

# SMALL TOWN & RURAL INDIA

SYNDICATED RESEARCH

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.



# ABOUT THE SMALL TOWN AND RURAL INDIA (STAR ) \* REPORT

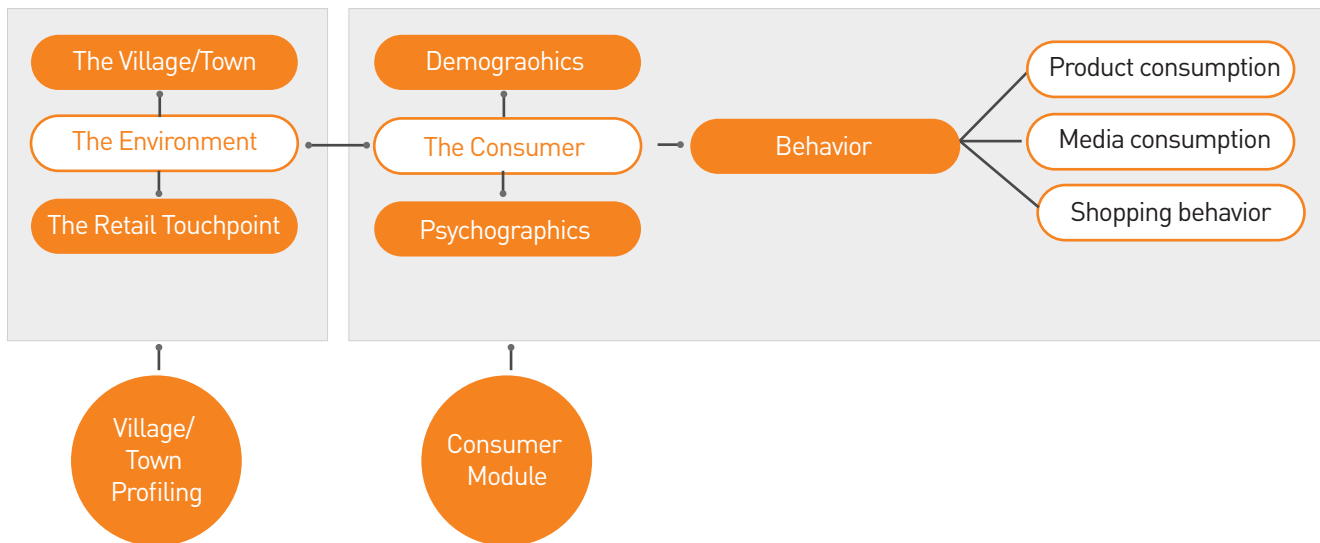
A comprehensive understanding of the STAR consumer - who they are - demographic & psychographic profiles, consumption & shopping behavior across product categories & services; along with a backdrop of and the retail touch points in the villages/ towns they reside in

\* SMALL TOWN & RURAL



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:

Punjab	Bihar
Haryana	West Bengal
Rajasthan	Andhra Pradesh
Uttar Pradesh	Karnataka
Gujarat	Kerala
Madhya Pradesh	Tamil Nadu
Maharashtra	Orissa

## 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

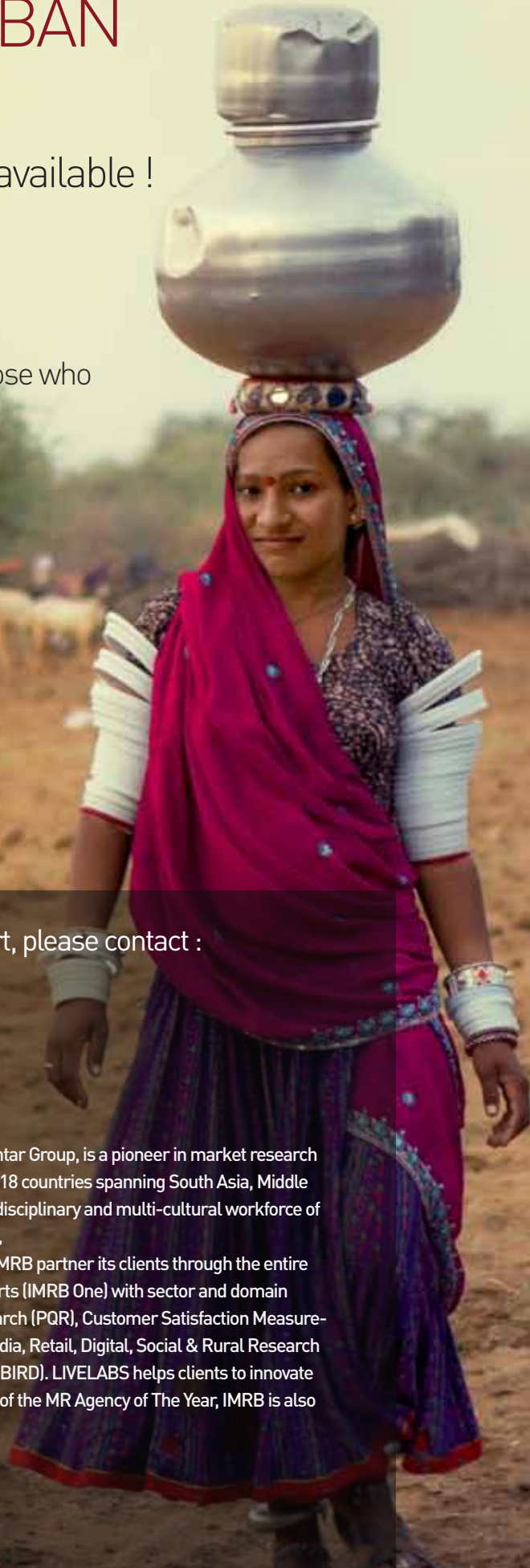


# UNDERSTAND THE DNA OF NON URBAN INDIA

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 :

Gurpreet Wasi

[gurpreet.wasi@imrbint.com](mailto:gurpreet.wasi@imrbint.com)

+91 98-10-140807

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