

# mantra

Perspectives from KPMG in India

1

## **Managing today, thriving tomorrow – prioritising digital strategy: how India’s businesses can invest in customer centricity**

*By Julio Hernandez, Global Lead – Customer Center of Excellence; U.S. Customer Advisory Practice Lead, KPMG in U.S. and Aditya Rath, Partner – Business Consulting, Lead Future of Sector Program KPMG in India*

Companies that had invested significantly in digitalisation have been far more effective in serving customers, maintaining supply chains, and connecting with employees amid the unfolding tragedy of COVID-19, which has exposed many fault lines, and not just the relative maturity of the country’s digital transformation efforts.

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2

## **The blueprint for consumer companies for India: a new consumer is now at the forefront – financially and socially conscious, tech-savvy, and insightful**

*By Harsha Razdan, Partner and Head – Life Sciences, Consumer Markets and Internet business, KPMG in India*

The uncertainty posed by COVID-19 brought in unexpected pressure, thereby making the traditional avenues for consumption growth ineffective. Here are some interesting insights on consumer behaviour that have evolved during the pandemic, under six major themes.

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3

## **Leakages faced by organisations in the consumer market sector: an outlook during the COVID-19 pandemic**

*By Mustafa Surka, Partner – Forensic Investigations, KPMG in India*

Despite the substantial short-term contraction in consumer spending caused by the pandemic, it is expected that consumer spending in India will quadruple by 2030, owing to a rise in middle-class households with higher disposable incomes, dynamic spending behaviour of millennials and strong surge in rural consumption

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4

## **Insight-led business improvement opportunities while navigating COVID-19**

*By Manuj Ohri, Partner – Transformation C&O, KPMG in India and Sankara Subramanian, Partner – Lighthouse, Data and Analytics, KPMG in India*

The second wave of COVID-19 across India has brought in unprecedented challenges for business. We look forward to the future with a hope to emerge stronger from this crisis and the role of data and the right insight has become even more critical especially when a decision taken on the basis of incomplete or incorrect data can lead to wastage of critical resources.

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5

## **Making India self-reliant: measures and benefits making a mark**

*By Harpreet Singh, Partner – Indirect Tax, KPMG in India and Manoj Pardasani, Chartered Accountant*

Amidst the pandemic and after a long clamour for fiscal stimulus, the Government of India (GoI) has come up with various initiatives. With India being a big consumer market, these initiatives are expected to not only catapult FDIs in the Indian manufacturing sector but also ensure that India secures an integral position in the global supply chain.

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