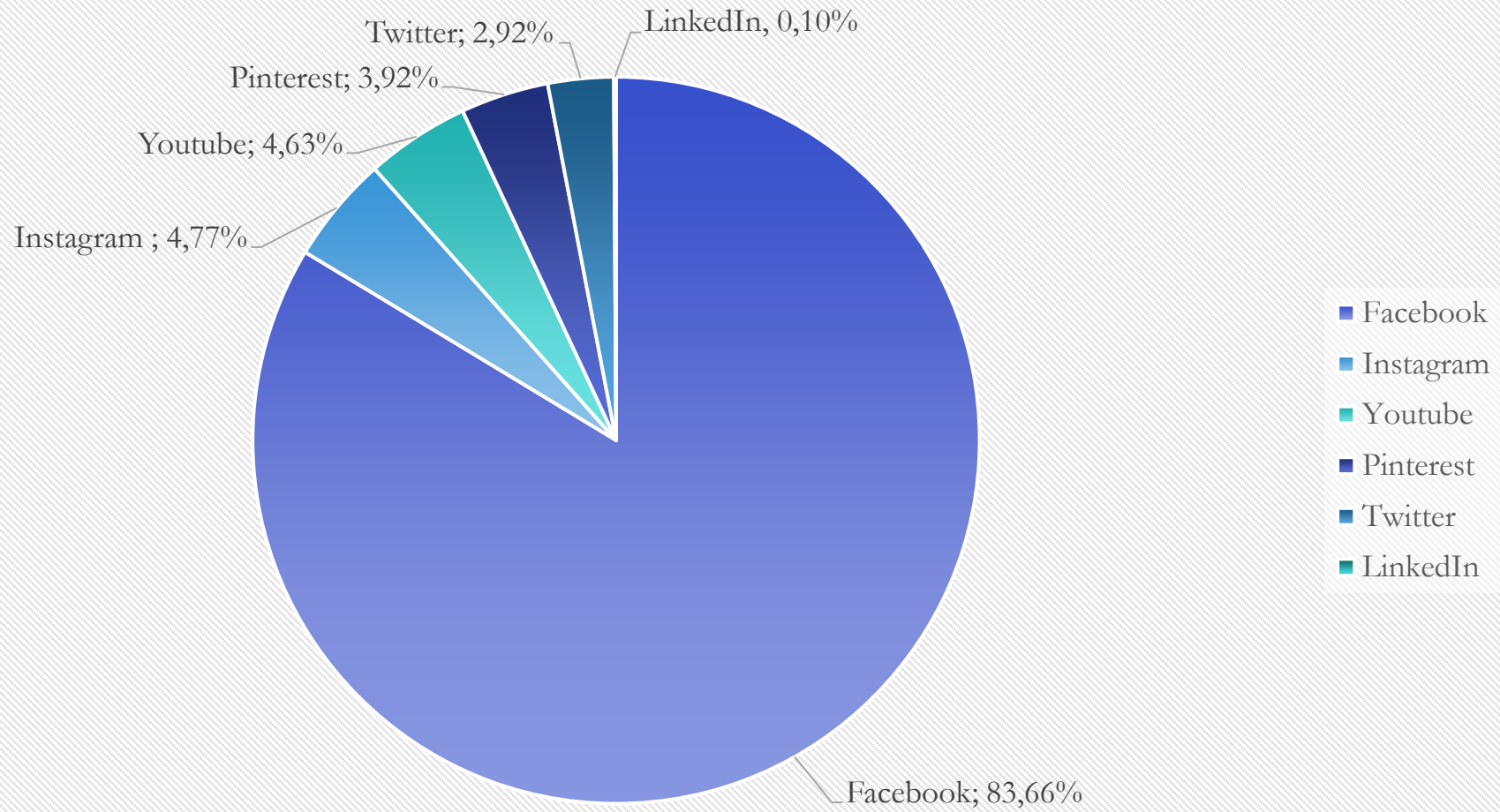
73% of the wealth generated in 2017 went to the richest 1%
(approx. 13'390'000 people). Between 2018 & 2022, India is
estimated to produce 70 new millionaires every day.



INDIAN DEMOGRAPHICS

- India is divided into 28 States and 9 Union Territories. There are more than 50 urban areas with a population of more than one million people.
- In absolute terms, India has 48.20% female population compare to 51.80% male population (2019).
- The current ranking of India's quality of life is 54 out of 77, giving it a quality of life index of 115.41.
- The average literacy rate is around 74 per cent.
- The birthplace of Hinduism, Buddhism, Jainism and Sikhism; it has also become home to Islam and Christianity.
- The median age in India (as of 2015) was 26.8 years old. India's average family size (as of 2011) was 4.45 members.
- Internet users in India will reach 627 million in 2019 (45% of the population); out of which an estimated 351.6 million use social media on a day to day basis.

Social Media Platforms usage (as of October 2019)



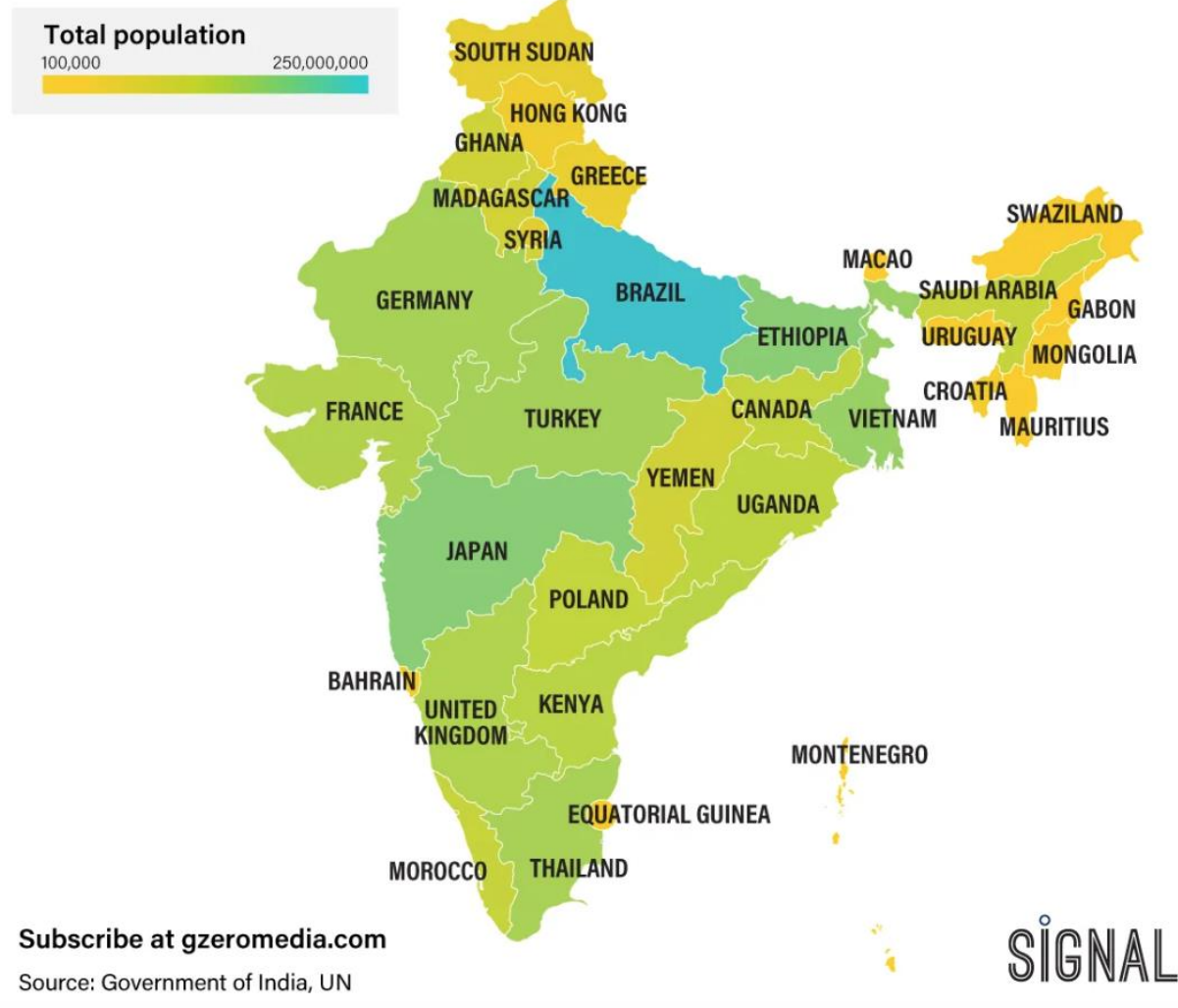


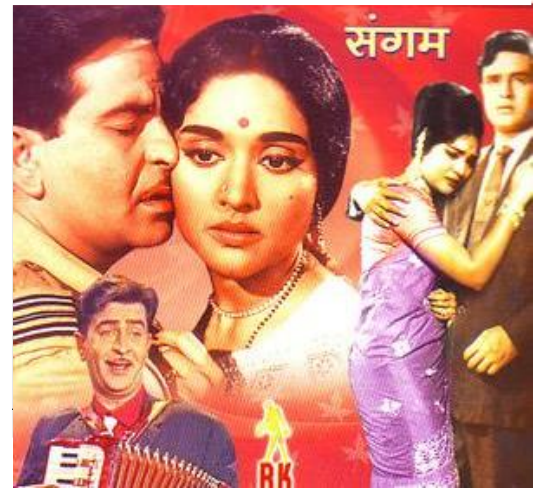
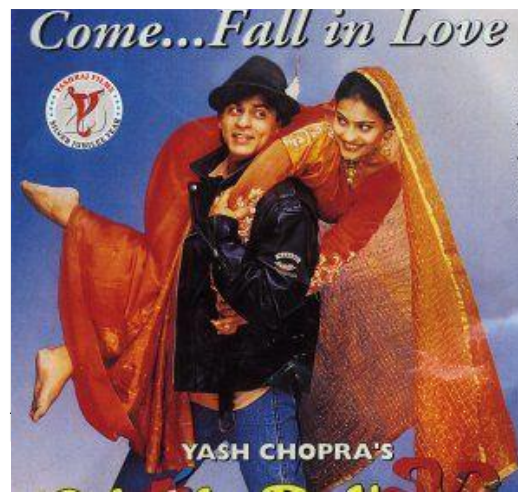
INDIAN CULTURE

‘Unity in Diversity’ – a phrase that best describes India.

- India is known for its vibrant society, hospitality, spirituality and more.
- It is a multi-cultural, multi-ethnic, multilingual and multi-religious society, celebrates holidays and festivals of various religions (approx. 20-30 grand ones throughout the country). Approximately 80% of the population are Hindus, dominating the Indian culture.
- The 2011 census identified 1’369 languages as mother tongues and 1’474 names which were relegated to ‘other’ mother tongue category. Further grouping resulted in a total of 121 languages, 22 of which are recognized by the Constitution of India. 44% of the population uses Hindi as their mother tongue.
- Caste system is an inherent part of the Indian culture. Although abolished in 1955, it is still prevalent in the minds of the people.

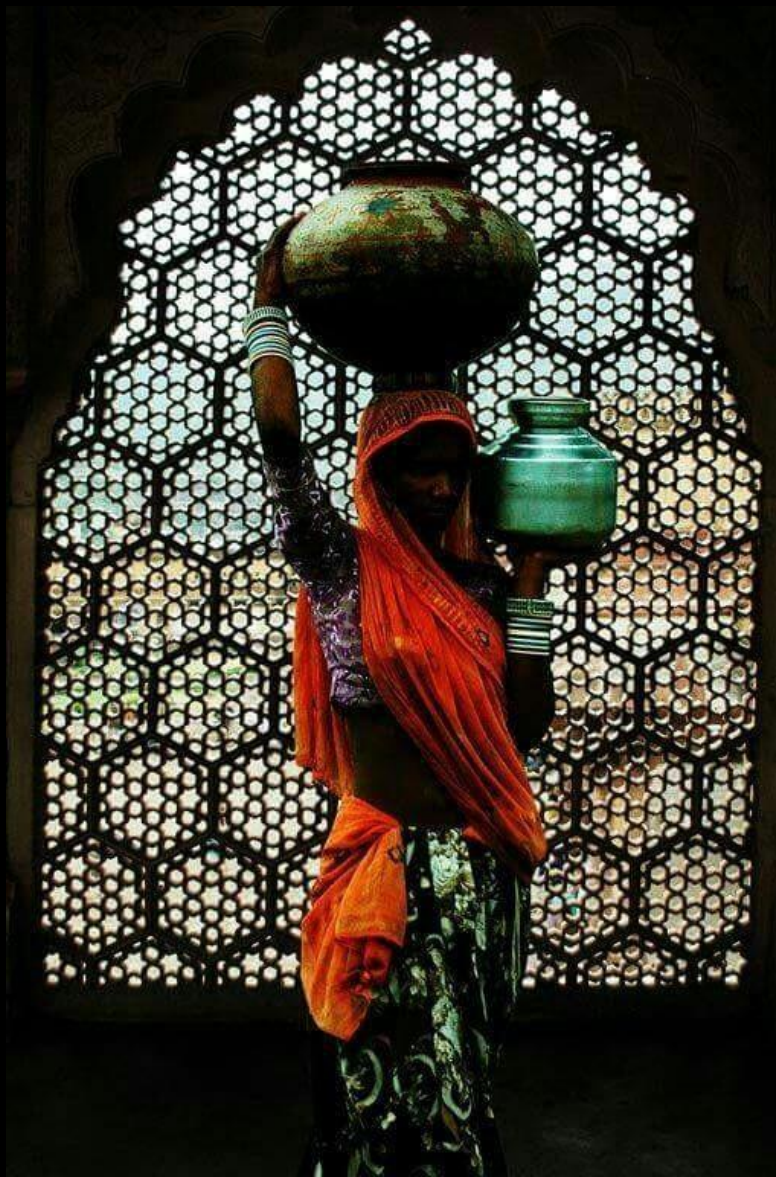
Every Indian state shown as a country with similar population





INDIAN CULTURE

- The diversity in food is just as much, if not more than the diversity in languages. India has the lowest rates of meat consumption in the world, with 40% of the population being vegetarians. The use of spices is exceptionally prevalent in India, and no meal is complete without it.
- Indians deeply appreciate art, music and dance; which is ingrained in their history and culture.
- Although Hockey is National game of India, Cricket is considered to be the most popular sport in India.
- Bollywood, the world's largest film industry, produces almost 2'000 films every year in over 20 languages.
- Family is the very heart of the Indian culture, the values and beliefs taught revolve around the collective well-being above one's own. There exists a strong sense of loyalty and respect between members of a family.



WHO IS THE INDIAN TRAVELER?

Encouraged by its pace-setting 7% GDP growth rate, rising personal income levels and changing lifestyles, huge middle class as well as the availability of low-cost fare air fares and diverse travel packages, India is becoming one of the fastest growing outbound travel markets in the world, second only to China.

- 73% of the wealth generated in 2017 went to the richest 1% (approx. 13'390'000 people). Between 2018 & 2022, India is estimated to produce 70 new millionaires every day.
- The rural population growth rate will turn negative in the next fifteen years. Tier 2 and Tier 3 cities are not to be ignored, their wealth is on the rise and they are now negotiating the service rather than the price.

The Indian Travelers can be broadly categorized as the following:

- Group Travelers – approximately 50% of Indians tend to travel in groups. This gives them a sense of security as well as assurance that they will get meals in accordance to their customs.
- Education Travelers – University students usually traveling with their family.
- Honeymooners – Switzerland is still considered one of the most popular honeymoon destinations in India.
- Individual Tourists – Young, urbane people from the major cities tend to travel individually.
- Business Travelers – traveling on behalf of the company, varied age groups.
- Indian Euro-travelers – they stop in Switzerland while visiting other European countries.

However, under each of these segments, they can further be categorized by their religion, caste, which part of the country they are traveling from, etc. These are the real factors affecting their behaviors, wants and needs.

We can help you understand India through your target market.

BROAD EXAMPLE:

NORTH INDIAN TRAVELER Rohan Sharma

- Aryan
- Speaks Hindi
- Prefers to wear Salwar
- Food – wheat, chapatti, lentils, eat more meat
- Flamboyant
- More hedonistic, fun seeking
- Brand conscious
- Social media active - for travel posts
- Travel a lot for personal business
- Pay more for indulgence

SOUTH INDIAN TRAVELER Rohan Venkatesh

- Dravidian
- Speaks Tamil
- Prefers to wear dhotis
- Food – rice, rasam (soup), yogurt, lentils
- Reserved, more discerning of value proposition
- More calculated risks
- Brand matters less
- Less active on social media
- Travel more for work - corporate job
- Experience in finer taste but still opt for value



POTENTIAL FOR SWISS MARKET

THE KNOWN:

- Switzerland and Bollywood have a long-standing relationship ever since the Bollywood movie, Sangam was first shot in Switzerland.
- Yash Chopra, a famous Bollywood director who shot the movie 'Dilwale Dulhania Le Jayenge', was named the honorary ambassador of Interlaken after his death in 2012, and a statue of him holding his camera was unveiled there in 2016.
- In 2017, Ranveer Singh, a famous Bollywood actor was chosen as the ambassador for Swiss Tourism in India.
- Bollywood has been one of the key factors in driving the Indian market to visit Switzerland, despite its reputation for being expensive.
- With an ever-increasing number of Indian tourists looking to holiday in Switzerland, the tourism board of Switzerland is aiming for one million Indian visitors by 2020. India is currently the eighth largest market in Switzerland, from international tourist inflow point-of-view. This number is however less during autumn-winter months. May and June on the other hand sees 70 percent of the total Indian tourist inflow.




THE OPPORTUNITY:

- Over the span of 10 years, the number of overnight stays by Indian visitors to Switzerland, more than doubled from 327'300 in 2008 to 739'185 in 2017.
- Indian seasons are different to the European months which when targeted correctly, can prove to be very profitable during off-season (times of low occupancy – April, May, October).
- Winter tourism is on the rise due to huge social media influence.
- Indians are no longer choosing just a country to visit, they are choosing particular properties to have certain experiences in.
- There has been a growth in the number of affluent individuals in India therefore, increasing the demand for Aspirational travel.

WHAT CAN WE OFFER

- India-centric Strategy
- Cultural Briefing
- Trainings

+

- Public Relations
 - Social media coverage for
the Swiss hotels in India
-   
- Print media coverage

+

- Marketing Visits
- Custom tours or marketing
trips to tier 1 cities and
borderline tier 2 cities.

Tier 1 cities: Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai, Ahmedabad, Pune

Tier 2 cities: Amritsar, Allahabad, Jaipur, Kochi, Goa, etc.



Thank you

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