

October 27, 2025
Dream Incubator Inc.

Dream Incubator and Dentsu Launch Solution to Support Market Entry and New Business Development in the Indian Market

Supporting the creation of “preferred” brands and business production in the rapidly growing Indian market

Dream Incubator Inc. (President & CEO: Takayuki Miyake; Head Office: Tokyo; hereinafter “DI”) and Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo; hereinafter “Dentsu”), on October 27, announced the launch of Go-to-India Solutions, a growth-oriented consulting solution tailored to the specific needs of the Indian market. This solution combines DI’s strengths in business production, nurtured through hands-on venture capital (VC) investment experience in India, with Dentsu’s understanding of Indian society, culture, and consumers, and its extensive local marketing and communications experience. Together, the two companies have established an integrated system that provides end-to-end support from strategy proposal and development through to execution. This enables the provision of one-stop support to clients for market entry and new business creation in India.

■ Background

India, a country with the world’s largest population and a young and vibrant consumer base with rapidly changing values, is recognized as a market rich in growth opportunities^{※1} and has attracted the attention of Japanese companies as a frontier market. At the same time, traditional business models, products, and services are increasingly losing their competitive edge due to the rapid digitalization of society and the economy. Various aspects of business are also becoming more challenging, such as market entry, supply chain development, response to newly emerging tech companies, and brand establishment. For new entrants, gathering local information and identifying partners is often challenging due to geographic diversity, coupled with language and cultural barriers, making it difficult to identify the most appropriate strategic direction. To address these challenges, DIAI India^{※2} (a local subsidiary of DI) and Dentsu India^{※3} (a local subsidiary of Dentsu Group Inc.^{※4}) have established a proprietary support framework—“Go-to-India Solutions”—that merges the strengths of both companies. A cross-functional team with deep knowledge of the Indian market will work closely with clients to support their business growth.

■ Objective of this solution

DI began its venture into India in 2014, marked by significant venture capital investments^{※5} and extensive consulting and execution support for Japanese companies entering the Indian market. This new solution integrates DI’s long-standing business production expertise—rooted in strategic consulting for Japanese market entry into India—with Dentsu’s deep insights into Indian society and consumer behavior. This powerful combination enables us to accurately decipher India’s socio-economic trends, technological

advancements, and evolving lifestyles. Furthermore, by precisely identifying emerging market opportunities, we will support clients from market entry evaluation and business strategy formulation to launch and execution, encompassing both validation and scaling phases.

【Target companies】

- Companies in manufacturing, retail, and service sectors considering a new entry into India
- Companies already operating in India that face challenges with localization or profitability
- Companies exploring business restructuring driven by India's social issues or sustainability goals

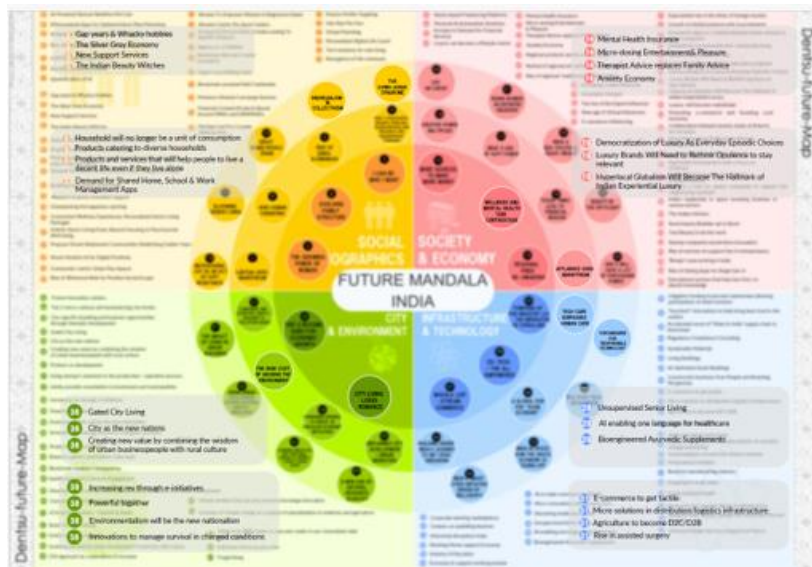
■ Features of this solution

① In-depth understanding of rapidly changing Indian consumers

To gain a clear picture of the vast Indian market, it is essential to capture every nuance of consumer behavior and advance market understanding based on hypotheses. The solution utilizes proprietary tools to analyze diverse Indian consumers.

【Example tool: Dentsu Future Mandala India Ver.】

Utilizing the Dentsu Future Mandala India Ver.⁶, users can explore future societal and consumer needs and values in India, ideating innovative products, services and businesses to meet these needs.



【Example tool: AI-based Indian market and customer analysis】

Through AI-driven insight extraction, users can rapidly analyze markets and customers.

- Using keywords related to target products and competitors, users can collect and analyze publicly available information regarding the target demographic from social media and other sources
- Expanding AI-powered analysis to include related words to extract potential targets
- Highlighting market characteristics through comparisons with other markets and product categories

※¹ Population 1,438,070,000; nominal GDP US\$3.5676 trillion (Source: Ministry of Foreign Affairs of Japan; Japanese only at <https://www.mofa.go.jp/mofaj/area/india/data.html>)

※² DIAI India: <https://www.dreamincubator.com/in/>

※³ DentsuIndia: <https://www.dentsu.com/in/en>

※⁴ Dentsu Group Inc.: <https://www.group.dentsu.com/jp/>

※⁵ Three unicorns among 30 portfolio companies.

※⁶ "Release of 'Dentsu Future Mandala 2025': Predicting 2035 Trends to Inform Future-Oriented Management Strategies"
(Press release February 19, 2025; Japanese only).

<https://www.dentsu.co.jp/news/release/2025/0219-010848.html>

DI aims to expand its comprehensive, end-to-end support for Japanese companies in challenging to create global businesses originating from India. This support will span from conceptualization, strategy, and architecture development to execution support for product and business development, and the creation of innovative ecosystems.

■ **About Dream Incubator Inc.** (<https://www.dreamincubator.co.jp/en/>)

DI works not only to develop services for client companies, but also to produce businesses that transform society and infuse energy into the Japanese economy. DI achieves this by combining strategic consulting skills, the most universal, valuable, and fundamental skills in the business sphere, with managerial abilities honed by a pragmatic and ownership-spirited mindset fostered through our incubation initiatives.

[Press release inquiries]

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