

Some points of interest I'd love some answers on:

- Could you tell us what social channels Indian women 22 - 44, particularly mothers, use in India (region-specific would be amazing but not necessary)?
- How does this audience act on social? What do they consume? What do they share? What communities are interesting? How do they interact with brands? What is their view of influencers?
- What are red letter days in India tied in with consumerism or ecommerce?
- What kind of content do Indian women 22 - 44, particularly mothers, enjoy? I.e. advertising campaigns, products, television, cultural events, movies.
- What are key interests for young parents?
 - Growth, career, health of their children.
 - Their own development as parents
 - What they look for in nutrition Etc.
- What does a day in the life of a young family look like?
- What is dad's role in a family?
- What are the prospects for parenting?
 - Will technology play a big role?
 - What does it mean to be a mother in Indian society?
 - Will mothers' attitude in society change?
- What are key moments in 2-5 y/o's life in India?
 - Pre-school, school, kindergarten
 - Culturally interesting key moments such as religious milestones or learning to draw, write, joining sports
 - Does this differ per region?
- What can you tell us on how child nutrition is usually advertised?
 - What works / what doesn't
 - Prime campaign examples within India; humor, seriousness, scientific, loving and sweet, inspiration, epic etc.
- Which visual styles are effective with the demographic?
 - Cinematic, romantic, uplifting, animation, live action, mixed media? Is there any that are taboo or any that instantly gel? (Can be region-specific)
- What is the usual buying process of this type of product?
 - Physical store
 - Online order? Ecommerce?
 - Bulk, or per piece?