

08

INDIA COUNTRY REPORT

India is the world's second most populous country. Economic reforms since the beginning of the 1990s have given birth to one of the fastest growing economies so that the country today has the globe's twelfth largest economy.

MARKETING BRAND SA IN AN INSULAR AND NATIONALISTIC MEDIA ENVIRONMENT

The Indian media and entertainment industry has also experienced steady growth. In 2007 this industry surpassed most other domestic industries, attracting foreign investments to the value of 8.5 billion rupees. The size, complexity and diversity is the Indian media is staggering. The newspaper industry is going online with "e-papers" and mobile with "m-papers". Television broadcasters are also increasingly venturing into online portals. During 2007 more than 150 radio channels were operational. Commentators expect a significant rise in digital streaming and internet-driven downloads.

While English enjoys associate status, it is the most important language for political and commercial communication. The English language media represents only a fraction of the overall media landscape, yet it is massive by South African standards with scores of newspapers and magazines, and dozens of television channels.

National news dominates the news agenda with the so-called big three news channels - NDTV, Times and CNNIBN - choosing to focus on high-profile international news stories during prime-time news bulletins. The Times of India, the largest circulation English language broadsheet in the world, devotes just two thirds of its 32 pages to foreign news.

Coverage of international news is slanted towards the United States and Pakistan, with the United Kingdom and South-East Asia also receiving coverage. News on Africa borders on non-existent.

Confronted by such a bewildering media landscape, it is a daunting undertaking to execute a marketing strategy that incorporates brand building as one of its key elements. The IMC therefore elected to employ a one-on-one media engagement approach. During the period under review we hosted two media awareness tours with key media representatives. A total of 26 journalists representing some of the country's major newspapers were exposed to targeted messaging.

INDIAN BUSINESS CONFIDENT ABOUT SOUTH AFRICA

Because of the high level of competition for foreign direct investment among emerging markets, South Africa focuses on forging strong relationships with trading partners to gain access to key markets. South Africa has a number of co-operation agreements with India involving several sectors such as technology and telecommunications.

The Indian business community is by and large aware of South Africa's potential as an investment destination and export market - a solid foundation on which to build marketing initiatives in support of South Africa's trade objectives. Embarking on such initiatives is made easier by the fact that India's financial publications and

business channels are less insular than mainstream newspapers, while general news channels provide useful economic indicators on emerging markets.

In addition India has a number of influential business organisations like the Confederation of Indian Industries and the Indian Merchants Chamber. These organisations furnish their members with relevant information and statistics on countries in the developing world. We have succeeded in establishing close links with both the Confederation and the Chamber, providing additional information and contextualising events that shaped the South African political and socio-economic landscape.

About 40 businesses have established investments in South Africa but currently only 15 South African businesses have established a presence in India. The IMC is determined to contribute to a greater South African presence in a country with such a diverse economy. In this regard we have established a South African Business Forum, a development that should spur greater corporate interest in Indian investment and trading opportunities.

