21st edition ICUBE™
Digital adoption & usage trends
ICUBE™: Internet In India

Asia’s largest authoritative resource for Digital Marketing and Planning Decisions

**Comprehensive view:**
Digital Consumer
(Internet behavior across devices i.e. PC, Mobile etc.)

**Extensive Coverage and Representative Sample:**
(Urban/Rural; All India, State, City Level Estimations)

**Highlights Emerging/ Future Trends:**
(Highlights past/current and futures trends across different digital platforms)

What does ICUBE provide?

**Basic Measures**
- Size and Reach
- Purpose
- Profile and Usage

**Metrics to decide**
- Communication planning
- Designing products and services
- Tariff plans

**Households**
- 80,000+
- Urban - 65,000+
  (Spread across 390+ cities across different TCs)
- Rural - 15,000+
  (Spread across 350+ districts, 1000+ villages across different VCLs)

Face-to-Face (CAPI) survey among Households in Urban/Rural cities/villages using Random Sampling Approach

Projections on Census 2011*
Offerings: Bouquet of reports

- Urban Internet Report
- Rural Internet Report
- Digital Commerce Report
- Mobile Internet Report
- Social Media Report
- Mom & Kids on Internet Report
- Local Language Report
- Broadband Report
- Online Entertainment Report

Lite Reports:
- Payment Wallet Report
- Online Travel Report
- Online Food Delivery Report
- Online Grocery Delivery Report
Glimpse of Few Data points
Internet users have registered an annual growth of 18% in 2018 and are estimated to grow by 11% in 2019. 87% of the internet users have used internet in last 30 days.

Source: Kantar IMRB, ICUBE 2018 December estimate, All India
Rural India will continue to drive internet adoption in India and is expected to witness double digit growth for next few years.

### Internet Users: Urban vs Rural

<table>
<thead>
<tr>
<th>Year</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>186</td>
<td>295</td>
</tr>
<tr>
<td>2018</td>
<td>251</td>
<td>315</td>
</tr>
<tr>
<td>2019 (EST.)</td>
<td>290</td>
<td>337</td>
</tr>
</tbody>
</table>

**Source:** Kantar IMRB, ICUBE 2018 December estimate, All India
Bihar shows the highest growth in new Internet user addition, closely followed by Odisha

Top Growing States

1. Bihar
   Internet Growth Rate: 35%

2. Odisha
   Internet Growth Rate: 35%

Source: Kantar IMRB, ICUBE 2018 December estimate, All India
Internet is now more gender balanced than ever before, females are also equally engaged and active in the digital world – spending as much time on the Internet as males.

<table>
<thead>
<tr>
<th></th>
<th>2017 Female</th>
<th>2017 Males</th>
<th>2018 Female</th>
<th>2018 Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>77 mins</td>
<td>78 mins</td>
<td>80 mins</td>
<td>82 mins</td>
</tr>
</tbody>
</table>

Source: Kantar IMRB, ICUBE 2018 December estimate, All India
Contact Us

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Thank You