**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 id the sheer size of the Indian market.