

CONSUMER INSIGHTS FOR INNOVATION

Passenger car: when a European car company introduced their European model in India it did not take off. What went wrong?

- ✓ Absence of a robust horn?
- ✓ Ineffective air conditioning in the back seat?
- ✓ Low slung car making it difficult for women in 6 yard sari to get in and out?
- ✓ Poor protection from harsh monsoon and high temperatures?
- ✓ Too low for rural roads?
- ✓ Not enough headroom?
- ✓ Prominent side view mirrors



Sachets: Is the price per unit for sachets cheaper than for large pack sizes? At such low unit value prices does it really make a difference?