

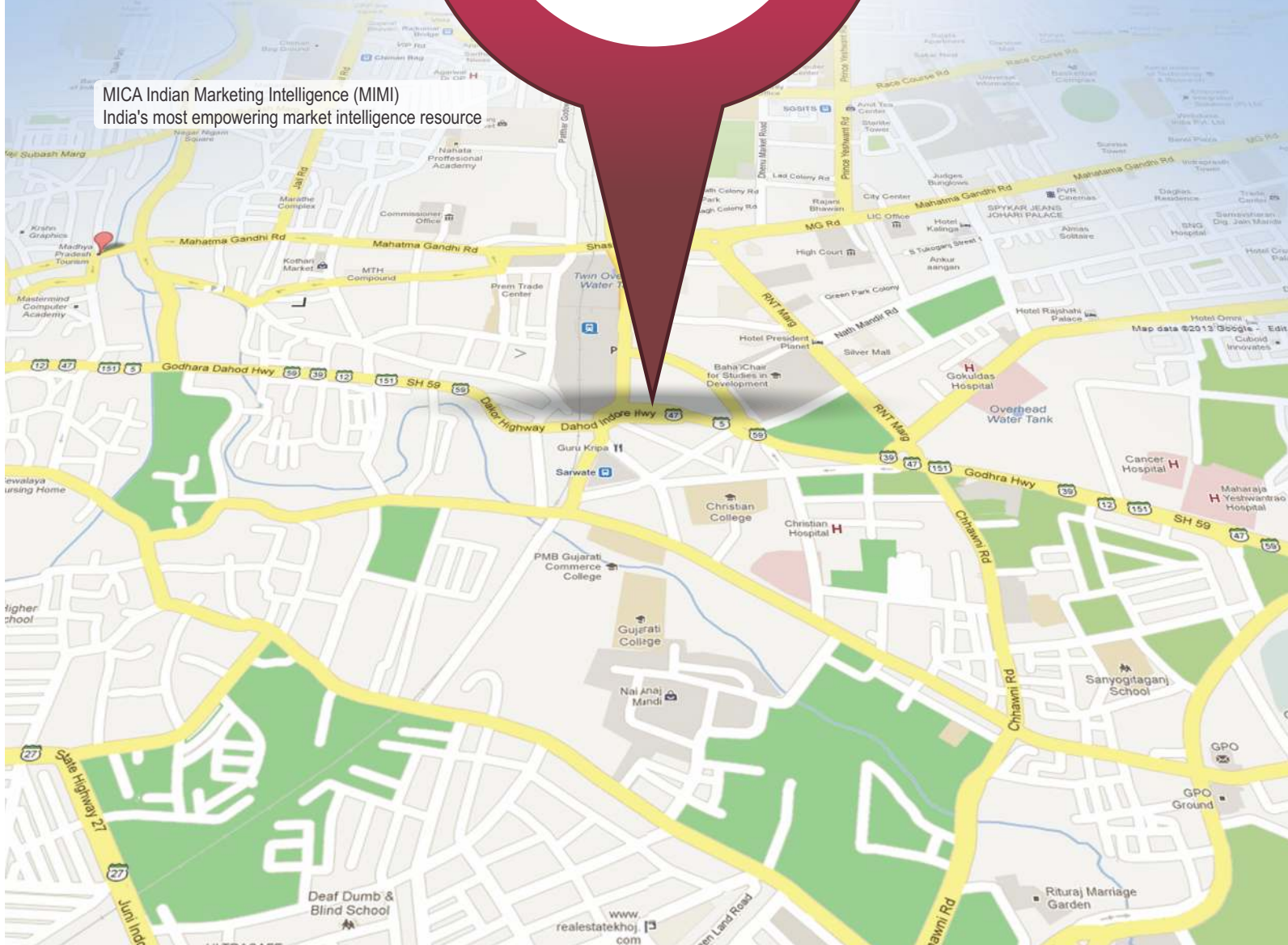
# Authentic, accurate and up-to-date market intelligence.

Now, blend it the way you need it.

- 143 Variables • 3 Market Potential Indices • 19 Group Variable Scores
- 630 Districts • 468 Urban Agglomerations



MICA Indian Marketing Intelligence (MIMI)  
India's most empowering market intelligence resource



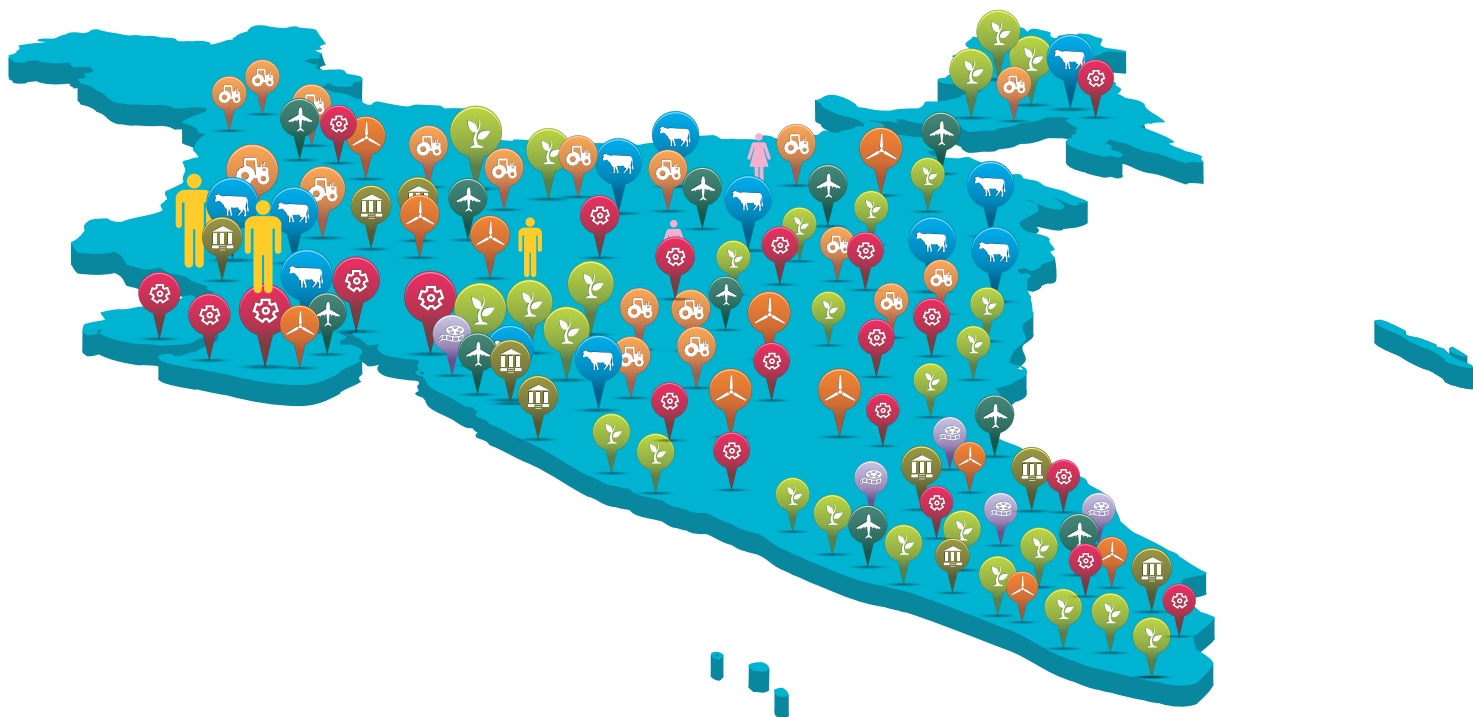
# The Indian Market – an emerging potential

Emerging markets like India are considered to be the new growth engines of the world economy. With a massive population base, increasing purchasing power, relaxation in the regulatory environment and fusion with global culture, in the last decade the Indian market has emerged as a major hub for consumption and production at a global level.

However, the diversity of the Indian market in terms of its socio-cultural, political, and demographical differences are challenging for marketers who wish to develop new products, identify market segments, design market-entry strategies or launch new product variants in regional markets.

To navigate market currents more effectively, marketers need to take strategic decision with information that is authentic, accurate and up-to-date. For strategic market decision-making at pan-India and regional levels, it is necessary that a marketer uses a gamut of rural and urban area data such as agriculture, financial, media consumption, and so forth.

Here is where MICA Indian Marketing Intelligence (MIMI) caters to this requirement for developing a sound marketing strategy.





## MIMI - born of a MICA commitment to Indian enterprise



As India's premier marketing and communications institute, MICA has endeavored to spearhead cutting-edge applied research to serve the needs of the marketing and communications industry. As part of this commitment, MICA develops urban and rural market potential indices based on Census

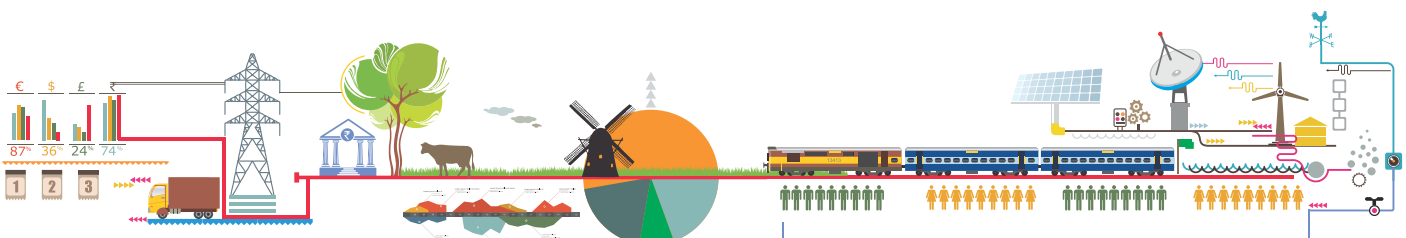
of India and other authentic government publications.

MIMI, or MICA Indian Marketing Intelligence as it is more formally known, is the third such resource development in this business enhancement series.



## What you need to know about MIMI

MIMI provides the secondary data for socio-economic variables and market intelligence up to district level for all the States and Union Territories of India. Built around a unique data-fusion algorithm developed by reputed researchers and analytical minds of MICA, MIMI fuses the variety of structured information, compiled from authentic sources, to provide a composite, granular market-view. It also provides Market Potential Index (MPI) and other data, in separate views for rural, urban, and the total Indian market for 630 districts.



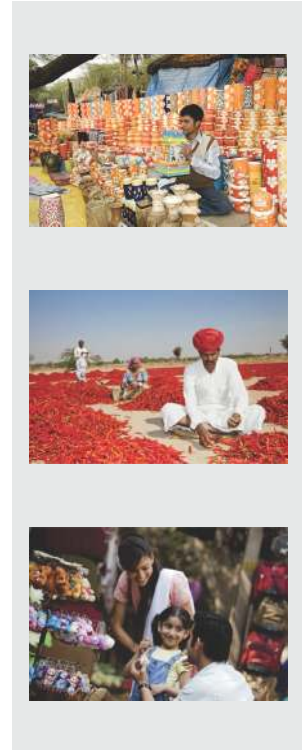


# Here's what MIMI offers

- 1. Provides Market Potential Index:** As one of the most acute needs of the marketer is to arrive at a district prioritisation for purposes ranging from market entry to product launch, MIMI provides Market Potential Index (MPI) for 630 districts for rural, urban and the total market. The higher the MPI, the higher is the market prioritisation.
- 2. Wide array of Information:** With 143 variables across rural and urban markets, MIMI provides data related to Demographics, Agriculture, Financial Services, Media Ownership, Vehicle Ownership, Household (HH) Size and Usage, HH Basic Amenities, HH Light and Fuel, etc. to be applied across sectors ranging from Construction and FMCG to Telecom.
- 3. Simplifying decision making:** To interpret the data quickly and effectively, MIMI provides a host of features like Graphs, GIS maps, Multi-variable Model and Potentio meter in downloadable format. These features are helpful for better presentation of the data and clarity of analysis.

For example, if a marketer would like to target a specific region, the Multi-variable Model helps him to compare various districts on selected variables, simultaneously, to arrive at a comparative picture.

- 4. Add-on features of websites:** With a highly interactive website, you can perform a large number of functions like, execute simple arithmetic functions, customise variables, save work-space, compare districts across the states, besides others, with the help of MIMI's add-on features.
- 5. Composite score for selected categories of variables:**  
To better understand the prosperity of a district and penetration of assets, composite score for selected categories of variables like agriculture, financial services, media ownership, and vehicle ownership are provided.



## Main sources of data utilised by MIMI

- The Census of India – 2011
- Ministry of Agriculture
  - Department of Agriculture and Cooperation
  - Agricultural Marketing Information System Network
  - National Horticulture Mission
- Livestock – Department of Animal Husbandry (2007)
- Reserve Bank of India (2009)
- Audit Bureau of Circulations (January-June 2010-2011)
- National Sample Survey Office (2009-2010)
- Bureau of Economics and Statistics of States and UTs
- Planning Commission (Government of India)
- Fertiliser Association of India (2009-2010)



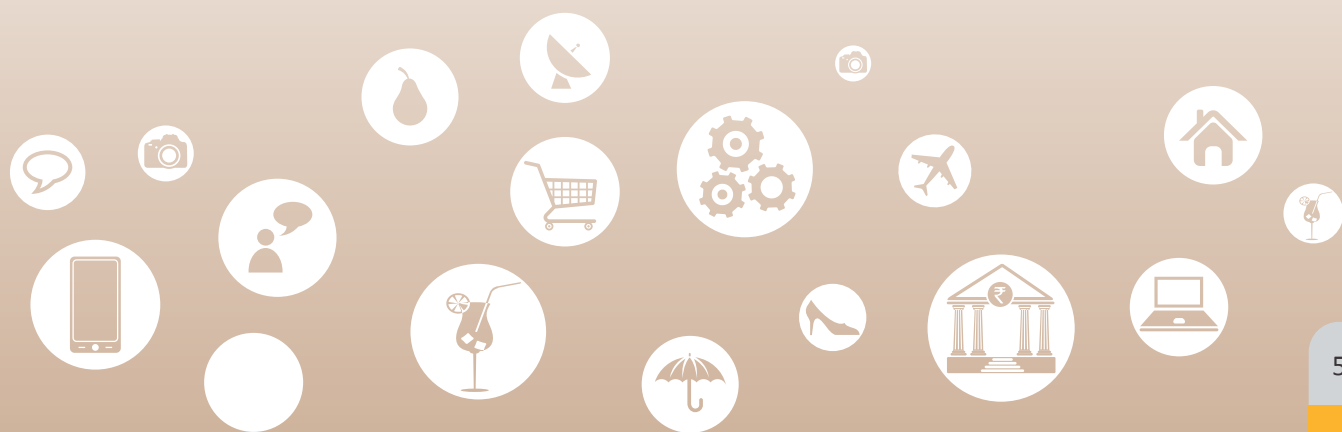
## Salient features

- All data are collected from authentic sources like Census of India, Planning Commission (Govt. of India), Reserve Bank of India, etc.
- All data is available up to district level for 35 States and Union Territories
- Market Potential Index (MPI) calculated for 630 Districts
- Robust research methodology used for calculating Market Potential Index (MPI)
- Data available for download in MS Excel format along with Graph and GIS facility
- Interactive and user-friendly software interface with additional features like Customise Query, Comparison of variables for different districts, Creation of customised variables etc.

# Variables that you can use

Variable	Rural	Urban	Total
<b>Demographics</b>			
Population	✓	✓	✓
Male Population	✓	✓	✓
Female Population	✓	✓	✓
Child Population			✓
Male Child Population			✓
Female Child Population			✓
Literate Population	✓	✓	✓
Literate Male Population	✓	✓	✓
Literate Female Population	✓	✓	✓
<b>HH Size and Usage</b>			
Households (HH)	✓	✓	✓
Residential HH	✓	✓	✓
HH with One Room	✓	✓	✓
HH with Two Rooms	✓	✓	✓
HH with more than Three Rooms	✓	✓	✓
<b>HH Basic Amenities</b>			
HH having Drinking water facility	✓	✓	✓
HH having Bathroom enclosure with roof	✓	✓	✓
HH having Latrine facility within premises	✓	✓	✓
<b>HH Light and Fuel</b>			
HH having Electricity as main source of lighting	✓	✓	✓
HH having Kerosene as main source of lighting	✓	✓	✓
HH having Solar Energy as main source of lighting	✓	✓	✓
HH using Kerosene as fuel for cooking	✓	✓	✓
HH using LPG PNG as fuel for cooking	✓	✓	✓
HH using Electricity as fuel for cooking	✓	✓	✓
HH using Biogas as fuel for cooking	✓	✓	✓
<b>Agricultural</b>			
Fertiliser Consumption	✓		✓
No. of Cattle	✓		✓
Value of Crop Production (Horticulture)	✓		✓
Value of Crop Production (Agriculture)	✓		✓
Value of crop Production (Agriculture + Horticulture)	✓		✓
Crop Area (Hectare)	✓		✓
Irrigated Area (Hectare)	✓		✓



Variable	Rural	Urban	Total
<b>Financial Services</b>			
HH availing Banking Service	√	√	√
No. of Bank Offices	√	√	√
No. of Accounts	√	√	√
Amount Deposit	√	√	√
Amount Credit	√	√	√
<b>Commercial Use of Premises</b>			
Shops or Offices	√	√	√
Hotel Lodge Guesthouse	√	√	√
Hospital Dispensary	√	√	√
Total Factory Work shed Workshop	√	√	√
<b>Social Use of Premises</b>			
School or Colleges	√	√	√
Place of Worship	√	√	√
<b>Media Ownership</b>			
HH Radio or Transistor	√	√	√
HH Television	√	√	√
HH Computer Laptop with Internet	√	√	√
HH Computer Laptop without Internet	√	√	√
HH Landline only	√	√	√
HH Mobile only	√	√	√
HH both Telephone and Mobile	√	√	√
Newspaper and Magazine Circulations			√
<b>Vehicle Ownership</b>			
HH Bicycle	√	√	√
HH Scooter, Moped, Motorcycle	√	√	√
HH Car, Jeep, Van	√	√	√
<b>Miscellaneous</b>			
HH having No Assets	√	√	√
HH having Computer, Laptop, Telephone, Mobile, Scooter, Car	√	√	√



# Methodology used

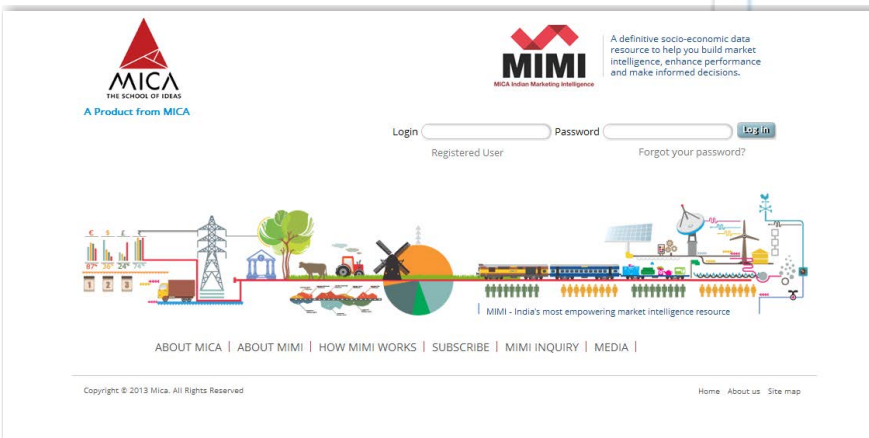


# Principle variables and their weights

	<b>Rural</b>	Rural Population	0.2665
		HH LPG PNG as Fuel for Cooking	0.1903
		Value of Crop Production	0.0402
		Irrigated Area	0.1303
		Amount Deposit	0.0561
		Hotel, Lodge, Guest Houses	0.1574
		HH both Telephone and Mobile	0.1593
	<b>Urban</b>	Urban Population	0.3425
		HH Kerosene as Fuel for Cooking	0.0223
		Amount Deposit	0.01
		Schools Colleges	0.1861
		HH both Telephone and Mobile	0.2744
		HH Car, Jeep, Van	0.1647

## How do you benefit from MIMI?

- MIMI can be used by strategic decision makers to make informed marketing decisions in various industry sectors such as Advertising, Manufacturing, FMCG, Durables, Banking and Finance, Food Products, Automobiles, Pharmaceuticals, Travel and Hospitality, Telecommunication, etc.
- MIMI can also be used by researchers, consultants, entrepreneurs, academicians and students to get a better understanding of the market potential across India.

The screenshot shows the MIMI website homepage. It features the MICA logo (THE SCHOOL OF IDEAS, A Product from MICA) and the MIMI logo (MICA India Market Intelligence). A login form is present with fields for 'Registered User' and 'Password', and a 'Forgot your password?' link. Below the login form is a navigation menu with links: ABOUT MICA | ABOUT MIMI | HOW MIMI WORKS | SUBSCRIBE | MIMI INQUIRY | MEDIA. At the bottom, there is a copyright notice: Copyright © 2013 Mica. All Rights Reserved and a site map link: Home About us Site map.



# See a MIMI snapshot

## 1. Top 10 Districts

Top 10 Districts			
State	District	Total Population	Market Potential Index (MPI)
NCT OF DELHI	Delhi	16753235	1000.00
MAHARASHTRA	Mumbai Suburban	9332481	642.30
KARNATAKA	Bangalore	9588910	629.15
MAHARASHTRA	Thane	11054131	447.42
ANDHRA PRADESH	East Godavari	5151549	340.13
GUJARAT	Ahmadabad	7208200	329.12
MAHARASHTRA	Pune	9426959	322.57
TAMIL NADU	Chennai	4681087	305.49
WEST BENGAL	Kolkata	4486679	253.65
ANDHRA PRADESH	West Godavari	3934782	244.97

## 2. Media Penetration in Top 10 Districts

Media Penetration in Top 10 Districts						
State	District	Population	No. of Residential Households (HH)	Percentage of the HH with Mobile Phone	Percentage of HH having Computer with Internet	Percentage of Households with TV
NCT OF DELHI	Delhi	16753235	3176329	71.77	18.54	92.54
MAHARASHTRA	Mumbai Suburban	9332481	1980017	65.15	20.44	87.13
KARNATAKA	Bangalore	9588910	2351670	68.46	18.32	86.87
MAHARASHTRA	Thane	11054131	2367432	62.71	10.82	73.55
ANDHRA PRADESH	East Godavari	5151549	1351209	45.46	1.66	60.79
GUJARAT	Ahmadabad	7208200	1473448	62.68	8.57	78.70
MAHARASHTRA	Pune	9426959	2031309	71.44	11.57	76.57
TAMIL NADU	Chennai	4681087	1087370	63.35	19.99	97.09
WEST BENGAL	Kolkata	4486679	939087	67.20	14.55	86.91
ANDHRA PRADESH	West Godavari	3934782	1044107	45.79	1.15	62.12

### 3. Agricultural Indicators of Top 10 Rural Districts

Agricultural Indicators of Top 10 Rural Districts							
State	Rural Districts	Rural MPI	Rural Population	Value of Crop Production/ Hect Cropped Area (INR)	Fertiliser Consumption (MT)/Hect of Irrigated Area	Fertiliser Consumption (MT)/Hect of Cropped Area	Per Capita Bank Deposit
ANDHRA PRADESH	East Godavari	1000.00	3836952	30239970	0.59	0.32	3.77
ANDHRA PRADESH	West Godavari	696.50	3126191	15852465	0.74	0.51	5.64
MAHARASHTRA	Pune	423.74	3687243	15321	0.69	0.23	6.05
KERALA	Kottayam	344.73	1413773	540760	2.24	0.56	3.02
ANDHRA PRADESH	Guntur	333.42	3232485	159238	0.82	0.41	3.70
KERALA	Malappuram	330.45	2294473	95255	0.59	0.10	0.78
ANDHRA PRADESH	Srikakulam	327.51	2263124	11157508	0.33	0.15	2.50
MAHARASHTRA	Ahmadnagar	313.29	3630012	14506	0.62	0.17	2.12
ANDHRA PRADESH	Krishna	307.15	2671718	1237745	0.71	0.37	3.98
KERALA	Palakkad	288.08	2133699	134855	0.42	0.19	1.95

## Using MIMI: Case Study



### 1. Urban Case Study

#### Problem situation:

A MNC retail player wants to enter into India for Grocery and Apparel Retailing. They are primarily looking at cities with a population in the range of 20 to 30 lakhs.

How can MIMI help?

MIMI data reveals that there are 13 cities with a population in the range of 20 to 30 lakhs.

How can three cities be selected out of these 13 cities?

District	Urban MPI	Urban Population	MPI per Million Population	Urban Amount Deposit (Lakh)	Amount Deposit per Million Population	Urban No. of HH Television
Ernakulam	222.02	2232564	99.45	2940133	1316931.12	481622
Coimbatore	143.69	2633170	54.57	2091441	794267.37	641987
Lucknow	139.91	3037718	46.06	3813865	1255503.31	435408
Kancheepuram	137.80	2537825	54.30	822948	324272.95	589338
Nashik	122.86	2598167	47.29	798287	307250.07	383471
Bardhaman	118.98	3079584	38.63	1148906	373071.82	443774
Thiruvallur	118.79	2433018	48.82	574865	236276.51	564393
Indore	115.55	2424312	47.66	1630883	672719.93	387486
Haora	112.47	3064668	36.70	709842	231621.17	409888
Kanpur Nagar	107.09	3015129	35.52	1678579	556718.80	409542
Rajkot	103.59	2208582	46.90	1022569	462997.98	386871
Patna	98.14	2510093	39.10	2514901	1001915.47	312297
Hugli	89.14	2131994	41.81	637520	299025.23	351693

## Conclusion

- 1 It can be seen from the table that based upon MPI, the MNC can select Ernakulam, Coimbatore, Lucknow, Kancheepuram and Nashik in the first phase.
- 2 However, considering MPI per million, Ernakulam, Coimbatore, Kancheepuram, Athiruvallu and Indore are five cities where the MNC retailer can consider entry.
- 3 As an indicator of purchasing power, if we take Amount Deposit per Million, then Ernakulam, Lucknow, Patna, Coimbatore and Indore are five cities with the highest economic prosperity.
- 4 Finally, based on the above conclusions, the MNC should consider entry into Ernakulam, Coimbatore and Lucknow.

## Rural Case Study

### Problem situation:

A leading Bank would like to expand its rural branch network in the state of Bihar. How can they prioritise five districts with the help of MIMI?

In the first stage, we can take the districts with Rural MPI more than 100. This gives us a set of 12 districts from 39 districts to further analyse.

District	Rural MPI	Rural Population	Value of Crop Production	Rural No. of Bank Offices	Rural No. of Accounts	Rural Amount Deposit (INR Lakh)	Rural Shop/ Offices
Pashchim Champaran	120.37	3528781	73666724096	85	474177	63421	16462
Purba Champaran	154.43	4683820	19456818289	97	573976	84168	20449
Rohtas	106.88	2535085	17626811913	76	413108	62923	14931
Samastipur	131.37	4107725	14588466385	94	509577	99518	33745
Muzaffarpur	147.83	4308714	14056556718	112	750045	113468	28425
Siwan	108.73	3135865	10367331103	102	812096	138971	20792
Madhubani	144.47	4311466	10117675311	94	454135	72064	19780
Darbhanga	114.04	3541846	9659453486	95	451142	79795	20712
Vaishali	105.53	3262715	9440320260	79	586874	89135	24608
Gaya	117.31	3803888	9021828814	115	661383	105509	17313
Saran	114.82	3591053	8471279237	106	817117	132785	25224
Patna	117.69	3262711	8073637914	113	641417	133036	12727

## Conclusion

- 1 Out of these 13 districts, if we consider Value of Crop Production as measure of wealth of the region then Paschim Champaran, Purab Champaran and Rohtas come on top.
- 2 In these three districts, the present number of bank offices is less than compared to other districts like Gaya and Patna and therefore, these three districts need more banking services.



### Problem Situation

An advertising agency wants to explore Media Penetration across major districts of Andhra Pradesh so as to allocate marketing expenditure and design media planning strategy.

For this, 10 major districts of Andhra Pradesh with highest Market Potential Index (MPI) have been selected. To further understand media penetration in selected districts, the following variable is examined and penetration Per Household is calculated:

District	Total MPI	Total No. of HH	Total No. of HH Television	Total No. of HH Computer Laptop with Internet	Total No. of HH Mobile Only	Total No. of Newspaper Magazine Circulation	Newspaper Penetration	Composite Media Score
Hyderabad	242.76	1066289	746818	149034	583744	3837823	3.60	10.95
Rangareddy	203.73	1561322	949853	142879	900605	181470	0.12	10.01
Krishna	96.19	1476334	794346	30438	598166	718855	0.49	3.41
West Godavari	244.96	1255628	648607	12050	478091	407568	0.32	1.26
Guntur	101.46	1582990	816849	19383	617321	546085	0.34	2.55
East Godavari	340.12	1605841	821421	22411	614288	507989	0.32	2.28
Visakhapatnam	98.78	1379340	666976	45492	561627	700207	0.51	4.56
Chittoor	71.12	1303870	611465	13763	561188	422100	0.32	1.89
Prakasam	67.05	1087575	468022	6151	451056	258407	0.24	0.85
Srikakulam	116.55	902436	297418	3988	294830	168214	0.19	0.53

### Conclusion

- 1 The Media Planner cannot afford to ignore Hyderabad and Rangareddy districts as they have the highest TV penetration along with an MPI of more than 200 and a Composite Media Score of more than 10.
- 2 Hyderabad and Rangareddy are also to be covered for communication with new media like Mobile marketing and Internet-based marketing.
- 3 Newspaper is having the highest penetration per HH in Vishakhapatnam and Krishna after the major district Hyderabad.



# Testimonials



**“Indian consumption patterns are changing dramatically and the assumptions of yesterday are rapidly becoming outdated. Getting meaningful, cross-sectoral information in an accessible way is essential for anyone interested in making sense of the consumer market today. This is where MIMI fills a crucial gap by putting together a comprehensive database that will provide immense value to business and research alike.”**

Santosh Desai  
MD & CEO, Future Brands Ltd.



**“MIMI is a tool developed after extensive research and built on a host of secondary data, using advanced statistical techniques. It is useful for planning any activity in the areas of marketing and social development programme, undertaken by private as well as public sector organisations. Survey research professionals will find this as a comprehensive database much needed for development of any research design. The strength of the index lies in the validity tests it had undergone before its release, to make sure of its credibility.”**

R. Narasimhan  
Statistician with over 40 years of experience in designing and conducting surveys in the field of marketing and social development research. President of ORG / Blackstone Market Facts and has been associated with AC Nielsen ORG - MARG as an advisor for over 10 years.



**“I compliment MICA for coming out with a comprehensive Indian Marketing Intelligence (MIMI) Report. An important future of this third in series of such a database is its Market Potential Index (MPI). What makes this MPI unique is that it is constructed for all the 630 districts of the country with data separation available for rural and urban queries. Its user-friendly software offers GIS facility. Based on 143 variables culled out from over a dozen reliable sources, MIMI is an invaluable one-stop reference source and master guide. It cannot be avoided by anyone interested in strategic marketing at macro and micro levels. As someone who introduced market analysis reviews for the rural and urban markets of India, over three decades ago, I consider MIMI a most valuable source for those in marketing and advertising.”**

Dr N Bhaskara Rao  
Chairman, CMS

## Thought leaders behind MIMI



### **Dr. Vina Vani**

Prof. Vina has more than 38 years of experience in academics with Ph.D. in Statistics. Prof. Vani has rich experience in training and application of data analytics. She was involved in various academic and corporate projects and headed MMR (MICA Market Rating) in 2009.



### **Dr. Shailesh Yagnik**

Prof. Yagnik has 32 years of experience in Information Management. He has set up Knowledge Exchange & Information Centre (KEIC) for Communication and Advertisement fraternity in MICA which is leading light for digital information exchange in India. He has been involved in MICA Market Rating since 1998.



### **Dr. Rohit Trivedi**

Prof. Trivedi has about 10 years of experience in marketing and research. His research areas are Green Marketing, Marketing Models, and Technology-based Entrepreneurship.





**For more details or for a presentation on what MIMI can do for your organisation, please contact:**

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