

## Start-up Marketing Strategies in India

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### About the Book

*Start-up Marketing Strategies in India* analyses real-life marketing challenges faced by Indian start-ups from across the marketing mix of Product, Price, Place & Promotion.

Eleven original case studies discuss the experiences of successful Indian entrepreneurs across a wide variety of sectors, including Health Tech, Fintech, media and entertainment, and Fast-Moving Consumer Goods (FMCG).

Each case investigates the dilemmas faced by Indian start-ups on issues in their marketing mix and presents guidance on practical ways to resolve them through fine-tuning the marketing strategy. A special focus is placed on the views and actions of the start-up founder(s) or CEO dealing with the dilemma, to highlight their innovative solutions.

The book is a highly informative guide for entrepreneurs, marketing scholars and practitioners who wish to explore the marketing challenges that new companies face and find new ways to overcome them.



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