



Sustainability: The India Story

Exploring what sustainability means to consumers and how brands can navigate their journey

The Asian Commercial Case for Sustainability is clear

\$1 trillion

Projected economic benefits of going green to South East Asian economies by 2030

Source: World Economic Forum (2019) & Circularity Gap (2020)

Indian consumers are looking for brands that have social and environmental purpose



are willing to invest time and money supporting companies that do good

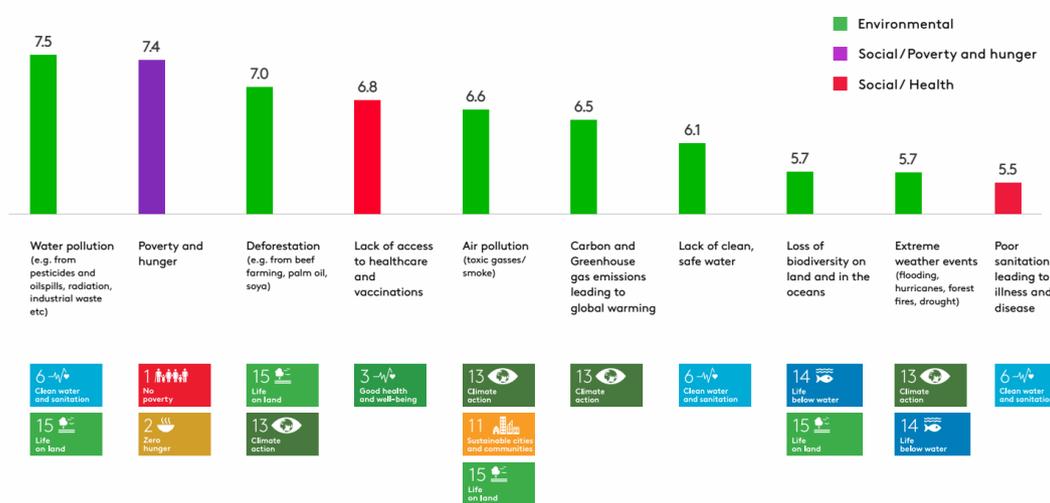


have stopped buying products/services that have a negative impact on the environment & society



people don't feel it is their responsibility and it is up to businesses/producers

India's key concerns are issues that have a direct impact on their daily lives



Getting Brand Purpose and Sustainability right are key to brand success

68% worry brands are involved in social issues just for commercial reasons



Source: Kantar Link TV Preview Database

And the value action gap is still very real



Taking action is not so easy



So where can you start?

