WADHWANI FOUNDATION

PLAYBOOK

Domestic Market Expansion Strategy



A practical guide to growing inside India by design: where revenue comes from, which markets to choose and refuse, your customer and value, your route and what growth costs in cash. Developed from the Wadhwani Foundation session led by Amit Banerjee.

THE GROWTH-BY-DESIGN GAP

The cohort's disclosed revenue was 248 crore, and its stated three-year ambition 868 crore. That is about 3.5 times, or 44% a year, and 620 crore of new sales. Nobody grows three times by selling more of the same thing to the same people in the same way.

Source: Participant workbook data reviewed in the session by Amit Banerjee

OBJECTIVE OF THIS SESSION

This Playbook helps you make six decisions in order: where your revenue comes from, which markets to choose and which to refuse, who your client is and what you are worth to them, how the product reaches them, what repeats the sales, and what growth costs in cash. The linked resources put it on one page with owners, dates and a stop rule.

WHAT THIS PLAYBOOK COVERS

For your business

- X-ray your revenue and test how concentrated it is
- Score markets and name the two you will refuse
- Turn an ideal customer and a value claim into rupees
- Choose a route to market and build a repeatable pipeline
- Count what growth costs in cash and set a stop rule

Explore the full session, business challenges, readiness situations, tools and takeaways:

Watch the Complete Session	Business Challenges & Expert Guidance	Case Studies Covered	Expansion Readiness & Action Guide	Tool_Expansion Workbook	Final SMB Takeaways
Click to see	Click to access	Click to access	Click to access	Click to access	Click to access

Source: Wadhwani Foundation Domestic Market Expansion Strategy, conducted by Amit Banerjee.