



CHRISTIAN ENTREPRENEUR

Monthly News Bulletin of Christian Chamber of Commerce and Industry

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FROM THE CHAIRMAN'S DESK

Dear Members,

As 2017 dawns, I would like to wish you and your families the very best in the coming year. I hope and pray for your good health and happiness.

We can certainly look forward to 2017 with great hope after what has been a very positive and enjoyable year for the chamber.

I would like to thank our supporters for their backing throughout the past year. I hope that they were proud of the chamber's achievements, the strides made by the chamber in a short space of time is testament to the work being done by everyone. Without your support we would not have been able to make this progress. At the same time, we need more support to be able to push onto the next level and I'm hoping to see big crowds on a more consistent basis at our monthly meetings and seminars.

It really is a team effort here at CCCI. I wish to thank all the staff who do a wonderful job behind the scenes in running the chamber on a daily basis. We also have a large number of volunteers working in various roles around the chamber.

They have helped to grow the chamber to what it is today.

Our many sponsors are also invaluable to us and again I thank them for their continued support over the past year and look forward to building on our already good relationships with them in 2017.

As I've always said, you're pushing an open door and if anyone feels they can benefit the chamber in any way, big or small, please get in touch with us as the chamber again faces many challenges in the year ahead.

The year gone by reflected many elements of the uncertainty and volatility we have come to expect in the geopolitical and economic situation throughout the country due to demonetization. In this environment, I have nothing but admiration for the manner in which our member companies adapted to the situation without hampering their goal of sustainable, profitable growth.

Once again, I would like to wish everyone a very happy and prosperous 2017. Here's to an even bigger and better year ahead!

With regards

Antony Sequeira



WHATS YOUR FOCUS FOR 2017 AS AN ENTREPRENEUR

Innovation is the major Focus for 2017 with the good number of entrepreneurs in India. Industries here need to upgrade and modernize to the needs of its customers. This is the major need of today to compete with the products coming in from different global locations due to globalization.

Today, business is inherently more complex than it has ever been. Entrepreneurs must walk through the 'valley of death' and overcome significant threats in order to survive. To add to this risk, limited resources, and little capital makes things still worst and difficult. In today's situation one needs to learn fast for which you must be interested in people and ideas, not

just yourself. Be savvy, flexible, learn from mistakes and collaborate with well-connected people. If you're not connected to the best brains it's much more difficult to learn.

It is essential that one must become an avid learner of entrepreneurship. Learn from good role models and bad ones and read books about entrepreneurs who you admire and can learn from in business. The deep insights and lessons you can assimilate are priceless. Reading builds cognitive skills, imagination and creativity all essential in a world of flux.

Why learn from your own mistakes when you can learn from someone else's? Good mentors can raise your game; improve skills and open doors to fast-tracking your business. In simple terms, a mentor is like a critical friend with life experience. He or she is a respected entrepreneur who's

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probably achieved a high level of success in their field and is a go-to person. We all need a gentle push sometimes to try harder and think bigger. It's all too easy to end up listening to the little man, that voice in your head that says, "I'm not good enough," and "I can't do it." The self-imposter syndrome can derail your prospects faster than the blink of an eye.

Learning by doing is probably the most powerful way to grow as an entrepreneur. You are bound to fail occasionally. In failure are life's little secrets. You cannot learn to ride a bike by reading how to ride one. A real failure is when you make a mistake and don't fix it quickly and start over. The formula for success isn't a mystery. It's a conscious choice to learn from failure. Each wrong choice builds character and strengthens your mindset for the next challenge.

Luck is a skill that can be developed. It's about a flexibility of mind and a willingness to listen to your heart and trust your

gut. Most people have remarkable resources at their fingertips, but never figure out how to leverage them. However, lucky people appreciate the value of their knowledge and their network, and tap into their goldmines as needed.

Globally, India is being looked at as the country from where the next big ... will emerge. We are being recognised as a start-up nation in the world.

To sum up, get into the game -- this means grab opportunities, break through comfort zones, and take the risk. Indian entrepreneurial ecosystem is poised to revolutionise the coming years - more power to it!

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THE ESSENCE OF CHRISTMAS

Much awaited grand season of Christmas is here, when all of us rejoice and celebrate the birth of our saviour, Jesus Christ. There is a lot of activity like shopping, giving and receiving gifts, exchange of greetings, enjoying lavish food and having a good time.

But lately one can see the season turning into partying and shopping. The media shows us how malls and shops lure people with big discounts and huge queues since early morning. Sadly to say, money and material possessions sometimes take the center stage, while the real spirit of Christmas is sidelined. Surely, we must celebrate the festival with enthusiasm, but is it all that signifies the event?

The real significance

The real significance of Christmas is the coming of Christ and his manifestation into a human being. That is the highest form of love, God the father had shown to mankind. Therefore it is our duty to welcome Jesus; the son of God among us with careful preparations. Then how do we prepare ourselves for the occasion? Let's analyze.

Take for instance; when a mother is expecting her child, the whole household is on preparation mode to welcome the newborn. We buy all the required stuff; the napkins, baby clothes, we clean the house and make room for the new arrival. Then we anxiously wait for the moment of the child's birth. There are visitors, suggestions and advice. And we all rejoice once we see the healthy newborn baby. The good news spreads far and wide. People throng to greet the parents and bless the child. Similarly, do we prepare ourselves for Christ's birth in the same way? We need to be. For prophets foretold the coming of the messiah and John the Baptist announced "Prepare the way for the lord, make his path straight.....and all flesh shall see the salvation of God". (Luke 3: 4-6)

The preparation

I know that many of us look forward to buy an LCD TV, a washing machine, a fancy car or throw a grand party for friends and relatives. Shop for good clothes and have sumptuous food. That is fine, but is it all that we prepare for Christmas? We clean our house and throw a lot of clutter out, renovate and bring many new things in. But many a times we fail to look into our own heart and soul as how badly they require a cleaning. There is a lot of rubble and clutter, rusting there; hatred, worries, bad vices, broken relationships and all that. Nowadays the times are such people hardly interact and meet each other personally, and more of them hook on e-mails, Facebook or other social networks. Do you think we can welcome Christ, the son of God, in such a mess? We need to do a lot of soul cleaning by washing it with the precious holy blood of Christ, practicing forgiveness, mending our ways and prayer. This way the Holy Spirit will help us to prepare for welcoming the savior.

The Theme

The central theme or essence of Christmas is Christ himself and Christmas without Christ is only a festival of shopping and merry making. While the consumerism has made inroads with fashionable goods, we should pay more attention to the spiritual renewal rather than reckless enjoyment. Think seriously how prepared we remain when we expect some high ranking visitors or guests to our home? Likewise what shall be the preparations when we are to welcome Lord Jesus into our hearts and mind? Legend has it that Santa Claus distributing gifts to the poor and the children. Here Jesus will bring us gifts in the form of a good job, a good alliance or cure from chronic critical illness and a loving family and many more miracles in our lives.

The reason for celebration

How keen are we when it comes to celebrate birthdays and anniversaries of our beloved ones? Why? Because there is a good reason to celebrate a persons' birth or wedding as the person is very important to us. Similarly, shall not we celebrate the birth of Christ- the greatest of all on heaven and earth be remembered with due diligence? Certainly the time is fit for a grand celebration because we take pride in Christ, as his birth is a triumph for mankind. A victory over evil and his designs, for Jesus trampled the evil and won over death to give us eternal salvation through resurrection. He expressed his profound love in his suffering and dying on the cross. No one else can do this for us. Therefore we commemorate his birth, (life,) death and resurrection, till the end times on earth.

Conclusion

At times, we casually feel that Christmas comes every year and ends at New Year, and that's it. But have we felt Christ's presence in real time? You may ask "How can we"? You can. I tell you. If you search for him in a manger you may not find him. You will find the real presence of Christ among the poor and sick, the burdened and the estranged. We shall seek him among the less fortunate. Because, Christ did not come into this world for rich and famous. They have all they want. The real joy of the season may lie when we reconcile with a family member or forgive someone with love or visit a poor family with gifts of their need. Mending of a broken relationship will enable us to see Christ among them. For, the Son of God became the son of man; he became flesh and blood like all of us, Lived and suffered like us. This way we shall celebrate his coming and his Word will be our strength.

Let us then straighten our paths and prepare ourselves for the coming of Jesus as the advent is the ripe time and we must share this joy with everyone, since there is no greater joy for us Christians as much as the birth of our saviour. Let the heavens and the earth rejoice; for the Son of God is here. Surely we shall make this Christmas-the best one! "Merry Christmas"

One Month Before A Heart Attack, Your Body will Warn you. Here are the 8 Signs

According to the American Heart and Stroke Association, heart disease and strokes are the number one leading cause of death around the world, most of which suffer from first-time or recurrent heart attacks. Heart attacks are the result of: insufficient blood supply caused by the blockage of a coronary artery.

Over 700,000 people suffer from heart attacks each year and over 100,000 of those people do not recuperate. Although the data collected reveals a strikingly high number of cardiovascular diseases in recent years, there are a number of key symptoms that an individual will most likely experience well before a life threatening heart attack that can potentially save one's life.

Here are 8 crucial symptoms that are likely to occur one month before a heart attack that can improve one's survival rate when properly acknowledged.

1. About a month before, unusual body weakness is a key symptom resulting from the lack of blood flow and circulation. Due to the narrowing of arteries, weakened muscles are a red flag when it comes to anticipating a heart attack in its premature state.
2. When there is a lack of blood flow, dizziness is another symptom that shouldn't be taken lightly. The lack of proper circulation affects the blood flow to the brain which can result in uncomfortable dizzy spells.
3. Following dizziness, experiencing cold sweats is another signal that your body may be under duress. Without adequate blood flow, your body may feel clammy, cold, and generally unwell.
4. If you are experiencing chest pain, or pain in other areas of your body such as arms, back, and shoulders, you'll want to seek medical attention as soon as possible.



Chest pain and chest tightness are key symptoms to acknowledge in order to prevent a life threatening heart attack.

5. Many heart attacks victims have also experienced cold or flu symptoms a month prior to their illness. This is a good indication of one's health that shouldn't be overlooked.
6. Along with overall body weakness, constant fatigue is another strong indicator that your body is undergoing a lack of blood supply. When this is the case, your body experiences the discomfort of overexertion due to the fact that it is working a lot harder to generate sufficient blood flow.
7. Shortness of breath is another key symptom to note when predicting a possible heart attack. With every muscle that requires oxygen and adequate blood flow, your lungs are no different. When your heart is distressed, your lungs will naturally be affected and typically show signs through a difficulty in breathing.
8. Other vital signs include nausea, indigestion, heartburn or abdominal pain.

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How important is a Sounding Board for Escalating an Entrepreneur's Growth?



It's lonely at the top and every entrepreneur is lonely – unless s/he has cultivated at least one relationship which can authentically serve as a Sounding Board.

What is a Sounding Board?

A competent person who provides non-judgmental listening with clarity and perspective from altitude serves as an effective Sounding Board.

Why is a Sounding Board so essential for Entrepreneurial Growth and Prosperity?

Smart entrepreneurs don't waste time in reinventing the wheel. They prefer the perspective they get from the shoulders of Giants, Legends who have been there before and smart coaches who can provide maps for their evolving territory.

Who can be effective Sounding Boards?

Compatible Coaches and Mentors, compatible experienced and successful investors and compatible experienced and successful entrepreneur-investors can serve as effective Sounding Boards.

Why is compatibility so important?

Firstly, because what works for one, does not mean it'll work for others. Secondly, incompatibility causes listening and receptivity to drop dramatically; making the Sounding Board virtually ineffective.

When is a Sounding Board most effective?

- ✓ When you can talk your heart out without holding back
- ✓ When your furious activity is keeping you in the same place at best
- ✓ When you want to go way beyond where you have reached
- ✓ When you want to generate superior alternatives
- ✓ When you want to break out of the box and seek required clarity, perspective and milestones.

How do you know if the Sounding Board you have is appropriate for you?

- ✓ You feel good being with this person
- ✓ Your self-belief grows and you glow after every conversation with him/her
- ✓ You gather perspective and have doable action points to make desired headway
- ✓ You keep making steady progress between interactions
- ✓ YOU KEEP MAKING PARADIGM LEAPS!!!



Raymond D'Souza

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WHOSE LIFE IS IT ANYWAY

Within minutes of stepping out of the boxing ring at an international match on 7th September,

Kivan Gajera (19) collapsed and was eventually declared brain dead.

The hospital authorities approached his immediate family who consented to donate his heart, liver, kidneys, pancreas and corneas, saving as many as seven lives.

Over a green corridor, Kivan's heart was flown from Gujarat to Mumbai in an hour and fifty minutes.

Gajera's kidneys, liver and pancreas were donated to a research Institute in Ahmedabad, while the corneas were given to an eye bank in Surat.

Considering that India is the coronary heart disease and diabetes capital of the world, organ donation awareness needs to be built.

There is a huge demand for organs in the country but the supply is extremely low.

Dr. Ajay Bakshi, CEO of Manipal Hospitals states, "the most frequently performed organ transplant in India is kidney transplant".

Kidney failure is a big problem in the country, however it is somewhat easier to get.

The next common transplant is the liver. Heart transplant is less common.

Registration for Voluntary Blood donor and Eye donation (pledge) are on the rise.

Can a living person give his/her kidney to another who has lost both kidneys?

A person is permitted to give his/her kidney to a member of the immediate family without exchange of money. Indeed a noble deed, the ethical principle behind this permission is the life of Jesus himself.

Jesus said that "Greater love has no one than this, that someone lay down his life for his friends" (John 15:13).



Can a person give a kidney to another who has lost his/her kidneys?

It is absolutely forbidden both ethically and legally. to sell any part of the body that gains profit in payment. Unfortunately, due to dire poverty in some areas, poor people sell their kidneys to wealthy people whose kidneys have failed.

What if you were the one needing an organ or blood? Wouldn't you be grateful for those who donated

and by this, saved your life?

In India, around 6000 people die every day waiting for organ transplant.

Every 17 minutes someone dies waiting for a transplant.

Every 13 minutes someone is added to a waiting list.

One organ donor can save at least eight lives.

Organ donation from accident cases, the third common cause of death, can increase the size of the supply of organs in progressive quantity.

Whose life is it anyway? This question was the title of a play and film written by Brian Clark in 1972 dealing with euthanasia. In the play and film, the author leaves the question unanswered. The final decision is left to the judge who was handling the case.

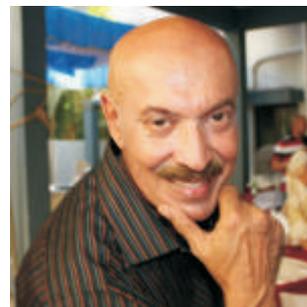
However for a Christian there can be no doubt. God alone is the author of life and death. "We are not our own". We are only stewards of our bodies.

While alive, we can sacrifice a kidney for a member of the family.

After death we can donate our entire body.

Donate eyes, give sight.
Donate organs, save lives.

Be an organ donor. All it costs is a little love.



- Lancy J. D'Souza



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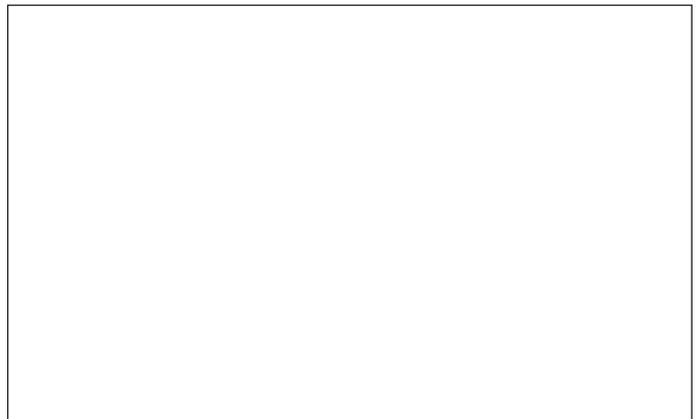
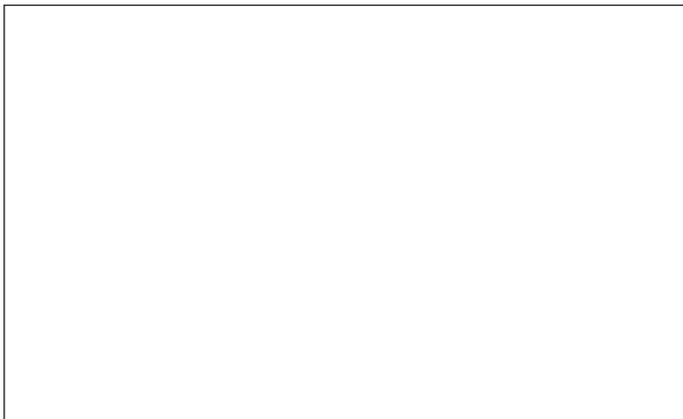
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Contact Mr. Clyde on Tel:9820640501. email: clyde@arcadiashare.com

Christmas Get Together 2016



For a Peaceful Death, don't do these things:

MAKING DEATH EASY

Even though all of us fear death, it is inevitable. It will come to us when it has to and sometimes in an unexpected sort of way. However, do you know that death does not always have to be painful and that you can leave this world in peace? Read on to know more..

GOOD KARMA

While we cannot delay death, what we can do is to make it painless. Dying a peaceful death is like directly attaining moksha and entering God's house. Here's how you can ease the pain of death.

SLEEPING HABITS

It is said that those people who sleep late and wake up late are insulting both the moon and the sun god. This makes it difficult for the soul to leave the body after death, resulting in pain. Hence, make sure you follow a healthy sleeping pattern.

SPOILING YOUR YOUTH

It is said that youth is the best phase of a person's life --- however, if one spoils that in taking to bad habits and cultivating too many sexual relations, then that person will have a painful death.

ALCOHOL

Alcohol not only destroys a person's body, but also harms his soul --- hence, it is important that a man limits his consumption of alcohol to have a peaceful death.

TAMSIK FOOD

Tamsik food is said to be food that destroys the chakras of your body. This food is said to be hot by nature and can increase a person's anger. Hence, the consumption of such foods must be limited.

BELIEVERS

It is okay to be an atheist, but it is not okay to insult a believer. It is said that those who look down upon those who believe and pray to God will have a painful death.

RESPECTING PARENTS

While a lot of us often have a strained relationship with their parents, it is important to respect them. You might not agree with them always, but they brought you in this world, so thank them for that.

GREED

There is a huge difference in being ambitious and being greedy. It is okay to desire for money and other riches but those who reach their goals through scrupulous methods and deceit will surely die a painful death. Let us now learn as to how you can gain good karma.

SMILE

Smiling at others makes people respected, loved and

valued. Smiling is a good karma that costs nothing.

HELP

No one is asking you to move a mountain but helping others through everyday jobs, both in office and at home earns you some good karma that can make you happy.

INTEGRITY

One should always aim to do the right thing even when no one is around to judge you --- integrity is ranked as one of the highest human virtues and earns you good karma.

DONATE

Donation is not just about money -- if you can't afford that, choose something smaller --- old books, clothes or even some food. Volunteering to teach others is also a form of charity.

DIFFERENT PEOPLE

Don't just stick to people your age --- make friends with those who are younger and older than you and you will learn life lessons like never before. Use their experiences to better yourself.

RECYCLE

Why throw when you can recycle? Everything from a newspaper to a mobile phone can be recycled, so why can't you do that yourself? It will both do you and the environment good.

LISTEN

Listen to people once, even if you don't agree with their views. Don't have an opinion just for the heck of having one. Agree to disagree, but in a respectful way.

DO SMALL THINGS

Help your mom in keeping the house clean or help an old man cross the street --- doing these small things everyday require minimum effort, but are considered good karma.

COMPLIMENT

If someone does good work or is looking good, compliment them --- it will not only make them happy, but also earn you good karma.

RELAX

Stress never makes any situation better, so why take that load? Every cloud has a silver lining and every night is followed by a day, so why fret over something you have no control over? Learn to relax.

LOVE

Love your job, your family and your friends. Take out time for those who matter the most to you and if you can, help those in need. It will earn you both happiness and good karma.

Advertising and Marketing Industry in India



- SNAPSHOT
- Last Updated: August, 2016

INTRODUCTION

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China.

It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

MARKET SIZE

India's Advertising industry is expected to grow at a rate of 16.8 per cent year-on-year to Rs 51,365 crore (US\$ 7.61 billion) in 2016, buoyed by positive industry sentiment and a strong GDP growth of 7 per cent and above.

India's digital advertising market has grown at a fast pace of 33 per cent annually between 2010 and 2015 while the spend as a percentage of total advertising increased to 13 per cent or nearly US\$ 1 billion in 2015.

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10%.

The online advertising market in India is expected to touch Rs 3,575 crore (US\$ 530 million) in 2015 from Rs 2,750 crore (US\$ 407.66 million) in 2014. Of the current Rs 2,750 crore (US\$ 407.66 million) digital advertisement market, search and display contribute the most - search advertisements constitute 38 per cent of total advertisement spends followed by display advertisement at 29 per cent, as per the study.

The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018. Online advertising, which was estimated at Rs 2,900 crore (US\$ 429.9 million) in 2013, could jump threefold to Rs 10,000 crore (US\$ 1.48 billion) in five years, increasing at a compound annual rate of 28 per cent.



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It is interesting to note that Indians paid Rs. 25,200 crore (US\$ 3.74 billion) to access the Internet in 2013, a figure greater than the Rs 22,300 crore (US\$ 3.3 billion) that print medium garnered in subscription and advertising.

RECENT DEVELOPMENTS:

- Times Internet Limited plans to invest US\$ 100 million in development of smart marketing technology platform Colombia, which will serve its marketers to engage with around 200 million digital users per month.
- Zarget, a Software-as-a-Service (SaaS) based conversion rate optimization start-up, has raised US\$ 1.5 million in seed funding from Accel Partners, Matrix Partners and Freshdesk Inc's founder Mr. Girish Mathrubootham, which will be used to build more marketing related tools.
- Snapdeal.com, one of India's largest and fast growing e-commerce companies, has acquired TargetingMantra (Insightful Pvt. Ltd), which is a Gurugram-based marketing and personalization services company, as part of its plan to enhance the experience for its customers.
- Indian Railways has appointed Ernst & Young (EY) as a consultant to discover its advertising potential, which is in line with the Railway Budget proposal of increasing non-fare earnings to over Rs 5,000 crore (US\$ 741.2 million) in five years.
- MoMark Services, a mobile based customer engagement platform for small and medium businesses, has raised US\$ 600,000 from YourNest Angel Fund and LNB Group, to scale up its product offerings and talent acquisition.
- Tata Motors has appointed renowned football player Lionel Messi as the global brand ambassador for Tata cars and utility vehicles globally, with an aim to tap the youth market and expand visibility and presence of Tata Motors in newer markets.
- Advertising agency J Walter Thompson has launched its global digital agency network 'Mirum' in India which will provide services such as strategy and consulting services, campaigns and content, experience and platforms, analytics and innovation and product development, with the target to increase non-traditional media revenues to 40-45 per cent from 35 per cent currently.
- DDB Mudra Group has planned to launch 'Track DDB', a brand that addresses the data-led world of marketing communications, which will provide services like creative, data and digital analytics, database marketing, CRM, digital and mobile marketing in India.
- All India Radio (AIR) has appointed 'releaseMyAd' as a virtual agency to let advertisers book ads for all of AIR's station online.
- Google is all set to help India implement Prime Minister Mr. Narendra Modi's "Digital India" initiative, and the government has a well laid out plan to realize it, said Google's Chief Internet Evangelist Mr. Vinton G. Cerf. Digital India is Rs 1.13 trillion (US\$ 16.75 billion) government initiative that seeks to transform the country into a connected economy, attract investment in electronics manufacturing, and create millions of jobs and support trade.
- As companies look for better productivity and increasing efficiencies in a tough market environment, market research firm Nielsen has launched its first consumer neuroscience lab in India at its Mumbai headquarters. The neuroscience lab will augment the company's research capabilities in packaging and research, improving their effectiveness.
- MPS North America LLC, the US subsidiary of Bengaluru-based publishing solutions provider MPS Ltd, has acquired Electronic Publishing Services Inc. (EPS), a New York-based firm with interests in content creation, art rendering, design and production. The deal will allow MPS to strengthen its foothold in North America.
- Jaipur-based Ginnar Software Private Limited, which owns and operates the website CarDekho.com, announced that it has raised US\$ 50 million in its second round of funding. The funding was led by Hillhouse Capital with participation from Tybourne Capital and Sequoia Capital.
- ZipDial has become the first Indian technology product startup to be bought by Twitter in what is the third such deal led by a global corporation following the acquisitions by Facebook and Yahoo. The ZipDial deal is expected to cost Twitter US\$ 34-35 million. This feature is expected to help Twitter reach people who will come online for the first time in countries such as Brazil, India and Indonesia, mostly using a mobile device.

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- Telecom major Axiata's subsidiary, Axiata Digital Advertising (ADA) has formed a joint venture with US-based advertising tech firm Adknowledge to get into the US\$ 47 billion digital ad market in the Asia Pacific region and has identified India as a 'key' market.

GOVERNMENT INITIATIVES

The Governments of India and Canada have signed an audio-visual co-production deal which facilitates producers from both countries to harness their collective artistic, technical, financial and marketing resources, and encourage exchange of culture and art between the two countries. The agreement is also likely to lead to better promotion of Indian locales for shooting films. "The agreement will also lead to the transparent funding of film production and boost export of Indian films into the Canadian market," as per the agreement.

India and Poland are seeking to enhance cooperation in the digitization and restoration of film archives. This was decided in a meeting between Mr. Bimal Julka, Secretary of Information and Broadcasting, India, and a delegation from Poland led by Ms Malgorzata Omilanowska, Secretary of State. The two countries will form a joint working group that will help improve cooperation in fields such as student exchange programmes, animation, films and digitization, among others. Mr. Rajyavardhan Singh Rathore, Minister of State for Information & Broadcasting, has announced that Indian government has planned to increase advertising spend on the digital platform which will help increase the government's presence in digital media.

ROAD AHEAD

The advertising and marketing sector in India is expected to enjoy a good run. E-commerce companies are expected to dominate marketing trends in 2015. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters. The rural region is a potentially profitable target. For instance, in the automobiles sector, the focus of two-wheelers on rural areas could mean more launches and more advertising spends. The telecom sector could see growth as well, driven by better smartphone penetration and service providers cutting down on prices.

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