

Media Contacts:

In India

Argho Chatterjee
+91 22 6714 0174
achatterjee@bostonanalytics.com

In the US

Samir Bhatia
(617) 457-7888
sbhatia@bostonanalytics.com

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Boston Analytics introduces their Webinar series on India, starting with “Selling and Distribution in India: How to sell consumer products through traditional retail outlets which dominate Indian commerce”

Boston Analytics announces its new webinar series, leading with a webinar on traditional trade in India. This free webinar is for all those who want to increase their CPG related sales in India, whether they be new market entrants or long established firms hoping to expand their market presence.

Over 90% of retail business in India is conducted through a diverse group of small independently owned “mom-and-pop” shops. This channel is known as traditional trade and includes all retail outlets with the exception of supermarkets, hypermarkets of superstores and retail chains

In this webinar, leaders of Boston Analytics’ Indian consumer practice will discuss the unique features of traditional trade in India, highlight the opportunities and challenges associated with penetrating this market and present a number of case studies of CPG firms that have successfully adapted their business models in order to sell the majority of their products via traditional trade.

Other topics will include the market size, growth and segmentation of traditional trade, economics associated with different retail types, and the complexities of traditional trade distribution.

Speakers include:

Kimberlee Luce – Kimberlee Luce who is a Vice President of Research and Analytics at Boston Analytics. She has led research and consulting engagements for more than 15 years. At Boston Analytics, she oversees business research and consulting for clients hoping to enter or expand in the Indian market. Previously, Kimberlee was a principal consultant with Abt Associates, a business consulting firm, where she focused primarily on market sizing and segmentation, new market entry and new product design and launches. Earlier, she was a partner at Saltworks and a management consultant with the Mitchell Madison Group. Kimberlee received her MBA from Case Western Reserve University and was a Weatherhead Merit Scholar, John Corrigan Fellow, and 1993–94 Fulbright Scholar in South Asia where she studied private sector development.

Atul Tandon - Atul Tandon is an Associate Vice President of Business Research and Analytics in Boston Analytics’ Mumbai office. Atul brings with him close to ten years of industry experience in key decision making roles with leading conglomerates in India, such as Aditya Birla Group and ITC. Atul has extensive experience working in the CPG industry with a focus on distribution strategies and establishing rural networks, including playing an instrumental role in the establishment of ITC’s “e-choupal” network. At Boston Analytics, Atul works with consumer focused companies hoping to enter or expand in the Indian market by identifying additional growth opportunities and designing business portfolios. Past engagements include working with food and beverage, consumer electronics, and healthcare product and services

companies. Atul is a qualified Chartered Accountant and an MBA from the Indian School of Business, Hyderabad.

Boston Analytics next webinar will focus on the urban healthcare market in India with an overview of the urban healthcare infrastructure, treatment and referral patterns, growth and changes in the hospital market and the role and significance of different providers and players.

About Boston Analytics: Boston Analytics is a research and analytics firm headquartered in Boston, MA, with delivery offices in Mumbai, India. Boston Analytics publishes the only monthly consumer confidence index for India (CNBC TV-18 Boston Analytics Consumer Confidence Index) along with a number of other consumer related sub-indices which is developed by face-to-face surveys of over 8500 respondents in 15 cities in India. This infrastructure along with BA's vast work in the Indian market, enables BA to provide in-depth insight into the Indian consumer and how to reach them.

For More information contact Samir Bhatia at 617 457 7888 Ext 226. To register for the webinar, go do www.bostonanalytics.com/webinar.