UNDERSTANDING THE REAL POTENTIAL FOR PROFITABLE GROWTH OF YOUR BRAND
THE SOARING POTENTIAL OF INDIA’S HINTERLAND

Small Town & Rural India has arrived and there are several regional and macroeconomic reasons that are fueling the growth of consumption in India’s hinterland. In rural India, Farm income is being supplemented by trading and agro processing & services; increase in procurement prices is leaving the farmer with more money in hand and in Small towns, the disposable incomes are growing with increasing opportunities & changing mindsets.

These new consumers are purchasing a wide range of products other than FMCG, from flat screen TVs to smart phones, until recently beyond their reach.

• Do you understand this new consumer?

• What does the non-urban consumer want now and in the future?

• What are the touchpoints to effectively reach this consumer?

• What are the challenges & drivers that will influence the approach to rural markets?

• What is the size of the market for your category?

• How do their attitudes, beliefs and decision making processes differ from their urban counterparts?

Get the answers from the SMALL TOWN AND RURAL INDIA (STAR) Report, a quantitative survey of 5000+ Rural consumers and 2000+ consumers in Small Towns across 14 states in India.
The Small Town and Rural India (STAR) report will be based on personal interviews with decision makers, conducted by a highly specialized field team, sensitized to culture & environment of these markets. The report will cover 300+ number of Villages and 60+ number of towns across India.

The Framework & Related Research Modules

Viewing Rural Opportunity by Putting the Consumer Under the Lens: Comprehensive information that profiles the nonurban consumer’s consumption habits across products and services through a tried and tested process.
COVERAGE

300+ Villages of population 2000 – 4000 & 5000+
60+ Towns of population upto 1 lac
15% of the 442 districts in 14 states to be covered
ZERO IN ON THE RURAL MARKET THAT CAN UNLOCK LONG TERM VALUE FOR YOUR BRAND

STATES TO BE COVERED:

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<tr>
<th>Punjab</th>
<th>Bihar</th>
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<tr>
<td>Haryana</td>
<td>West Bengal</td>
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CREATE, SHAPE & DEVELOP MARKETS THROUGH THE POWER OF INFORMATION

Get insights on categories (micro categories also covered):

- BEVERAGES
- FOOD
- PERSONAL CARE/TOILETRIES
- WOMEN’S COSMETICS
- MEN’S COSMETICS
- APPAREL & ACCESSORIES
- HOUSEHOLD PRODUCTS
- OTC
- APPLIANCES & DURABLES
- VEHICLES
- FINANCIAL SERVICES
- MEDIA
UNDERSTAND THE DNA OF NON URBAN INDIA

Special category deep-dives available!

Special Focus Reports on:

- The STAR Youth (15-25 years)
- The Affluent STAR (SEC A/R1 & R2)
- Migration & Mobility (Snapshot of those who have/expect to move in 12 months)

For further details about the STAR report, please contact:

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About IMRB International

Established in 1971, IMRB International, a member of the Kantar Group, is a pioneer in market research services in Asia. IMRB’s footprint extends across 53 offices in 18 countries spanning South Asia, Middle East, North Africa, South East Asia and Europe. With a multi-disciplinary and multi-cultural workforce of over 1400 full time researchers and analysts servicing clients, IMRB is at the forefront of research and consulting services. IMRB partner its clients through the entire brand lifecycle by bringing together consumer research experts (IMRB One) with sector and domain expertise from its specialist units like Probe Qualitative Research (PQR), Customer Satisfaction Measurement & Management (CSMM), IMRB Kantar World Panel, Media, Retail, Digital, Social & Rural Research Institute (SRI) and B2B Research and Technology Consulting (BIRD). LIVELABS helps clients to innovate and develop new products and services. A seven time winner of the MR Agency of The Year, IMRB is also accredited with the ISO 20252: 2012 Quality Certification.

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