

WHY MOST BRANDS FAIL IN INDIA

(how to avoid it)

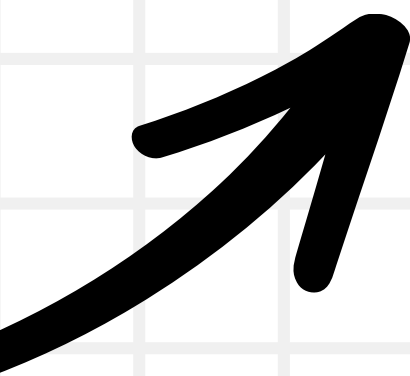


MARKET POTENTIAL ≠ EASY SUCCESS

India's scale attracts brands,
but complexity decides
outcomes. Demand alone
doesn't guarantee traction.



REGULATORY GAPS

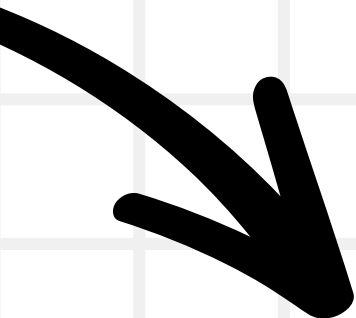


Missing local compliance, certifications, or category norms can delay or derail market entry.



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WRONG PRICING

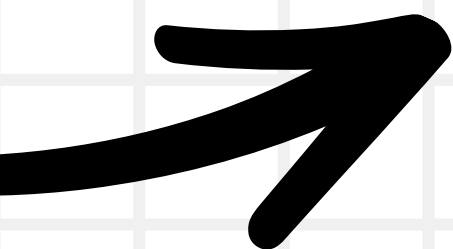
Global pricing rarely works in India. Value perception, margins, and affordability must align.



WEAK DISTRIBUTION



Without the right channels
and reach, even strong
products struggle to scale
consistently.

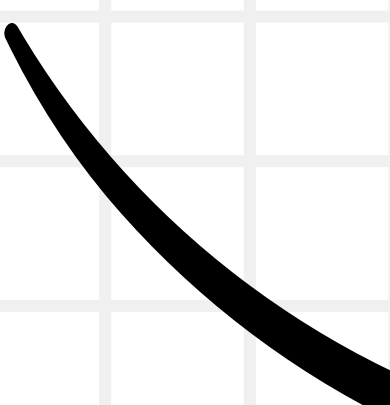




LOCAL PARTNERS MATTER



Local insight, execution
partners, and on-ground
presence accelerate trust
and reduce risk.



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LAUNCH SMART SCALE RIGHT

30Sixty Tech helps brands
navigate India with strategy,
structure, and execution clarity

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