



Virtuality

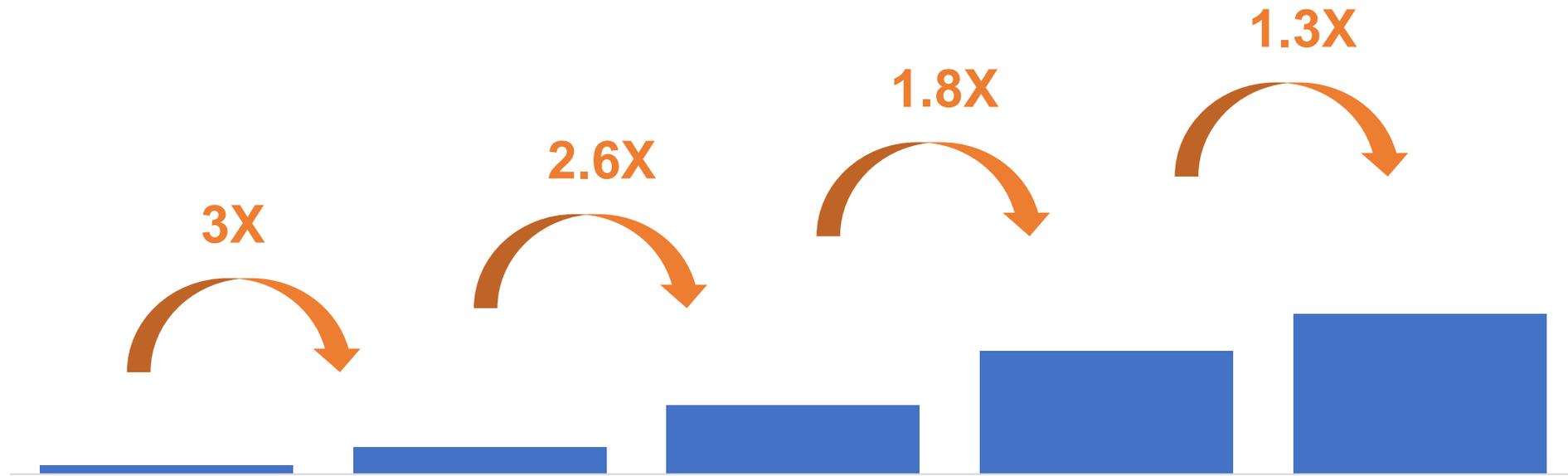
An India Perspective

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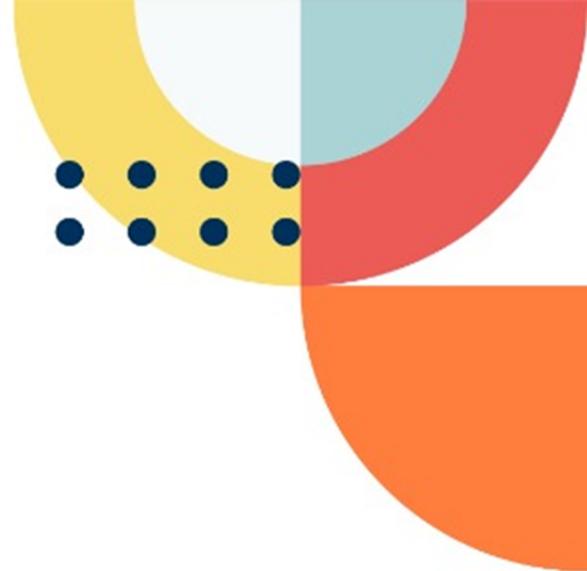
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Director- Specialist Businesses, South Asia
Insights Division
Kantar

India has almost 700 Million Internet users and growing! The current growth is being driven by the high quantum of data usage



Source: Kantar ICUBE 2021



We will continue to witness significant increase in frequency and duration of internet access, as Indians spend more time in the virtual space

30%



In Daily Internet users since 2019

21%



In duration of internet access through Mobile since 2019



Trends that will shape Virtuality in India



By 2025, more than half of the online shoppers will also buy products from social platforms

1



57 Mn

Online Shoppers also buy through Social commerce platforms in India 2021

27%

Of Online Shoppers

Source: Kantar ICUBE 2021, All India (Urban + Rural)

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Online Health & Wellness will become the 2nd largest Online Shopping category by users



At present there are,

54 Million

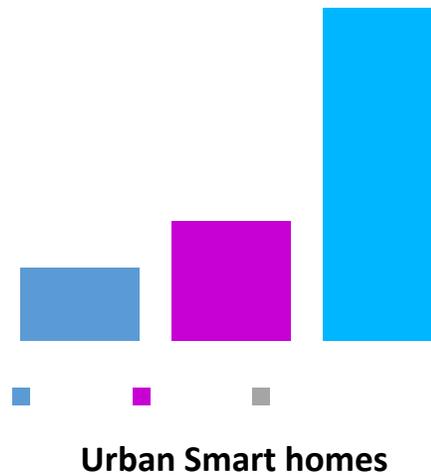
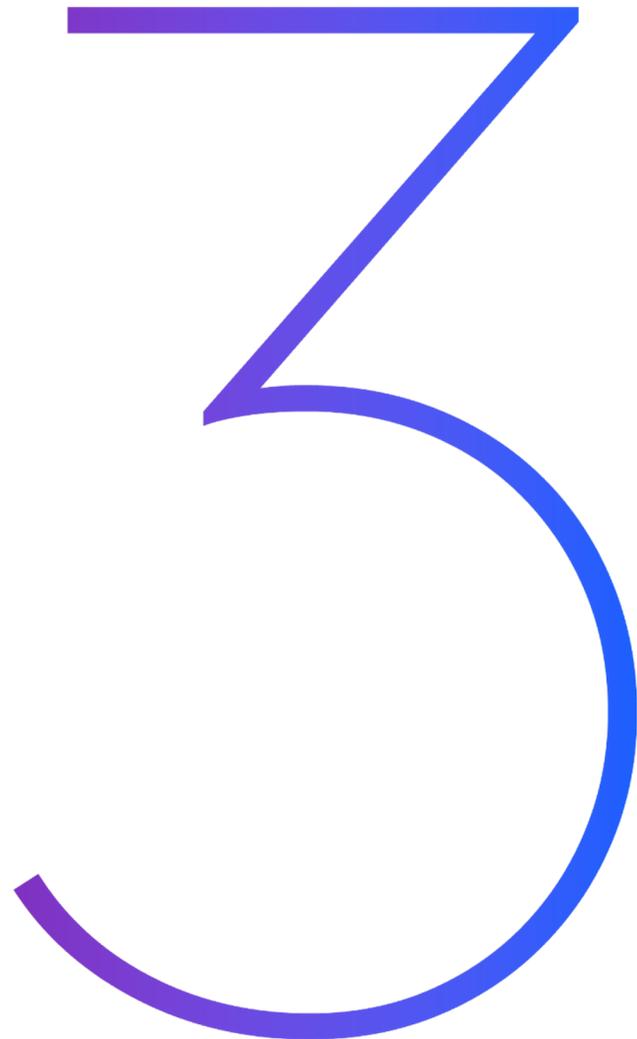
users of Online medicines and healthcare equipment shopping in India

Source: Kantar ICUBE 2021, All India (Urban + Rural)

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Half of the Urban households will have at least one smart device in addition to Smartphone



SmartAppliances
SmartSpeaker
SmartTV
SmartStreamingDevices
SmartSetTopBox
SmartLighting
Smart Security Solutions

Source: Kantar ICUBE 2021, Urban India



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Online education will touch the lives of 50% Indian students by 2025 and will help bridge the gender gap in supplementary Education



**1 out of
2**
EdTech users are
Females

40%+
Of EdTech users
are
non-students

Source: Kantar ICUBE 2021, Urban India

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E-Governance will gain popularity and become more universal by 2025

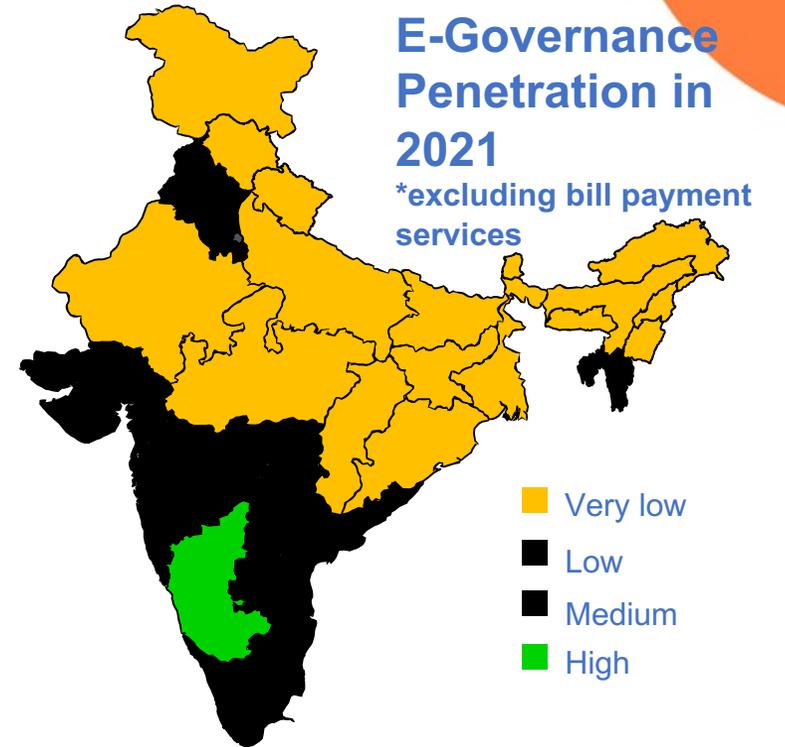
62 Mn

Individuals are using E-Governance services in 2021.

It is **dominated by Urban India**

*excluding bill payment services

Urban Services 70% Rural 30%

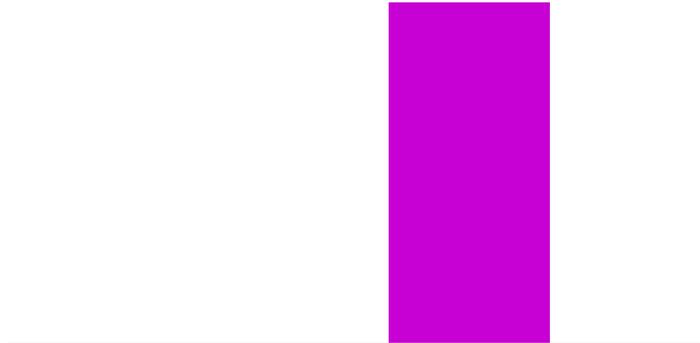
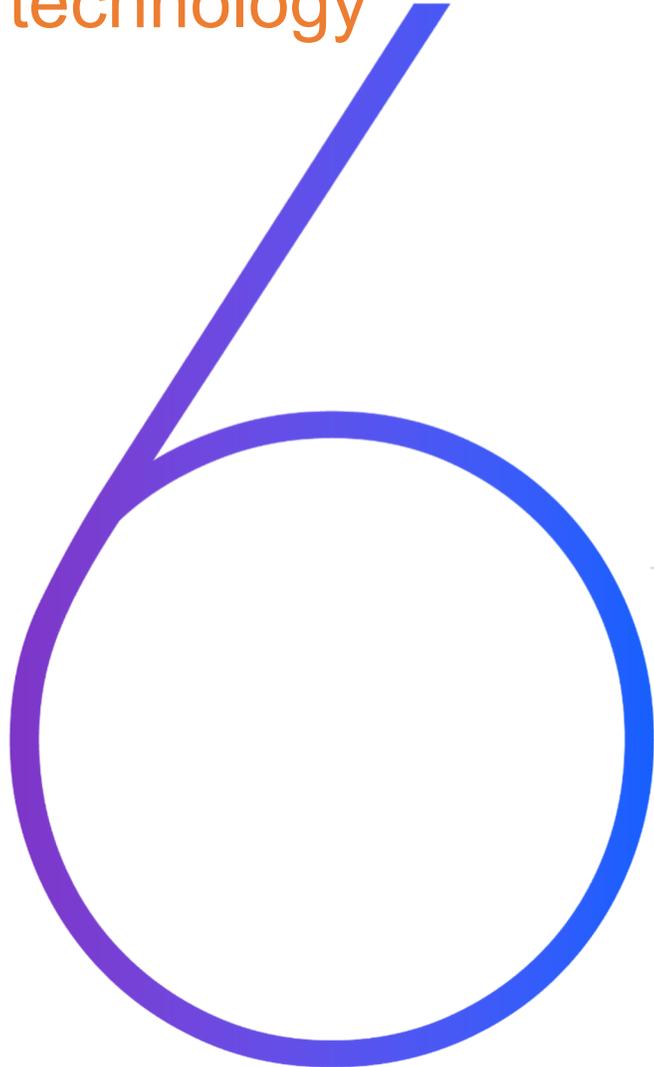


Source: Kantar ICUBE 2021, All India (Urban + Rural)

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AgriTech will be defined by Public-Private partnerships, Digital Agriculture apps and Drone technology



*Digital Crop Monitoring in Rural India increased by **more than 200%** in a span of 6 months*

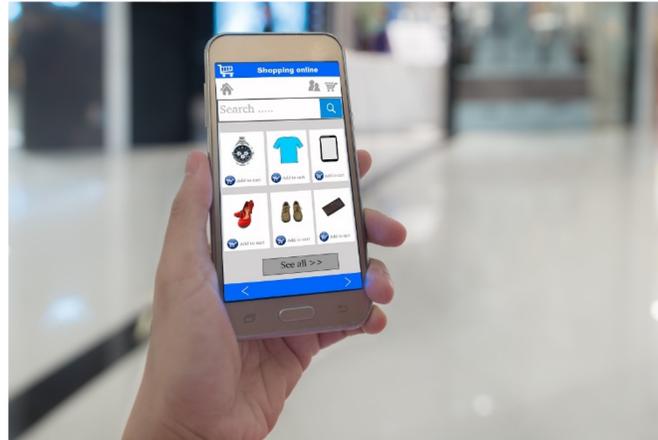
*The introduction of **Agriculture Apps & Kisan drones** will strengthen the practice of digitalized crop monitoring*

Source: Kantar Rural Barometer 2021, Rural India



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About 1 in every 3 microbusinesses in Urban India will spend on Online commercial transactions



At present,

~15%

Microbusinesses in urban India spend on online commercial transactions

Source: Kantar ITOPS Business 2021

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5G will provide the infrastructure to support the demand for a connected digital environment



5G: 10X+ higher speed
than 4G

Capacity to support a higher number of
connected devices

Source: Kantar ICUBE 2021, All India (Urban + Rural)

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Immersive Technologies will drive innovation in the coming years



Augmented Reality

- Transform E-Commerce
- Social Media
- Virtual Communication
- Remote Assistance



Virtual Reality

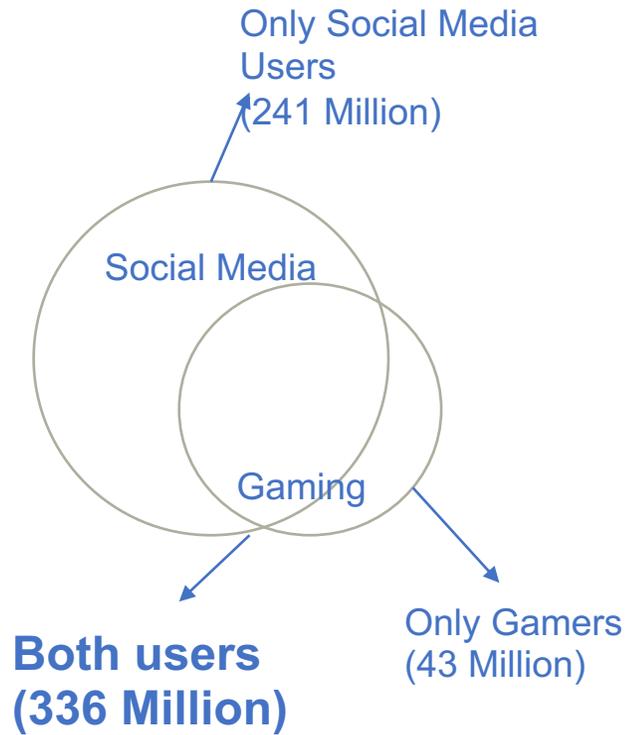
- Gaming Industry
- EdTech

Source: Kantar ICUBE 2021, All India (Urban + Rural)



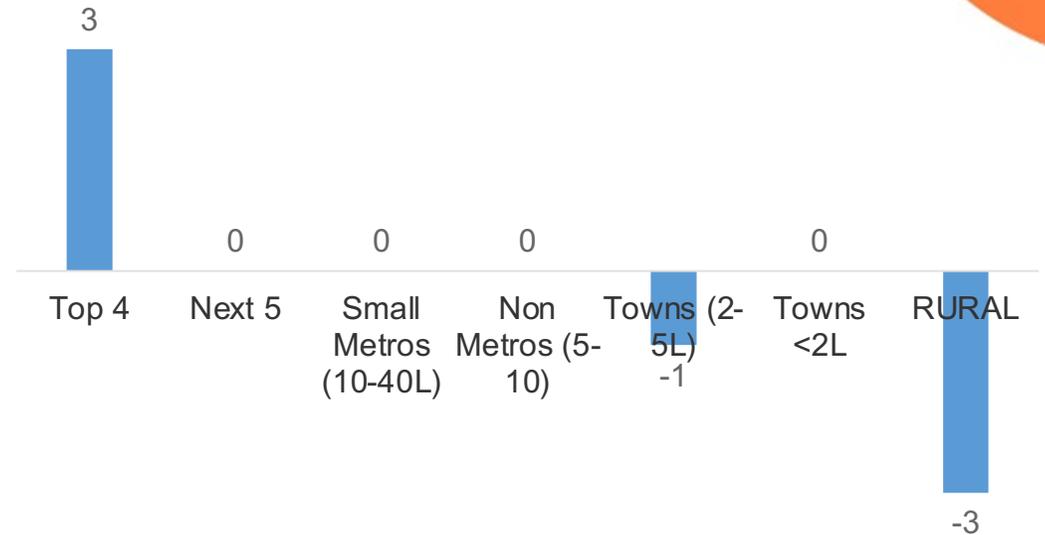
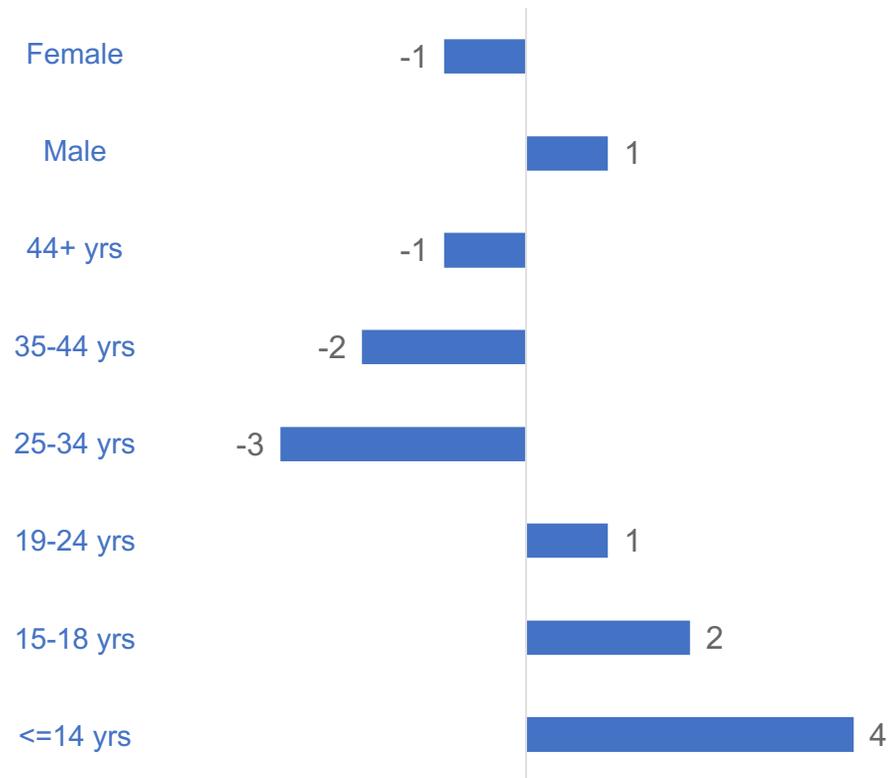
It is early days for metaverse; however action is heating up...

- First metaverse wedding
- Daler Mehndi has purchased real estate on the metaverse platform 'Partynite'
- WPP has conducted campus interviews at the cyber lobby of it's Mumbai office
- Musical concerts – Cryptic Entertainments, Daler Mehndi



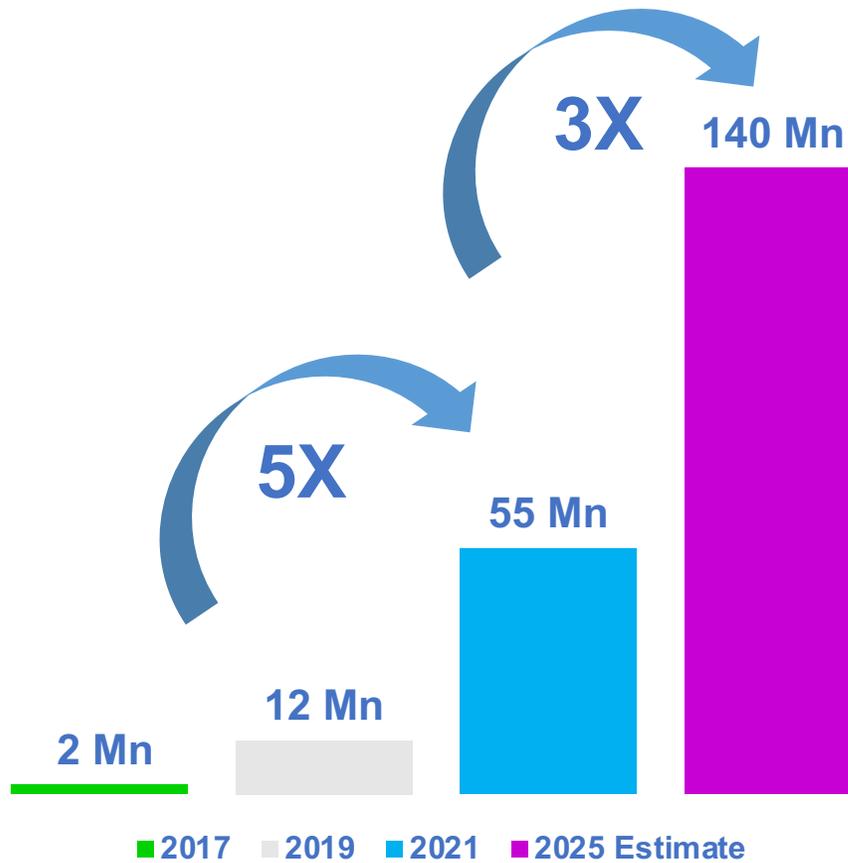
A large base of 336 Million internet users active on social media and gaming – a segment most amenable to early adoption of metaverse

Early adopters of metaverse likely to be young cohorts, in the metro's



Skews: Active Social Media Users and Gamers – Any Social Media Users

Further, a niche group of Do-it-all internet users is growing rapidly across India



Source: Kantar ICUBE 2021, All India (Urban + Rural)



More and more internet users will be using non-traditional devices to access the internet

150 Million

Non-traditional*
Device internet users

** All excluding Mobile and PC*

3X 

Growth from
2021



To sum up...

- India with its large young population and a strong constituency for technology is ripe to become a large market for cutting virtual technologies
- Just as smart speakers and smart watches have swept the Indian market over the last few years, the VR\AR headset is perhaps the next big device that will take off in the next few years
- There is an urgent to create norms and a safe environment against cyber-bullying and for data privacy, as the world of entertainment taps into the 3D virtual world



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Thank You

