**Abstract**

Emerging from decades of economic isolationism, India’s reform process is now bringing this billion person economy into the global arena. Despite this rapid growth, consumer markets in India remain largely untapped and relatively undeveloped, although that is changing fast. India's constraints, infrastructure, saving, foreign direct investment, and politics, are well known. Smart companies are making brands more relevant to the Indian consumer by regionalizing their brands. There is also the need to identify future growth segments and start building a knowledge base from this perspective. Consumer companies say the most attractive factor is the sheer size of the Indian market. This concept has been described under two discussion areas, Strategies/Practices of Marketing - Past, Present, Future under which outlined strategies are focused in the respective perspective and Scenario of The Indian Consumer - Past, Present, Future in which customers response for the trends in marketing has been projected. With the increase in the viewership and reach of the channels to the villages with the help of DTH, the budget of the companies for the media has increased. India remained incredible to an exocentric audience outside, waiting with a whipping stick in any case, to whip the poster-boy country of the world today.