

## **ECONOMIC CRISIS 2007-11: IT'S IMPACT ON INDIAN ECONOMY SPECIAL REFERENCE TO ADVERTISEMENT MARKET**

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### **ABSTRACT**

Economic crisis is a situation in which the economy of a country experiences a sudden downturn brought on by a financial crisis. An economy facing an economic crisis will most likely experience a falling Gross Domestic Product (GDP), a drying up of liquidity and rising/falling prices due to inflation/deflation. An economic crisis can take the form of a recession or a depression. The Global economical crisis of 2007 – 2011 from sub-prime mortgages in 2007 to the downgraded US debt status, the latest crisis point is unlikely to be the last. Although at one time it was thought that this crisis would not affect the Indian economy, later it was found that the Foreign Direct Investment (FDI) started drying up and this affected investment in the Indian economy. But the spending on advertisement industry is more or less directly linked to the economic as well as the market condition of any country and is the same in India. Having such a crisis hit across the world, India is not an immune to it. This paper gives a brief insight on the crisis and its impact on Indian economy in general and Indian advertisement industry in particular.

**KEY WORDS:** Advertisement, Economic Crisis, FDI, GDP, Inflation.

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