



# MAKE IN INDIA

## DIWALI SPECIAL



CONSUMER CONNECT INITIATIVE

# Businesses go aggressive on sales this festive season

The wide customer base and demand for a variety of festive gifts gives small businesses a chance to treat festive season as a period of business opportunities



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India is in the middle of its festive season. The festive season between October and December is an important period for all manufacturing units of retail goods. With Goods and services tax (GST) settling down, trends from August and September are clearly indicating that the consumers are back in the shops.

**OPPORTUNITY TO woo CUSTOMERS**  
This festive season

is also a huge opportunity for manufacturers of retail products to go aggressive on their sales.

According to reports, sales of cars, televisions and refrigerators increased more than 15 per cent this Navratri and Dussehra from last year, pointing to bumper business in the run-up to Diwali and calming concerns that the currency swap and the goods and services tax (GST) will have a prolonged impact on consumer sentiment.

Banks too are doing their bit to attract the retail customers. Record low corporate demand for loans is forcing banks to dole out offers this festive season to attract automobile to iPhone buyers. From EMI waivers and home loan cashbacks to interest rate cuts and waiver of processing fees, banks are trying every trick in the book to pump up retail growth.

### INDIA RISING

Clearly laid down policies in key areas like infrastructure, sanitation, rural and urban housing, digitisation, foreign investments, banking and finance, taxation, education, defence, etc. are now showing good results. Fast track decision-making supported by efficient public spending is proving to be the key for India's rapid rising on global circuits. India has achieved 87 reforms in 21

sectors, so far.

Further, the central government's ambitious plan of building homes for all by 2022 is set to stir economic revolution worth \$ 1.3 trillion, which is higher than Mexico's GDP, creating 60 million new houses and over 2 million jobs annually.

Ajay Nair, COO, JP Infra, a Mumbai-

the organised developers will help urban realty sector usher into a new era where efficient homes will be provided at reasonable prices to home buyers," he says.

On the other hand, India's digital push will help make a \$ 6 trillion economy - the third largest in the world - in the next 10

India's start-up revolution is at its peak witnessing a spark of entrepreneurship, especially among Indian youths. With this, new innovations, improved products and services and employment scalability is becoming a norm for a new India.

According to Meenakshi Gupta Jain, CEO of

Interestingly, the growth and scalability in the sectors like BFSI, retail, health-care, logistics and education, etc. is giving rise to the prospects of many supportive industries. For instance, technology-driven surveillance industry is rapidly growing due to increase in IP infra-

structure and demand for remote access. Thus, India's video-surveillance market is set to grow at a CAGR of over 13 per cent from 2016 to 2022.

Sunil Udapa, managing director, Securens Systems Private Limited explains that India has witnessed mature

markets moving forward and technology enabling growth sectors such as BSFI, retail, warehouse, logistics and other service sectors like hospitality, educational institutes. "These verticals demand a strong support from a tech-based surveillance sector," he adds.



India's competitiveness is supported and reinforced by steady progress with economic reforms, and the show will continue

Helper4U, unless the bottom of the economic pyramid is taken along, it will pull down anyone attempting to rise. "Today there is lot of a focus on meeting aspirations of the bottom of the pyramid. The time is also ripe for social entrepreneurs, as an eco-system is developing to support them with accelerators and funds willing to invest in them," she explains.

based urban realty development company, informs that the central government's vision to provide housing for all will bring unprivileged populace under housing cover in urban and rural India.

"The government has already approved 1.88 million urban houses and the pace is increasing. With formalisation of the real estate sector and the RERA coming in,

years. Post demonetisation, India is rapidly shifting to a cashless platform. Digital transactions in September alone rose to the second highest monthly level by value since the government's demonetisation exercise. This is giving a further push to consumption of FMCG goods. It is projected that the FMCG segment worth \$45 billion will be driven digitally by 2020.