

STRATEGY

India Go-to-Market Strategy: Entering and Scaling in the Indian Market

Key insights and actionable frameworks

01

The Context

What Makes India's Market Dynamics Unique?

India represents 18% of global population but dramatically lower per capita income. Income levels shape everything Average monthly household income in India is significantly lower than US or Europe. This shapes pricing psychology, payment methods, product features, and distribution channels fundamen

How Do Payment Ecosystems Shape India GTM?

UPI (Unified Payments Interface) revolutionized India's fintech GTM. UPI enabled instant, zero-fee transfers Prior to UPI, digital payments required credit/debit cards, bank transfers, or wallets. UPI enabled instant, zero-fee money transfers from any smartphone.

01

How Should Pricing Be Structured for India?

India pricing must reflect income levels and price sensitivity.

02

Should GTM Focus on Tier One, Tier Two/Three, or A

The tier strategy determines your entire GTM approach.

03

Why Is Vernacular-First Approach Critical?

English-first products limit addressable markets significantly.

04

What Distribution Channels Work Best in India?

Distribution strategy determines reach and CAC.

05

What Regulatory Challenges Should India GTM Plan F

Regulatory complexity varies by business model.

06

What Does Jio's GTM Strategy Teach?

Jio's GTM revolutionized India by combining ultra-affordable data with free calling.

07

How did Zerodha disrupt retail investment?

Zerodha's GTM positioned flat-fee brokerage against commission-based competitors.

08

What made PhonePe's payments GTM successful?

PhonePe's GTM leveraged UPI infrastructure that Walmart (Flipkart parent) had built.

09

What makes India GTM different from global GTM?

India requires fundamentally different strategies.

Ready to Take Action?

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