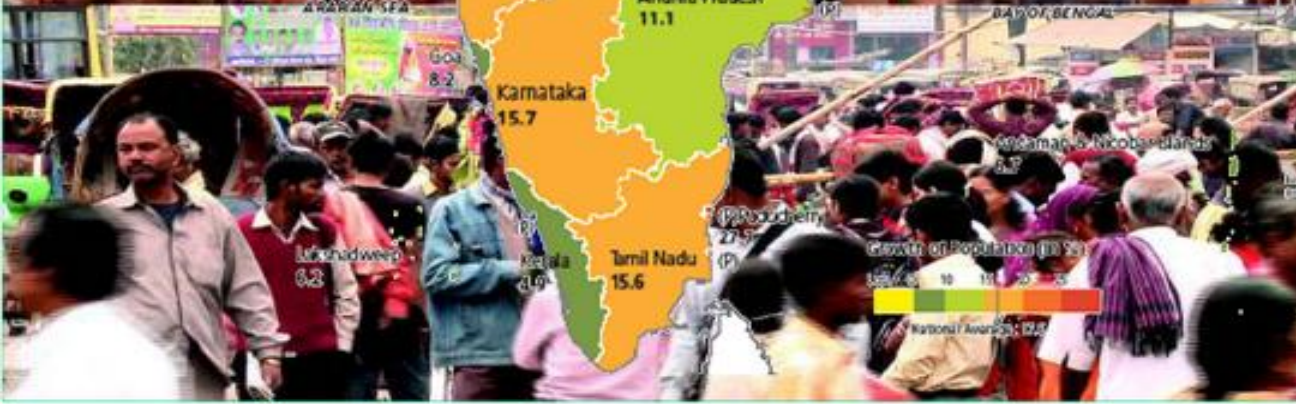
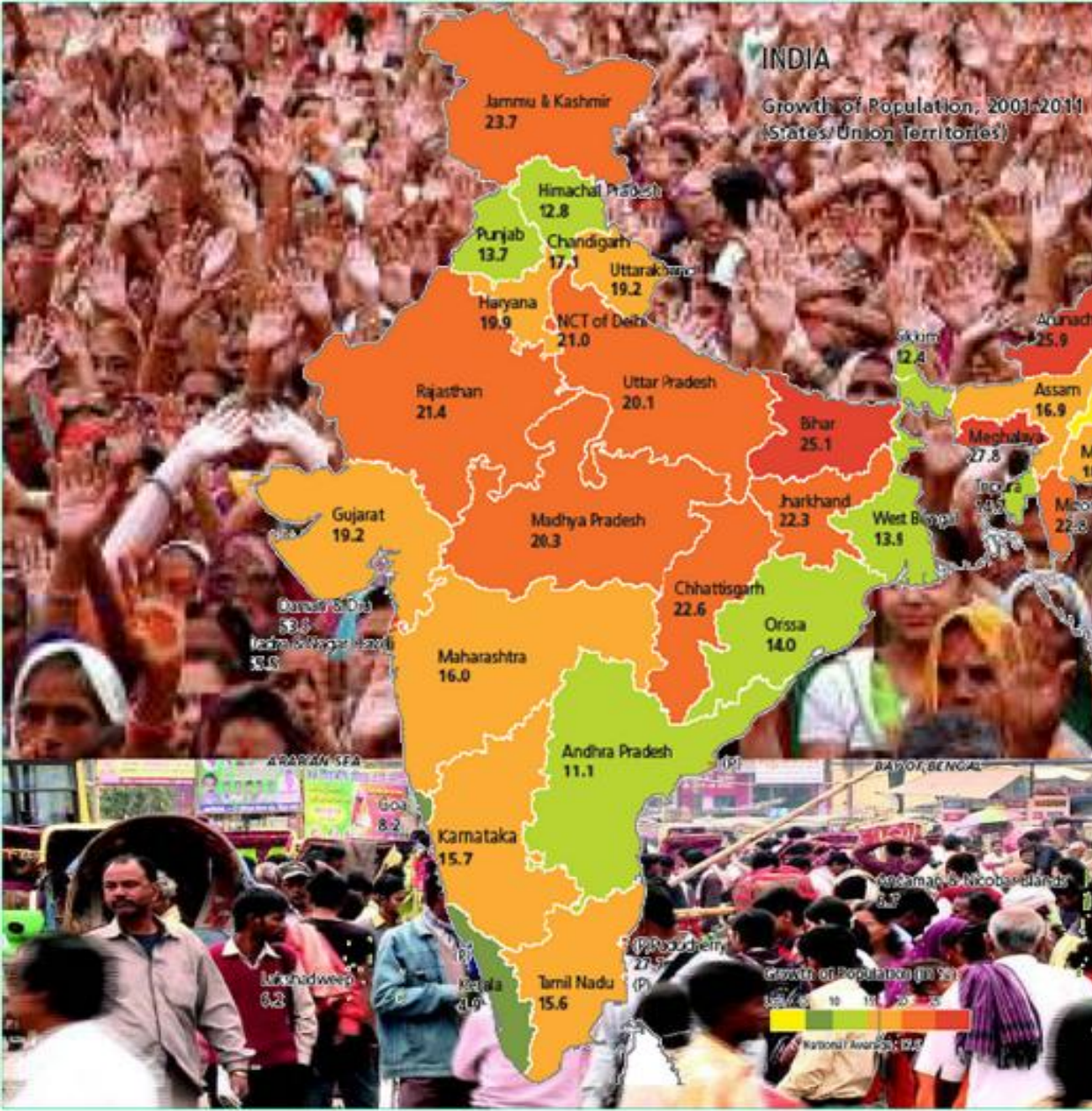




THE NEW DEMOGRAPHIC MAP OF INDIA

I Shop

therefore

I am



UNDERSTANDING NEW SEC GROUPS

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, , Readymade paste
A2	1.8	2.3			
A3	3.0	5.4			
B1	4.0	9.4			
B2	5.1	14.5			
C1	7.0	21.4			
C2	7.2	28.7			
D1	11.4	40.1			
D2	15.1	55.1			
E1	19.5	74.6			
E2	15.8	90.4			
E3	9.6	100.0			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4			
B1	4.0	9.4			
B2	5.1	14.5			
C1	7.0	21.4			
C2	7.2	28.7			
D1	11.4	40.1			
D2	15.1	55.1			
E1	19.5	74.6			
E2	15.8	90.4			
E3	9.6	100.0			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Flat TV, Large refrigerators, Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser
B1	4.0	9.4			
B2	5.1	14.5			
C1	7.0	21.4			
C2	7.2	28.7			
D1	11.4	40.1			
D2	15.1	55.1			
E1	19.5	74.6			
E2	15.8	90.4			
E3	9.6	100.0			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Flat TV, Large refrigerators, Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser,
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5			
C1	7.0	21.4			
C2	7.2	28.7			
D1	11.4	40.1			
D2	15.1	55.1			
E1	19.5	74.6			
E2	15.8	90.4			
E3	9.6	100.0			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Flat TV, Large refrigerators, Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5	Utensil cleaner	Refrigerator, Toilet cleaner	Large refrigerators, Washing machine, Still camera, Ketchup, Jam
C1	7.0	21.4			
C2	7.2	28.7			
D1	11.4	40.1			
D2	15.1	55.1			
E1	19.5	74.6			
E2	15.8	90.4			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Flat TV, Large refrigerators, Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5	Utensil cleaner	Refrigerator, Toilet cleaner	Large refrigerators, Washing machine, Still camera, Ketchup, Jam
C1	7.0	21.4		Music system, 2 wheeler	
C2	7.2	28.7			
D1	11.4	40.1			
D2	15.1	55.1			
E1	19.5	74.6			
E2	15.8	90.4			
E3	9.6	100.0			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Flat TV, Large refrigerators, Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser,
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5	Utensil cleaner	Refrigerator, Toilet cleaner	Large refrigerators, Washing machine, Still camera, Ketchup, Jam
C1	7.0	21.4		Music system, 2 wheeler	
C2	7.2	28.7	Cooker, LPG, Talcum powder, Fabric whitener	Electric iron, Ghee	Refrigerator, Kitchen sink, Air cooler, DVD, Dining table, Milk powder
D1	11.4	40.1			
D2	15.1	55.1			
E1	19.5	74.6			
E2	15.8	90.4			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Flat TV, Large refrigerators, Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser,
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5	Utensil cleaner	Refrigerator, Toilet cleaner	Large refrigerators, Washing machine, Still camera, Ketchup, Jam
C1	7.0	21.4		Music system, 2 wheeler	
C2	7.2	28.7	Cooker, LPG, Talcum powder, Fabric whitener	Electric iron, Ghee	Refrigerator, Kitchen sink, Air cooler, DVD, Dining table, Milk powder
D1	11.4	40.1	TV, Toothpaste	Cooker, LPG, Mosquito repellent, Utensil cleaner	2 wheeler, Telephone, Floor cleaner, MFD, Honey, Noodles
D2	15.1	55.1			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Flat TV, Large refrigerators, Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5	Utensil cleaner	Refrigerator, Toilet cleaner	Large refrigerators, Washing machine, Still camera, Ketchup, Jam
C1	7.0	21.4		Music system, 2 wheeler	
C2	7.2	28.7	Cooker, LPG, Talcum powder, Fabric whitener	Electric iron, Ghee	Refrigerator, Kitchen sink, Air cooler, DVD, Dining table, Milk powder
D1	11.4	40.1	TV, Toothpaste	Cooker, LPG, Mosquito repellent, Utensil cleaner	2 wheeler, Telephone, Floor cleaner, MFD, Honey, Noodles
D2	15.1	55.1	Fan, Tooth brush	TV	LPG, Iron, Toilet cleaner, Glucose
E1	19.5	74.6			

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A1	0.5	0.5	AC, Car, Computer, DVD, Geyser, Dining table, MFD, basmati, Noodles, Ketchup	Flat TV, Large refrigerators, Internet, Microwave, Water purifier, Vacuum cleaner, Digital camera	Premium car, LCD / Plasma / projection TV, Electric kettle, Cooking range, Video camera, Readymade paste
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser,
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5	Utensil cleaner	Refrigerator, Toilet cleaner	Large refrigerators, Washing machine, Still camera, Ketchup, Jam
C1	7.0	21.4		Music system, 2 wheeler	
C2	7.2	28.7	Cooker, LPG, Talcum powder, Fabric whitener	Electric iron, Ghee	Refrigerator, Kitchen sink, Air cooler, DVD, Dining table, Milk powder
D1	11.4	40.1	TV, Toothpaste	Cooker, LPG, Mosquito repellent, Utensil cleaner	2 wheeler, Telephone, Floor cleaner, MFD, Honey, Noodles
D2	15.1	55.1	Fan, Tooth brush	TV	LPG, Iron, Toilet cleaner, Glucose
E1	19.5	74.6		Toothpaste, Talcum powder, Electric iron	Fan, Cooker, Utensil cleaner, Coffee, Washing machine, Ketchup

Understanding New SEC Groups

New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A2	1.8	2.3	Washing machine, Kitchen sink, Telephone, Floor cleaners, Coffee	Car, Computer, Still camera, Flat TV, Large refrigerator, Dining table, Ketchup/sauce, Jam, Glucose, Honey	AC, Internet, Water purifier, Microwave, Vacuum cleaner, Printer, Digital camera, Cheese, Soups, Tomato paste
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5	Utensil cleaner	Refrigerator, Toilet cleaner	Large refrigerators, Washing machine, Still camera, Ketchup, Jam
C1	7.0	21.4		Music system, 2 wheeler	
C2	7.2	28.7	Cooker, LPG, Talcum powder, Fabric whitener	Electric iron, Ghee	Refrigerator, Kitchen sink, Air cooler, DVD, Dining table, Milk powder
D1	11.4	40.1	TV, Toothpaste	Cooker, LPG, Mosquito repellent, Utensil cleaner	2 wheeler, Telephone, Floor cleaner, MFD, Honey, Noodles
D2	15.1	55.1	Fan, Tooth brush	TV	LPG, Iron, Toilet cleaner, Glucose
E1	19.5	74.6		Toothpaste, Talcum powder, Electricity	Fan, Cooker, Utensil cleaner, Coffee, Hair wash products
E2	15.8	90.4	Shampoo, Hair oil	Tooth powder / brush, Fabric whitener, Vanaspati	TV, Cooker, Music system, Electricity

Understanding New SEC Groups

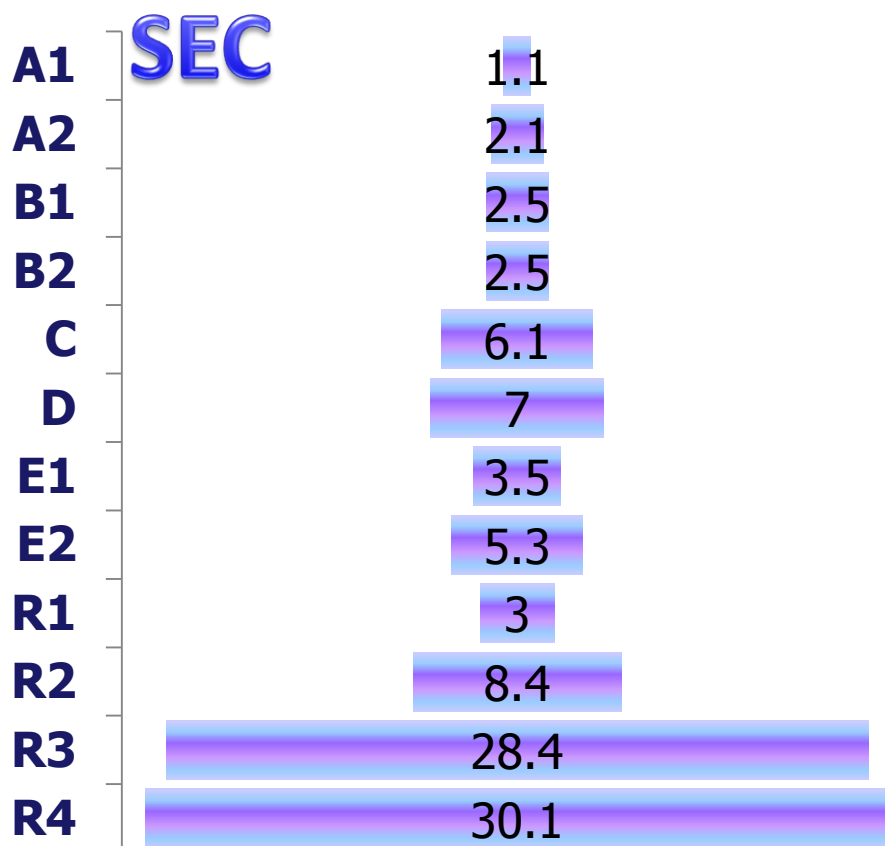
New SEC	Size		Most Own / Use (60%+)	About Half Use (30 – 60%)	New Adoption (5 – 30%)
	%	Cum			
A3	3.0	5.4	Toilet cleaner, Ghee	Washing machine, DVD, Air cooler, Basmati, Noodles	Car, Computer, Geyser
B1	4.0	9.4	Electric iron, 2 wheeler, Refrigerator, Mosquito repellent	Telephone, Kitchen sink, Coffee, Floor cleaners, MFD	Fabric bleaches
B2	5.1	14.5	Utensil cleaner	Refrigerator, Toilet cleaner	Large refrigerators, Washing machine, Still camera, Ketchup, Jam
C1	7.0	21.4		Music system, 2 wheeler	
C2	7.2	28.7	Cooker, LPG, Talcum powder, Fabric whitener	Electric iron, Ghee	Refrigerator, Kitchen sink, Air cooler, DVD, Dining table, Milk powder
D1	11.4	40.1	TV, Toothpaste	Cooker, LPG, Mosquito repellent, Utensil cleaner	2 wheeler, Telephone, Floor cleaner, MFD, Honey, Noodles
D2	15.1	55.1	Fan, Tooth brush	TV	LPG, Iron, Toilet cleaner, Glucose
E1	19.5	74.6		Toothpaste, Talcum powder, Electricity	Fan, Cooker, Utensil cleaner, Coffee, Hair wash products
E2	15.8	90.4	Shampoo, Hair oil	Tooth powder / brush, Fabric whitener, Vanaspati	TV, Cooker, Music system, Electricity
E3	9.6	100	Edible oil, Bathing soap, Washing cakes / powder, Tea, Biscuits	Bicycle, Shampoo, Hair oil, Vanaspati	Tooth paste/powder / brush, Talcum powder, Fabric whitener, Mosquito repellent, Ghee,



New SEC Distribution

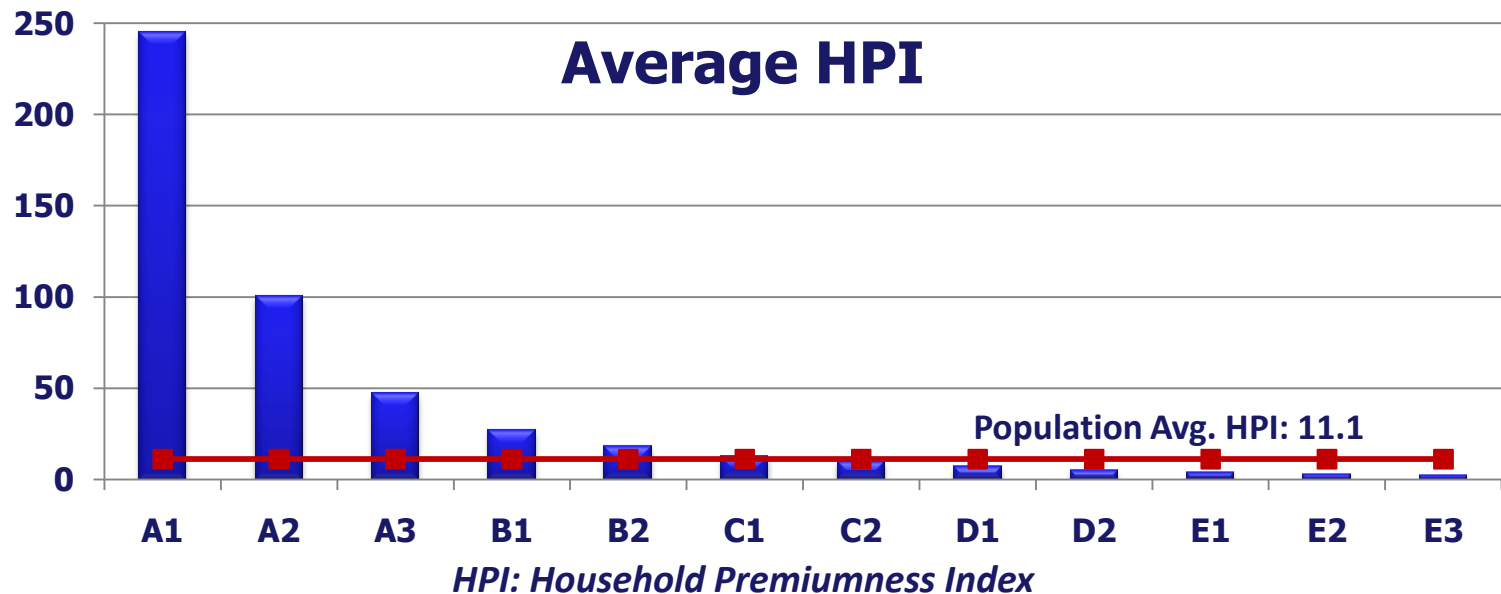
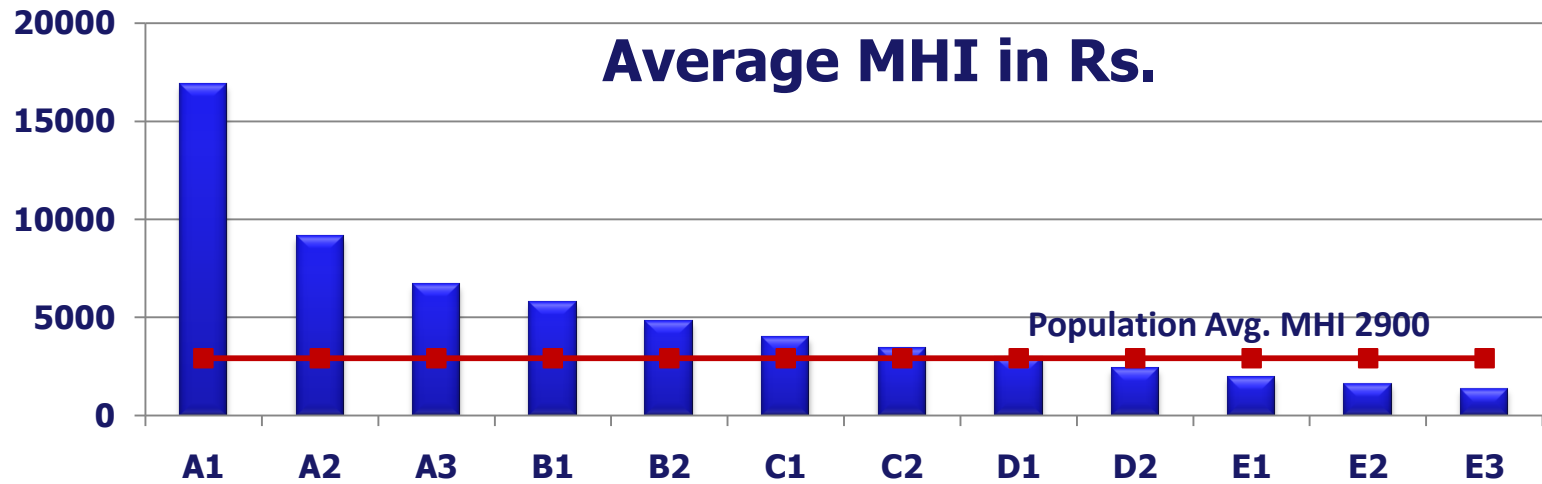
The New SEC Pyramid (U+R)

SEC/New SEC Size in , U+R Full Database(IRS 2008 R2)

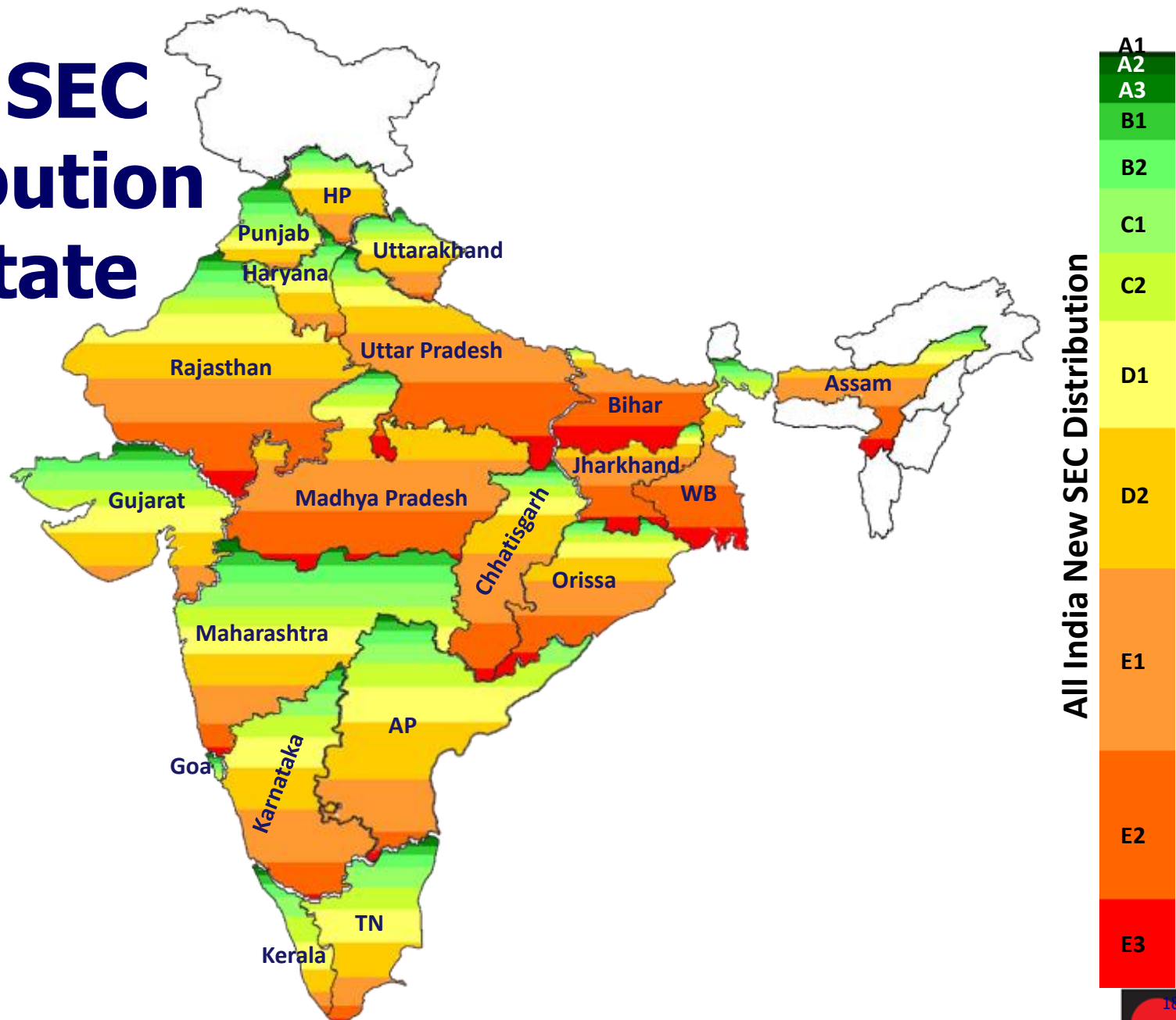


Note: The two distribution are not strictly comparable as SEC is different for Urban & Rural & New SEC combines the two

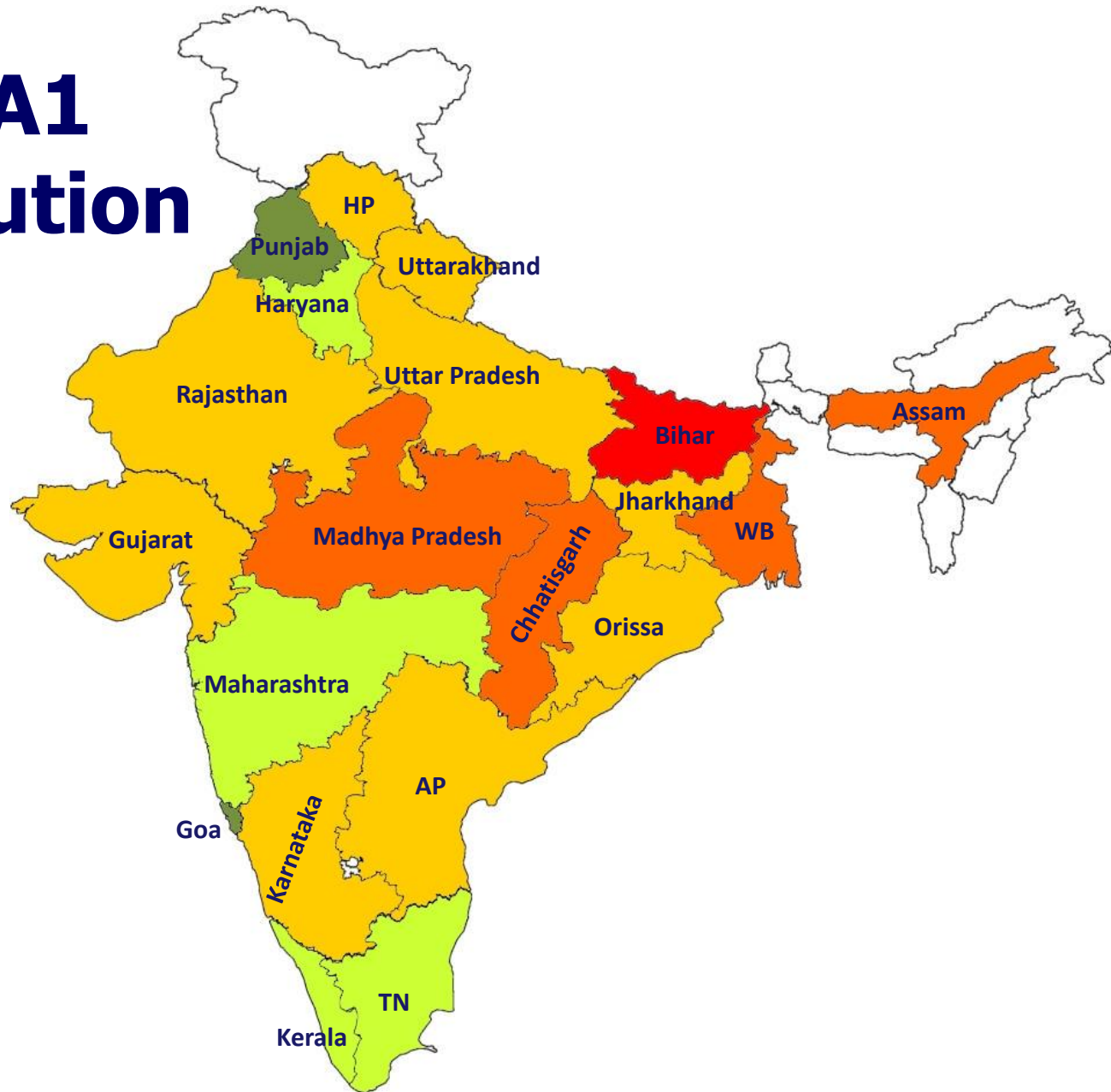
How Different are New SEC Groups?



New SEC Distribution by State

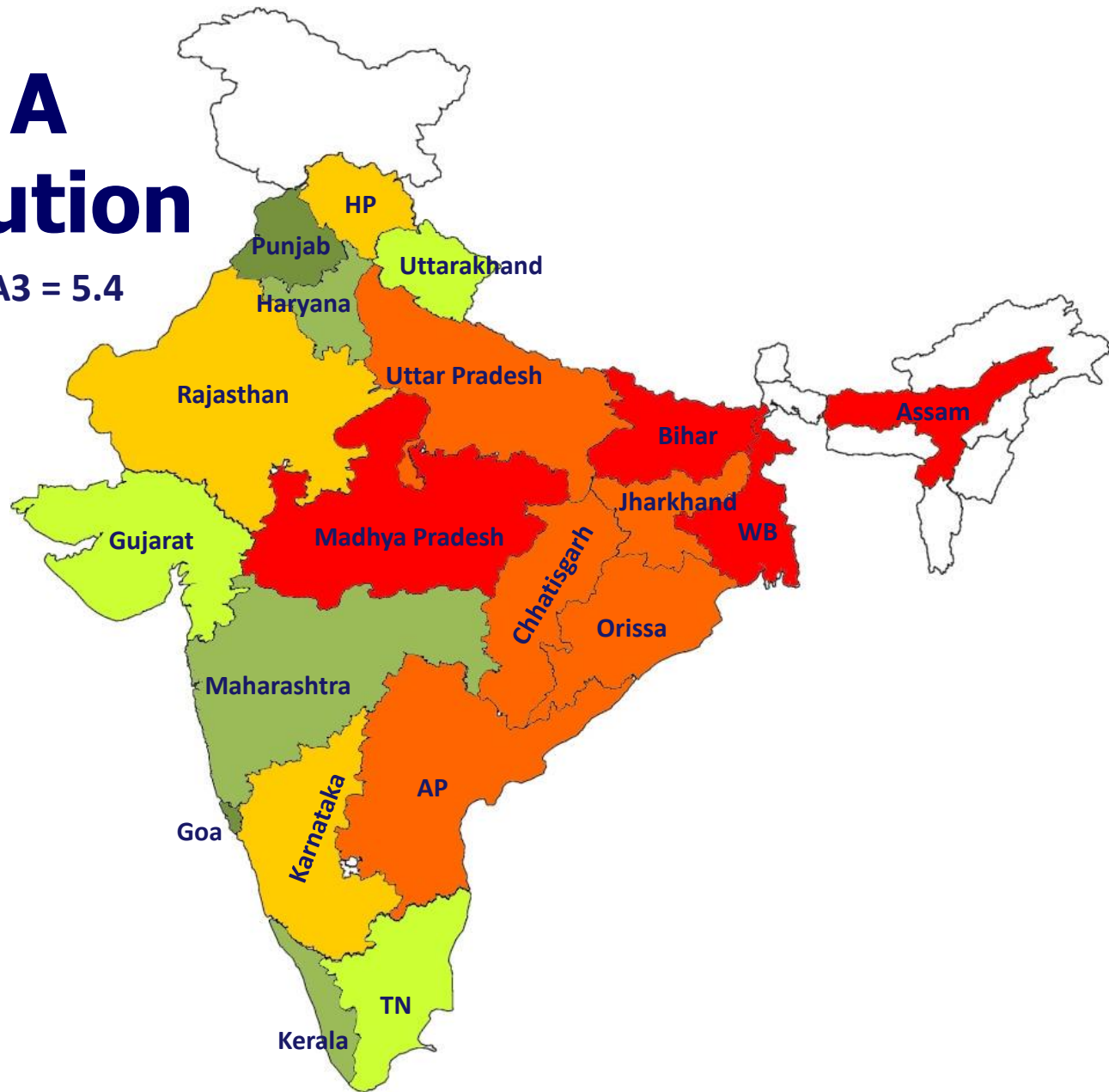


SEC A1 Distribution



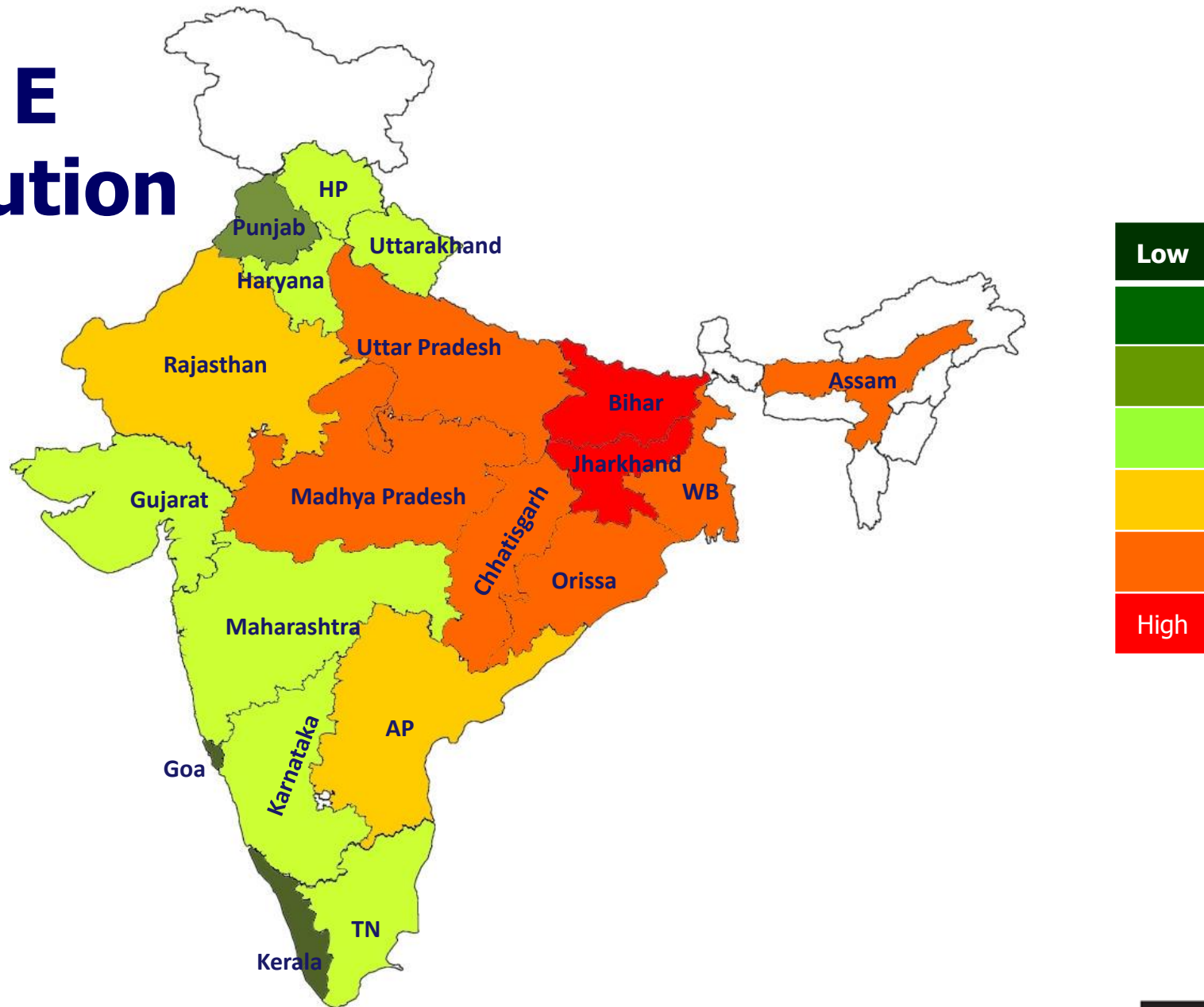
SEC A Distribution

$$A = A1 + A2 + A3 = 5.4$$



SEC E

Distribution



New SEC Distribution Index

SEC A1 – 40L+ penetration

3.5

SEC A1 - All India penetration

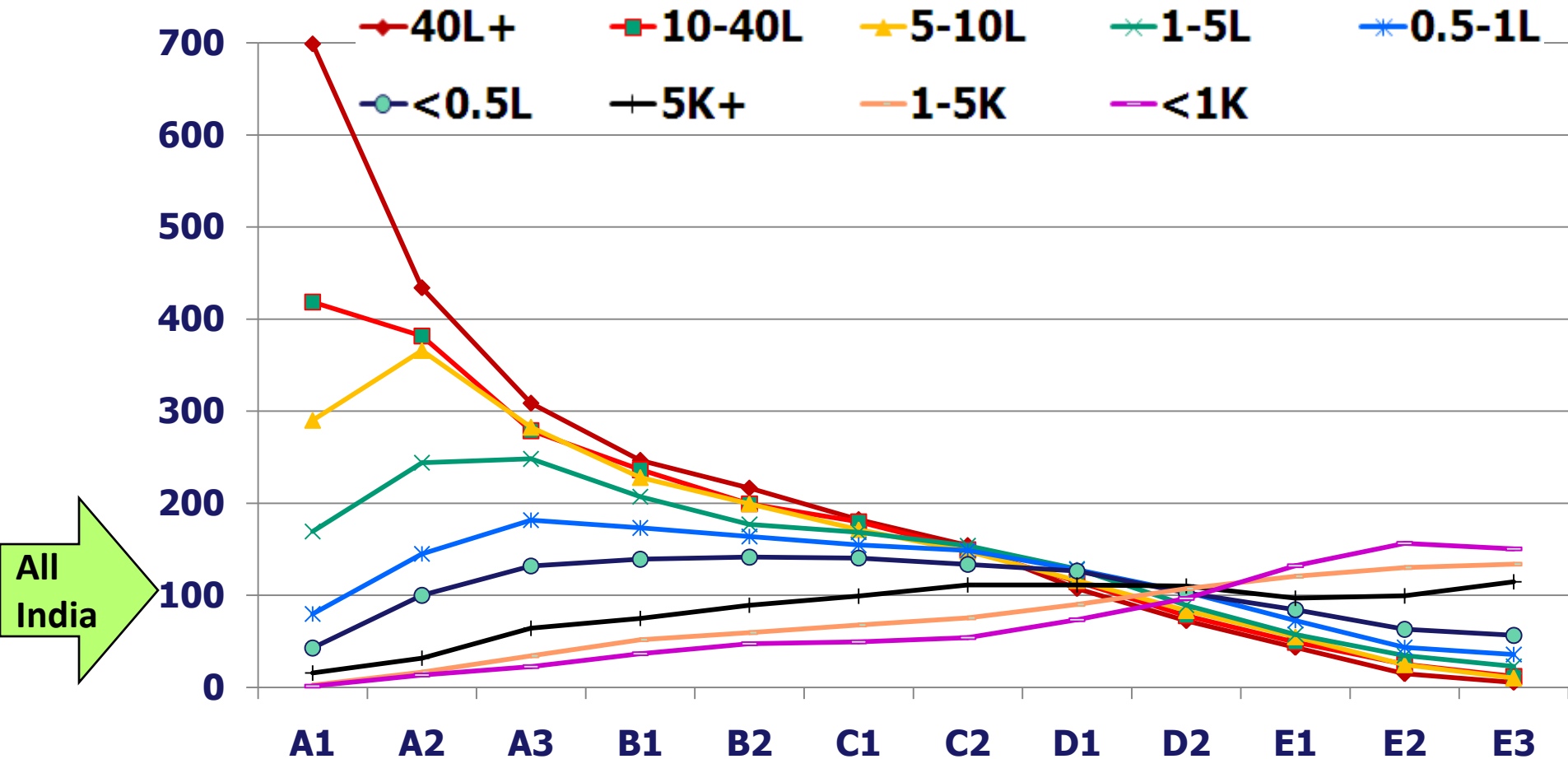
0.5

Index

$3.5 / 0.5 \times 100$

=

700



What Happens to Your Existing TG Based on Current SEC?

Cumulative Col %

	A1	A2	B1	B2
A1	25.6	8.9	1.6	0.2
A2	63.8	39.7	17.6	3.6
A3	80.7	63.6	42.6	21.6
B1	90.6	80.5	65.2	42.1
B2	95.6	90.7	81.4	60.9
C1	95.7	91.4	85.6	77.7
C2	98.5	96.8	93.9	83.0
D1	99.2	98.8	98.0	93.4
D2	99.6	99.5	99.5	97.7
E1	100.0	100.0	99.9	99.5
E2	100.0	100.0	100.0	100.0
E3	100.0	100.0	100.0	100.0

* Assumed %. You may work with different %



Thank You