

GLOBAL ROADMAP

FOR INDIAN BRANDS

Building \$ Trillion Brands of INDIA

SARABJIT S. PURI
KUNAL AWASTHY



Global Roadmap for Indian Brands

Building \$ Trillion Brands of INDIA

By
Sarabjit S Puri
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Natraj
PUBLISHING HOUSE

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Foreword

I have had much of my professional life a front-row seat to India's brand journey—first as a nation finding its economic voice and later as a marketplace learning to project confidence, quality, and credibility to the world. Over three decades in sales and marketing, I have seen Indian companies move from competing on cost to competing on capability, and now increasingly on conviction. It thus comes at just the right time in this evolution-global Roadmap for Indian Brands.

This is not just a book about the exporting of products or the extension of footprints. It's about something much more significant: exporting belief. Belief in Indian quality, Indian imagination, Indian values, and Indian stories. And as Sarabjit S. Puri and Kunal Awasthy argue so forcibly, the next chapter in India's growth will not come from volume alone but from value—from brands with trust, purpose, and emotional resonance that carries across borders.

What I like about this work is that it carries a balanced perspective. It respects India's journey from Swadeshi and self-reliance to liberalisation and global integration while being rooted in the realities of a hyperconnected, digital-first world today. In their thinking, the authors have taken note that the competitive advantage of India resides not only in the scale of manufacturing or technological prowess but in its cultural capital: its diversity, wellness traditions, diaspora influence, and an abiding ability to blend tradition with modernity.

The chapters move seamlessly between strategy and soul. From market selection frameworks and digital brand-building to the softer, often underestimated dimensions of trust, authenticity, and heritage, this volume reminds us

that global brands are not engineered overnight—they are earned, story by story, promise by promise. The emphasis on policy enablers, digital public infrastructure, MSME support, and sectoral opportunities adds a much-needed systems view that business leaders and policymakers alike will find of value.

Perhaps most importantly, this book challenges a lingering mindset—that Indian companies must imitate global brands to succeed globally. Instead, it makes a cogent case for being globally competitive while remaining unmistakably Indian.

As someone who has seen it all, the brands that last are those that know who they are before asking the world to believe in them.

This book provides clarity for entrepreneurs, direction for established businesses, context and confidence for students and future leaders, and a hopeful and practical roadmap for the country as a whole—from trusted supplier to global brand creator. Leaders who know their markets, respect the culture, invest in trust, and think long-term will build the trillion-dollar Indian brands of tomorrow. This book is an important guide to that journey.



Mr. Gaurav Suri

Sales & Marketing Leader | Brand Builder

| Advisor to Growth Journeys

Gaurav Suri Profile:

A business leader with a stellar track record of nearly 3 decades in FMCG and BFSI, Gaurav is a seasoned professional known for driving success through robust sales and marketing strategies. Recognized for his leadership prowess, he is an adept team builder who believes in the power of people over processes or technology.

With a proven history of scaling businesses, Gaurav excels in product development, category creation, digital transformation, analytics, distribution models, and brand building. His leadership extends to orchestrating large cross-functional teams across multiple locations, consistently achieving ambitious goals.

Currently engaged in gig work, Gaurav wears multiple hats:

- Chief Evangelist at a fintech firm
- Strategy and Ops at Caregiver Saathi
- Consulting for SMEs/MSMEs/ Startups

Previously, he played a pivotal role in consumer insights,

data, digital, and product creation for UTI Asset Management Ltd. Gaurav spearheaded a significant digital transformation exercise for the firm pre-pandemic and was part of the team which got the firm listed. As a founding member of the AMFI financial literacy committee, he led the “MF Sahi hai” campaign, a notable category growth initiative. Gaurav is a recognized figure in industry bodies and marketing juries.

Prior to this, Gaurav served as the Director of Marketing and Product Development at MetLife. With over 30 years of diverse experience spanning FMCG majors (Britannia Industries Limited-Danone group and Perfetti Van Melle) and the insurance industry, he brings a wealth of expertise to the table.

An active mentor for the past three years with the BD foundation/ XLRI , Gaurav holds a Bachelor of Engineering (Mechanical) from Regional Engineering College, Bhopal (MANIT), and a PGDBM from XLRI, Jamshedpur, specializing in Marketing & Operations.

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Foreword

Over the course of my career, whilst working for global tech companies whose products powered economies, enterprises and everyday digital life, I learned a valuable lesson. The strongest global brands are not built on visibility alone; they are built on trust, consistency and the confidence that what you promise will hold, everywhere and every time.

Global brands are not launched. They are earned.

That distinction matters deeply for Indian companies today. India's advantage is not just economic but civilizational as well and the nation finds itself at a pivotal moment on these fronts. Once defined primarily as a supplier to the world, India is now poised to become a creator of influential global brands. The real challenge now is competing for perception, credibility and emotional trust at a global scale.

This book arrives at precisely the right moment to address that shift.

For decades, India's relationship with the global market was shaped by efficiency. We became trusted suppliers, skilled service providers and resilient manufacturers. That foundation remains essential, no doubt. But global leadership demands more. It requires being trusted. Markets reward brands that signal intent, stability and values over time, not just performance in isolated transactions.

What makes Global Roadmap for Indian Brands distinctive is its recognition that brand-building is not a communications exercise. It is a systems discipline. The most enduring global brands align strategy, operations, culture and storytelling

into a single operating logic. When these elements drift apart, brand equity erodes quietly, often long before growth slows.

Global markets do not judge brands by what they say. They judge them by what they do repeatedly. Delivery timelines, quality consistency, governance standards, digital experience and cultural sensitivity are all brand signals. Creativity matters, but consistency matters more.

India's current advantage lies in the convergence of market scale, startup energy, digital public infrastructure and policy frameworks that support global ambition. At the same time, digital platforms have opened doors that once took decades to unlock, allowing Indian brands to be seen and evaluated on their own terms. But digital reach without discipline accelerates dilution as quickly as it enables growth. The book's emphasis on sequencing, i.e., choosing the right markets, adapting thoughtfully and building credibility step by step, is especially valuable.

Equally important is the book's treatment of culture. India's pluralism, storytelling traditions and wellness philosophies offer authentic differentiation but only when expressed with sincerity. Global audiences respond to values lived through products and behaviour, not symbolism or slogans.

The authors also rightly connect enterprise ambition with national infrastructure and policy. Countries, like companies, carry brands. Alignment between India's economic frameworks and private enterprise strengthens credibility in global markets and creates a powerful platform for long-term leadership.

This book avoids triumphalism. It treats global brand-building as a discipline that requires patience, humility, and sustained investment. Reputation, at the end of the day, is a compounding asset.

India's opportunity is real. The foundations are in place. Global Roadmap for Indian Brands offers not a prediction, but a practical guide to what is now possible and what it will take to make it last.



Mr. Dhananjay Ganjoo

*Chief Resource Mobilization & Marketing Officer,
The Akshaya Patra Foundation*

Dhananjay Ganjoo. Profile

Dhananjay Ganjoo is the Chief Resource Mobilization & Marketing Officer at The Akshaya Patra Foundation, bringing over three decades of expertise in executive management, consulting, and technology sales. He has an extensive background that spans a variety of technologies, business domains, and verticals, enhancing his ability to drive significant business growth.

Dhananjay holds a Bachelor's degree in Electronic Engineering from the University of Mumbai. His professional journey includes a notable tenure as Managing Director at F5, where he was instrumental in expanding the company's revenue across India and the SAARC regions. His career is marked by strategic roles in both enterprise and telecom industries, having worked with global giants such as Hewlett Packard Blue Star, Nortel, Juniper, Microsoft, and others. His experiences cover a broad spectrum, from remote infrastructure management and technology platform provision to eLearning and security services.

In addition to his corporate roles, Dhananjay is also an accomplished entrepreneur. He founded Envoy Labs, a

premium consulting firm focused on go-to-market strategies, channel development, startup incubation, mentoring, and mergers and acquisitions. This venture particularly catered to startups and SMBs, helping them accelerate their revenue and expand their market presence.

Dhananjay's multifaceted career is distinguished by his proven track record of surpassing business targets, strategic business development, and enhancing customer and partner satisfaction. His leadership has not only seen technology sales and business development success but also guided companies to significant investment milestones. His strategic acumen and in-depth industry knowledge continue to drive measurable positive impacts on both the top-line and bottom-line results at The Akshaya Patra Foundation.

Foreword

Foreword for Global Roadmap for Indian Brands

Indian MSMEs can utilise many advantages to build global brands. Chief of these is their unique culture, heritage and traditions.

The book also covers how to navigate the landscape of policies, infrastructure, incentives and more. Not to mention which are the industries and sectors with the best chances for success.

The book is a valuable guide not only for the intended domestic audience but even for observers from the international market (such as myself).

Congratulations to Kunal and co-author Sarabjit! May the readers prosper from their well researched book.



Foong Chong Lek

Director, Head of Family Office, SGX Group

Foong Chong Lek: Profile

Foong Chong Lek is the Director and Head of Family Office at SGX Group, leading engagement with family offices, private banks and global investors while driving SGX’s corporate access and issuer-relations initiatives. He also oversees the secretariat for SGListCos, supporting listed companies in ESG, capital-markets connectivity and investor outreach.

He has extensive experience in listings origination and sector coverage across energy, sustainability, mining and technology. Prior to SGX, he held roles in private equity, venture capital and consumer product innovation with RHB Private Equity, Springboard-Harper Investments and Procter & Gamble.

He holds a Bachelor of Science in Chemical Engineering from Purdue University and an MBA from INSEAD.

Foreword

It is with honour that I respond to the request for a foreword from Kunal Awasthy, who is eminently qualified for this task both in experience as well as in education.

The timing of this book is near perfect given the strides India is making in the Global space, it is most opportune to address the potential that Branding brings to Indian Products, in order to meet the challenges of the next century in terms of entrepreneurship and general development of products. This is critical if India is to meet competition from internationally brands now dominating the world market. A space yet to be conquered.

Given India's strengths in almost all spaces, Branding will cover the single missing element, now in focus.

I trust this book will evolve into a handbook for business, policy makers and students alike as it gains acceptance.

Over the years, I've had the opportunity to build and scale businesses across more than 33 countries. That journey has taught me one important thing: global expansion today looks very different from what it did even a decade ago. Earlier, going international meant heavy investments—constant travel, physical presence in new markets, expensive consumer research, and long cycles of trial and error just to understand what might work. Finding the right customer often depended on being in the right place at the right time.

That reality is changing fast.

Today, discovering customers, testing demand, and generating leads is increasingly happening online. Social

media platforms, digital marketplaces, and global B2B networks have significantly reduced the friction of entering new markets. At the same time, Indians are travelling more than ever—whether for business, education, or leisure—building familiarity, confidence, and global exposure that was rare earlier.

Understanding consumer psychology in new markets has also become far more accessible. What once required large budgets, agencies, and long research cycles can now be done faster and smarter using data and artificial intelligence. Behavioural insights, preference mapping, and market validation—earlier reserved for large corporations—are now within reach of ambitious founders and mid-sized companies.

This combination of digital access, global mobility, and intelligence-led decision-making makes the current moment especially powerful for Indian businesses.

We are no longer limited by distance, lack of information, or restricted access. The playing field has widened. The opportunity now is to move beyond exporting products and start building brands—brands that understand their consumers, communicate with clarity, and earn trust across borders.

Indian entrepreneurs have the capability, the tools, and the timing on their side. What's required is intent and long-term thinking. This is the right moment for Indian companies to step forward and establish meaningful brand presence overseas—not as followers, but as confident global players.



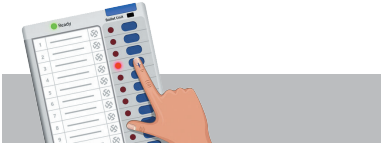
VIKRAM LUTHRA

*Co-Founder | Lifestyle Foods Pvt. Ltd. (Chukde Spices)
& Unique Fragrances*

Vikram Luthra—entrepreneurs, operators, and lifelong students of the food and export industries. With a foundation rooted in discipline, integrity, and quality, we’ve co-built two high-impact organizations:

- Chukde Spices, a leading consumer brand under Lifestyle Foods Pvt. Ltd., redefining India’s spice market through clean, traceable, and safe packaged spices.
- Unique Fragrances, a Government of India-recognized 2-star export house specializing in agro-based and natural food exports across 33+ countries.

My story is not one of shortcuts or viral growth but one of relentless operational clarity, ethical sourcing, and customer trust—domestically and globally.



Vote of Thanks

This book is the result of countless hours of research, conversations, field experiences, and shared aspirations. It would not have been possible without the support and contributions of many individuals and institutions. We extend our heartfelt gratitude to the entrepreneurs, industry leaders, innovators, and policymakers whose journeys inspired the insights and case studies in this work. Their achievements form the backbone of India's global brand story.

A special thanks to the Indian diaspora, the silent brand ambassadors of our nation whose accomplishments across the world continue to elevate India's image and reputation. Your success is our collective pride.

To our families, we owe a debt that words can scarcely capture. Writing a book demands time, focus, and emotional energy, often at the expense of shared moments and personal comforts. Our families not only tolerated our long hours but encouraged us to persist, reminding us of the larger purpose behind this endeavour. Their patience, faith, and love remain our strongest sources of strength. We also wish to acknowledge the contributions of our editor, Ms. Divya Sonigra, publishers, and reviewers, who meticulously shaped the manuscript into its final form. Their critical eye and constructive feedback ensured clarity, coherence, and quality. They reminded us that ideas must not only be accurate but also accessible, especially when the audience is as diverse as ours.

Finally, we thank our readers the dreamers, entrepreneurs, students, leaders, and changemakers who believe in India's potential. As we close this work, we remain conscious that the journey does not end here. This book is but a step in an ongoing dialogue about India's future. May it inspire you to build the next generation of global Indian brands that stand for excellence, ethics, and innovation.

We are thankful to **Jaskirat Singh Puri** and **Ritika Awasthy** for market research

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Part 1 :
**The Opportunities: Taking the Leap
into the Global Ocean**

Chapter 1

India's Evolving Brand Identity in the Global Economy

Legacy of struggle from 1800's:

The journey of Indian brands is deeply rooted in a rich legacy that stretches back to the 1800s, when pioneering industrialists such as Jamshedji Tata, Dinshaw Petit, and Dwarkanath Tagore laid the foundations of Indian enterprise. During a time of colonial restrictions, they built industries in textiles, steel, shipping, and trading, proving that Indian business could compete with global players. Historic brands like the Wadia Group (1736), Tata Group (1868), Bombay Dyeing (1879), Godrej (1897), Amrutanjan (1893), and Scindia Steam Navigation (1919) became symbols of quality, innovation, and resilience. These early institutions shaped India's industrial backbone and created a strong identity for Indian-made products across Asia, Africa, and Europe. This legacy found new momentum after economic liberalisation in 1991, when Indian companies gained the freedom to expand globally. The world witnessed

India's rising strength through landmark acquisitions: Tata Motors taking over Jaguar Land Rover, Tata Global Beverages acquiring Tetley Tea, and Eicher Motors reviving Royal Enfield into a global cult brand. These bold moves not only brought foreign brands under Indian leadership but also signalled the nation's capability to innovate, manage, and transform global businesses. Parallely, India's vibrant diaspora became one of its greatest assets. NRIs evolved into natural brand ambassadors, promoting Indian textiles, spices, Ayurveda, education, films, technology services, and food across continents. Their trust in homegrown products helped Indian brands establish credibility in foreign markets and accelerated acceptance among global consumers. India's growing participation in global systems ranging from information technology and pharmaceuticals to renewable energy, space research, and manufacturing continues to enhance its international brand presence. As Indian companies embrace digital transformation, sustainability, and design-led thinking, the roadmap ahead demands stronger global branding, deeper cultural storytelling, and continuous product innovation. By building on a legacy more than two centuries old, leveraging the power of its diaspora, and expanding confidently through collaborations and acquisitions, India is poised not only to compete but to shape the future of global commerce.

From labourers to entrepreneurs to state heads:

The Indian growth story is one of extraordinary social transformation, where individuals and communities have risen from the humblest beginnings to positions of global influence. In the early 19th and 20th centuries, millions of Indians were sent abroad as labourers, factory workers, railway builders, plantation hands, and clerks across

British colonies in Africa, the Caribbean, Southeast Asia, and the Pacific. These migrants carried little more than resilience, skill, and cultural identity. Over generations, they preserved their heritage while adapting to new lands, gradually moving from survival to stability. Their strong work ethic, family values, and community networks helped them venture into small businesses, trading, agriculture, retail, transport, and later professional fields like medicine, education, and law. From these beginnings emerged a wave of Indian-origin entrepreneurs who built successful companies, shaped local economies, and contributed significantly to their adopted countries.

As these communities grew economically and socially, their confidence and visibility increased. Many began participating in public life, civic leadership, and governance. Their success stories gained recognition, earning trust across diverse societies. The transformation became most visible when descendants of these early labour migrants rose to hold some of the highest offices in the world. This evolution reflects the larger ethos of the Global Indian Spirit: perseverance, adaptability, and aspiration. It showcases how education, entrepreneurship, and cultural rootedness can shape destinies across continents. The rise from labourers to entrepreneurs to state heads is not merely a story of migration; it is a testament to the power of opportunity, the value of hard work, and the global impact of Indian identity reshaping the world in profound ways. The evolution of Indian brands is closely connected to the historic journey of Indians who moved across the world from labourers in the 1800s to influential entrepreneurs and even state leaders today. Over generations, these communities transformed their circumstances, gradually entering trade, small businesses, and professional fields. As these communities

progressed, they became key players in promoting Indian products, spices, textiles, Ayurveda, jewellery, food, and handicrafts across continents. NRIs slowly emerged as powerful cultural ambassadors, influencing tastes, shaping markets, and strengthening India's commercial reach long before globalisation became mainstream. Their aspirations and success became intertwined with the growth of Indian entrepreneurship itself.

Landmark takeovers such as Tata Motors' acquisition of Jaguar Land Rover, Tata Global Beverages' purchase of Tetley Tea, and the reinvention of Royal Enfield by Eicher Motors showcased the new identity of Indian enterprise bold, innovative, and globally competitive. These successes represented more than business transactions; they reflected India's rise from a supplier of labour to a creator and owner of iconic global brands. The same spirit that transformed migrant labourers into entrepreneurs also propelled Indian companies to lead global markets. The journey from labourers to entrepreneurs to global leaders mirrors the journey of Indian brands from local roots to worldwide impact.

NRIs: Brand Ambassadors of India:

No marketing campaign could have achieved what the Indian diaspora has done for India's global image. The Non-Resident Indians (NRIs) 35 million strong are not just citizens abroad; they are brand ambassadors of India's values, talent, and resilience. From Silicon Valley to Singapore, from London to Lagos, they project an image of India that is intelligent, adaptable, and entrepreneurial. NRIs bridge cultures. They bring Indian traditions to global platforms while absorbing and translating the world's best practices back home. Their success stories whether in

business, science, or politics have transformed perceptions of India from a developing nation to a source of innovation and leadership. The soft power they wield is immense. Bollywood, yoga, cuisine, and festivals like Diwali are now part of mainstream global culture, largely thanks to Indian communities overseas. But NRIs also play a strategic role in shaping India's economic and diplomatic identity. Their remittances, investments, and advocacy strengthen India's global connections. They help build trust, open markets, and attract international collaboration. In essence, NRIs personify the spirit of modern India confident, connected, and compassionate. Their presence ensures that the world doesn't just see India as a place on the map, but as a global force of ideas, innovation, and influence. NRIs (Non-Resident Indians) are seen as brand ambassadors for India because they represent the country's capabilities and success on a global scale, promoting a positive image and contributing to India's development through investment, cultural exchange, and skilled migration. Prime Minister Narendra Modi has frequently referred to the diaspora as India's brand ambassadors, emphasizing their role in building the nation's global standing.

India as a Brand in the World:

Today, "India" is not just a country, it's a global brand that stands for diversity, innovation, and democratic resilience. The journey from being seen as a land of mysticism and poverty to becoming a hub of technology, creativity, and youth energy has been extraordinary. India's brand is now a fusion of tradition and modernity, yoga and AI, spirituality and space technology, Bollywood and blockchain. What gives "Brand India" its unique strength is authenticity. Unlike nations that rely solely on marketing campaigns, India's identity has evolved organically through its people,

products, and performance. The world looks to India for affordable innovation, sustainable solutions, and cultural richness. Initiatives like “Make in India,” “Digital India,” and “Startup India” have further positioned the country as a credible partner in global progress. Internationally, India’s leadership in renewable energy, pharmaceuticals, and digital governance adds a layer of trust to its brand equity. Its democratic values and growing global diplomacy especially in the G20 and Global South showcase India as a nation with both vision and voice. The brand “India” is no longer emerging; it’s establishing. It represents a nation ready not just to participate in the world economy, but to shape its future.

Indian Companies Overtaking Global Companies:

The rise of Indian companies on the global stage marks a defining moment in the country’s economic evolution. Once seen as outsourcing partners or low-cost producers, Indian firms are now acquiring, competing with, and often surpassing global giants. Tata, Infosys, Reliance, Mahindra, and Wipro these names are no longer confined to India’s borders; they command respect across continents. Tata’s acquisition of Jaguar Land Rover and Infosys’ leadership in IT consulting symbolized a paradigm shift from dependency to dominance. Indian startups like Zomato, Byju’s, and Ola have challenged global incumbents with frugal innovation and digital agility. What differentiates Indian companies is their ability to blend scale with sensitivity delivering world-class quality while understanding the needs of emerging markets. This success is not accidental; it is the result of decades of building credibility, capability, and confidence. Indian companies now invest in R&D, sustainability, and global talent networks. They are rewriting the narrative

that innovation belongs only to the West. Instead, India is proving that creativity thrives equally in complexity. The world's boardrooms are taking note. India is no longer the back office of the world, it's becoming the boardroom. The next decade could see Indian enterprises leading global industries in energy, technology, and consumer products, cementing India's brand as a hub of ideas, leadership, and impact.

Chapter 2

Historical Context: From Swadeshi Movement to Globalization

Quit India Movement and the Boycott of European Products:

The Quit India Movement of 1942 was not merely a call for political independence; it was a resounding assertion of economic self-respect. When Mahatma Gandhi urged the British to “Quit India,” it signalled a deeper rejection of colonial control not just of governance, but of commerce and identity. The boycott of European products became a powerful weapon in this struggle, aligning consumer behaviour with national pride. Indian citizens, already sensitized by earlier Swadeshi campaigns, took to boycotting British goods with unprecedented zeal. Foreign textiles, soaps, and liquor were discarded in favour of indigenous alternatives. Every purchase became an act of resistance; every handmade khadi cloth was a statement of freedom. This economic defiance rattled the colonial machinery that

had long profited from India's dependence on imported goods. Beyond economics, the boycott represented a cultural awakening. It redefined consumption as a moral act and united Indians across classes and regions. The movement also paved the way for a self-sufficient industrial base, a seed that would grow into post-independence India's manufacturing and entrepreneurial drive. In essence, the Quit India Movement marked the convergence of politics, economics, and identity. It showed that independence was not just about ruling oneself, but about reclaiming one's power to produce, trade, and choose the foundation of India's later global rise.

Swadeshi Movement and the Role of Mahatma Gandhi:

The Swadeshi Movement, which began in 1905 during the Bengal Partition, was India's first great experiment in economic nationalism. It was both a protest and a vision, a boycott of foreign goods and a celebration of indigenous enterprise. The movement called upon Indians to weave their own cloth, produce their own goods, and build their own destiny. When Mahatma Gandhi returned to India in 1915, he transformed Swadeshi from a regional protest into a national philosophy. For Gandhi, spinning the charkha (spinning wheel) was not just a political act but a moral one. It symbolized self-reliance, dignity of labour, and unity. The charkha became the logo of India's economic revolution, a call for empowerment through simplicity. Gandhi's genius lay in connecting economics with ethics. He believed true independence could not be achieved unless Indians could sustain themselves. This idea of "self-rule through self-reliance" inspired cottage industries, handlooms, and cooperative movements across the country. In hindsight, the Swadeshi ideology anticipated modern "Make in India"

initiatives. It rooted national development in local enterprise and sustainable production principles that continue to define India's brand identity even in the age of globalization. Gandhi's Swadeshi was not just about rejecting the West; it was about rediscovering India's inherent creative and productive potential.

Pre-Independence Indian Army and the World Wars:

Before India became independent, its army played a crucial though often underappreciated role in shaping global history. The Indian Army under British command fought in both World War I and World War II, contributing millions of soldiers to the Allied cause. Over 1.3 million Indians served in World War I and nearly 2.5 million in World War II making India the largest volunteer army in history. These wars profoundly influenced India's path to independence. Indian soldiers, exposed to global battlefields, returned home with heightened political consciousness and pride. They fought in Europe, Africa, and Asia not for their own sovereignty, but for the empire that ruled them. This contradiction fuelled growing disillusionment and demands for self-governance. The bravery and discipline of Indian troops also reshaped global perceptions. The world saw Indians as capable leaders, not colonial subjects. Their valour at battles such as Gallipoli, Burma, and North Africa earned international respect. Moreover, the wars modernized India's infrastructure, industry, and defence capabilities. Military training, logistics, and technology introduced during these years later became assets for the newly independent nation. The legacy of the pre-independence Indian Army lies not only in its sacrifices but in its role as a bridge connecting colonial subservience to national pride and setting the stage for India's emergence as a global power.

NRIs' Entrepreneurial Spirit and Indian Community Building Abroad:

Wherever Indians have migrated, they have not merely settled they have built. The Non-Resident Indians (NRIs) have been architects of thriving communities that reflect India's industrious spirit and cultural richness. From East Africa to the United States, from the Gulf to the UK, Indian migrants turned challenges into opportunities, earning reputations for hard work, adaptability, and enterprise. The early migrants, often traders or labourers, laid the foundations of Indian business networks abroad. In subsequent generations, education and entrepreneurship became the driving forces. NRIs built temples, cultural centres, and schools, creating "Little Indias" that preserved heritage while embracing global modernity. Entrepreneurial success stories abound: from Gujarati merchants in Africa and Sindhi traders in the Middle East to Silicon Valley innovators and British-Indian business magnates. The common thread is an entrepreneurial instinct rooted in trust, family, and community. These networks supported not only individual success but also social upliftment and philanthropy. Today, NRIs contribute billions in remittances and investments, and their business ventures span from technology to hospitality. Their influence extends to policy advocacy and soft power diplomacy, shaping how India is perceived globally. The NRI journey is, at its core, a story of resilience, a testimony to how Indian values of community and enterprise thrive on foreign soil.

Globalization and the Rise of China:

The late 20th century witnessed a transformation in global economic dynamics, with China emerging as the factory of the world. Its rapid industrialization, export-driven

growth, and state-backed reforms made it a symbol of the power of globalization. For India, China's rise was both an inspiration and a challenge. China's success demonstrated how a developing nation could leverage global trade and manufacturing to lift millions out of poverty. Its model emphasized large-scale production, infrastructure investment, and integration into global supply chains. However, while China mastered manufacturing, India took a different path leveraging human capital, services, and technology. The 1990s and 2000s saw both Asian giants reshaping global geopolitics. China became synonymous with hardware; India, with software. Yet, India's democratic model and English-speaking workforce positioned it as a more open and innovation-driven economy in the long run. Globalization forced India to rethink its policies, competitiveness, and identity. China's meteoric rise reminded India of the importance of reform, infrastructure, and speed. But it also gave India an opportunity — to differentiate itself through creativity, democracy, and knowledge-based growth. In the 21st century, India and China represent two contrasting yet complementary faces of Asia's ascent in the global economy.

Indian Software Industry and the Indian Engineers:

The story of India's software revolution is inseparable from the brilliance of its engineers. Beginning in the 1980s, a quiet transformation took place in cities like Bengaluru, Hyderabad, and Pune. Fuelled by a growing pool of technically skilled graduates, India became the world's IT backbone powering systems, code, and innovations across the globe. Indian engineers, educated in institutes like the IITs and regional engineering colleges, became global problem-solvers. They offered not just cost-effective labour

but intellectual excellence. The Y2K crisis, which saw Indian IT professionals helping companies worldwide fix software glitches, symbolized India's arrival as a dependable technology partner. Companies such as Infosys, Wipro, and TCS became pioneers of the global outsourcing model, providing end-to-end solutions in software development and IT services. This industry empowered millions, created a vast middle class, and turned India into a knowledge economy. But beyond economic success, the software revolution changed India's self-image. The Indian engineer became a global citizen, respected, mobile, and innovative. They bridged nations through technology, showing that intellect could be India's most powerful export. Today, as AI, cloud, and automation reshape industries, India's engineers remain at the forefront still coding the future of the world.

Indian Software Companies' Global Reach:

Indian software companies have redefined globalization itself. Once confined to providing backend services, firms like Infosys, TCS, Wipro, HCL, and Tech Mahindra have evolved into strategic global players. They now consult Fortune 500 companies, lead digital transformation, and even set up innovation hubs in Europe, America, and Asia. Their rise was powered by a unique mix of cost competitiveness, quality assurance, and cultural adaptability. Indian IT firms mastered the art of remote collaboration long before it became mainstream. The "offshore model" they created revolutionized how the world works, reducing costs while maintaining world-class standards. As these companies matured, they moved up the value chain from code to consulting, from outsourcing to ownership. They began acquiring foreign firms, hiring global talent, and co-creating

products. Today, Indian software firms are recognized as thought leaders in automation, cloud computing, and AI-driven services. Beyond revenue, they've become ambassadors of India's intellectual strength. They showcase how innovation from the Global South can influence the North. The success of Indian IT companies underscores a larger truth: globalization is not one-way. It's a two-way street, and India is confidently driving on it.

Opening of the Indian Economy in 1992 by Dr. Manmohan Singh:

In 1991, India stood on the brink of economic collapse; its foreign reserves were barely enough for two weeks of imports. What followed, however, was one of the most transformative policy shifts in modern Indian history. Under the leadership of Prime Minister P.V. Narasimha Rao and Finance Minister Dr. Manmohan Singh, India liberalized its economy, opening the doors to globalization. Dr. Singh's historic budget speech of 1991 dismantled decades of protectionism known as the "License Raj." Tariffs were reduced, foreign investment was invited, and private enterprise was encouraged. These reforms ignited a new era of confidence, efficiency, and ambition in Indian business. The results were profound. Foreign companies entered India; Indian companies went global. New sectors telecommunications, IT, finance, and automobiles flourished. The middle class expanded, and India's growth trajectory accelerated. Dr. Singh's quiet revolution changed India's brand identity from an inward-looking nation to a dynamic, open economy. It allowed Indian talent to connect with global capital, and Indian innovation to compete internationally. The liberalization of 1992 was not just an economic reform; it was India's declaration to the world that it was ready to lead in the global marketplace.

Role of Mr. Modi in Building Brand India:

Prime Minister Narendra Modi has been one of the most vocal champions of “Brand India” in the global arena. Since taking office in 2014, he has actively projected India as a nation of innovation, culture, and opportunity. His vision of “Make in India,” “Digital India,” and “Startup India” reflects a strategy of positioning India as both a manufacturing hub and a technological powerhouse. Modi’s diplomatic outreach has been unprecedented. His global engagements from the U.S. Congress to the UN, from Africa to Australia have emphasized India’s democratic strength and youthful energy. Under his leadership, India has strengthened its global alliances, attracted record foreign investments, and assumed a confident voice in international forums like the G20 and BRICS. Domestically, infrastructure expansion, digital governance, and ease-of-doing-business reforms have reinforced India’s image as a nation ready for the future. Modi’s emphasis on national pride and cultural identity has also given Brand India emotional depth combining tradition with modern ambition. Through a blend of technology, diplomacy, and narrative building, Mr. Modi has turned India’s story into a brand campaign of credibility and confidence. His leadership has not only elevated India’s global standing but also inspired millions to see themselves as contributors to the world’s growth story.

Indian Businessmen Flexing Muscles in the Global Arena:

In recent decades, Indian entrepreneurs have stepped confidently onto the world stage, no longer content with domestic dominance. Industrialists like Mukesh Ambani, Ratan Tata, Gautam Adani, and Kumar Mangalam Birla along with a new generation of tech founders have showcased

India's capacity for global leadership. These business leaders are not merely expanding; they are acquiring and transforming global brands. Tata's acquisition of Jaguar Land Rover, Mittal's takeover of Arcelor Steel, and Infosys' global consulting ventures are prime examples. Their strategies combine Indian pragmatism with global ambition competing not just on price, but on innovation, vision, and sustainability. Beyond conglomerates, a wave of startups has carried the Indian entrepreneurial spirit worldwide. Backed by talent and technology, they reflect India's adaptability and appetite for scale. Today, Indian business leaders are shaping discussions on renewable energy, digital transformation, and inclusive growth. Their ventures are symbols of India's self-confidence in the global marketplace. The world no longer views India merely as a consumer market, but as a creator of global business icons. The Indian businessman, once an underdog, is now an architect of the world economy. Export-focused clusters are helping small farmers and SMEs reach global consumers. The rise of vegetarianism, plant-based diets, and ethical consumption trends in the West further strengthens India's potential. Indian spices, ready-to-eat meals, and organic produce are already gaining traction in global retail chains. In essence, the problem of safe and affordable food is both a challenge and a gateway. If Indian brands combine traditional wisdom in agriculture with modern technology and global standards, they can emerge as world leaders in food trust and sustainability, a powerful pillar of Brand India's global identity.



Kunal Awasthy is an engineering and management graduate with over 26 years of diverse work experience across industries, both in India and globally. He brings deep expertise in the FMCG sector and rural markets, with a strong track record in building sustainable retail models, driving growth for consumer brands, and developing innovative distribution strategies that connect urban and rural consumers.

He currently serves as Consultant Strategic Business and E-commerce at Hamdard foods, a leading Indian FMCG brand, and as the Global Trade Consul of the Polynesian Kingdom of Atooi/Kingdom of Hawaii. He is also a Director at Gangaram Kolmet Hospital and the Indian Ambassador for the Asian Seniors Tour and Asian Seniors PGA Golf. Alongside these roles, he continues to pursue his entrepreneurial interests as a serial entrepreneur in mining and commodities trading, successfully managing cross-border trade and business development initiatives.



Sarabjit Singh Puri is the Founder and Chairman of Fateh Rural Limited (www.fatehrural.com). Fateh Rural, established in 2003, is a Rural Marketing and Advertising Agency headquartered in Mumbai, with 12 regional offices operating across India. Over the years, Sarabjit has executed thousands of rural campaigns and collaborated with more than 100

corporate clients. His clientele includes major multinational companies in agrochemicals, FMCG, BFSI, Agro-Machinery, Veterinary science, Infrastructure and other companies such as Bayer, Syngenta, L&T, Godrej, Ecozen, Reliance, Tata, Mahindra, Sonalika Tactors, Hamdard, HDFC and many others.

He has personally travelled over five lakh kilometres across the country, engaging with farmers, rural people, distributors, and retailers. His deep interactions have enabled him to gain valuable insights into local economic development, types of crops, technology adoption, product usage, income levels, and the aspirations of the rural population. His personal mission is to integrate technology with conventional means of advertising, thereby bridging modern approaches with grassroots realities. His personal mission is to integrate technology with conventional means of advertising. He has authored two books, "Rural Market Unleashed" and "The Power of Tier 3 and Tier 4 Cities of India".

Future Aspirations:

- Expansion in Asia, Africa, Europe, Australia and the Americas.
- Opening World Head Quarters at New York, USA.
- Exploring funding options for Fateh Rural.

About the Book

India stands today at the threshold of a historic transformation. What was once a nation known for its ancient wisdom, cultural depth, and spiritual resilience is now emerging as a decisive force shaping the global business, technology, and innovation landscape. "Global Roadmap for Indian Brands" arrives at a moment when the world is not only looking at India with admiration but with expectation.

This book is more than an academic compilation or a strategic manual. It is a visionary blueprint that traces India's journey from the Swadeshi movement to the digital age, from traditional crafts to cutting-edge AI, from local enterprises to multinational giants. It captures, with remarkable depth and clarity, the evolution of Brand India an identity built on trust, creativity, diversity, and the indomitable spirit of its people. What makes this work exceptional is its holistic perspective. It brings together history, policy, culture, technology, entrepreneurship, global diplomacy, and future-forward thinking to present a 360-degree roadmap for India's ascent as a global brand powerhouse. Each chapter provides insights rooted in research yet written with inspiring optimism echoing the confidence of a new India ready to lead.

The authors illuminate how Indian brands born, nurtured by deep cultural capital, strengthened by digital ecosystems, and fuelled by youthful ambition are poised to redefine global standards in wellness, technology, manufacturing, sustainability, and creative industries. As we move towards 2040, the century of Indian brands, this book serves as a guiding light for policymakers, entrepreneurs, innovators, investors, and students alike. It is a call to action for every Indian enterprise to think boldly, compete globally, and lead purposefully.

"Global Roadmap for Indian Brands" is not merely a book. It is a movement, a mission, and a milestone. I congratulate the authors for presenting a work of immense value, clarity, and foresight and for contributing meaningfully to India's global narrative.



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