

The background of the slide is a photograph of the Taj Mahal in Agra, India, taken from a distance across a reflecting pool. The sky is a clear, pale blue. The text is overlaid on the center of the image.

# Designing Products for Indian Market Challenges and Solutions

**Manish Gangey**

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# INTRODUCTION : FOCUS OF PRODUCTS

1

Hardware

2

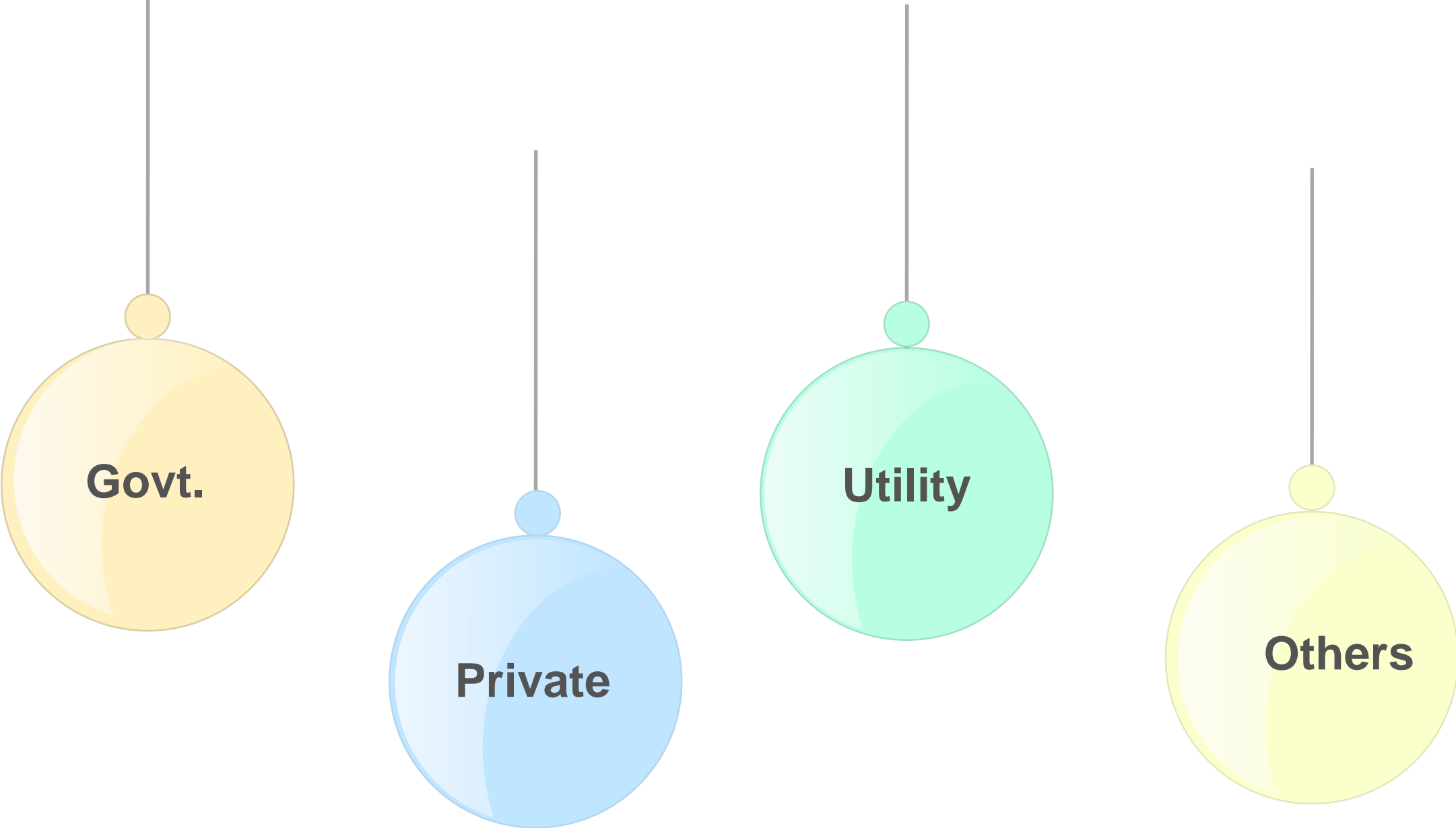
Telecom

3

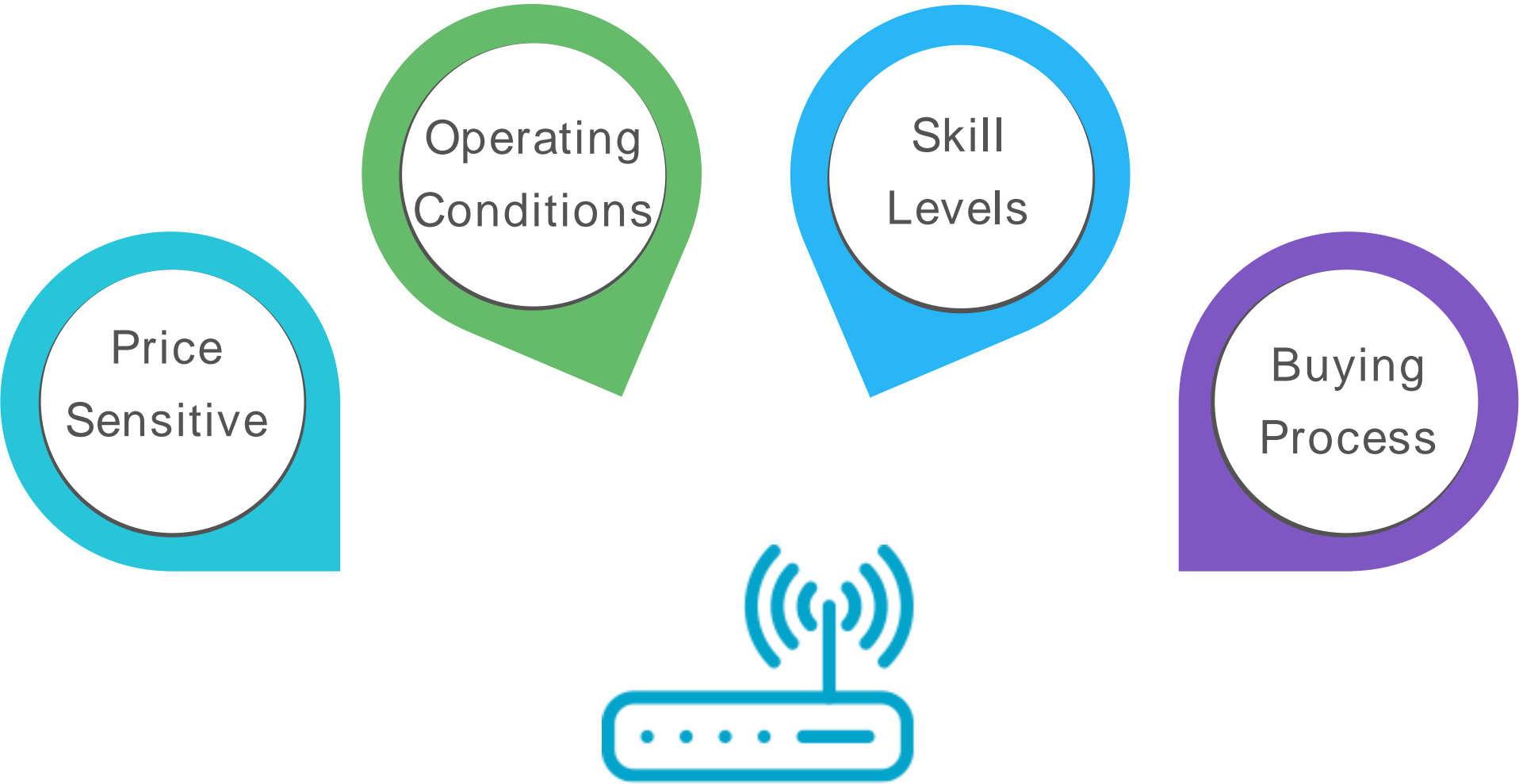
Operators

# CHARACTERIZE YOUR TARGET MARKET

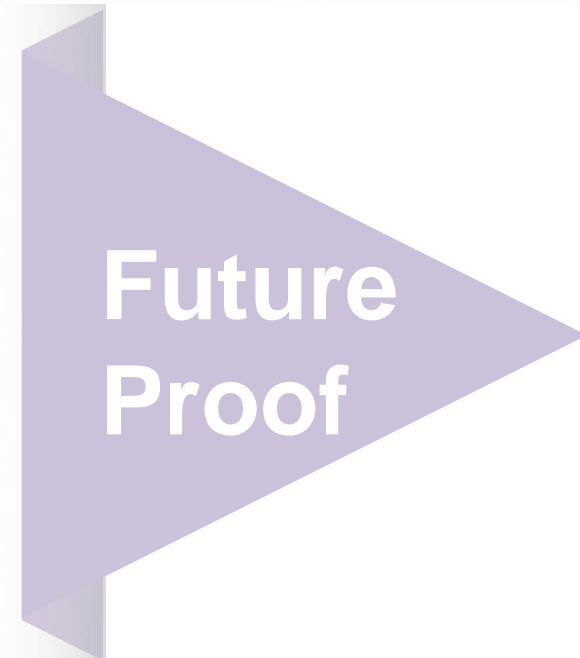
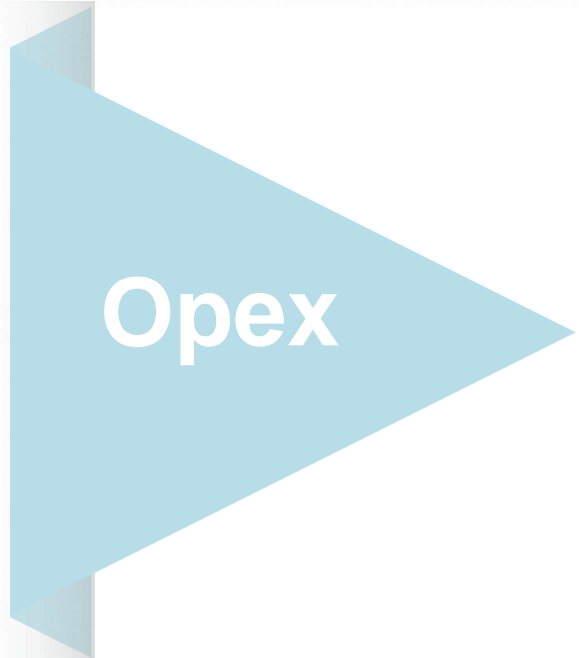
## Identify market segments



## Typical Characteristics



# STUDY YOUR COMPETITION : SUSTAINABLE DIFFERENTIATION



# PRODUCT DEFINITION AND DESIGN BASIS



# VALIDATE ASSUMPTIONS

1

**Market**

2

**Customers**

3

**Performance**



THANK YOU!