

ABOUT INDIA 2030

INDIA AND THE FUTURE SERIES

India 2030 is a part of the 'India & the future' series launched in 2020 at Google, Singapore. We followed it up with India 2025 launched in London, and finally India 2030 in Mumbai.



FRAMEWORK & INSIGHT

In a playbook x blueprint format , across 9 key sections and over 150 pages. **Over 30 major 'future shifts' and exactly how brands and businesses need to adapt to them - from product to messaging and innovation.**

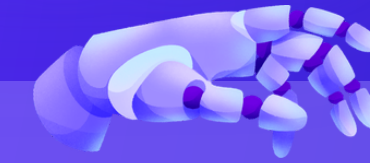
With our proprietary format :

1. Transition mapping
2. Anticipation horizon
3. Emerging needs forecast.



MEDIA

[Mint](#)
[Campaign India](#)
[Brand Equity](#)
[E4m](#)
[Social samosa](#)
[BusinessWorld](#)
[Business Today](#)



WHAT IS FORESIGHT?

Foresight is a strategic discipline used by governments, global corporations, and innovation teams to anticipate change.

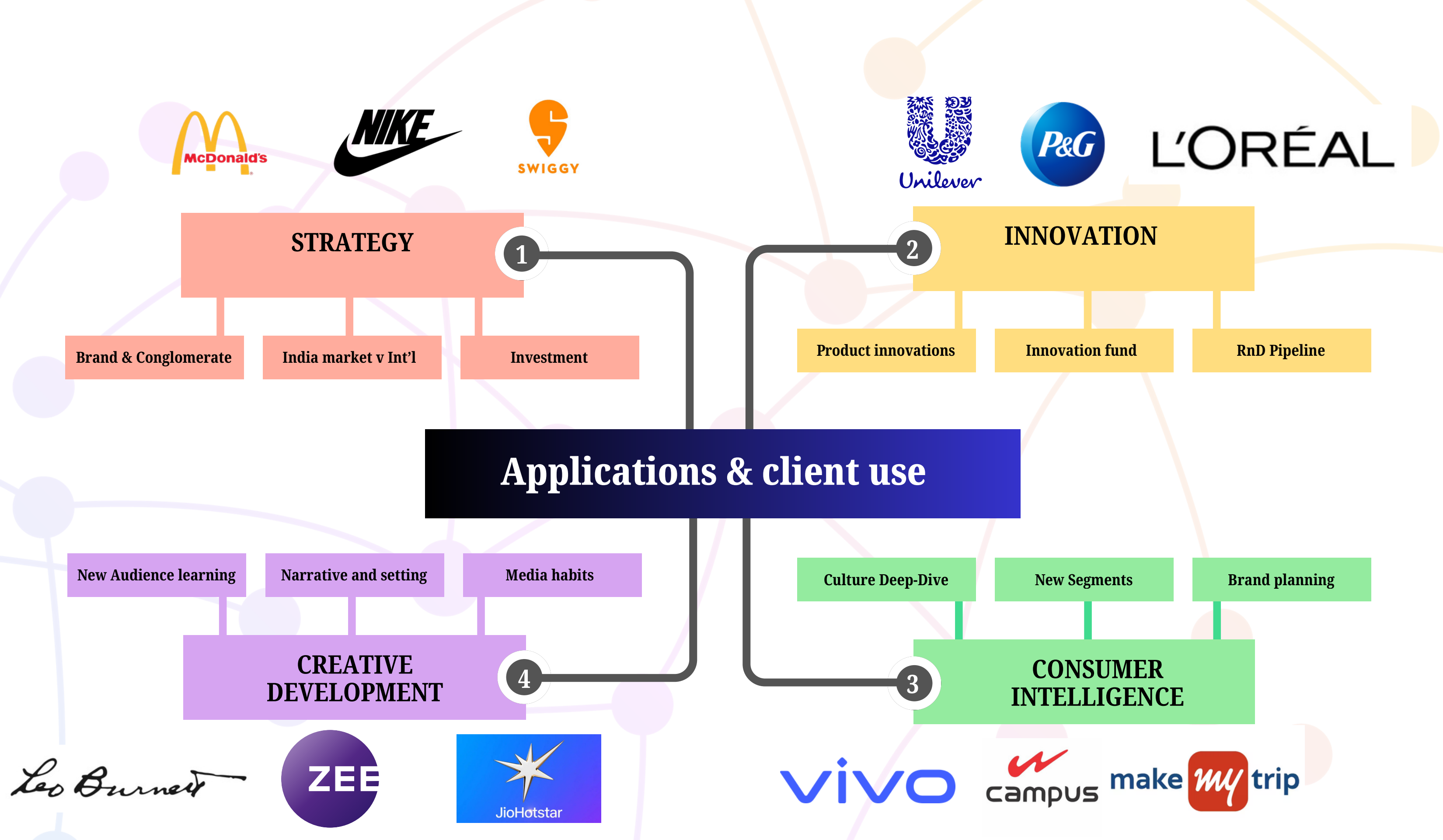
While market research tells you what's happening now, foresight helps you see what's coming next and build toward it early.

Used by organisations across the spectrum like : UK Government Office for Science, Singapore's Centre for Strategic Futures, UAE Future Foresight Office, by brands like IKEA, Pepsico, and Ford, and WGSN, OECD, World Economic Forum among others.

Foresight turns weak signals into strategic advantage.

FOLK FREQUENCY IS THE ONLY CONSULTANCY IN THE WORLD THAT RUNS CULTURAL & MARKET FORESIGHT FOR BRANDS IN INDIA, ON GOING SINCE 2019.





Economic

What is next for India's great Indian middle class? Who are they becoming?

Forecasts + Action topics: money, consumption values, travel, wellness, and the rise of non-metro India.

Social

What's left of Indian 'family values'?
What happens when Indians stay single longer, get divorced more, and delay/deny parenthood?

Forecasts + Action topics: 5 distinct consumer segments of the near future and how to speak to them, singlehood, marriage, work, leisure.

Demographic

Who is becoming more and less dominant in the demographic - and how? What is the impact of a longer lifespan, higher education, and globalisation?

Forecasts + Action topics: education, work, elderly population, rural change, men v women dynamics

Technology

How has digital literacy changed the status quo? Why does AI models need to adapt to Indian user?

Forecasts + Action topics: internet access, AI, use and evolution, privacy, content needs

Ecological

How have weather changes given rise to second cities? What will be the state of urban cities in 2030?

Forecasts + Action topics: weather changes, migration, second cities

Business Takeaways

Pricing, packaging and communication for the new middle class, business ethics, premiumization, multidirectional and omni-channel growth.

Pop culture megatrends

Fandom and subculture, influencer fatigue, myth and history narratives, content niche to dominate



Anticipate

FORMAT & DETAILS

FORMAT:

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METHODOLOGY

FORESIGHT framework and modeling tools : futures wheel, horizon scanning+ anthropology culture mapping + 1000+ news, journals, studies, spanning economics, history, tech, culture . Ongoing 6 years+ of analysis.



EDITIONS

1. Brand Edit : Ideal for brands/ agencies seeking a comprehensive cultural analysis of the Indian consumer, complete with deployable strategies. 150 pages, white cover.

2. Deluxe /investors edition : Ideal for larger businesses, conglomerates, RnD, Innovation and investment consultancies. 200 pages - everything in Brand Edit + 50 pages of opportunity mapping. Maroon cover..

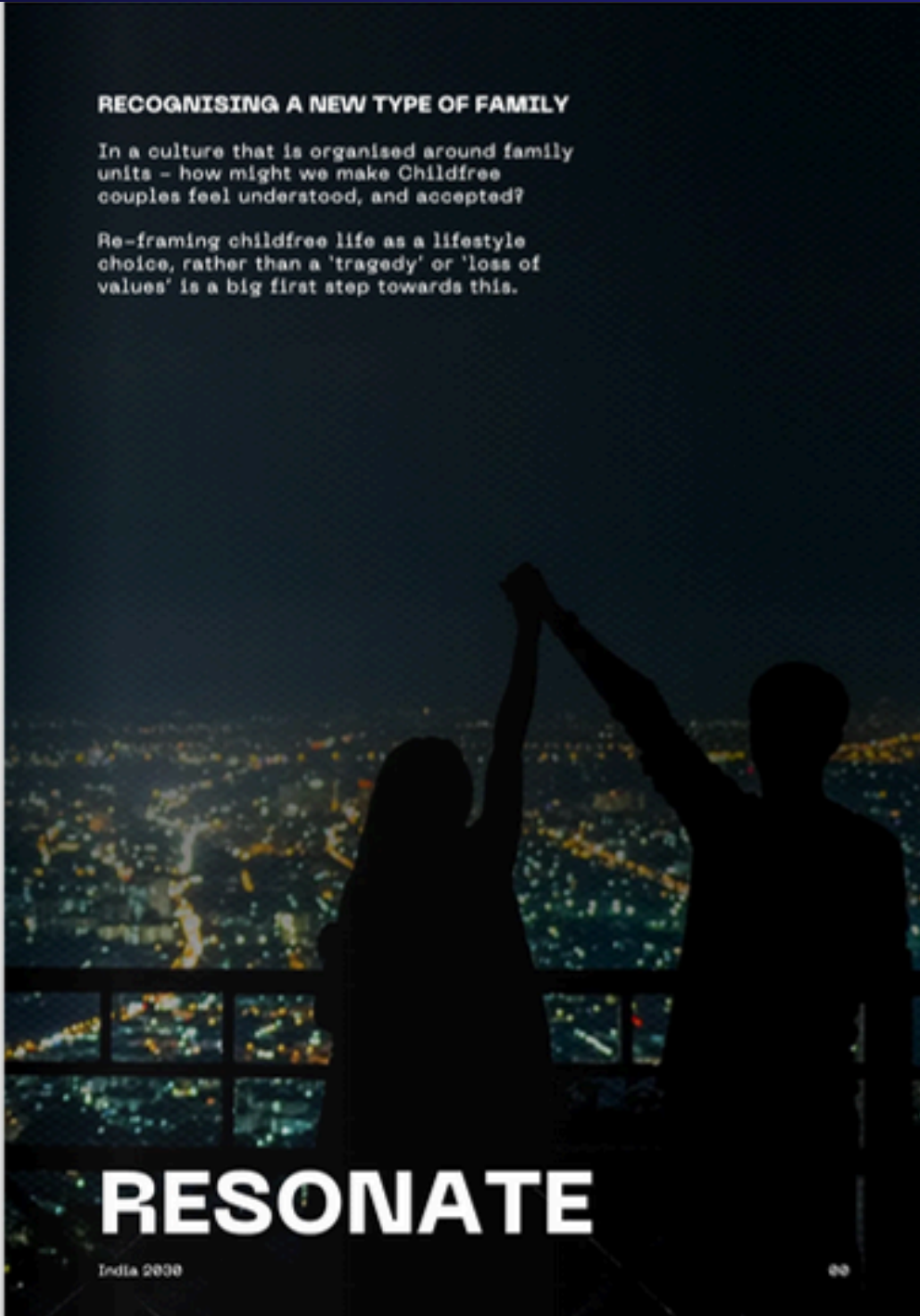
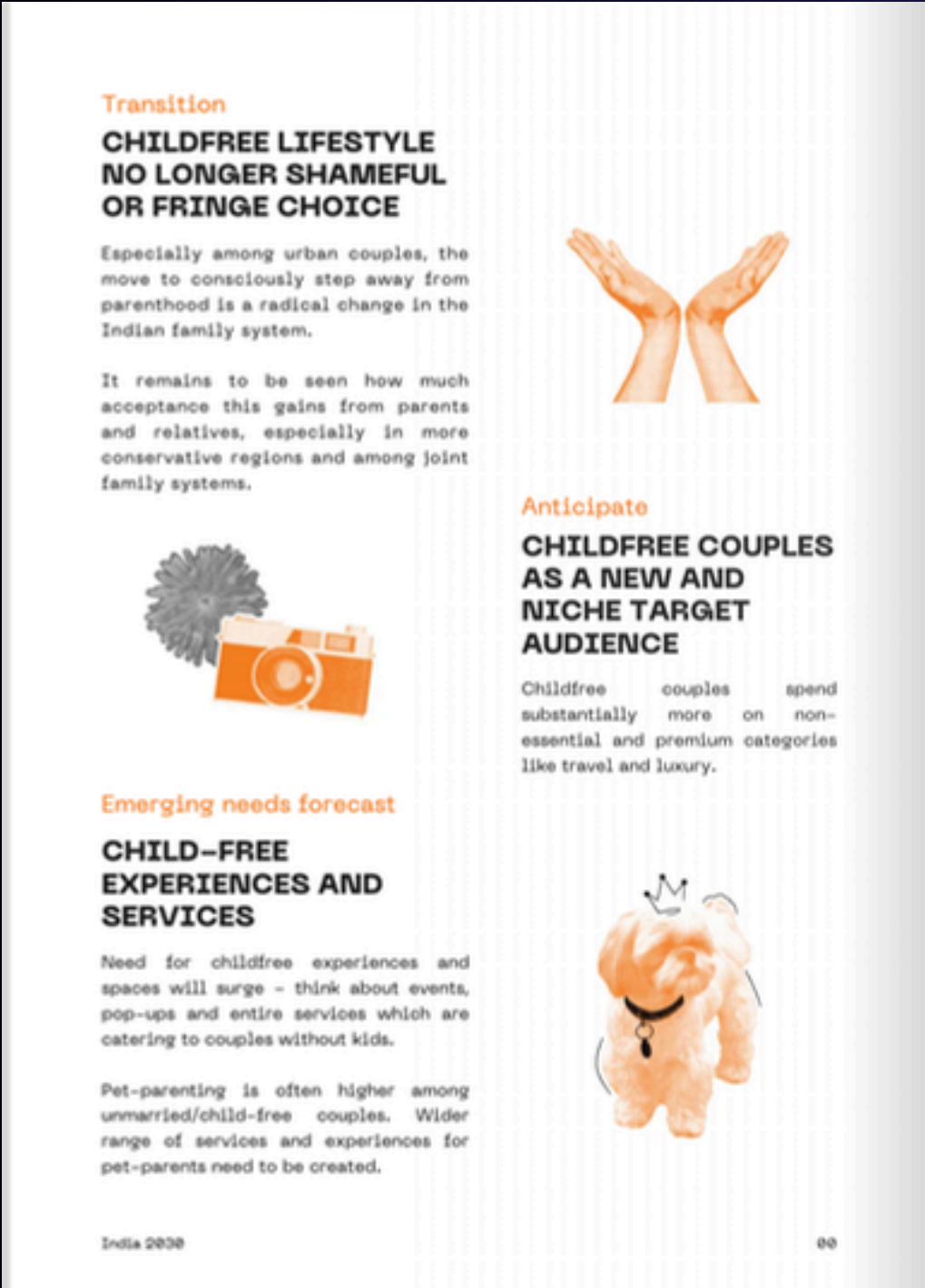


PRICING

Brand Edit - 3L + GST
Comprehensive edit: 3.5L + GST
Includes - full report + summaries

Bundle prices available for:
NPD, Creative ideation, Leadership sessions and more

Sample pages



Sample pages

Transition

NUCLEAR FAMILY FOSTERS SELF-EXPRESSION

Smaller family size is co-related with increase in personal freedoms. As 'authority' figures reduce, family members are able to assert more of their will and align their desires to action.



Anticipate

FREEDOM TO BE AND BELIEVE DIFFERENTLY

New forms of self-expression through purchase, and politics become mainstream

Forecast

THE PERSONAL IS POLITICAL

As self-expression grows, consumers prioritize experiences like live music, adventure sports etc.

Platforms that empower self-expression drive the growth of the creator economy, enabling individuals to monetize their distinctive identities and talents.

DEI and sensitivity to mental health and differences in the workplace and educational institutions. Awareness of neuro-diversity, accommodations and non-visible disabilities becomes expected.



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Transition

INCREASED PERSONAL BURDEN AND LOSS OF TRADITIONS

Smaller family size is also co-related with increase in pressure on individuals to earn, and give-care within the family. All types of urban nuclear families face the potential to rapidly lose touch with traditions – festivals, oral traditions and cultural narratives without older generations to re-inforce them.



Anticipate

BURNOUT AND CARE-GIVING CRISES IN THE NUCLEAR FAMILY

Women may bear more of the brunt of house-work and child-rearing without the additional support and care-giving traditionally managed by extended family.

Men in single-income families also face additional economic pressure



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Between 2015-16 and 2019-21, multidimensional poverty in rural areas declined significantly from 32.59% to 19.28%, reflecting improvements in areas such as housing, sanitation, and electricity access.

Rural literacy rates projected to rise from 74% in 2021 to over 85% by 2030.

By 2030, rural electrification and road connectivity are expected to reach nearly 100% of villages, compared to 96% electrification in 2022. The ongoing implementation of the Pradhan Mantri Gram Sadak Yojana (PMGSY) is set to connect over 1.8 lakh habitations to all-weather roads, enhancing access to education, healthcare, and markets.

The rural economy contributes to nearly half the nation's overall GDP and employs more than 60% of the total workforce.
-Bain

Under the Swachh Bharat Mission-Gramin, over 1 lakh villages have declared themselves as open-defecation-free.

India 2030

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Sections in the full report

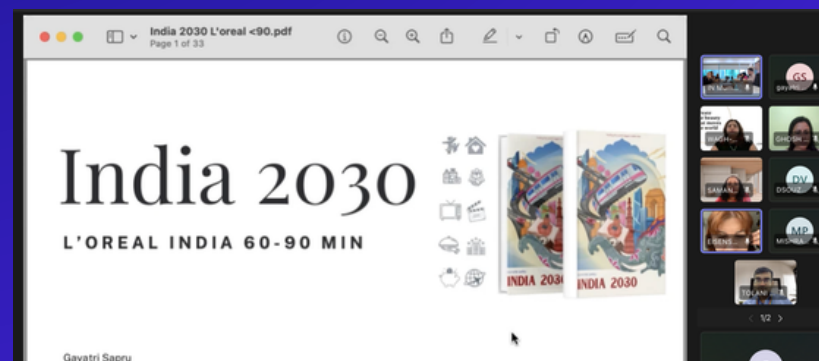


NEXT STEPS

FORESIGHT IS A LIVING MACHINERY

DISSEMINATE

Engage us for keynotes or section specific presentations for stakeholders/larger teams



ACTIVATE

Give us a challenge – we'll use our ACTION LAB format to unpack India 2030 based white spaces in product, messaging, strategy and more, specifically for your brand.



BUILD

Hit a homerun – partner with us to turn the activated insights into creatives – from campaign to activation, creator selection and more..

